



# Fan Friend

By Phillip Shakesby

# Abstract

- Fan Friend Is a mobile phone application with supporting website.
- Useful tool for football fans travelling to the FIFA World Cup in South Africa.
- It will provide information about the teams involved and the tournament itself
- It will also provide travelling fans with a way of documenting their experiences whilst attending the FIFA World Cup in South Africa.

# Goals

- To make a working mobile phone application
- To learn the skills required and the best practices of mobile application design.

# User Experience

- Mobile internet usage is on the rise, increasing by 24 percent this year to 56.9 million users.
- Up to 50,000 supporters from the UK alone.
- My application will be designed for football fans aged between 18 and 45

# Competitive Analysis

There are a number of applications available for

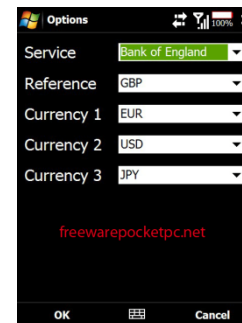
- uploading images to the web



- adding content to blogs



- calculating currency exchange rates

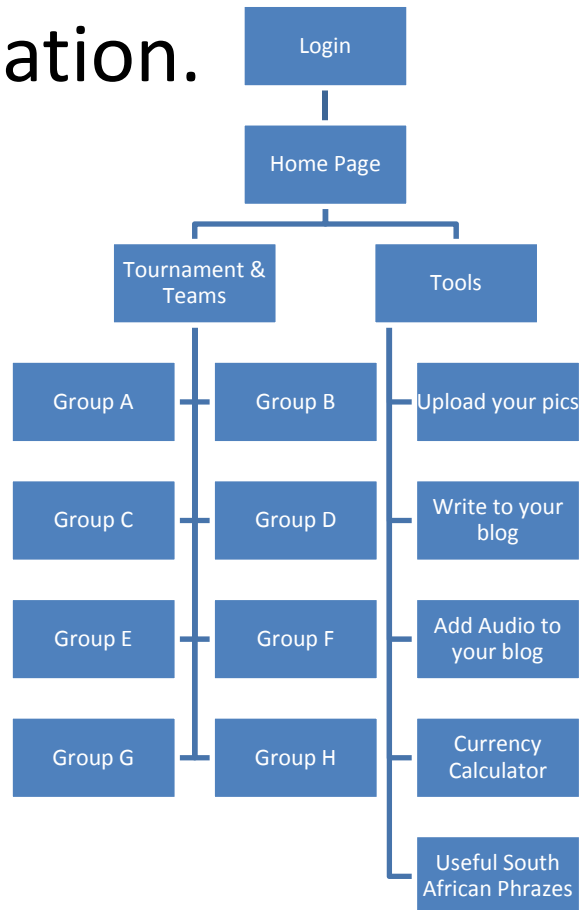


# Project Content

- I will produce a working mobile phone application on a Nokia mobile handset.
- I will also develop an emulated application that shows features that I would have liked to have developed.
- I will plan, design and build the supporting website for the applications.

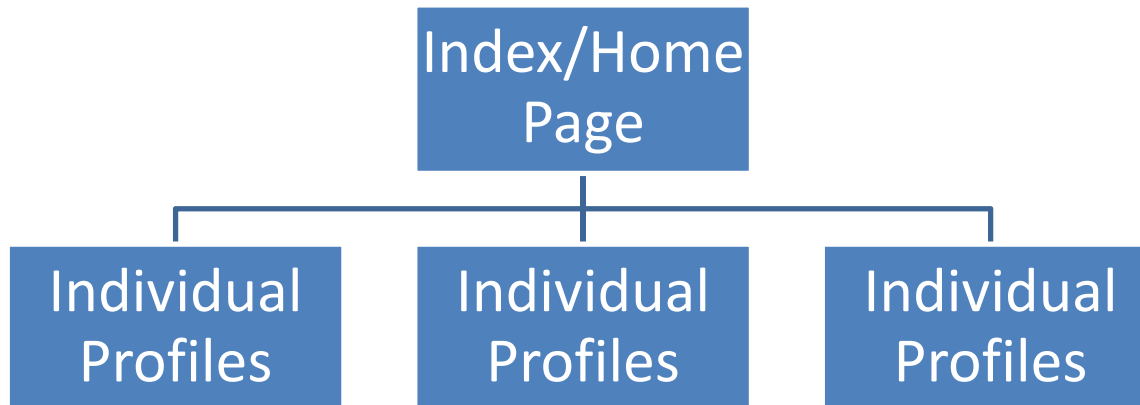
# Project Structure

This is the development structure for the Fan Friend mobile application.



# Project Structure

This is the development structure for the supporting website.



# Project Structure

This is the Database Structure For the supporting database.

	Auto Increment Primary Key (Not Null)						
Data Type	Int (4)	Varchar (20)	Varchar (20)	Varchar (255)	Varchar (255)	Varchar (255)	Date()
Name	ID	Username	Password	Blog	Audio_blog	Image	Date
Example	1	James Field	Superdry	I hate Africa	File name	Filename	2010-06-26

# Visual Design



SPECIMEN



World Cup South Africa 2010 Mood Board



Fan friend



# Development Schedule

Finished Project Structure & Visual Colour Scheme.



Have A Working Navigation System



Have A Database And Website Structure In Place



Working Connection From Mobile To Database



Team & Tournament Information In Place



Working Currency Calculator & Useful Phrases



Working uploadable blog & Pic transfer

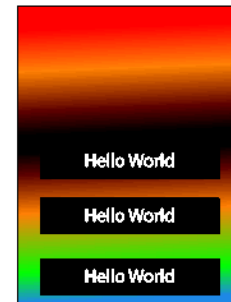
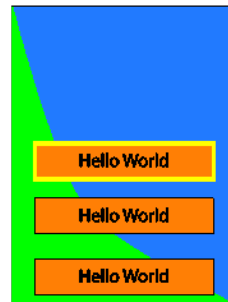
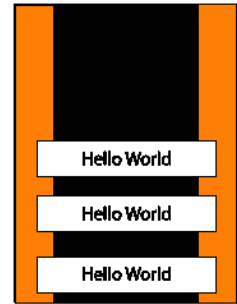
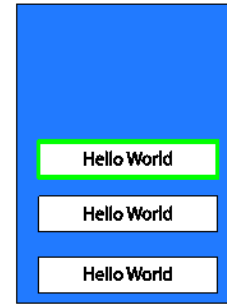
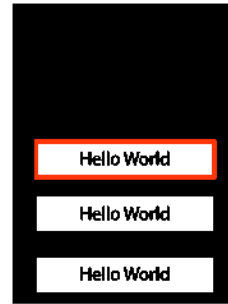


Fully Working Support Website



User Testing And Tweaking

# Appendix



# Development Log/Blog

<http://phillipshakesbyfirstmobileapp.blogspot.com/>