



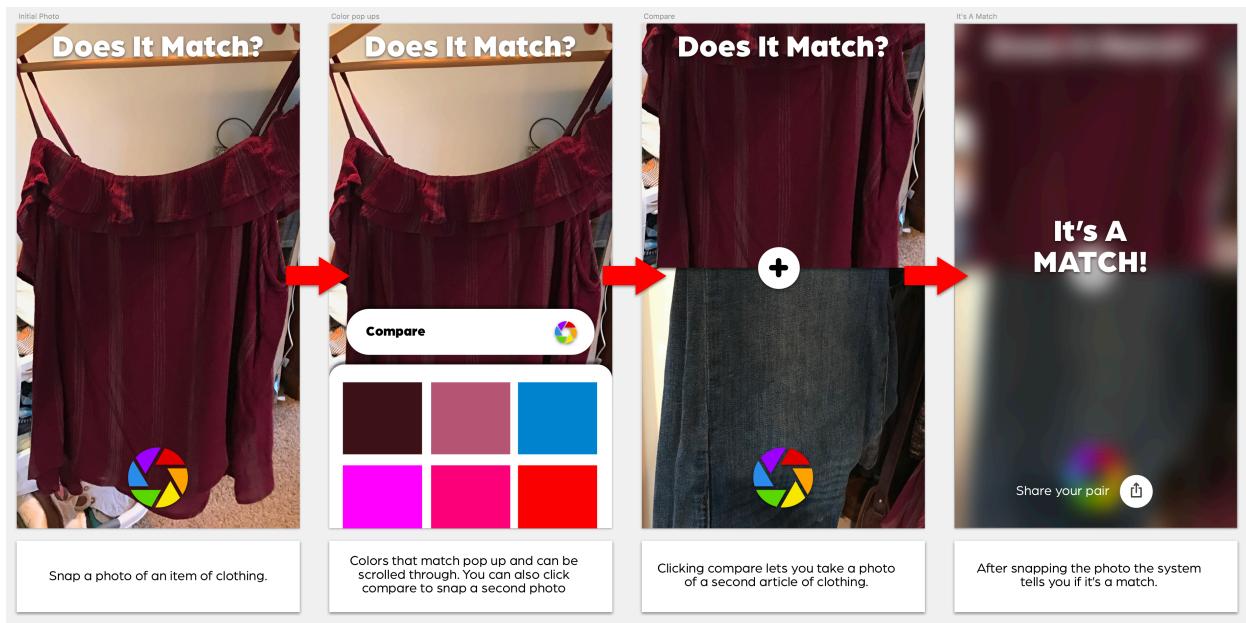
# Does It Match?

Proposal by Cat and Castle  
4/20/17

Masha and I like to come up with preliminary mockups before bidding so that we have a clear understanding of the costs we'll face and thus what we need to charge.

Below you'll see some preliminary mockups of "Does It Match?" and descriptions of how the app would work. Obviously all of this is alterable at your discretion.

## PRELIMINARY MOCKUPS



## APP FLOW

1. The user logs in using Facebook
2. The app opens on a camera.
3. The user takes a photo of an article of clothing

4. The system suggests colors that would match the color of the article of clothing. In the future it could also suggest clothes to buy (a way to make money).
5. The user can also press “compare” which splits the screen in half. The bottom half is a new camera view and the top is your current image. You can then take a photo of another article of clothing.
6. If the new article of clothing matches the first, you receive “It’s a match!” from the app. You can also receive notifications that it isn’t a match, or that it’s only somewhat a match.

## COSTS

As we discussed on the phone, Masha and I always like to provide three offers. In this case the first offer is for only an iPhone app, the second for an iPhone app and a website, and the third for both iPhone and Android apps and a website. The website acts as a way to navigate the users to the app store of their choosing. And having both iPhone and Android ensures that all possible users have access to the application.

### WHY ARE BOTH ANDROID AND IPHONE APPS SEPARATE CHARGES?

While certain applications can be built in such a way that both the Android and iPhone variants can be built using the same code, apps that rely heavily on the camera need to utilize native code for Android and native code for iPhone. This is a long way of saying - you have to build it twice. We can talk further on this if desired.

	Option 1	Option 2	Option 3
Deliverable	iPhone App	iPhone App + Website	iPhone app, Website, Android
Cost	\$9250	\$12,325	\$19,750
Time to Complete	6 weeks	7 weeks	12 weeks

# TIMELINE

Week 1	Week 2	Week 3	Week 4
Design iPhone App	Develop iPhone App	Develop iPhone App	Develop iPhone App
Week 5	Week 6	Week 7	Week 8
Deliver iPhone app	Tweaks to iPhone App	Design Website/Build Website	Design tweaks for Android App
Week 9	Week 10	Week 11	Week 12
Build Android App	Build Android App	Deliver Android App	Tweaks to Android App

