The app will host the catalog of items offered in the store. Through this app the customers will be able to browser the catalog and eventually place order.

The initial phase of the app will cater to the business model of “Curbside Pickup” where in the customer will place order through app and pick up from the store. This will save time for customer on shopping and thus business will be able to add more value to customer’s shopping needs.

Below are the milestones to launch the app

**Project plan**

1. **Wireframe**: a visual guide of end to end tour of the app will help finalize the scope of project. At this stage we will create a blueprint to outline:
   * Business requirements
     1. Host catalog
     2. Order experience
     3. Navigation throughout the app
     4. Look & feel
   * Technology
     1. xCodes 9 for iOS code
     2. Image hosting servers
     3. MySQL
     4. Apple
   * Assets
     1. Catalog
     2. Image
     3. Content
     4. Payment gateway
   * Timelines
     1. Refer Gantt chart below
   * Cost of deployment
     1. Based on the requirement and time lines
2. **Review:** 
   * Evaluation of the wireframe.
   * Accommodate feedback and changes
3. **Catalog cleanup:** In order to get a seamless navigation of catalog items in app it is important to have a robust taxonomy structure.
   * The recommended structure will be ***Department > Category> Sub Category > Product*** for example
4. Frozen > Ready to Eat > Paratha & Bread > Aaloo Paratha
5. Frozen > Ready to Eat > Paratha & Bread > Goobhi Paratha
6. Frozen > Ready to Eat > Snacks > Samosa
7. Frozen > Raw Meat > \_\_\_\_ > Chicken
8. Grains > Dals and Pulses > Organic > Toor Dal
9. Grains > Dals and Pulses > \_\_\_\_ > Toor Dal
   * The catalog will hold the item information such as
     1. Item Identifiers – SKU, UPC
     2. Content – item title, description
     3. Image – URL of the image

All of the information will be structured in the proposed taxonomy standard.

* + Tools: MySQL

1. **Review:** 
   * Evaluation of the catalog.
   * Accommodate feedback and changes
2. **Development:** The development of the app will begin once the wireframe and assets are ready. Detailed timelines will be provided.
3. **Review:** 
   * Evaluation of the codes.
   * Accommodate feedback and changes
4. **Functional testing:** Confirming all the requirements are implemented.
   * **Test navigation**
   * **Test search**
   * **Test order**
   * **Test payment**
5. **Launch on iOS**
   * **Account in apple to launch**