

VinoView Project Plan

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Project overview

The goal of the VinoView app development is to have a functional version ready for iOS by the winter holiday season.

- Target launch date is October 18.
- This will be a paid app with no free version to develop as well.
- Our marketing plan calls for the app to be sponsored in full and their corporate branding and name to be included in the release.
- Alongside the online launch will be print ads in the sponsors magazine and also include ads on their social media and websites.
- We plan to be present at wine expositions including the North Coast Wine Expo (Dec 4 Sonoma, CA) and the Unified Wine & Grape Symposium (Jan 28-29 Sacramento, CA). The North Coast Expo will feature a demo of the release candidate of the app while the second will promote the app post-release.

App description

VinoView uses text recognition to deliver users information about the wine list at restaurants. Users simply highlight the name of the wine and it delivers them the rating and market price of the bottle. Another feature is suggested food pairings and consumer and professional reviews for each wine. This allows them to know right at the table if they are overpaying for the wine. They can also save the wines to a favorite list that allows them to rate and comment about them for future reference.

Development team

The team of developers will consist of three individuals:

- Luke S (programming & design)
- Casmir L (marketing & design)
- Mark S (lead programming & graphics)

The team will divide the assets derived from sponsorship in the following manner: Mark and Luke will earn 40% of the daily allotted funds of \$200, while Casmir will make 20% for all work during the development phase. All revenue collected after the release of the application will be divided equally amongst the partners.

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Schedule and milestones

The development for the app will be broken into the five phases below:

Phase 1: Design

- Target completion date: Aug 7
- Duration: 5 days
- Key Activities: Wireframe & layout, source API data choice
- Total work days: 11

Phase 2: Prototype

- Target completion date: Aug 19
- Duration: 12 Days
- Activities: Text recognition library testing & enhancements, create UI layout and initial graphics, integrate the API data, secure sponsorship, user testing.
- Total Work Days: 36

Phase 3: Beta App

- Target completion date: Sep 8
- Duration: 19 Days
- Key Activities: Test users and focus groups, tweaks to text recognition and data pull accuracy, securing spots at the wine trade shows, team evaluation of current status.
- Total work days: 35

Phase 4: Release candidate

- Target completion date: Oct 4
- Duration: 27 Days
- Key Activities: App completion with full integration of all required features, create print ads for the wine magazine, social media blasts and web promotional materials.
- Total work days: 65

Phase 5: Release to app store

- Target completion date: Oct 18
- Duration: 13 days
- Key Activities: release on App Store, any required fixes and changes as per app store requirements, deliver web and social media marketing materials, promotional pre-release social media blasts.
- Total work days: 11

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Schedule breakdown

	Luke	Mark	Casmir	TOTAL
Design phase: Aug 2- Aug 7				
Design	5	5	1	11
Prototype phase: Aug 7- Aug 19				
UI graphics & Layout	2	5		7
API Data & Management	3	3	1	7
Secure Sponsorship			12	12
Text Recognition	6	4		10
Beta App Phase: Aug 20 - Sep 8				
Beta Development	15	6		21
Booking Expo Spots (2)			3	3
Testing & Feedback	4	4	4	12
Release Candidate Phase: Sep 8 - Oct 4				
Release Candidate	20	20		40
Team Testing	5	5	5	15
Marketing Assets	2	3	5	10
Release Phase: Oct 5 - Oct 18				
App Release	3	3	1	3
Launch Marketing			6	6
TOTAL DAYS	44	58	37	139

Post-release

Changes and fixes to the app will depend upon user interaction and reviews after the initial release of the candidate. A new version will be released addressing any issues that may arise.

Risks

The following principal risks to the project have been identified:

- **Unable to acquire funding from corporate sponsor**
If the corporate sponsorship we are depending on for the release of this app is not acquired, the timeline will not be affected. However, this would mean that the projections for revenue would be that of the initial figures without the supplementary investment as shown in the tables for the app pricing.
- **Unable to acquire accurate readings from text recognition:**
In the case that our team fails to develop a text recognition engine capable of running in low light or is inaccurate then the project schedule will need to be extended to suit the development requirements necessary. If we are unable to achieve accurate results after an extra 30 days of research and development then the entire app may prove unreasonable to develop.
- **Database information proves to be inaccurate:**
If the returned data from the API we choose does not have high accuracy or the information we have set out to provide users then a substitute must be implemented. Luckily, there are close to 12 data sources freely available for this type of data that are currently functional in over 30 apps in circulation. This would add approximately 10 days to the development time and would be caught in the beta phase.
- **User Testing returns negative results**
Should our test groups reveal major flaws in the design or implementation of features we must re-work the areas that are lacking. These issues will be addressed quickly and changed in the beta phase.
- **Unforeseen Technical Issues**
Although the developers on our team are very skilled, there is always a possibility of features taking longer to implement than expected. These problems will most likely occur early in the development stages and would simply require extra time added to the prototype phase.
- **App Store Rejection**
With the rise in requirements by the app store it is possible that the app will be rejected upon initial submission. Security testing is becoming more prevalent and the leniency that was once there is slowly being retracted. If for any of these reasons we are unable to meet the submission requirements, changes will be made to fix the issues. We have allotted 13 days for the release phase and it typically takes only 3 days for a notice of rejection, giving us ample time to resubmit.

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Cost Breakdown

Development

Luke	\$11,120.00
Mark	\$11,120.00
Casmir	\$5,560.00
TOTAL	\$27,800.00

Marketing

Facebook	\$4,500.00	\$3.00 CPC, 50/Day for 30 days
Google ads	\$6,600.00	\$2.20 CPC, 100/day for 30 days
Expo Booths	\$4,000.00	Fees and materials
Print ads	\$3,000.00	\$1,500/ad x 2 magazines
TOTAL	\$18,100.00	

Overheads

Software & services	\$1,000.00	Domain name, hosting, API costs
Travel	\$3,000.00	Flights to California & lodging
Premises & bills	\$900.00	\$300/month rented office space in Denver
TOTAL	\$4,900.00	

Other

Taxes	\$2,946.40	CO state tax
Legal & professional	\$1,200.00	Accounting & Attorney
TOTAL	\$4,146.40	

TOTAL **\$54,946.40**

Notes

- Advertising costs are based on optimized Facebook CPC advertisements and enhanced Google ads that will run two weeks before launch and two weeks after.
- Costs for software and services may be less if the API we choose is a free database.
- The hosting for the domain will remain a constant fee of \$29/yr
- Legal and accounting costs are to cover the possibility of being sued for infringement by the WineGlass app developers.