PROJECT DEVELOPMENT AT ASTRA PLC

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Introduction

Astra plc, a multinational pharmaceutical company, is a market leader in vitamins, minerals, dietary supplements, and other nutritional supplements. The company is keen to roll out the digital app in order to increase brand awareness and diversify service offerings throughout the country (Pathak et al., 2019). This report will discuss the application's scope and capabilities, as well as provide an assessment and description of the application's capabilities. Astra plc has committed to producing a fun app to promote healthy living among its clients (Wilson, Tewdwr-Jones and Comber, 2019). The presentation will discuss the project's strategy, which include goals and priorities, as well as why this endeavour was being undertaken.

Project Plan

Unless the objective is to attract the greatest number of customers feasible, an aggressive strategy must be designed (De Souza et al., 2021). To set itself apart from the competitors, the firm has created a ground-breaking health and wellness application. This Gantt chart illustrated the general approach for the project throughout its life.

Project Plan			
Tasks	Starting date	Days to complete	
Market examination and evaluation	1 June	10	
Choosing the unique value proposition	10 June	7	How long the project will take: 10 hours
Developing the App	17 June	20	
Mock ups and review	7 July	12	
Launching	19 July	7	
Mobile testing	27 July	7	
Post Launch & Finalize	3 August	7	

Activities/time	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Market examination and evaluation	■	■								
Choosing the unique value proposition		■	■							
Developing the App				■	■	■				
Mock ups and review						■	■			
Launching								■		
Mobile testing									■	
Post Launch & finalize										■

Project Scope

Fitness, according to research, has a substantial influence on the development of individuals worldwide. The widespread usage of health-related smartphone applications generates a sense of purpose. Astra PLC is to introduce a unique fitness programme that will have a private account, real-time activity monitoring, and networking possibilities (Siegler et al., 2021). The software is likely to contain a feature that enables users to construct their own fitness programmes. Due to the fact that individuals like playing games with their friends, this fitness programme would have gamified learning components that would enable users to practise alongside their peers. It might be directed towards men or women.

In the digital era, everyone has easy access to the rest of the globe. While smartphone "apps" are a fantastic tool for public health promotion, it has been shown that single-targeted therapies are poor at sustaining behavioural change (Elsbernd et al., 2018). The development of software for health intervention programmes and the maintenance of behavioural change face a number of practical challenges. Producing and consuming food locally improves the

environment, the economy, and public health. The Astra PLC APP utilises a "push announcement" strategy to deliver functional food messaging to all members via mobile phone and internet, including nutrition and healthy eating tips, methods, and knowledge of local food vendors, assisting members in achieving body goals and learning about vitamin and other mineral food supplements (Saul and Norbury, 2020).

The research's theoretical and empirical contributions are supported further by an examination of literature gaps. The app is designed to provide users with useful information and the ability to make in-app purchases. The Astra PLC APP states that "health improvement strategies for behaviour modification have largely overlooked the importance of motivational, social, and environmental factors" (Pandey, Litoriya and Pandey, 2019). Hebdan's 2019 app development strategy delves into the step-by-step procedure required for a successful app creation (Gao et al., 2018). Additionally, the current study used an iterative improvement process that included feedback from potential partners and specialists in marketing, nutrition, and information technology, as well as an examination of behaviour change methods and several prototype app inspections.

Project Risk

Astra PLC outperforms many well-known fitness tracker programmes, including Google Fitness and Fitness22. Additionally, there are difficulties since the target audience is ignorant of the need of fitness technology monitoring. Numerous individuals download the programme, experiment with it for two to three weeks, and then uninstall it. Inadequate user selection, poor management, omission of pre-launch incentives, and insufficient advertising are just a few of the risks involved with mobile application development (Zhou et al., 2019). It is almost as critical to market an application as it is to create one well. It will be less profitable if the notion does not spread as quickly as anticipated.

There seem to be more procedures to do once one has begun an application. If client concerns are neglected and the software is not maintained up to date on a regular basis, users may lose faith in the program's usefulness. As a result, it is required to correct flaws and deficiencies (Siegler et al., 2021). For example, if a piece of software consumes a lot of resources, users may be inclined to uninstall it, creating a false first impression. Instead, the program's aim and structure should be self-evident. Finally, and maybe most crucially, a tactical analysis can be performed to determine the app's distinctive market position, which will increase client loyalty and allow the app to expand.

The product will acquire momentum only once it is pushed via a variety of channels, including websites, advertising, social networking sites, and even offline. Additionally, with so many pre-existing fitness applications on the market, brand recognition would be difficult to achieve. It is possible that developing a comprehensive software may take longer than anticipated; moreover, once complete, it is vital to gratify all users (Weiss et al., 2020). Application risk refers to the probability of a malicious piece of code causing an event that has a detrimental impact on infrastructure, systems, data, or business operations. Failures of foundations are only one of the various issues that records related with a certain programme might cause a corporation.

There might be some risks associated with the development of this programme. One of them is data collection and application of vitamin and supplement information. Concerns about security are not new, and they may arise on any website or mobile application. The issue is that the need for robust security inside local apps is dwindling (Abu-Salih et al., 2019). Due to the limited number of organisations who think native apps are inherently safe, they violate fundamental security principles. Another issue is that the programme does not meet the users'

requirements. One is playing in someone else's sandbox and their application may be denied if one does not adhere to their requirements.

The project manager's first priority is to finish the assignment on schedule. This might be due to a variety of circumstances, such as a lack of financing, inadequate planning, or even technological challenges. Budget modifications are common, particularly throughout the creation of a programme of this kind (Simons et al., 2018). The main reason for this is a process known as "scope creep." When a project begins with a set of well-defined, core criteria, further requirements are added or deleted as it nears completion, making adjustments impossible. Furthermore, data security, privacy, large-scale system installation, software integration, and contract management may all confront unanticipated challenges.

Project Success

The first step in determining software's usefulness is to determine how many people have downloaded and intend to use it (Altaleb, Altherwi and Gravell, 2020). One started by looking at user behaviour since their major goal should be to reach as many people as possible. Second, the number of individuals who download their app isn't always an accurate reflection of how often it's utilised. This is an important indicator to track since it shows how various personalities react to their product (Khawas and Shah, 2018). The most important component in maintenance is the long-term interest of users who engage with their product. In some ways, group analysis resembles retention. One can raise awareness and keep users by analysing user behaviour inside the app. Another method is to use key performance indicators as a guide (KPIs). Key performance indicators, or KPIs, are a kind of statistic that demonstrates how well something is doing. Defining their key performance indicators (KPIs) will help one build and improve their application dramatically.

The total number of downloads is a good measure of an app's popularity. The popularity of an app is shown when a large number of individuals use it on a regular basis. Additionally, if the application's accessibility rate is increasing, this is a good sign (Elsbernd et al., 2018). The higher the completion rate, the fewer subscriptions or uninstalls are needed. Both Android and iOS smartphones must be able to run the programme smoothly and fast. This will aid in distinguishing the needs of various user groups. Nonetheless, the software should be at the top of the Android app category within 4-5 months.

Conclusion

The study outlined the application's characteristics and scope, as well as the objectives and risks imposed by Astra PLC. One started by making a Gantt chart to indicate how long the work would take. The programme must show that it will lead to long-term behavioural changes such as healthier eating habits, buying locally produced items, or better health outcomes.

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