

Fan Friend Proposal

Abstract

Fan friend is mobile phone application that is intended to be a 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 biggest sporting event in the world during 2010.

Goals

I intend to make a working mobile phone application (as much as possible within the bounds of the technology available to me).

I will learn about the skills required and the best practices involved in the processes of mobile application design.

User Experience

The mobile phone application design & development industry is currently booming due to the powerful smart phones available on the market today.

According to an article on Internet advertising news, October 01, 2009
By Dan Meyer

“Mobile internet usage is on the rise, increasing by 24 percent this year to 56.9 million users. The surge is due in part to smart phones like the iPhone, according to Media week.”

According to the Gaudian newspaper hotels and bars across the country began preparing for an influx of 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 and calculating currency exchange rates but as far as I am aware there are none that can do all of the above.

Mobile me

When your friends and family visit your MobileMe gallery, they're in for a show. Just upload photos from your computer or iPhone and invite people to visit, download their favorites, or contribute their own. And for a whole new way to browse photos on the go, download the new MobileMe Gallery app for iPhone and iPod touch.

Audio boo

There is a very good audio blogging application called audio boo which I hope to emulate as part of my application.

Lifelogger

Lets you updateblogs and uploads mixed media

Product Content

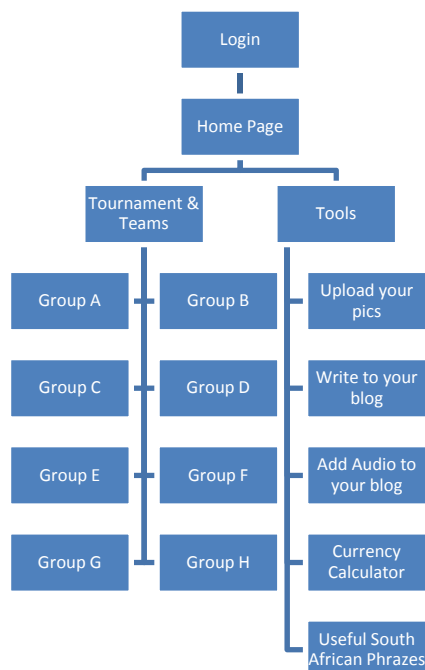
I will produce a working mobile phone application on a nokia mobile phone the features on this will be developed in line with the technology available to me.

I will also develop an emulated application that shows the features that I would have liked to have developed.

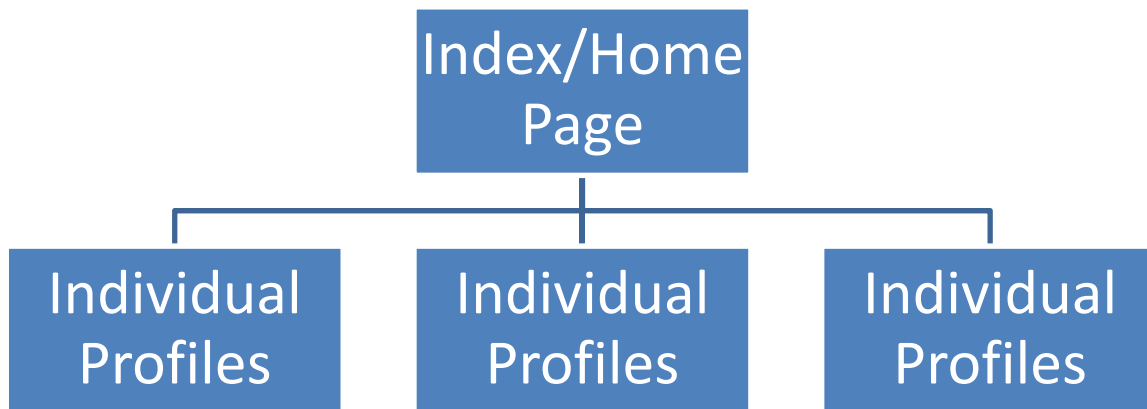
I will plan, design and build the supporting websites for the applications.

Project Structure

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



This is the development structure for the supporting website.

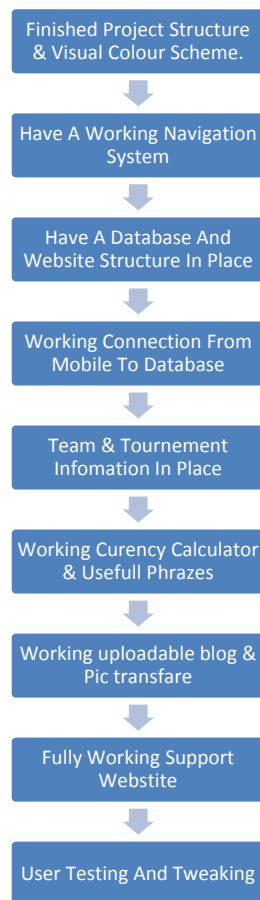


This is the Database Structure For the supporting database.

	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	filename	filename	2010-06-26

Visual Design

Development Schedule



Appendix

Development Blog

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