Truong-An Do

Information Radiator - Mobile Application

Developing a mobile application for smockish would provide an enhanced experience for artist who seek to sell their art as well as collectors scavenging for the perfect art piece for their home. Having a mobile application alongside the website will not only help smockish build onto existing relationship and loyalties but also boost visibility/accessibility to art as well as provide smockish with a way to enhance their social networking strategies. Customers using the app will have easy on-the-go access to the entire art inventory for viewing/purchasing as well as an easy method of finding, contacting, or scheduling appointments with artists for business. According to The International Telecommunication Union, over billion mobile subscriber or 77% of the world population are online so it only seems logical to utilize new mobile technology to your advantage for maximum exposure. According to mobilefuture.org, $25 billion in revenue was generated in 2013 and is projected to grow to $46 billion by 2016 so not only does it open up smockish to a new market but also provides it with the capital it needs to grow as new startup.

The “output” of this proposal is a functional mobile application which could be used alongside the existing website which could be used to measure a variety of information. For example, the app could be used to track customer’s behavior and from that data provide information that’s relevant and engaging. Another example would be keeping track of registration compared to referral to determine whether customers are using the referral services. This and much more data could be potentially measured with the creation of a mobile application.

Implementation of a mobile application is a long and tedious affair as it requires anywhere from a month to a year or more to full develop a functional application across various brands of smartphones. Implementation would start by determining the language used to develop the app and the starting platform to test on. The next step would be to look at the available resources and figure out the best possible way to develop the app at the lowest cost. Depending on this decision, the application could be outsourced for a general purpose like accessing new information or be programmed by a dedicated development team of coders for a more sophisticated purpose.

