

PROJECT BRIEF

Client:	Airplane Owners and Pilots Association (AOPA)	Deadline:	10 November 2020
Project Name:	AOPA App	Author:	Trevor Jacob

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 needs a way to find alternative landing locations so that she does not get bored of flying by landing at the same location all the time.
The target audience would be any pilot or members of the Airplane Owners and Pilots Association (AOPA) who may get bored of landing at the same airfield and is looking to find new places to land

The mobile app would take your original landing location and try to suggest nearby airfields they can land instead. Giving them new sights to see and locations to visit

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 minimum viable product on this project would be an app that suggests a nearby landing location after the user gave it their original landing location. It would only need two screens. One that contains input areas for the user to give it their original location, and another that gives them the alternate location for them to try instead.

One additional feature would be suggesting more than one landing location. This would not require a new screen for the app and would be implemented in a carousel way, allowing users to see cards containing the basic information on each location and then scroll through them to find one they would enjoy.

Another additional feature would allow the pilot to set limits on how far they want to fly. This feature would add an additional screen, a user profile screen and would set their limit on that screen. Doing this

would limit the app on what locations to send the pilot to, for example if a pilot chose a location and then set a limit of 200km, the app would not suggest any location that is farther than 200km away from the original landing location.

The final additional feature would be the ability to add user's interests. This would be on a separate screen from the previous two screens, built on the user profile page. On this page, the user would select what they enjoy from a location, (hiking, sightseeing, food, art etc.) and the app would suggest locations that contain one or more of those things. Preventing the pilot from flying to a new area with nothing that interests them there.