

Date: 20 March 2022
To: Alex Wroe
From: Brandon LoBiondo
Re: Sound Swipe Content Update



Sound Swipe is looking for new software developers for the Summer 2022 content update.

1. SITUATION:

Sound Swipe is looking to update its app for the Summer 2022 season. Sound Swipe is looking to improve the app UI and technical capabilities to give users an easier time using the app and increase the number of subscribers on the app.

2. OBJECTIVES:

To improve the app's function, Sound Swipe needs a software development company to work on the app. We have a big enough budget to fulfill the needs of a company working on our app. We want to launch the update by Friday, June 3, 2022, to give users a new experience during summer when people have more time to make and share music.

3. STRATEGY:

Vince Maria, Head of Product Usability and Functionality, and his team will interview potential software developers on the best new technology and ideas for the app. The team will be able to work remotely, provided they can relay all information throughout the interview process back to Maria.

4. AUDIENCES:

- Company Management Team
- Customer Service and IT employees
- Software Developers
- Users (Free & Paid Subscriptions)

5. TACTICS:

- Gather Maria and his team to interview potential developers. A team must be assembled to offer varying perspectives on each developer being interviewed.
- Organize a list of possible updates for developers to base concepts on. The budget should allow for a new developer, expansion of technology used for the Sound Swipe app, and high-quality updates to UI and functionality by and beyond the June deadline.
- We must research through beta testing that these updates can be used without harming the app and that any UI changes are commissioned and approved by the June deadline.
- Should all go well, and the update is a success and delivered on time, prepare a contract for the developer to join our team.

6. MEDIA/RESOURCES:

The project team will report back to Maria but will be allowed to work remotely. The locations that employees on this project work from must be with a device accessible to Zoom and a strong Wi-Fi connection. Each employee will have the opportunity to record their thoughts of the interviewee to share with Maria and the rest of the team through a document provided before each interview.

Our personnel in the Product Usability and Functionality department can be anywhere in the country to complete this project. Each employee must be in contact with Maria to ensure their job is being done. Meaning all information and/or notes of the interview process must be submitted via email to Maria by a pre-approved deadline.

7. SCHEDULE:

March 18, 2022: Research potential new developers that are within our price range.
March 21: Set up interviews with each developer company and organize tours of the app.
April 1: Evaluate each developer's ideas/improvements and determine if the update is useful to the structure of the app.
May 1: Run beta tests of the app to improve any issues.
May 15: Negotiate a contract with new developers for future work.
June 3: Send the first June content update out to users.

8. BUDGET:

• Media Tools (laptops, iPads, Wi-Fi, etc.)	\$12,000
• “Developer Tests” (software, beta testing, etc.)	\$18,000
• UI/UX Graphic Designers	\$10,000
• New Developer Budget	\$350,000
Total	\$390,000

9. EVALUATION:

- The new developer will be in place by the end of March.
- All June content will be released promptly.
- Review results of the “Beta Tests” to ensure product functionality works well.
- Measure subscriber satisfaction via email survey, in-app questionnaires, and social media.

10. CONTACTS:

Vince Maria	Head of Product Usability and Functionality	410-293-2922
Kyle Andrus	IT Department Executive - Product Usability and Functionality	410-898-2821
Joshua Brown	Social Media Analyst - Product Usability and Functionality	410-388-9929

Please get back to me with any feedback or if you have any questions regarding this project analysis. I can be reached at bjlboiondo@gmail.com or 609-325-7841.