
BAS-IT: Capstone Project Proposal

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April 2, 2021

Project Name: Cresson Bluff Winery Android Application Development

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EXECUTIVE SUMMARY

Learning Outcomes

- **Design a product ready app for deployment in on online marketplace.** Completion of project will end with a basic Android app used for mCommerce as well as eCommerce ready for deployment on the Google Play store.
- **App architecture and design.** Project will cover various aspects of the user experience including UI/UX. Implementation of best practices as pertaining to Android app development and Google standards. A minimal cloud database on AWS will be implemented.

Project Overview

Cresson Bluff Winery (CBW) is an Android app companion to an already developed website and an “in progress” iOS app designed to cater to wine enthusiasts. It is an ongoing client project for a real winery in Cresson, Texas. The Android app will give users a mobile version of the company’s online presence. Basic functionality will have the following core features:

- The ability to create a user profile.
- Browse current commerce options such as wine and company paraphernalia.
- Current and upcoming winery and vineyard events.
- Multimedia gallery.
- Wine Club members page.

Stakeholders (Client, Partners, Audience)

- **Primary audience:** Wine enthusiasts, wine drinkers, and CBW wine club members.
- **Partners:** Local DFW restaurants and stores, distributors, and other local wineries in the DFW area.

Success Criteria

The Minimal Viable Product for Cresson Bluff Winery is an app in which the user can sign-up and login, browse the company's products, and contact the company through social media links and email..

The success of Cresson Bluff Winery's MVP is determined by the following criteria:

- User can create a new profile
- User can lo in and out of their profile
- User can browse multiple items for sale
- User can follow CBW on various social media platforms
- User can direct email the company
- User can view the various multimedia content available
- Users can put items in a shopping cart for purchase

DESIGN

Design Scope

The design of Cresson Bluff Winery will follow along the lines of the website theme. It will include mock-ups/prototypes, user testing with Marvel website (TBD), redesigns from user experience/testing feedback, the creation of 3-5 screens in Android Studio (Home, Shop, Wine Club, Events, and Cart), and a feature to register and login to manage wine club membership details.

Market / Needs Analysis

Most apps currently on the market are poorly executed mobile versions of the winery in questions website. Most are not optimized for mobile, lack features, or are completely broken. Apps like Francis Ford Coppola Winery and Caymus were 2 of only a handful that provides users with an appropriate mobile experience. Cresson Bluff Winery will be unique in regards to following the rules set forth by google for Android app design and put the mobile first experience at the forefront of its design.

Asset Review

Design assets required for this project include:

- CBW logo
- Color palette
- Simple icons for navigation
- User testing and research results
- Wireframes
- Functional UI prototype

Task, Deliverables, Timeline

TASK	DELIVERABLE	HOURS ESTIMATE	COMPLETION DATE	DONE
Create GitHub Repo	Create a repository on GitHub with Readme and a beginning Wiki page	3	April 3, 2021	04/03/21
Create product backlog	Add necessary documentation to the Wiki and Readme files with the product backlog	3	April 13, 2021	04/13/21
Design Diagrams	Added appropriate diagrams to Wiki	12	April 23, 2021	04/26/21

Create screenshots	Upload the screenshots to GitHub showing the user flow and visuals of all the different scenes in the app	9	April 27, 2021	
Prepare User scenarios	Create at least 2 user scenarios that can be used to guide future testing	6	May 4, 2021	
Prepare app for testing	Research and prepare all the necessary documentation on the Google Play Store for testing	12	May 11, 2021	
Usability test results	Gather, organize, and present documentation outlining what was learned from user testing and the proposed changes	9	May 18, 2021	
Stakeholder Meeting	Documentation outlining the response from the stakeholder, with recommendations for future development	2	May 25, 2021	
Final Presentation	Present final product in the form of a presentation	6	June 1, 2021	
Add to portfolio	Add this project to LinkedIn portfolio with a link to the repository	3	June 11, 2021	

IMPLEMENTATION

Implementation Scope

CBW will require:

- A cloud database for saving user profiles, user orders, and consumer products.
- A product grid view (Card or Recycler) for consumer offerings.
- A grid view for multimedia content.
- The ability to add products to a shopping cart.

Development Needs Analysis

Needs include:

- Android Studio
- An AWS account for development of cloud features
- Users for user testing
- Tutorials and documentation on advanced programming techniques using React or Vue for JavaScript

Task, Deliverables, Timeline

TASK	DELIVERABLE	HOURS ESTIMATE	COMPLETION DATE	DONE
Implement grid view	Card or Recycler view	12	April 23rd	04/23/21
Add Register/Login functionality	Google Firebase	5	April 30th	
Implement cloud database for local storage	A functional Firebase DB with some data	10	April 30th	
Implement API for adding products to a shopping cart	Guest users can view pages, authorized users can add, delete, and edit products in a shopping cart	15	May 10th	
Add a contact us screen that contains links	User can visit social media, and email the business.	8	May 15th	
Send out testing invites to a user pool through Google Play Store	Feedback about the functionality of the app at that point	12	May 24th	