# DESIGNING A MOBILE APP FOR AIR FORCE ROTC CADETS

# Kick-Off Meeting Agenda

**21 June 2020 | 0900 - 1100 | Hampton Convention Center, VA**

| 0900 | **Introductions** |

- I.   *Client*: Neal Harris (AF rep), his team (Logan, Elodie, Sierra) & his supervisor
- II.  *AF Public Affairs Reps*: Anushka Patel & David Jung
- III. *Design Team*
    1. Abbie - Project Manager
    2. Madison - Art Director
    3. Aaron - UI/UX Engineer
    4. Sergio - Front-end Developer
    5. Andrea - Programmer
    6. Khanh - Web Designer

**Executive Project Summary**

Project C2O is a mobile application for Air Force ROTC cadets, designed to organize, track, measure, and communicate individual cadet performance in the areas of physical fitness, warrior knowledge, and leadership training.

A resource to increase efficiency and quality of cadet life, C2O is also a tool to ensure cadets meet all the requirements to commission. C2O offers a streamlined approach to quality and standardized training across the country.

| 0915 | **Project Information : "C2O"** |

- I. *App specifications*:

| Platform: iOS & Android | Database Linkage: SQLite |
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- II.  *App considerations*: Specific features and guidelines

- III. *Key deliverables*: User frames, icons, theme, wireframes, working prototype, user testing & mock trial results, final demonstration

- IV.  *Major deadlines*: Estimated 12 - 14 month project timeline

| 1045 | **Primary POCs & Responsibilities** |

| Project Manager POC<br>Abbie Havens: a.havens@novus.com<br>Phone: (757) 762-5746 | Air Force Primary POC<br>Neal Harris: neal.harris@us.af.mil<br>Phone: (757) 523-4312 |
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| AF Public Affairs | Anushka Patel & David Jung | 633PA@us.af.mil<br>Design Manager | Shanthini Kumar | s.kumar@novice.com | (972) 510-4618 | |

**Action Items for Follow-up**

I.  **Client Information**

    A.  *What would you like to tell us about how the Air Force approaches these projects?*
    B.  *How does this project tie back to the Air Force's goal or strategy?*
    C.  *How is this project going to be funded?*

II.  **Project Background & Purpose**

    A.  **Objective**

        1.  *What product would you like our team to produce?*
        2.  *What do you want to achieve with your design?*
        3.  *Why is this project important to your and your audience?*
        4.  *What's the problem you're trying to solve or improve?*

    B.  **Scope & Audience**

        1.  *Who will primary be using this product?*
        2.  *What criteria are you using to measure your project's success?*
        3.  *What are you hoping to achieve with this product in the short & long term?*

    C.  **Deliverables & Timeline**

        1.  *When would you like the first fully-functioning prototype?*
        2.  *By what time to you anticipate launching the final version?*
        3.  *Do you have any other hard-set deadlines that we should know about?*

    D.  **Risk Management & Control**

        1.  *Have you done this sort of project before?*
        2.  *What are internal and external dependencies we should be aware of?*
        3.  *Have you already completed a risk assessment? Any underlying concerns?*
        4.  *Have the project's requirements been documented yet?*

III.  **Decision-makers**

        1.  *Who are the primary decision-makers for this project?*
        2.  *How involved in this project would you/decision-makers like to be?*

IV. **App Design Considerations**

    A.  *Do you have any documents or brainstorming notes for this app design already?*

    B.  *What are some typical organization apps the Air Force currently uses?*

        1.  *Any specific app features that you find to be effective or useful?*

        2.  *Complex or inefficient? Don't like?*

    C.  *Which app features must be included?*

    D.  *Are there are security requirements or considerations? Where can we find these?*

    E.  *Any specific logos, mottos, colors, or other Air Force-specific themes you desire?*

V. **Communication & Meeting Plans**

    A.  *What is the Air Force's/your team's project workflow?*

    B.  *What is your preferred method of collaboration for this project?*

    C.  *Who will be your company's primary point of contact for our team?*

    D.  *How often would you like to receive updates, and how detailed?*

VI. **Roles & Responsibilities**

    A.  *At this time, do you have any questions/concerns about our team and how we operate?*

    B.  *Do you have any specific requests or updates for this project not already covered?*

VII. **Action Items for Follow-up**

    A.  *Is there any information or documentation you need from us anytime soon?*

    B.  *Would you like a copy of our meeting notes and initial thoughts/conclusion from today?*

## CLIENT INFORMATION

- Once contracted out, AF places full trust and responsibility in contracted firm or company
- Regular and scheduled updates will be required to key-stakeholders and decision-makers
- AF operates using a structured chain of command - majority questions and decisions will be routed up and down via Major Neal Harris, AF primary POC for this project.
    - In addition, Major Harris has a team tasked to work with the our design team if needed, including ROTC cadet volunteers and detachment commanders at our disposal for research
- AF leaders are committed to producing quality officer candidates to meet the national security challenges of the future. This requires developing the "well-rounded" and "well-educated" cadet at every detachment. A resource to increase efficiency and quality in training is highly desired.

