PROJECT BRIEF

Client:	AOPA	Deadline:	11:59 p.m. November 10, 2020
Project Name:	AOPA FlexFly App	Author:	Shawna Bradley

THE ASK
What is the objective of the project? Here you need to define the problem: the need statement that you have chosen to address, the target audience (who the apps users will be) And describe your solution: what your mobile app will be and how it meets the need statement
Over the last few years, AOPA membership has been declining, as pilots are choosing to fly less often. Pilots and co-pilots need technological solutions to help them plan flights more efficiently, and transportation and dining solutions in destination. There are many solutions already on the market for flight planning, weather imagery & navigation. We aim to focus on the entertainment portion of the flight: the time spent in destination. Pilots and their families will enjoy the trip more if they have organized solutions in place for the destination, flexible solutions for food and transportation upon arrival. The users of this app will be pilots and co-pilots, and possibly other family members. Part of the difficulty of planning time in the destination is the uncertainty of landing times, especially for trips when a minimal amount of time will be spent in the destination town/city. Transportation from the airfield and dining choices (due to needing reservations for peak times) are two of the key problems pilots and their families face and this app aims to help with this problem.
What are the deliverables? Here you need to define your minimum viable product - exactly what it will include (you should include the number of screens and what would be on each screen). And describe your three additional features - exactly what they will be (and whether they will be embedded on existing screens or if they will add screens to the app). List them in order of priority.

The MVP of the user-friendly mobile app will include directories for rental car agencies (with onsite vehicles) at each airfield in Canada, and the ability to pre-book a car and a picnic basket.
 	
The three additional features will include: (in order of priority)
   1) Tour Company Links
   2) Festival/ Special Event Calendar Links
   3) Bike Rental Links
 	
The app will open to launch screen "FlexFly" with a plane carrying a picnic basket. It will say "Where are you flying?" on an image of a map, and when you click on the map it will take you to screen #2. Screen #2 will be a map of Canada. You will first click on your province from this screen. Screen #3 will be an enlarged map of your province with plane icons representing each airfield. You will click on your airfield which will take you to screen #4. On screen # 4 will be basic information about the chosen airfield, and 2 icons:
 	
The first will be rental car & picnic booking, and, if time permits a second icon will be for the additional

features of tour company, festival, and bike rental links.   These links will be embedded and take you to the appropriate business website. The rental car/picnic booking will take you to screen #5, where a booking form with all required information and payment methods will appear. The form will include:

Date and Estimated time of arrival
# of people
Return Time of vehicle
Allergies (if any) for picnic basket
Information needed by car rental company (Insurance, Licensing etc)
Payment Method

Launch Screen

Where are you flying?

↓

**Map
of
Canada**

↓

Province

↓

FEATURES

Rental Car
&
Picnic
Booking

← **Airfield** →

TOURS

EVENTS

BIKE
RENTAL