COM437 Mobile Application Development  
Project Outline

# Project Description

## Develop clean store-front mobile application for a new startup in the leatherworking segment. Cave Kreations (CK)

### Already has a social media presence but needs an app to provide quicker and simpler access to products and info.

### Focus on acquisition of customers using most popular products and services.

## Simple approach

### Uncluttered presentation. Most customers who are the larger spenders are older.

### Clean and clear graphics and back drops.

### Keep font larger for ease of reading.

## Easy to use interface for additional information and custom products.

### Nearly every purchase prompts information for custom work.

# Problems Addressing

## Strategy. Simplicity to reach product

### Providing enough information and graphics to lead users in without complicating purchase experience.

### Not wanting to bury products too deep in the interface due to sign in, ads, specials, etc.

## Eye catching on a single glance

### Research similar sites and products. Name itself is not descriptive.

### Discover what graphic types draw most attention.

# Platform

## Mobile Web Style (HTML5) for architecture

### Get to market faster- create once and deliver everywhere.

### Easier and usually cheaper to create and manage.

### Not necessary to repeat process for additional devices. All device platforms can support. Rides on browser such as Safari and Chrome for cross-OS utilization.

# Front/Back end support

## Front end (interaction framework) will be designed by myself and maintained after by the business owner.

## Only small change required down range

## Pictures and description changes

## Back end (infrastructure) will be initially placed by myself and maintained down rage my me also unless the owner decides to make changes beyond my contract scope or ability.

# Functionality

## Focus on USER EXPERIENCE.

## Basic sign in. Email and password. No Biometrics for now unless easily supported.

## Quick navigation. No unnecessary transitions or gimmick visuals/audio.

## Simple click and go is preferred. Early surveying showed desire to see and select products right away. Leave news and additional text to emails and alerts.

## Custom work orders and feedback must be clearly marked with easy direction.

## Majority of 2nd round orders are custom no matter the origin of 1st.

# Design

## Marketing by Popularity. Keep what people like up front.

## Multiple pages to show current inventory with easy ability to reorder products and descriptions based on product sales numbers.

## Plenty of space and function allocated to customer feedback and custom order requests.

## Instructions on how best to get custom orders moving with accurate descriptions and effective communications.

## Contact information for business on every page by direct labelling or quick links.

## Wireframes to follow