



# MOBILE APP DEVELOPMENT PROPOSAL

## DEFICIT DEFENDER

SERVICES OFFERED TO THE  
CLIENT

# COMPANY REPRESENTATIVE

Dear Mr. D'Agata,

Thank you for your time checking our Mobile App Development Proposal. I represent Cora Fox Software Company and we create first-rate and superior software on a computer and mobile phones. I produce high-quality software that is affordable and flexible.

Having a good mobile app will increase your sales and subscriptions. This means that your app should be stable, user-friendly, and fast. In this proposal, you'll see information about Cora Fox Software Company, our services, talents, and pricing.

This application will demonstrate Cora Fox Software Company's ability to build a profile based framework, interactive features, user profile integration, attractive UI design and the required calculations. Please view the includes fully Deficit Defender application to preview what this application can do.

Sincerely,  
Cora Fox  
Full Stack Mobile App Developer

# DESCRIPTION

Deficit Defender is an iOS application that takes all of the guess work out of calculating a daily caloric deficit to reach a weight loss goal. The application allows the user to enter their current body weight, desired body weight and how many days they have to reach their goal. It performs a mathematical calculation based on widely accepted calorie burn to 1Lb. lost formula. The application also allows the user to take progress photos and stores the photo progress updates in chronological order based on date taken. Additionally, the application stores all previous goal calculations for further review.

This application is a simple one stop tool for tracking weight loss and ultimately achieving the intended body weight the user has entered.

1. Meeting and formally offering the proposal.
2. Acknowledgment and signing of contracts.
3. Research and data analysis.
4. Creating the first mockup and approval.
5. Proceed with building the app using wireframes.
6. Create the front-end technology of the app.
7. Improve visual UI design.
8. Produce the backend technology of the app.
9. Perform UX (User Experience) QA Testing.
10. Perform further testing with the client.
11. Launch the app in the App Store and Play Store.

# Feasibility

## Technical Feasibility

Deficit Defender is an Android mobile application aimed at helping people achieve and calculate the caloric deficit required on a daily basis to achieve the user's desired weight loss goals. The application is completely self-contained and performs simple mathematic calculations to produce the required daily calorie deficit based on the user's inputs. The user will be presented with basic text input boxes where the user will enter their current weight, their goal weight and the date they wish to achieve their desired goal weight. Once the user has entered this information they will press a "Calculate" button and the application will display the daily calorie deficit required to reach their goal weight by their target date. The application will not collect or store any location, search, or private data. The only data stored will be the user's login information.

## Application Maintenance

Deficit Defender should not require maintenance as it is designed to perform simple mathematical calculations. However, when Android releases software updates and new OS versions, the application may need to be updated to retain its intended UX display. Often applications that go years without updates become inoperable on newer versions of OS rollouts and the user interface becomes distorted. The application maintenance plan will be to check the application every 6 months to ensure proper display and function. However, should major bugs be reported by users, these issues would be addressed immediately.

## Features

This application will have a basic user interface consisting of three tabs.

- User Profile Tab: will consist of user login and profile data.
- Calculation Tab: where the user will enter calculation metrics
- Goals Tab: will display previous goals and calculations

The user will interact with text input boxes and a calculate or send button. Navigation will be achieved using a bottom screen tab style menu utilizing recognizable icons.

This mobile application is designed to work completely independent of any integrations with outside APIs. This decision was made carefully to avoid working outside of the scope of my programming skills.

	Offered?	Amount
Market Research and Data Analysis	✓	1,000.00
iOS & Android App Development	✓	5,000.00
Software Development		
Web Development		
Content Writing	✓	1,000.00
User Experience and User Interface Design	✓	
Photo and Video Marketing		
Quality Assurance Testing	✓	1,000.00
Mobile App Maintenance (Yearly)	✓	5,000.00
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<b>Total Amount</b>	\$13,000.00	

This proposal can only be changed or modified by the company. A new proposal will be made if the clients wish to change the content of the document.

This proposal shall be governed under the laws of the State of North Carolina in the United States.

**Company  
Representative  
Name**

Cora Fox

**Company  
Representative  
Signature**



**Proposal Validity  
Date**

05/05/2021

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If you have any questions, please do not hesitate to contact us at (123) 1234567 or via email at [info@abcsoft.com](mailto:info@abcsoft.com).

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