

Mobile App Project Plan – One Pager

Project Overview: The Mobile App is a key initiative designed to enhance user engagement and provide high-value, user-focused features tailored for Coaches, Athletes, Parents, and Officials. The app will deliver performance reporting, streamlined authentication, notifications, and essential swim-related tools while ensuring a seamless and intuitive user experience through the following list of features:

Features included in V1:

- ✔ **Authentication & Secure Access (SWIMS & PING Integration)** – Seamless login experience aligned with SWIMS authentication, including biometric login (fingerprint or facial recognition) for added security.
- ✔ **Anonymous Access & Limited Features** – Time standards, leaderboard browsing, and a restricted search capability.
- ✔ **Dynamic Persona-Based Navigation** – Users can toggle between their roles (Coach, Parent, Athlete, Official).
- ✔ **Member Cards with Certifications & Badges** – Digital ID with official certifications for Officials and Coaches.
- ✔ **Performance Reporting & Data Insights** – Comprehensive view of swim times, comparisons, and analytics.
- ✔ **Push Notifications & Alerts** – Personalized, automated, and emergency notifications.
- ✔ **Migrated from the Old Mobile App:** Events & Tickets - Donate to the Foundation - Find a Team – Times – Rule Book - Safe Sport (*Only functional items such as “Report a Concern” will be included.*) Audazzio.

Plan of Action & Milestones

Phase	Milestone	Target Date
Ongoing	Stakeholder Engagement – Story Refinement (<i>Spans entire project</i>)	Feb – Nov 2025
Development Kickoff	Begin V1 Development, Collaborate with UX Designer	March 2025
Prototype Testing	Initial UI/UX Testing & User Feedback	June 2025
Beta Release	Beta Testing with Select Users	August 2025
V1 Testing	Final Testing & Bug Fixing	September 2025
Launch Preparation	Marketing, Documentation, and Training	October 2025
Official Launch	Mobile App Version 1 Public Release	TBD

Next Steps & Leadership Considerations

- ◆ **Stakeholder Engagement** – Continue refining requirements based on stakeholder feedback.
- ◆ **Technical Alignment** – Ensure authentication and data integrations align with SWIMS. Evaluate User Stories to generate specific development tasks.
- ◆ **Marketing & Adoption Strategy** – Plan for user onboarding, communication, and promotional efforts to maximize app adoption.