Android App Development Proposal

A mobile app development proposal by [Sender.FirstName] [Sender.LastName] [Created.Date]

Introduction

[Client.FirstName],

A custom Android app can do wonders for your brand, whether you're using it for employee productivity, as a social engagement mechanism, or as a way to facilitate things like loyalty or rewards programs. [Sender.Company] is extremely experienced in building a wide array of social apps, productivity apps, games, and ecommerce apps for brands around the world. Our focus on effective design, cutting-edge technology, and cost-effectiveness throughout our development process makes us a great choice for brands looking to leverage mobile technology.

Thank you for taking the time to discuss your need for a mobile app for your brand with me. At [Sender.Company], we take pride in developing custom Android apps for B2B & B2C clients that leverage mobile technology to encourage productivity, brand engagement, and entertainment. In this proposal, I will outline our thoughts on how to best proceed with your app's design, development, and deployment, and provide several development packages for you to choose from.

Feel free to comment with any questions or concerns once you've had a chance to review this proposal. Once you're ready to move forward with development of your custom Android application, simply sign this proposal electronically. We'll be notified and will begin the initial stages of app development.

Regards,

[Sender.FirstName] [Sender.LastName]
[Sender.Company]
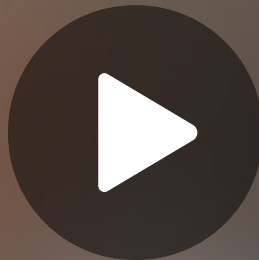[Sender.Phone]

Why Choose [Sender.Company]?

We pride ourselves on three things:

1. Sticking to project timelines
2. Being cost-effective
3. Building great apps for every client

Our team of mobile app developers are experienced in building beautifully designed, technically advanced Android apps, and our knowledge of HTML, Javascript, C, and C++ gives us the flexibility to build exactly what you're looking for.

Past Projects

Watch the short video below to see examples of [Sender.Company]'s previous work.

Project Description

The [Client.Company] Android app will include the following key features:
- [Feature.1]
- [Feature.2]
- [Feature.3]
- [Feature.4]

The app will give [Client.Company] a strong mobile presence, accomplishing the following goals:
1. [Goal.1]
2. [Goal.2]

Development Options

There are three app development options that [Client.Company] can choose from. Each have specific advantages and disadvantages. The sections below outline each option.

I. Mobile Web App

Mobile web apps are not actually apps. In truth, they are websites that are designed to look and feel like a mobile app. These "apps" are popular because of their low cost and cross-platform compatibility. These apps are built using HTML5, which is a browser-based programming language.

Mobile web apps are accessed through web browsers on mobile devices, rather than through app stores. Users add web apps to their home screens during the first session, which places an icon on their device's screen. In subsequent sessions, users simply tap on that icon to open the app.

Mobile web app interfaces look almost exactly like native apps, and can be accessed from any smartphone or tablet, including Android, iOS, and Windows Mobile devices.

While mobile apps are much cheaper to create than true native apps, they come with a few notable restrictions. First, not all device features can be leveraged through a mobile web app. For apps that require such advanced functionality, such as running in the background, a native app is a much better choice. Second, mobile apps are not listed in app stores. This means that users will need to know the app's browser URL in order to access it for the first

time. Finally, mobile web apps generally run and respond to input slightly slower than native mobile apps.

II. Native App

Native apps are mobile applications that are built with platform-specific programming languages, and are downloaded from app stores on mobile devices. While these apps must be built for each platform separately (Android, iOS, Windows Mobile, etc), they enjoy a host of advantages over mobile web apps, including:
- Responsiveness: Native apps are more responsive than other types of applications. This makes them feel smoother and snappier.
- Features: Native apps can take full advantage of system-level features. This allows them to offer functionality that cannot be matched by mobile web apps, such as background notifications, offline access, GPS, and camera use.

III. Hybrid App

Hybrid apps are a combination of mobile web app and native app. They are built with a combination of platform-specific programming and HTML5, which allows portions of the code to be used for app development on other platforms. Hybrid apps are often simply containers for existing mobile websites, which allows them to be downloaded from app stores onto mobile devices.

Hybrid apps, like native apps, are able to leverage advanced device functionality, which gives them an edge over mobile web apps.

Hybrid apps do not come without restrictions. Because they are not true native apps, their overall functionality and responsiveness will not be as smooth as a native app, and the user interface will not match that of a native app. They also are not suitable for apps that require offline access, as they must rely on browser caching for offline use, which can be unreliable.

Delivery & Pricing

The table below shows the price for each of the development options listed above. You can choose which option is best for you using the checkboxes in the table, and the price will adjust automatically.

Once you've selected the option that you'd like to proceed with, we will work with you to develop a detailed project schedule and begin the initial development stage.

Name	Price	QTY	Subtotal
☐ Mobile Web App	$2,500.00	1	$2,500.00
☑ Native App	$5,000.00	1	$5,000.00
☐ Hybrid App	$3,250.00	1	$3,250.00

Subtotal **$5,000.00**

Total **$5,000.00**

Approval

E-sign below to indicate your approval of your chosen development package. Once I've been notified of your signature, I'll be in touch to discuss project timelines and initial steps. Thanks for allowing [Sender.Company] to develop this Android App Development proposal for you!

AGREED TO AND ACCEPTED:

_____ _____