

We leverage the  
power of digital  
to amplify the  
power of people.



Project proposal: Wasl App

Client: Ashraf Nassef

Delivered on: Not yet submitted

Submitted by: Alexander Praetorius, Nina Breznik

# Overview and Goals

Dear Ashraf,

It is great to plan together with you your new project - Wasl.

You want to give the New-Comers the power to build a better future and get integrated and accepted in their new home countries by creating a mobile app, that will connect them with the local communities and provide them access to finance for self-employment.

The user experience must be seamless; high performing, fast, and responsive. We'll design and develop a powerful mobile app that will anticipate and respond to user needs and expectations, provide a smooth navigational experience, and appropriately reflect your brand in look and feel.

Sincerely,

Nina Breznik

FairyDust

# Scope of Services

## Project Setup

To offer a mobile app through Apple's App Store or Google Play, the first thing you'll need to do is sign up for an Apple Developer and Google Play Account. Getting the proper certificates and provisioning profiles can be a little complicated so we set aside time to guide you through that process to make sure all the details are taken care of.

## Use-Case Scenarios

Upfront planning is key when it comes to designing successful, compelling mobile apps. Our experience with apps allows us to map out the most efficient path to accomplishing the goals of your project. Our first goal in this phase is to articulate all the desired functionality and outline exactly how your app will work.

The purpose of use-case scenarios is to define user goals, what they want to accomplish, and the best way to present the information they need. We'll also define:

## Your audience

- What they want from the app for themselves/supporters/clients.
- Which tools we can provide to meet their needs.
- Which action(s) they want to take or goals will they want to accomplish with the app.
- How can we maximize functionality within the app to expedite tasks.
- What content will be needed.

## Sitemap

Once we know who will use the app and how, we'll create a written outline of functionality and workflow. The sitemap describes in written format what kind of functions need to be present and how to categorize that information.

Creating a sitemap also helps us think specifically about what type of content needs to be generated for the app (i.e. newcomers' and supporters' profiles, marketplace etc.)

## Content

For this step in the process, any additional content you want to have in the app must be provided. Having final content will help us iron out any unknowns we might encounter in designing the flow of the app and presenting it to the user.

## Wireframes

A visual representation of the sitemap is created in the wireframing phase that includes all of the content you provide. Wireframes are a navigable prototype of how the application will work. They are not a final representation of the design. Think of wireframes as a blueprint of a house, illustrating where things go and how to get to them..

## Branding the app

We're sure we don't have to tell you how important branding is in business and the branding of an application is an important part of:

- Creating cohesiveness across digital media (print > web > mobile).
- Helping users understand what the app will do for them.
- How the application can help them or make them feel healthy, smart, satisfied, knowledgeable.
- Communicating the quality of the service.

Opportunities to brand an application start with the icon and at a minimum include the splash screen (this is the static screen you see while the app is loading).

The key items we'll consider in branding this app:

- How to work with your personal brand in promoting the app.
- How to develop an artwork to determine the best execution for app iconography.

## Visual Design

The visual design phase takes those wireframe blueprints and dresses them up with a pretty GUI (graphical user interface). We create design mockups for the home screen and all sub-screens that have any elements that differ from other screens. In other words, we don't waste time mocking up screens that have the same look. Development can skin similar screens based on one mockup.

## Development

The application development phase of iPhone development is a quiet time in the project as far as client feedback. Unlike website development where there may be visuals to approve or interaction regarding content, all of this work is done before entering the app development phase. That's why it is so important to spend quality time in the planning and information architecture phases of the project.

We like to prepare clients for the fact back and forth communication will be minimal until the Alpha Test version is ready for distribution. However, during Alpha and Beta testing it will be important for us to test the app A LOT. Believe it or not, during this time our goal is to purposely try to break the app as it's better to work out all of the bugs internally than have users point them out for us!

## Launch in App Store

To protect the users and to make sure there are no security vulnerabilities Apple and Google require a review of all apps before they are accepted to the Store. This is a straightforward and standard practice and usually only takes about a week. You submit the app in your company's name and pay a small fee. In the event there is any feedback from Apple or Google, we will deal with those issues for you to get your app finalised and ready for distribution.

## App Promotion Consultation

Just like the proverbial tree falling in the forest, if an app is developed without any promotion, will anyone use it? Before the app launches it's important to have a defined strategy for the launch and promotion. Planning for the app launch should begin several weeks (preferably months) in advance.

We'll work with you to develop a promotion strategy that achieves your goals for the app, works within the visions and makes customers sign up for the app!

# Timeframe

To complete the work outlined in the project scope, we'll need approximately 19 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal we are prepared to start work immediately.

Phase	Week
Kick-off meeting & account setup	1
Use-case scenarios/specs/sitemap	2-3
Content	4-5
Wireframes	5-6
Visual design/app branding	7-8
Development	8-16
QA Testing	17-18
Launch in app store	19

# Your Investment

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

## CORE BUDGET IN €

DESCRIPTION	PRICE
Project Setup	8,500
Information Architecture	35,000
Branding/Visual Design	26,500
Development	69,000
App Promotion Consultation	Included



## Why Us?

Here at FairyDust, it wouldn't be overstating the case to say we really understand apps. We love how the rise of the app and the ubiquity of mobile devices is empowering users with information while providing a new platform for businesses to engage customers. Our team of designers and developers are experts in user experience, platform engagement, and mobile development. We develop apps for organisations who amplify the power of people.





