PROJECT BRIEF

Client:	**Airplane Owners and Pilots Association (AOPA)**	Deadline:	**November 10, 2020**
Project Name:	**Member Mobile App**	Author:	**Adrian Dhalla**

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
Needs Statement: AOPA needs a user-friendly mobile app to attract and retain its members.   **Solution:** A multipurpose app that features information about AOPA member-airports and their surrounding areas, along with navigational, booking, and scheduling tools.
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.
Stage 1: Conduct user experience research to define the problem.   **Stage 2:**   - Design and develop a mobile app that solves the problem.   - Produce all content including copy, images and illustrations.   **The app will include:**   - User-friendly environment that is intuitive and easy to navigate.   - Visually and aesthetically pleasing design that meets industry best practices for accessibility and user experience for the majority of members, including special needs.   - MVP: Home screen plus 7+ nav tabs/pages for each airport, maps, accommodation, rentals, and food.   - Add-ons: 3+ pages and tools for booking and scheduling.

Stage 3:

- Market the mobile app, including search engine optimization for the app store.
- Deploy and provide long term maintenance of the app, including ongoing insights into how the app performs in terms of function and user-engagement.