

TO  
Fannect

AUTHORED BY  
Ben Mantooth, DEG

SUBJECT  
Goals and Objectives

# Abstraction

The purpose of this document is to define the goals and objectives for the Fannect Discovery project and for the mobile app/platform as a whole.

## Discovery Goals

- Establish a more scalable platform on which the application can grow
- Establish a foundation for user management and engagement
- Identify monetization opportunities
  - Sponsorships
  - In-app advertising (ad network)
- Develop clear user personas that can be mapped to future mobile strategies
- Develop a successful mobile app/cross-channel integrated strategy
- Develop metrics to track progress
  - Establish ~5 key metrics

## Overall Mobile App/Platform Goals and Objectives

Strategic Objective	Success Metrics
Reduce the ongoing cost of maintaining and updating the application	Expenses related to technology maintenance and ongoing development decreases over time [Need to establish timeframe to hit objective]
Increase engagement with end-users via push notification and other features	The number of sessions per unique user increases when push notifications are deployed.
Add social sharing and social stream functionality	Success to be measured by social sharing analytics – currently non-existent.
Get 100,000 active users	[Need to establish timeframe to hit objective – first 3 months? 6 months?]