3v1l Mark3t1ng S3rv1ce5   (Group 3)

Mobile Vendor Tracking Solution

Request for Proposal
Version 2.0

January 14ᵗʰ, 2015

Document History

Version	When	Who	What
1.0	13 Jan 2015	Brendan, Nick, Brad, Kevin, Evan, Kristy, Jason	Initial Drafting
2.0	14 Jan 2015	Brendan, Nick, Brad, Kevin, Evan, Kristy, Jason	Final Copy

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1.0 Product Overview

At 3v1l Mark3t1ng S3rv1ce5 we want to promote local mobile vendors and assist with expanding their visibility and exposure. Currently these businesses and their customers are facing a number of issues:

- Mobile vendors are currently quite difficult to find on a regular basis, this is due to the nature of their businesses being 'mobile'
- Customers get used to mobile vendor locations and then all of a sudden they disappear when in reality they have only moved a street over
- There is currently no system for general searching of nearby local vendors unless the name of the vendor is known

To assist with these issues we would like to create a mobile website or application that businesses can use to advertise and help their customers keep up to date.

2.0 Project Objectives

The mobile vendor Tracking Solution must satisfy the following objectives:

- Track the current position of mobile vendors
- Include other mobile vendor information including hours, menu, and current specials
- Provide a way to search for specific mobile vendors
- Allow room for targeted advertisements on screen

These objectives should be met through the following interfaces:

Customer Interface

The Customer Interface will provide information to customers in two ways. The first is an interactive map, so the customer can see what is near by and click to see each vendor's information. The second is a list format, so the customer can search by name, availability, and type of vendor.

Mobile Vendor Interface

The Mobile Vendor Interface allows vendors to post their current location, the length of time they will be there, and any other information such as menus or specials that the customer would want to see through the Customer Interface.

Registration Interface

The Registration Interface provides a way for new vendors to submit their information for review. Once approved, the vendor will be notified and be able to access the Mobile Vendor Interface.

3.0 Current System(s)

3v1l Mark3t1ng S3rv1ce5 is currently not involved in the business of mobile vendors. The systems used by other vendors vary. The majority of organizations post their current location on Twitter, as the location changes on a daily basis. Many update their website and/or Facebook page as well to inform their customers who must specifically know the business they are looking for.

4.0 Intended users of the system

The intended users of the application are:

- Mobile Vendor Owners/Managers
- Customers
- Marketing Team

The mobile vendor owners and managers will be the primary force behind the project. They will be primarily responsible for updating their location as well as keeping up to date information about their menu and specials. They will benefit from the system by increasing their visibility and customer space.

Customers refer to the patrons of the Mobile vendors. They need to be able to search for mobile vendors by a multitude of search criteria such as Location, Food Type, Price etc. They also need the ability to post updates on the location of mobile vendors that are not yet active within the program.

Our internal marketing team needs information on the vendor's and user's activities. This information will be used to let the mobile vendor owners know which areas are the most profitable and at which time. As well as provide information for targeted advertisements.

5.0 Known interaction with systems within or outside the client organization

Access for the general public to the non-administrative sections of the system is required. This interface will be the primary function of the application and will be the source of all information for the vendor customers.

Registered vendors will require additional access to be able to update attributes for their mobile vendor and to provide the system with location updates. In addition, the ideal system will include interfaces for GPS or other automated tracking systems for registered vendors to automatically update their positions.

The marketing team hopes to use the data collected from the Mobile Vendor Tracking Solution for improving targeted advertising and learning about mobile vendors and their customers.

6.0 Known constraints to development

Information on location of vendors must be available in real time

Potential customers must receive correct and current locations of the mobile vendors at all times to ensure success of the Mobile Vendor Tracking Solution. This may require manual updates by each mobile vendor at every new location, which could be time consuming and repetitive for employees of the mobile vendors.

Budget constraints

The Mobile Vendor Tracking Solution has a budget of $15,000. Maintenance or updates to the application are not included in this budget.

Security constraints

The Mobile Vendor Tracking Solution requires a registration form for all mobile vendors interested in sharing their information in the application. Each vendor must be verified to prevent fake or irrelevant companies from registration.

7.0 Project Schedule

ID	Task Name	Start Date	End Date	Duration	Assigned To	Percent Complete
1	Create and release RFP	13 Jan 2015	14 Jan 2015	1 day	3v1l Mark3t1ng S3rv1ce5	100%
2	Analyze RFP and prepare for group meeting	14 Jan 2015	21 Jan 2015	1 week	Developer (Group 4)	0%
3	First meeting. Requirements elicitation led by developers	22 Jan 2015 10:00 am	22 Jan 2015 11:20 am	80 minutes	Developer and 3v1l Mark3t1ng S3rv1ce5	0%
4	Write RS 1.0	23 Jan 2015	29 Jan 2015	1 week	Developer	0%
5	Inspect RS 1.0	3 Feb 2015	5 Feb 2015	2 days	3v1l Mark3t1ng S3rv1ce5	0%
6	Second meeting. Clients provide feedback on RS 1.0	5 Feb 2015 4:30 pm	5 Feb 2015 5:50 pm	80 minutes	Developer and 3v1l Mark3t1ng S3rv1ce5	0%
7	Draft of RS 2.0	5 Feb 2015	26 Feb 2015	3 weeks	Developer	0%
8	Third meeting. Prototype demonstration and feedback on RS 2.0	26 Feb 2015 TBD	26 Feb 2015 TBD	80 minutes	Developer and 3v1l Mark3t1ng S3rv1ce5	0%
9	Incorporate feedback into final RS 2.0	26 Feb 2015	27 Feb 2015	2 days	Developer	0%
10	Agree on contract	28 Feb 2015	28 Feb 2015	1 days	Developer and 3v1l Mark3t1ng S3rv1ce5	0%

8.0 Project team

3v1l Mark3t1ng S3rv1ce5 business operations are overseen by an enthusiastic board of directors and can be contacted with the following emails:

Name	Role	Email
Brendan Beach	Director of Operations	brendanb32@gmail.com
Nick Conde	Creative Director	nickc.nickel@gmail.com
Brad Fockler	Director of Marketing	bradleyfockler@gmail.com
Kevin Gill	Director of Business	hkevgill@hotmail.com
Evan Hildebrandt	Director of Projects	evanh39@gmail.com
Kristy Sebastian	Director of Research	kristys@uvic.ca
Jason Syrotuck	Director of Design	jasyrotuck@gmail.com

9.0 Glossary of terms

Mobile vendor - a registered business offering something for sale with a varying location

RFP (Request for Proposal) - A document posted by an organization for the development of a business component.

RS (Requirements Specification) - A description of a system to be developed, laying out functional and non-functional requirements.