1. **Name**
2. **Purpose**
3. **Design**
4. **Development**
5. **Production**
6. **Marketing**
7. **Monetization**

**Name:** PopUps (application name)

**Purpose:** Listing for all garage and yard sales. Allows listing by owner/seller, and commoners. Siting.

**Design:** Simplicity is key, simple welcome page, with blue background. Simple list of options, Locate, Report Siting, List Sale. Locate takes to map page, with simple options, for zip code, populating the map with all listed/reported siting locations (should incorporate GPS system, consider google maps api). Report Siting & List Sale should be a bit similar, Report is done by anyone, so simple necessity, Location (zip code, street, and city or ping own location). A couple forms to get a few details, items being sold, and an image if possible (lasts for 24hrs). List Sale, is done by the seller, has all info from repot siting, but they can add length of time the sale will go on for (must have an account both).

**Development:** Week1- Design, and outlining. Week2- User account, and information socket (google & Facebook included). Week3- Listing integration, and push notifications. Week4- Google maps api integration. Week5- Testing, and debugging. Tools: Firebase, Socket.io, google maps api, etc.

**Production:** Test daily push notifications, a couple of people, publish on android first, then IOS. Try to release monthly updates.

**Marketing:** Word of mouth, YouTube (video ad), Facebook and Instagram.

**Monetization:** App is free to download. (debating on allowing in app purchases). Money will be made through advertising for local and small businesses. Maybe, just maybe allow google ads, but I don’t like them.