
Request for Proposal

for

Punchr

Version 1.0 draft 1

Prepared by Victoria Sillars, Marisa Treadway, Lucie Gaye

MLV

September 14, 2022

Table of Contents

| | |
|--|------------------------------|
| Table of Contents | ii |
| Revision History | ii |
| 1. Statement of Confidentiality | 1 |
| 2. Abbreviations, Acronyms, and Definitions..... | 1 |
| 3. Introduction..... | 1 |
| 3.1 About Our Company..... | 1 |
| 3.2 About this Request for Proposal | Error! Bookmark not defined. |
| 3.3 Submitting Proposals | Error! Bookmark not defined. |
| 3.4 Accepting Proposals..... | Error! Bookmark not defined. |
| 3.5 Contracting Schedule | Error! Bookmark not defined. |
| 4. Proposal Preparation Guidelines..... | 1 |
| 5. Project Overview..... | 2 |
| 6. Statement of Work..... | 2 |
| 6.1 Project Organization | Error! Bookmark not defined. |
| 6.2 Communication..... | 2 |
| 6.3 Dependencies and Constraints | 2 |
| 6.4 Design, Development, and Implementation Methods..... | 2 |
| 6.5 Evaluation and Monitoring | Error! Bookmark not defined. |
| 6.6 Change Management | 2 |
| 6.7 Product Acceptance | Error! Bookmark not defined. |
| 6.8 Support and Maintenance | Error! Bookmark not defined. |
| 7. CSUSM Requirements..... | Error! Bookmark not defined. |
| 8. Technical Requirements..... | 4 |
| 9. Deliverables | Error! Bookmark not defined. |
| 10. Cost and Schedule Estimates | Error! Bookmark not defined. |
| 11. Contracts and Licenses..... | Error! Bookmark not defined. |
| 11.1 Purchase Agreement | Error! Bookmark not defined. |
| 11.2 Licensing Agreements | Error! Bookmark not defined. |
| 11.3 Intellectual Property Ownership | Error! Bookmark not defined. |
| 11.4 CSUSM Warranties | Error! Bookmark not defined. |
| 11.5 Performance Bonds, Late-Delivery Penalties, and Early-Delivery Bonuses..... | Error! Bookmark not defined. |
| 11.6 Maintenance Contract | Error! Bookmark not defined. |
| 11.7 CSUSM-Supplied Training..... | Error! Bookmark not defined. |
| 11.8 Nondisclosure Agreements | Error! Bookmark not defined. |
| 12. Proposal Evaluation Criteria..... | Error! Bookmark not defined. |

Revision History

| Name | Date | Reason for Changes | Version |
|-------------------------------------|-----------|--------------------|-------------|
| Victoria S, Marisa T, Lucie Gaye | 9/14/2022 | initial draft | 1.0 draft 1 |
| | | | |

1. Statement of Confidentiality

This Request for Proposal (RFP) contains confidential and proprietary information that is the property of MLV, which is provided for the sole purpose of permitting the recipient to respond to the RFP. The recipient agrees to maintain such information in confidence and not to copy nor disclose this information to any person outside the group directly responsible for responding to its contents. The contents of this document may not be used for any purpose other than preparation of a response to this RFP. Should CSUSM not be chosen for the engagement described in this RFP, CSUSM must return all copies of this RFP to Victoria Sillars at 333 S Twin Oaks Valley RD, San Marcos, CA 92096 immediately upon notification that CSUSM was not selected.

2. Abbreviations, Acronyms, and Definitions

MLV – owners Marisa, Lucie and Victoria

Java – programming language program code will be written in

3. Introduction

3.1 About Our Project Team

Marisa Treadway – CSUSM ID 200395317

Victoria Sillars – CSUSM ID 200502207

Lucie Gaye – CSUSM ID 201319032

MLV is a woman owned and operated start-up looking to expand our computer science knowledge base in and provide an affordable alternative for mom-and-pop shops looking to advertise their small businesses without breaking the bank. We seek to provide a platform for business owners to incentivize customer loyalty to their establishment by way of a user-friendly app in lieu of a loyalty punch card. We seek to make Punchr a name ubiquitous with visiting your favorite hometown establishments.

4. Proposal Preparation Guidelines

- User friendly minimalistic designed mobile application that is not only easy for the customers to use, but enjoyable to engage with on a regular basis.
- Incremental development is to be used
- Agile processes are preferred for ease of change to any phases of development
- Expected timeline

| | | |
|-------------|---|--------|
| Milestone 1 | Configuration of requirements and vendor capabilities | Sep 23 |
| Milestone 2 | Code skeleton and basic architecture details sorted | Oct 14 |
| Milestone 3 | Feature integration and testing | Nov 4 |
| Milestone 4 | Meeting with vendors to see if requirements being met | Nov 21 |
| Milestone 5 | Completed product | Dec 11 |

5. Project Overview

A mobile application. The app will provide the user with a scannable code, which can be scanned by customers when they are physically at the restaurant that participates. The purpose of application is to incentivize customers of businesses to dine-in or utilize non-third-party apps to purchase take-out. Scans are limited to once 2 hour period per user, to encourage possibility of multiple visits in the same 24 hour period. Code scans will be logged per customer, and (10) pre-determined milestones will give customers access to rewards of increasing value. With the onset of COVID, maintaining enough dine-in business to make the cost of the real estate profitable has become increasingly difficult. The primary objective of the application is to increase traffic at the physical location.

