DESIGNING A MOBILE APP FOR MILITARY AIR FORCE CADETS

CLIENT	Air Education & Training Command (AETC), U.S. Air Force
- Goal	Develop lasting and quality resource
- Budget	~$200,000	*Awaiting confirmation from AETC POC*
- Motto	"Integrity, Service Before Self, Excellence In All We Do"

PERSPECTIVE & PROBLEM | There is no publicly available, or standardized software or program to track and organize cadet requirements for commissioning into the Air Force.

There are 145 AFROTC detachments in major universities across the U.S.

Each detachment is responsible for training 10 - 300 cadets each year.

Senior-level cadets track overall cadet performance at most detachments.

→ There are over 40 requirements per cadet to commission into the Air Force.
→ Senior-level cadet leaders are also full-time college students.
→ No centralized approach = discrepancies in training practices across the country.

HYPOTHESIS & SOLUTION | If high-functioning college student cadets can utilize a reliable and user-friendly mobile app to track and measure cadet requirements, then overall performance, organization, and communication will improve significantly. "C2O" or "Cadet to Officer" will be an app designed to ensure all requirements for each level of cadet is tracked and completed through quality leadership exercises, fitness sessions, and additional events.

OBJECTIVES

- Create mobile app design features to consolidate all requirements on one platform
- Streamline approach to quality and standardized training across all detachments
- Offer simple, convenient, reliable resource to increase efficiency and quality of cadet life

TARGET SNAPSHOT

<u>Cadet Smith, Caroline (senior-level)</u>
Job: Cadet Operations Commander

Level of comfort w/ Tech: Mod. - High
Context of use: Organize 70+ cadets
Hours/wk on College & Activities: 35-45
Hours/wk on ROTC: 15-20
Age: 22

<u>Cadet Lee, Amber (lower-level)</u>
Job: Cadet Trainee

Level of comfort w/ Tech: Mod. - High
Context of use: Track individual progress
Hours/wk on College & Activities: 35-45
Hours/wk on ROTC: 5-10
Age: 18

DESIGN CONSIDERATIONS

Required Features	**Personality & Tone**
- Security; Login - Advanced analytics - Cross-platform coverage - Intuitive & easy navigations (Priority + pattern) - Push notifications - Feedback system	- Professional, competent, reliable - Light & friendly, easy to use & access - College-kid "speed"; simple, straightforward

Technical Specifications	**Legal Restrictions**
- Platform: iOS & Android - Database Linkage: SQLite	- No personally identifiable info or personalization options - No content, symbols, or icons explicitly opposed to USG members or policies - No content enabling underage drinking

DELIVERABLES & TIMELINE

Phase I   3 Months "Concept" | Initiate design research & turn technical specs. into design features

Phase II   3 Months "Prototyping" | UI/UX ideations & designs; translate design features into wireframes

Phase III   2 Months "Testing" | Finalize UI/UX; fix design issues or upgrades; finalize icons & theme

Phase IV   3 Months "Deployment" | User testing & mock trials; refine UI/UX & make final modifications

Phase V   1 Month "Release" | Formal demonstration & publish app; obtain certs & credentials

MEASURES OF SUCCESS | Active users; retention; subscription rates per detachment per year; reviews & ratings; increase in cadet performance; increase in percentage and quality of commissioning cadets; overall decreased dependent on other platforms or apps