

# Software Development Proposal for OMA

February 3, 2020

Dr. Joan Smith  
Oregon Medical Association

Re: Enclosed Software Proposal

Dear Dr. Smith,

Please find enclosed our proposal for development of a conference web app for the OMA.

We want you to know that we are committed to delivering a product that delights both you and your end users. We will do this by listening closely to your requirements so that we fully understand your needs. We will continue to get your feedback at each step of the way as we develop your conference app. We also know that cost and timeliness are important to you and are committed to keeping the project within your budget and timeframe.

Our team, consisting of John Jones, Jane Doe and I have experience writing a variety of different web apps, mobile apps and desktop apps. We love designing software solutions that do exactly what the end users need.

We look forward to discussing the details of this proposal with you further and making any adjustments that might be needed. Once we have fine-tuned the proposal we will send you a contract document for review and signatures.

All the best,

Brenda Bright, Team Lead  
CIT Capstone Project  
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# Proposal to Develop a Conference Mobile App

## 1. Project Overview

The goal of this project is to develop a mobile app to be used by OMA conference organizers and attendees. The app will have similar functionality to the AMA (American Medical Association) conference app. In particular, for each conference, it will have these features:

- a. Main agenda
- b. My Schedule—personal schedule for the attendee
- c. Exhibitors
- d. Speakers
- e. Attendees
- f. Handouts—downloadable pdfs or links to conference web site pages
- g. Surveys
- h. Sponsors—advisements can be added to conference content

There will be both Android and iOS versions of the app.

There will also be a cloud-based “back-end” with a web page that provides a means for conference organizers to enter conference information into a cloud-based database from which the mobile app will pull conference information.

## 2. Deployment

The Android and iOS apps will be distributed through the Google Play store and the Apple App store.

The cloud-based “back-end” will be hosted on the Microsoft Azure cloud.

## 3. Documentation

The app will feature built-in “help” documentation. We will provide an online administrator’s guide for entering conference information via the back-end web page.

## 4. Estimate of Effort

We are providing two sets of estimates. The first estimate is for a system that includes all the features that were originally requested. The second estimate is based on a subset of those features.

- a. Full featured system

### Mobile App

- i. Home View: Displays buttons for each section of the app.  
*4 hours*
- ii. Login page: Allows users to sign in or sign up with the app.  
*4 hours*
- iii. Navigation menu: Drop-down menu accessed from the app's navigation bar. Allows for quick access of sections of the app (same as the home view), and allows the user to sync data from the back-

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end.

*12 hours*

- iv. Main Schedule & Personal Schedule: Displays all events in the conference, and events that the user has added to their schedule, respectively. Lists are organized by day. Items can be added to the device's calendar, and can be located using the map.

*16 hours*

- v. Posters: List of posters, organized by day appearing.

*6 hours*

- vi. Exhibits: List of Exhibits at the conference, sortable by name or level.

*6 hours*

- vii. Sponsors: List of conference sponsors, sortable by name or pledge level.

*6 hours*

## Back-end

- i. Deploy: Deploy back-end, integrate with the mobile app.

*16 hours*

- ii. Data stores: create data stores for each list, and implement data-syncing.

*16 hours*

- iii. Login back-end: Implement sign-in/sign-up on back-end.

*16 hours*

- iv. Maps: Integrate Bing maps with the app.

*8 hours*

- v. Data entry: Create web-app for user-friendly data entry.

*30 hours*

## Project Management

- i. Planning and tracking

*5 hours*

- ii. Writing documentation

*5 hours*

***Total for Mobile App and Back-end: 150 hours***

## b. System with reduced features

### Mobile App

- i. Home View: Displays buttons for each section of the app.

*4 hours*

- ii. Navigation menu: Drop-down menu accessed from the app's navigation bar. Allows for quick access of sections of the app (same as the home view), and allows the user to sync data from the back-end.

*12 hours*

- iii. Main Schedule & Personal Schedule: Displays all events in the conference, and events that the user has added to their schedule,

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respectively. Lists are organized by day. Items can be added to the device's calendar.

*10 hours*

- iv. Posters: List of posters.

*4 hours*

- v. -Exhibits: List of Exhibits at the conference, sortable by name or level.

*4 hours*

- vi. Sponsors: List of conference sponsors, sortable by name or pledge level.

*4 hours*

## Back-end

- i. Deploy: Deploy back-end, integrate with app front-end (16 hours)

- ii. Data stores: create data stores for each list, and implement data-syncing (16 hours)

- iii. Data entry: Create web-app for user-friendly data entry. (30 hours)

## Project Management

- iv. Planning and tracking

*5 hours*

- v. Writing documentation

*5 hours*

***Total for Mobile App and Back-end: 110 hours***

We have carefully estimated the time required to implement each part of the system, but estimation is never exact. The actual time required may be somewhat more or less than the estimate.

## 5. Timeframe and Workflow

We will use an “agile” approach in which we work in two week “sprints”. In each sprint we will implement a subset of the application’s features. Each sprint will progress in this way:

- At the beginning of each sprint we will meet with you to decide:
  - Which features to implement and their priorities.
  - The maximum number of hours you authorize us to work.
- We will implement and test the features.
- At the end of the sprint we will meet with you to:
  - Demonstrate the features we’ve added to the app.
  - Get your feedback on any changes you would like us to make.

We can allocate at least 20 hours per week of developer time to this project. We may be able to allocate more, or less, at your request. At 20 hours per week, here are the projected project durations for each variant of the project:

- ***Full featured app and back-end: two months.***
- ***Reduced feature app and back-end: one and a half months.***

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## 6. Cost Estimate and Payment Terms

Since OMA is a non-profit organization we are offering a discounted hourly rate of *\$0 per hour*. (Our normal rate is \$75 per hour for development and \$125 per hour for management.) At the discounted rate, these are the cost estimates:

- ***The full featured app and back-end: \$0***
- ***The reduced feature app and back-end: \$0***

At the end of each month, we will send you an invoice for the hours worked during that month. If we are working 20 hours a week on the project, that will be approximately \$0 for a full month.

In the unlikely case of late payments, an interest rate of 5% per month will be charged.