# Our Team



## ALEX PRAETORIUS

Technology Director

Studied Business Informatics on Technical University of Darmstadt in Germany, worked first as a researcher at Fraunhofer Institute and in the last years as a Technology Director developing several web and mobile applications.



## NINA BREZNIK

Managing Director

Studied Political sciences and Communication, founded her first company with 25 and worked many years in business and product development. Currently she is managing Technology Projects for Social Enterprises at FairyDust.agency.



## CODING AMIGOS

Design & Development Team

FairyDust.Agency collaborates with high professional developers and designers. Our "Coding Amigos culture" is made up of diverse people with common interests. We bring together talented creatives to tackle large projects elegantly.

# Statement of Work & Contract

[Note: This is a sample contract - we are not lawyers and recommend you having your own legal counsel review any contract prior to sending out.]

Date: Not yet submitted

Between "us", FairyDust, and "you", Wasl

## 1.0 Services Rendered

### DESIGN

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (colour, texture and typography.)

You'll have two or more weekly opportunities to review our work and provide feedback. If, at any stage, you're not happy with the direction our work is taking, you will pay us in full for everything we've produced up to that that point and then cancel this contract.

### IOS APP DEVELOPMENT

We'll be building the app in Objective C using Apple's development framework. We'll also assist you in setting up your Apple and Google account and launching the app through the store under your name. You will own the app after you pay your final invoice, but the app will remain an open source.

### TEXT CONTENT

Writing or inputting any text copy is not included in this contract. If you'd like us to write new content or input text for you, we're happy to provide a separate estimate for that.

### PHOTOGRAPHS

You'll need to supply graphic files to us in an editable, vector digital format. Photographs must be in a high resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries and style of photography/images. If you'd like us to search for photographs for you, we can provide a separate estimate for that. Cost of buying stock photographs or a photo shoot is not included in this contract.

## TESTING

We'll test the app on an iPhone 5C and Android 4.4+ and you are welcome to test it on your own iPhone. Using the app on phones older than that may result in slow performance due to the age of the phone.

## CHANGES AND REVISIONS

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or make decisions later when you might be better informed. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for to cover the additional work.

## ERRORS

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

## 2.0 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your app and to cooperate with us in expediting the work.

## 3.0 Charges for Services Performed

Functionality or feature requests above and beyond those listed in the budget and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended.

## 4.0 Terms of Payment

### 4.1 BILLING SCHEDULE

We're sure you understand how important it for all of us that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

The total budget for this project: €139.000.

FairyDust will invoice Wasl for fifty per cent (50%) of the initial fees at point of this signed contract agreement which will act as the deposit. The remaining 50% will be billed monthly as the service hours are spent or when the project is launched.

## 4.2 CLIENT AGREEMENT TO PAY

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, FairyDust will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs FairyDust pays for carrying overdue invoices from Wasl. In addition, FairyDust reserves the right to stop work until payment is received.

## 4.3 COLLECTION COSTS

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

## 5.0 Cancellation of Plans

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

## 6.0 Responsibilities of FairyDust and Wasl

### 6.1 FAIRYDUST'S RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

### 6.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them.

Then when your final payment has cleared, copyright will be automatically assigned as follows:

### 6.3 ENTIRE AGREEMENT

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

Unique combination of these elements that constitutes a complete design and will be licensed to you, but the code will also be released it as an open source.

## **6.4 CLIENT RESPONSIBILITY FOR ACCURACY**

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

## **7.0 Confidentiality**

FairyDust acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by FairyDust on behalf of Wasl or disclosed by Wasl to FairyDust.

## **8.0 Term and Termination**

### **8.1 PERIOD OF AGREEMENT AND NOTICE OF TERMINATION**

This Agreement shall become effective on the date of its signature and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

### **8.2 TERMINATION FOR CAUSE**

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

### **8.3 PAYMENT FOR NON-CANCELABLE MATERIALS?**

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Wasl, that any such materials and services, are non cancelable.

### **8.4 MATERIALS UNPAID FOR**

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

### **8.5 TRANSFER OF MATERIALS**

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Wasl to FairyDust, FairyDust shall transfer, assign and make available to Wasl all property and materials in its possession or control belonging to Wasl. Wasl agrees to pay for all costs associated with the transfer of materials.

## **9.0 General Provisions**

### **9.1 GOVERNING LAW**

This Agreement shall be governed and construed in accordance with the laws of United Kingdom.

### **9.2 REPRESENTATIONS AND WARRANTIES**

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

### **9.3 SEVERABILITY**

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

# NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
5. If you'd like to speak to us by phone, don't hesitate to contact us.

---

Alexander Praetorius  
FairyDust

---

Ashraf Nassef  
Wasl