

# Mobile App Proposal

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# Introduction

Mobile technology is the evolution in the social media era. It really makes the world as small as a village. Within this kind of small device, there are so many features or functions allow the users deal with their daily life in the convenient and effective way, even though for their business. The most impress representative product is mobile phone. From the document research, more than 70% of the people in the earth are using mobile phone as their daily tool in 2014. Mobile app is the application that running in the mobile app. User can run the mobile app whenever and wherever they want with their mobile phone. With this advantage, business can increase their reach to their consumers through mobile application. People can access internet to social network.

## Project overview & Objectives

### Project overview

This project is to develop a mobile application to provide the dynamic and impress experience to the mobile user. Canada is a multi-culture country, also one of largest immigration country. As the new immigrants step into Canada, they need to contact with the Canadian government somehow, in order to make their new live easier. However, it sometimes is a challenge for them. They don't know where to find the information. That is why this mobile application is created. The app will provide useful tools and contact information about the Canadian government employee who they want, which will be convenience the user.

### Objectives

The Canadian Government Employee Contact Information application will allow you to search the contact information of all the government employees in Canada, which include the objects below:

- The position title

- The telephone and fax number which within Canada
- The detailed workplace address
- His/her department and organization name

## Feature Guide

This Application can run on the android mobile phone;

Mobile app feature:

- Complete mobile app design.
- Allow user to input data to meet the search required.
- Allow user to modify the display language English or French.
- Application that displays information in the table.
- One –touch call inside the app to the person list out.
- One-touch email inside the app to the person list out.
- Allow user to sort the result table.

## Analytics

This is an independent mobile app. Its database is download and become a part of the application, so the user can activate the app without any internet access required. Furthermore, the users can make a call via on-touch function. The disadvantage about the application is the user can't update the database until the new version of the app published.

## Expected users/market

This application is to associate the person who wants to find the contact information for an employee working in Canada government departments. So the expected users are list below:

- New immigrants
- International students
- Business men
- Foreigners

## Project Development & Life Cycle

| Stage                                                  | Time                   |
|--------------------------------------------------------|------------------------|
| Estimation                                             | 2 days up to 11/7/2015 |
| Feature design, develop and test on the reality device | 12 days                |
| Extend support on report                               |                        |