VisionsICstudio | Aaron wilson  
Project Proposal

FamilySocial Web application (SPA)

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# Overview

**VisionsICstudio | Aaron wilson** is pleased to submit this proposal for services to support **FamilySocial** in its interest to provide its cliental with a new type of social media application that is family focused and driven by the need for a less judgmental social media platform. This is a continuation of a project that took life in a previous course, but it was front-end focused and limited. The goal is to bring it to the next level and focus on the back-end and an utilize a database technology.

## The Objective

* A family-friendly social media application
* Drastically reduce online bullying that takes place through big social media entities
* Deliver the same feature-rich qualities of that of the larger social media platforms

## The Opportunity

* Create an application UI that is feature friendly
* Have login/logout, blog, search, chat and notifications all in a dashboard structure
* Make sure the application is safe and secure for all users

## The Solution

* Carefully plan a strategy for FamilySocial application
* Develop the FamilySocial application
* Review and optimize the FamilySocial application
* Deploy the FamilySocial application to the web

# Our Proposal

**FamilySocial** has a vision for its future in the social media paradigm. **FamilySocial** faces the potential for astronomical growth through streamlining the whole social media experience by making it more of a family-based application.

With this approach, it is **FamilySocial’s** goal to greatly reduce the negative impactful role online bullying plays in the social media circles of the web. This, in turn, may reduce teen suicide and or suicide rates by online bullying in general worldwide. It is FamilySocial’s objective to bring this application to the social media masses. Also , remember that this application will appeal to all humankind, because, we all have families all over the world.

## Rationale

* Research
* Market opportunities
* Alignment with mission
* Current resources/technology

## Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

## Technical/Project Approach

**VisionsICStudio**, the developer, will be utilizing all the latest web coding languages such as JavaScript (ES6 and beyond), CSS3, HTML5. Front-end frameworks such as Bootstrap 4 (CSS), React (JavaScript), and NodeJS for server calls. Other technologies will provide a minor helping hand in the delivery of a professional FamilySocial application. These include UXPin for prototyping and wireframing, PowerPoint to aid in the presentation aspect of the application project, Word for delivery of the proposal, and Adobe Acrobat DC for the finalizing of the PDF file.

## Resources

All of the resources used to produce and develop this project from start to finish will be, A Mac Pro computer, VSCode, UXPin, Adobe Creative Suite applications, GitHub, PowerPoint, Word and Trello.

## Project Deliverables

Following is a complete list of all project deliverables:

Visual Studio Code, MongoDB Compass Community, MySQL Workbench, GitHub, HeroKu

## Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Start Date | End Date | Duration |
| Project Start | **11/23/2020** | **11/23/2020** | 1 day |
| Milestone 1 | Research and Planning | **11/23/2020** | **11/29/2020** | 7 days |
| Milestone 2 | FamilySocial Development | **11/30/2020** | **12/07/2020** | 7 days |
| Phase 1 Complete | **12/07/2020** | **12/07/2020** | 1 day |
| Milestone 3 | FamilySocial Optimization | **12/08/2020** | **12/15/2020** | 7 days |
| Milestone 4 | FamilySocial Deployment | **12/16/2020** | **12/23/2020** | 7 days |
| Phase 2 Complete | **12/23/2020** | **12/23/2020** | 1 day |
| Project End | **12/23/2020** | **12/23/2020** | 1 day |
|  |  |  |  |

## Supplied Material

The following materials are to be supplied by FamilySocial for this project. For **VisionsICstudio | Aaron wilson** to meet project milestones, this material must be supplied on schedule. The due dates included in the following table represent our best guess based on current proposed project dates:

|  |  |
| --- | --- |
| Materials to be supplied by FamilySocial | Due Date\* |
| FamilySocial core website, and website assets for use as content for the FamilySocial App | **11/02/2020** |
| FamilySocial mood board providing all necessary design content like typography, and palettes | **10/26/2020** |
| Pre-existing wireframes for use to provide cohesion with both the website and the app | **10/26/2020** |

\*We cannot be responsible for cost overruns caused by client’s failure to deliver materials by agreed-upon due dates.

# Expected Results

We expect our proposed solution to **FamilySocial**’s requirements to provide the following results:

## Financial Benefits

* A New-age, family-focused social media application different than the current social media platforms
* **FamilySocial** application will deliver a UX/UI consistency from both the website and the application
* Membership plans, advertisement banner ad campaigns, and merchandising.

## Technical Benefits

* Refined social media focus that brings a unique technological spin on current social media options
* Reduction in online bullying in teens or young persons because of FamilySocial’s family orientation
* An intimate social medium that is more secure do to less likelihood of malicious intent by users

## Other Benefits

The probability that there are other benefits from the development of the **FamilySocial** application is high because of its unique nature makes it very believable to bring additional health benefits to attention such as less overall stress.

# Pricing

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for 30 days from the date of this proposal:

|  |  |
| --- | --- |
| Services Cost Category #1 | Price |
| **Item Description | FamilySocial Application** | **$8,800.00** |
| **Total Services Costs** | **$8,800.00** |
| **Services Cost Category #2** |  |
| **Facilities** | **0** |
| **License Fees** | **0** |
| **Equipment Rental** | **0** |
| **Training** | **0** |
| **Travel** | **0** |
| **Marketing** | **0** |
| **Shipping/Handling** | **0** |
| **Total Services Costs** | **0** |
| **Services Cost Category #3** |  |
| **Total Services Costs** | **0** |
| Total | $8,800.00 |

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

# Qualifications

VisionsICstudio | Aaron wilson is continually proven to be an industry leader for high quality/guaranteed product/service in the following ways:

* **VisionsICStudio** always takes into consideration the business needs of every client.
* **VisionsICStudio** will always use the most technologically modern industry practices.
* **VisionsICStudio** will always deliver what is expected for the client in a professional manner.

# Conclusion

We look forward to working with FamilySocial to build a uniquely special social media platform that delivers intimate family-focused content to the masses. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective IT support solution.

If you have questions on this proposal, feel free to contact **VisionsICStudio** at your convenience by email at [visionsicstudio@visionsicstudio.com](mailto:visionsicstudio@visionsicstudio.com) (484) 919-6522. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Name: **Aaron Wilson**   
Title: Full-stack Web Developer (hopefully/current student)