DESIGNING A MOBILE APP FOR AIR FORCE ROTC CADETS

Overview

The Air Force, and by extension, Department of Defense, has an expansive budget and interest in producing resources aimed at heightening education and skills development for all airmen, including cadets working towards commissioning into the services. However, DoD tends to be results-oriented. There is greater preference for efficiency and direct communication, than creativity. As a result, the ideal team for this project includes a highly detail-oriented project manager with excellent communication skills and experience with managing large projects. The military also functions on a system of hierarchy. The creative team would not necessarily be included in this chain of command. As long as the individuals "in charge" (manager and director) are able to produce the desired end result and the creatives are highly competent and experienced in their respective fields, the client will be satisfied.

Team Members & Justifications

Abbie

Project Manager
$90,000

EDUCATION
B.A., PMI, SCRUM Master

PERSONALITY TYPE
Extroverted, Sensing, Thinking, Judging

FEMALE   AGE 57

EXPERIENCE
33 years—7 management, Web development agencies, government contractors

SKILLS
Large project management, scheduling, budgeting, excellent written and verbal communication skills, attention to detail and efficiency

SOFTWARE
MS Project, Smartsheets, MS Excel and Word

AREAS NEEDING DEVELOPMENT
Mostly web project experience, lacks flexibility in PM processes

Abbie's background in web development and working with government contractors is invaluable for a mobile app project for the DoD. Mobile apps become less expensive to design and create when transitioned from an established website, and expands the opportunity to create more than just a mobile app for cadets. A fully functioning website allows Cadre, or military officers that are tasked with training and evaluating cadet performance, an additional platform to monitor and ensure the mobile app is functioning as desired. Abbie's excellent written and verbal communication skills, attention to detail, and scheduling abilities are ideal for any military-contracted leader or team, enabling the desired form of collaboration and accountability the Air Force requires for all projects.

Madison

Art Director
$120,000

EDUCATION
M.F.A.

PERSONALITY TYPE
Extroverted, Intuitive, Feeling, Judging

FEMALE   AGE 50

EXPERIENCE
26 years—11 management Marketing agencies, non-profits, studio owner

SKILLS
Strong creativity, leadership, business, and communication skills. Brand ambassador. Ability to work independently and generate smart solutions

SOFTWARE
Intermediate Adobe CC, Strong MS Office Suite

AREAS NEEDING DEVELOPMENT
Somewhat unorganized, struggles with deadlines

Madison's strong creativity, leadership, business, and communication skills provide a nice balance to Abbie's focus on task efficiency and web project experience. As this mobile app project is the first of its kind — an original resource specifically designed for Air Force cadets — Madison's strengths as a brand ambassador will prove to be particularly useful in establishing the standard of quality for a new DoD resource aimed at improving training practices and results. As such, generating smart solutions, not simply implementing pre-existing ones, will be key to adapting normal or standard organization and scheduling tools to benefit cadet needs specifically. Although Madison is somewhat unorganized and struggles with deadlines, Abbie's particular skills in these areas will make up for this.

Aaron's particular skillsets lie in bridging the gap between web/app designers and programmers/ engineers/developers. His abilities as an illustrator will help bring to life ideations and particular design features for this mobile app. His excellent collaboration skills and enthusiasm for working with all kinds of people will make him the ideal "go-between" for more introverted programmers and developers, and more extroverted designers and directors. Where other team members may take feedback poorly or fail to adhere to design layouts, Aaron will ensure the programmer and developer are able to understand and create the designer/director's intended end goal product. Additionally, Aaron's experience with quality assurance and user testing will be particularly useful for this project.

Aaron

UI/UX ENGINEER

SALARY
$95,000

EDUCATION
B.S.

PERSONALITY TYPE
Extroverted, Intuitive, Thinking, Perceiving

MALE AGE 35

EXPERIENCE
10 years

SKILLS
Web User Interface Design, Object-Oriented Design (OOD), Requirements Analysis, Usability Testing, Web Programming Skills & Graphic Design; excellent collaboration experience between designers & programmers; attention to detail; multi-lingual; team-player & capable of interacting with multiple personalities

AREAS NEEDING DEVELOPMENT
Somewhat laid back in professional environment

Sergio
Front-end Developer
$92,000

EDUCATION
M.A., Microsoft MTA

PERSONALITY TYPE
Introverted, Sensing, Thinking, Judging

MALE   AGE 40

EXPERIENCE
16 years—5 management, Web development agencies, freelance

SKILLS
Responsive design, testing and debugging, browser developer tools. Attention to detail. Strong communication skills

SOFTWARE
HTML/CSS, HTML5, JavaScript, jQuery

AREAS NEEDING DEVELOPMENT
Struggles to adhere to timelines. Page build details often don't adhere to design layouts

Andrea
Programmer
$120,000

EDUCATION
B.A, Microsoft MCSD

PERSONALITY TYPE
Introverted, Sensing, Thinking, Judging

FEMALE   AGE 36

EXPERIENCE
13 years—0 management, Non-profit associations, large corporation

SKILLS
Strong web and app, back-end development, ecommerce, networking. Self directed, organized, and detail oriented

SOFTWARE
Java, Python, Ruby on Rails, JavaScript, C++

AREAS NEEDING DEVELOPMENT
Lacks interpersonal skills. Takes feedback poorly

Khanh
Web Designer
$78,000

EDUCATION
B.F.A.