6. Statement of Work

6.1 Communication

| | |
|-------------------|--|
| Daily Scrum | Discord group chat with team members |
| Bi Weekly Meeting | In person pre/post class meetings |
| Weekly Meeting | Zoom meetings with all members to discuss current deadlines |
| Daily Briefing | Google sheets spreadsheet containing important dates, milestones |
| | Use of Github for code management |

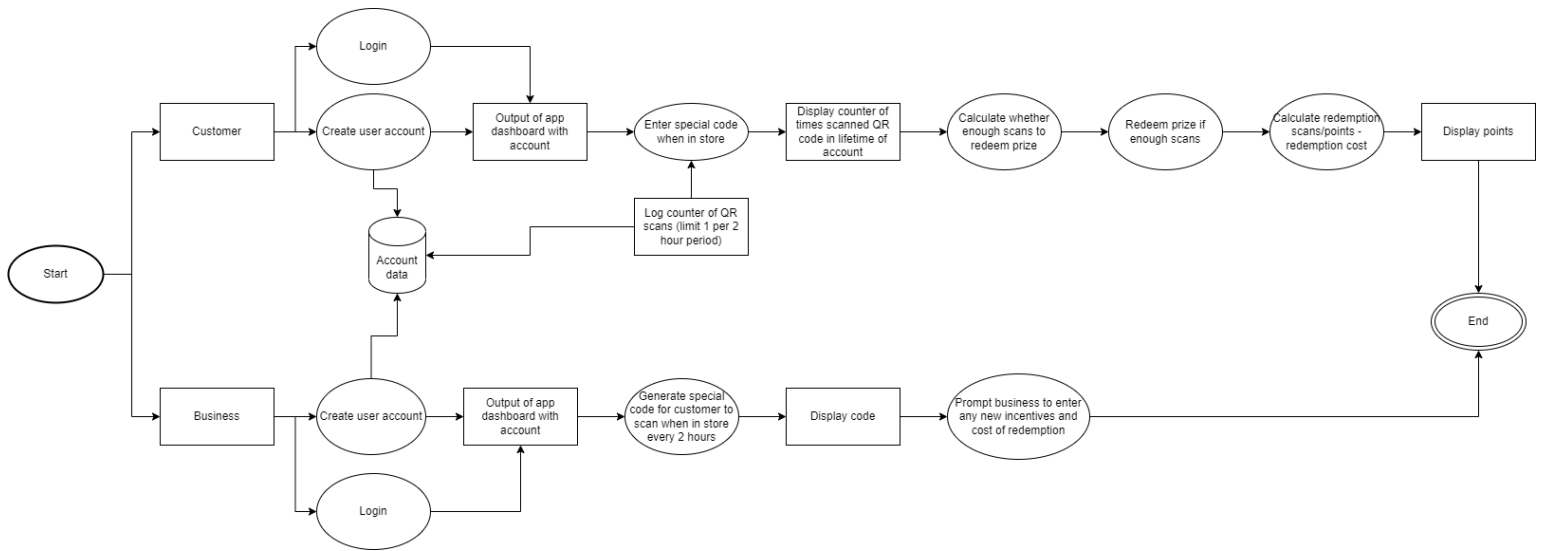
6.2 Dependencies and Constraints

Mobile application must be coded in Java programming language only. If database server is needed, dependency on SQL policies will exist.

6.3 Design, Development, and Implementation Methods

The group will use a flow chart to divvy up the various pieces of code needs to complete the web application. Utilizing Incremental Development, we will first create an outline description (see below), and then define the specifications, develop and validate concurrently. This will result in an Initial Version to show the client, CSUSM's Professor Asif.

Initial plans are to utilize a database, server, and a Java IDE to create the web application. Testing will be conducted on each function, object, and at the connection points for the server and database. The design will be submitted in the Request Proposal (and any other subsequent documents in which it has been revised) to CSUSM's Professor Asif for customer validation.



6.4 Change Management

| Risk | Probability | Effects | Solution |
|--|-------------|-------------|---|
| Team inability to use required programming language, Java | Low | Catastrophe | Early research of language at start of project |
| Members of team get COVID-19 at crucial times | Low | Serious | Utilization of zoom to communicate, no contact meetings |
| Major redesign in the late stages of the project | Moderate | Serious | Discuss with Dr. Imran possible plans of action |
| Implementation of requirements surpasses abilities of team | Low | Serious | Scaling back of requirements to ensure working program |
| Team member drops out of class | Low | Catastrophe | Remaining team splits work load that has been left unattended |

Changes in scope will only be proposed in the event that the current scope of the application is too grandiose. The current scope of the web application is set to (10) rewards per user. CSUSM can submit requests for more rewards or functionality (i.e. taking web-based payments for current restaurant checks) in subsequent versions of the program, and only once the current specifications have been developed, validated, and deployed.

Changes on the projects schedule, cost, or quality will be resolved on an ad hoc basis, however every effort will be made to create a thorough spec and design plan during the initial stages to avoid making unnecessary/costly changes during development and/or validation. Communication will be the utmost priority among group members in order to ensure that development is on schedule.

Group members taken full responsibility for the unfurnished information which significantly affect cost or schedule estimates. Corrections will cost only time spent.

7. Technical Requirements

Small portions of the system requirements, the database software and the host server (if required), will be outsourced from the CSUSM CougarApps. A restaurant customer would need to have use of a mobile device with internet access in order to utilize this web application.