PROJECT BRIEF

Client:	AOPA	Deadline:	Nov 10 2020
Project Name:	Mobile App for AOPA	Author:	Florence Mullan-Fraser

THE ASK
What is the objective of the project? Here you need to define the problem: the need statement that you have chosen to address, the target audience (who the apps users will be) And describe your solution: what your mobile app will be and how it meets the need statement
Mary the pilot needs a way to organize the flight details before, during and after a flight. It must be organized in a way that can be accessed quickly and comfortably during a flight and simple to navigate. So that Mary can get the information quickly and efficiently, as this can be a challenge for her at times. The target audience for this app will be mainly AOPA members and other pilots. My app will be efficient and easy to use. Including large easy to read fonts, summarized lists, specific points that avoid over explaining and get right to the point, and a screen reader for those who need it. This will be a very user friendly app that anyone can use, and it will be attractive to look at so users WANT to use this app.
What are the deliverables? Here you need to define your minimum viable product - exactly what it will include (you should include the number of screens and what would be on each screen). And describe your three additional features - exactly what they will be (and whether they will be embedded on existing screens or if they will add screens to the app). List them in order of priority.
The deliverables included in this project, the app will include all the basic functions needed for the app to function. This will have a simple list of weather charts, checklists and any other necessary products. There will be 4 screens total. A home page, weather page, pre flight checklist and a computing/navigating page. Some additional features not included in the MVP will be: -a screen reader for hard of hearing users -an interactive flight map where you can see exactly where important planes are at any time -a gps map of recommended restaurants wherever a pilot lands