PERSONALITY TYPE
Extroverted, Intuitive, Feeling, Judging

FEMALE   AGE 34

EXPERIENCE
12 years—3 management, Web development agency, government contractors

SKILLS
Wordpress, UI/UX design, SEO, social media. Ability to work independently and generate smart solutions with minimal direction. Organized, detail-oriented

SOFTWARE
HTML, HTML5, CSS, Photoshop, and Illustrator

AREAS NEEDING DEVELOPMENT
Non-native English speaker creates need for careful proofreading

Sergio and Andrea will work closely with Khanh to help ensure the design features for this cadet-focused app, created and requested by the designer/director, are brought to life. Sergio and Andrea have the most important roles in creating the app, and enabling user friendly features that aim to meet the Air Force's end product goal. Their backgrounds and experiences in their respective fields is ideal for this particular project. Although Andrea lacks interpersonal skills and Khanh is not a strong English speaker, Aaron's multi-lingual and interpersonal skills, combined with Sergio's strong communication skills, should balance collaboration. Khanh's skills in UI/UX design, organization, and ability to generate smart solutions is in keeping with Madison and Aaron's strengths. Her software skills allow her to understand Sergio and Andrea's positions, and adapt design ideas to their recommendations, and v.v.

I. Phase I, Concept

Abbie and Madison will be particularly important team members during this phase of the project. They will be the primary points of contact for Air Education and Training Command, especially in the beginning stages of understanding the objective and initiating the steps to begin developing the ideal product solution.

II. Phase II, Development

Aaron and Khanh will be the more influential members of the team at the beginning stages of this phase. Working closely with each other, Abbie, and Madison, Aaron and Khanh will provide design drafts and input to accurately reflect the client's likes, dislikes, and required features for the mobile app. They will conduct and review the results of the research provided by AETC's voluntary team of cadets and trainers, and adapt standard mobile app organization and scheduling tools to best suit the needs of the cadets.

Aaron and Khanh will work very closely with Sergio and Andrea throughout the second stage of this phase, with Aaron taking on the leadership role. Once design features have been established, Sergio and Andrea will conduct the front and back end development portions to ensure the features function as desired. It will be Aaron's responsibility to ensure Sergio and Andrea are able to "bring to life" his, Madison's, and Khanh's ideations. Additionally, he will also be responsible for relaying Sergio and Andrea's concerns and recommendations to Madison and Khanh. During this phase, Abbie and Madison will take a step back and allow the creatives to "get to work," while placing immense trust in Aaron's ability to communicate and address their concerns.

III. Phase III, Deployment

Aaron and Sergio's experience in user testing, debugging, and responsive design will be particularly useful during at the end of this phase. Myself and Aaron will record and document user results over the course of two months, pinpointing areas of improvement or enhance designs to reflect the client's desired end product. Aaron will communicate frequently with myself and the AETC team during this period, delivering formal updates and recommendations provided by the team. Sergio, Andrea, and Khanh will re-join the team after the user testing period for design modifications.

IV. Phase IV, Release

Abbie, Madison, and Aaron will be tasked with more responsibilities during this phase. The skills and expertise to do initiate a live run, and eventually publish a mobile app with all the required certifications and credentials is key to making sure the resource is ready for use by the expected deadline.

Salary Breakdown

Team Member	Salary Justification	Time	Cost
Abbie - Project Manager ▸ Jul - Nov ▸ Jan - Feb ▸ Apr - May	Abbie will work with me, Aaron, and Madison to kick-start our project (Phases I & II), handing-off primary authority to Aaron after four months, when the software development stages become the priority. Abbie and Aaron will be the primary heads for this project, so will work together very closely throughout.	600	$26,825
Madison - Art Director ▸ Jul - Oct	Madison will get a chance to work with Abbie and Aaron in the first six months of the project, to create, guide, and lock in the art direction to include the approach, images/icons, symbols, and content. She will closely and creatively collaborate with Aaron and Khanh.	400	$24,600
Aaron - UX/UI Engineer ▸ Jul - Oct ▸ Dec - May	Aaron will be part of the team from the start, to help establish the initial vision and objectives, and begin planning for the software development side of things. He will meet and work with both Abbie and Madison, and be crucial in ensuring the software development team understands and can meet the design objectives.	830	$39,425
`Sergio - Developer ▸ Oct - Feb ▸ April ``Andrea - Programmer ▸ Oct - Dec ▸ April ```Khanh - Web Designer ▸ Aug - Oct ▸ Mar - Apr	Khanh will join the shortly after Aaron and work with him to understand and contribute to the UI/UX design input. Sergio and Andrea and will join the team during end Phase II, or the development period to work on and carry out the software design. They will be taking direction primarily from Aaron, who will have a solid understanding of both the design and software requirements by this point. All three will return in mid-March - April to make any design modifications in the software following user testing/experience (Phase III).	`400   `400 ```400	`18,400 ``24,600 ```$15,600
TOTAL			**$149,452**