Mobile Application

Development Proposal

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Presented by:

**Introduction:**

Tangent Collective is a Vancouver based web and mobile development firm that leverages a network of developers, designers, and all relevant personal to create end-to-end effective software solutions. When partnering with Tangent Collective, you will get: no management headaches, lots of free consultation and discussion, a full end-to-end cost effective software development experience, and professional quality and reliability.

**Who are we?**

We are not free lancers, and we are not a large development firm. With freelancers, you run the risk of putting your whole web/mobile platform in the hands of one person. This puts your project in the hands of one person who may not have all of the skills needed to complete the task at hand. This volatile situation can put your project at risk and can drive up costs significantly. Leaving your project in the hands of a large development firm can bring significant problems for you as well. Large development firms are often working on large client projects leaving the customer with a lack of communication and attention. Large development firms also will charge a much higher rate then we would due to their high overhead costs. Alternative solutions such as outsourcing are often unreliable, require you to assume the role of a product manager, and seldom yield exceptional results.

Tangent Collective solves all of the above mentioned headaches by providing a comprehensive development solution that offers the intimacy, support, and quality of a local studio, at a fraction of the price. Our unique business model allows us to provide a significantly lower price than our competitors while still providing superior quality.

**Project Overview:**

After thorough discussion and analyzing the research provided by the co-founder, Jenny, Tangent Collective has identified the key components of the project to be: A mobile platform on IOS that will allow restaurants to post a picture of a “special of the day.” Users will be able to swipe pictures left (dislike) or right (like), allowing them to locate a restaurant near them with a special they will enjoy in their preset price range. This application will bring convenience to the user, and be a very resourceful marketing tool for the restaurant. Based off of the knowledge we have, the first iteration beta app will be used to demonstrate how the app works to potential investors. These estimates are based on preliminary understanding and may be subject to change. They are meant to give a rough idea of cost and timeline, however are not final.

**First Iteration Project Features:**

**Log In screen:**

* User will be able to log into their account with a username and password
* If they do not have an account, there will be a sign up button on the screen

**Sign up:**

* sign up with email account
* sign up with facebook feature or Instagram feature

**Filter screen:**

Once you sign up, the filter screen will pop up which will allow users to filter their newsfeed of specials that will appear based on:

* location (proximately near restaurant)
* price range

**“Newsfeed” Screen:**

The newsfeed screen will be where restaurants pictures will appear after their filters are set. On this screen a picture of a special will pop up and as a user, you have the opportunity to swipe left (dislike) or swipe right (like).

The swipe feature:

* when you move a picture to the left, “dislike” should appear on the picture on the top left corner, so the customer knows they are disliking a picture, and vice versa for the like feature.

Pressing on the picture:

* if a user wants more details on the special they will be able to press the picture on the newsfeed screen
* after pressing the picture, the description of the special will come up

Bottom tab:

* below the picture on the newsfeed screen there should be a tab which will allow users to navigate to their profiles and back to the newsfeed screen.

**User profile Profile:**

* profile picture in the top left corner
* beside the profile picture will be the user’s user name
* post count, follower count, and following count will be in a tab below the main banner that contains the picture and user name
* below the above tab will be the client history
  + the client history will be the specials the user has liked before, with the ability to scroll through them as part of their profile

**Restaurant Profile:**

The restaurant profile will look exactly like the user profiles

**Suggestions for the second iteration:**

**Filter Feature:**

In regards to the filter feature, an extra filter for types of cuisines can be added. Types of cuisines that can be added are: Western, Asian, Spanish, and Mediterranean. This will add even more convenience to the user in choosing a restaurant they want to eat at.

**News feed screen:**

On the news feed screen, we can add a feature that will allow pictures to show up based on their ranking. A restaurant can pay more in subscription fees to rank higher in the newsfeed. Ranking higher means that their picture will show up sooner in the news feed then other restaurants. This can be beneficial to the restaurateur because the value added to the users of the app is convenience. The higher ranked your picture is, more likely a user will like your picture and go to your restaurant.

**Social Media:**

In the second iteration we want the the newsfeed to be a functional newsfeed as it is on social media websites. Users should be able to see what their followers are liking and what the restaurants they follow are posting.

The bottom tab should have a search feature that will allow you to type in either a username or a restaurant name and find different users.

The goal of these features is to develop a social media aspect to this application. A social media aspect will keep users more engaged and get them using the app more frequently.

**Payment Feature:**

In the future, certain features should have to be paid for, or a restaurant can sign up based on a monthly/yearly subscription service. To allow for payment Tangent will need to implement a payment feature

**Cost Estimation:**

**Timeline:**

**Payments:**

Prior to starting, we will compile a list of features that are extensively defined and agreed upon by both parties. Resources will be allocated efficiently to complete each feature. Upon completion of each features, they will be tested to ensure proper user functionality. A down payment of 15% will be required in order to begin work on the project. \*\*\*\* not sure how the rest of the payment cycle will work \*\*\*\*

Our goal is to educate our client on the process required to develop their app/webpage and ensure that a client knows which features will require the most resources to complete.

**Next Steps:**

We will be assigning a product owner, who will be your main point of contact. The product owner will be responsible for every aspect of the project as far as the client is concerned. The product owner will be providing updates, answering/asking questions, providing clarification, and making adjustments as needed. They will also be conveying your needs to the team of developers to make sure you get the product that you are looking for. The product owner for this project will be Michael Misko.

1. Email or call Michael Misko with a response to the proposal
2. Set up a follow-up meeting to discuss the proposal
3. Set up the deliverables, payment schedule, and deposit
4. Begin !

**Key contacts:**

**Michael Misko – Project Manager & Product Owner**

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