## PROJECT BACKGROUND & PURPOSE

- Product: AF requires a mobile application to help AF cadets track and organize their requirements for commissioning. **The design team is tasked with developing fast and innovative UI/UX designs, icons, images, content, and a theme reflecting Air Force values.**
- Goal: AF is funneling money into projects to increase officer quality and capability at the root-level: ROTC cadets. This includes expanded resources for leadership training exercises, but also tools to ensure cadets maintain high academic performance in college course-work, and develop key organizational skill-sets at an early age.
- Problem & Solution: Cadets spend too much time on tracking and planning, not enough on execution of events and activities. Tracking and planning is also inconsistent across detachments due to lack of standardized practices or resources = lower quality officers. Fix this issue = heighten the quality of new officers, and simultaneously increase quality of cadet life.
- Primary users: College student cadets, ages 17-23.
- Lower-level cadets: require app to monitor their individual performances, track mandatory events, and participate in other opportunities for leadership growth
- Upper-level cadets: require app to monitor lower-level cadet performance; track overall detachment objectives for each semester and ensure they are met; track, plan, and execute mandatory and leadership events; issue letters of counseling or recommendation, performance reports, and other documentation as needed.
- First time Holm Center is attempting project at this scale. Major Harris is well-aware of the any risks and underlying concerns, with a full list of requirements, specifications, and legal considerations. **Schedule separate meeting**.
- This is an app for cadets, who are also college kids. No content or features encouraging underage drinking, gambling, or other illicit activity is permitted.
- The app design cannot contain and content or features permitting any kind of unprofessional relations.

## Deliverables & Timeline

- Major Harris already has list of deliverables and documentation - **schedule separate meeting.**
- Stakeholders/decision-makers hard deadlines
- **February 2021** - fully functioning prototype
- **June 2021** - final product

## App Design Considerations

- Major Harris's realm - specific technical details already prepared. **Schedule separate meeting**.
- **Key Considerations**
- UI/UX designs for key features: Calendar of events, attendance/RSVP tracker, list of cadet objectives, Google Drive Access and group sharing capability, limited social media integration (in conjunction with detachment instagram and facebook pages, fitness tracker
- Advanced analytics and feedback system - Mobile app should be a two-way user friendly resource. Cadets should be able to track their performance, as well as receive and view performance reports and documentation from their trainers.
- Priority remains on tracking & ensuring each objective per semester per cadet is completed as planned. These objectives are usually met through bi-weekly leadership training events, and the occasional mandatory event once or twice a month.
- App should be simple, fast, and user-friendly. Limit room for personalization or multiple navigation options. This is not a complex "scheduling or team management app", instead very specific to **cadet** management and success. The design features should to reflect this sentiment, while still maintaining a highly professional appearance and user content.

## Collaboration & Follow Up Actions

- AF generally hires "result-based" contracting firms, however recognizes the value in quality products.
- Chain of Command structure
- Encourage brainstorming sessions and innovative ideas, but bottom line decision-oriented approach. Brainstorm, collaborate, then choose the best direction, and only move forward.
- Anticipate issues in advance; take care of them immediately, not down the road/line
- Roles & responsibilities at the discretion of the project manager/creative director and Major Harris. However, all work should be extremely well organized/all managers in the loop.
- Any concerns will be routed through Major Harris and up the military chain. Key stakeholders and decision-makers will be involved in a limited capacity…more to be kept in the loop of progress.
- Form of communication: Major Harris's discretion
- Email typically preferred; 24 hours responses; business hour phone calls between 0700 - 1630.
- Prefers primary communication with 1-2 project leaders, but encourages design team members to reach out directly (*cc project manager) about specific questions or recommendations…**invites creative ideas & more than happy to discuss and collaborate**
- Updates on progress every month if poss. but encourages collaboration at any time
- Follow-up action items: List already ready and provided by Major Harris

# Project Statement & Conclusions

PROJECT & CLIENT: Air Education and Training Command (AETC) has initiated the development of an innovative mobile app "C2O" to increase efficiency of ROTC operations, enhance the student-cadet lifestyle, and improve the quality of cadets entering the Air Force.

GOAL: The primary goal of C2O is to plan and track specific ROTC cadet objectives every Air Force cadet must complete in order to commission as an officer into the Air Force. They are organized for different cadet "levels", tracked and completed each semester, through bi-weekly leadership courses, physical training sessions, and other training events.

DESIGN OBJECTIVES: As such, C2O will be a mobile app with organization and scheduling features for events specifically related to accomplishing cadet objectives. The design team is tasked with developing fast and innovative UI/UX designs, icons, images, content, and a theme reflecting Air Force values, for features such as the following: calendar of events, RSVP, attendance; checklist of cadet objectives by grade level and semester; simple group sharing and collaboration capability (Google Drive specifically); social media integration; fitness tracker; and templates to organize and maintain performance reports.

DESIGN CONSIDERATIONS: Design features will be simple, straightforward, professional, and user-friendly. Although each user will register and create a personal account, options for custom personalization will be limited. The app is not for recreational purposes, and the design features should reflect this sentiment. However, as the primary users will be college-aged cadets, design features should be targeted toward the 17-23 year-old demographic, a group highly comfortable with using technology and mobile apps, and fast-paced lifestyles.

PRIMARY POCs & TIMELINE: An initial draft of listed design features, deliverables, and hard-deadlines have been provided by Major Neal Harris, our team's primary POC for this project. Major Harris will  be our intermediary between the key stakeholders and decision-makers in the future, specifically, the commanders of Air University and Holm Center. Major Harris has also lined up a group of cadet volunteers and ROTC detachment commanders for research and collaboration. At this time **AETC estimates 12 - 14 months total time** for this project.

COLLABORATION: Major Harris and his team welcome continuous collaboration with our entire design team. However, he requested monthly formal updates, and prefers we route all major questions & concerns directly through our project managers to him via email or phone.

Our client is committed to "developing quality leaders for the Air Force," and is ready to take this responsibility to the next level…let's do everything we can to get them there!