Fingent

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FILMSYNC AUDIO WATERMARKING
- IOS LIBRARY & APPLICATION DEVELOPMENT PROPOSAL V1.O

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EXECUTIVE SUMMARY & PROJECT SCOPE

Executive Summary

Business Objectives	FilmSync is a synchronized second screen app to be used during the documentary or news video viewing experience. FilmSync delivers an audience engagement experience in sync with the story allowing viewers to passively or actively consume additional, unique content as the story progresses, making movie-watching a more interactive experience. The requirement at hand is to develop an iOS and Android SDK/Static Library that can be used for internal and external development and create respective demo applications using the respective SDKs.
Proposed Solution	We propose to follow a phased approach for the project and develop the iOS Library and an iOS prototype mobile application as part of the first phase.
Technologies used	<table><tr><td colspan="2">**Tools & Technologies Used**</td></tr><tr><td>Programming</td><td>: Objective C</td></tr><tr><td>IDE</td><td>: XCode</td></tr><tr><td>Web Services</td><td>: RESTful JSON</td></tr><tr><td>Databases/Data Persistence</td><td>: SQlite</td></tr></table>
Return on Investment	• A turnkey approach that provides an end to end solution in a quick-time-to-market manner

Project Scope & Scope Exclusion

Engagement Scope	Scope Exclusion
Development of the iOS SDK along with a Prototype iOS mobile that demonstrates its functionality. A more detailed feature list is available on page 6. Requirement analysis for all features. Development of UI (Minimal), UX (Minimal), Workflow and Data Access Layers. System tests and QA, including testing across various iOS devices. Supported device versions : iOS 6.0 to 7.x	Content writing (if any). Support for Mobile OS : Android & Below iOS 6.0 Admin Interface Development 3rd Party hardware or hosting environment purchase/licensing.

Scope – Phase 1

Module	Features	Description
Library	Static Library	Bundled FilmSync code in a static library and packaged with the header files. Users can use this library, within their own apps without revealing the source.
Prototype Mobile Application	Supported Frequency Detection	• The application will detect the specific frequency
	Read Pulse Data	• The microphone on the mobile device reads the binary data from the rapid pulse of the tone
	Conversion to 32-bit integer	• The binary data is converted to a 32-bit integer
	Fetch card data	• Based on the marker within the 32-bit integer, the card data is fetched from the online database and displayed on the mobile screen

SOLUTION DESIGN & APPROACH

Project Phases

Analysis	Development	Testing	Deployment

Analysis
- Requirement Analysis
- Documentation of features
- Wireframing & UI Design
- Planning of APIs and their integration

Development
- Development of features mentioned as part of the scope
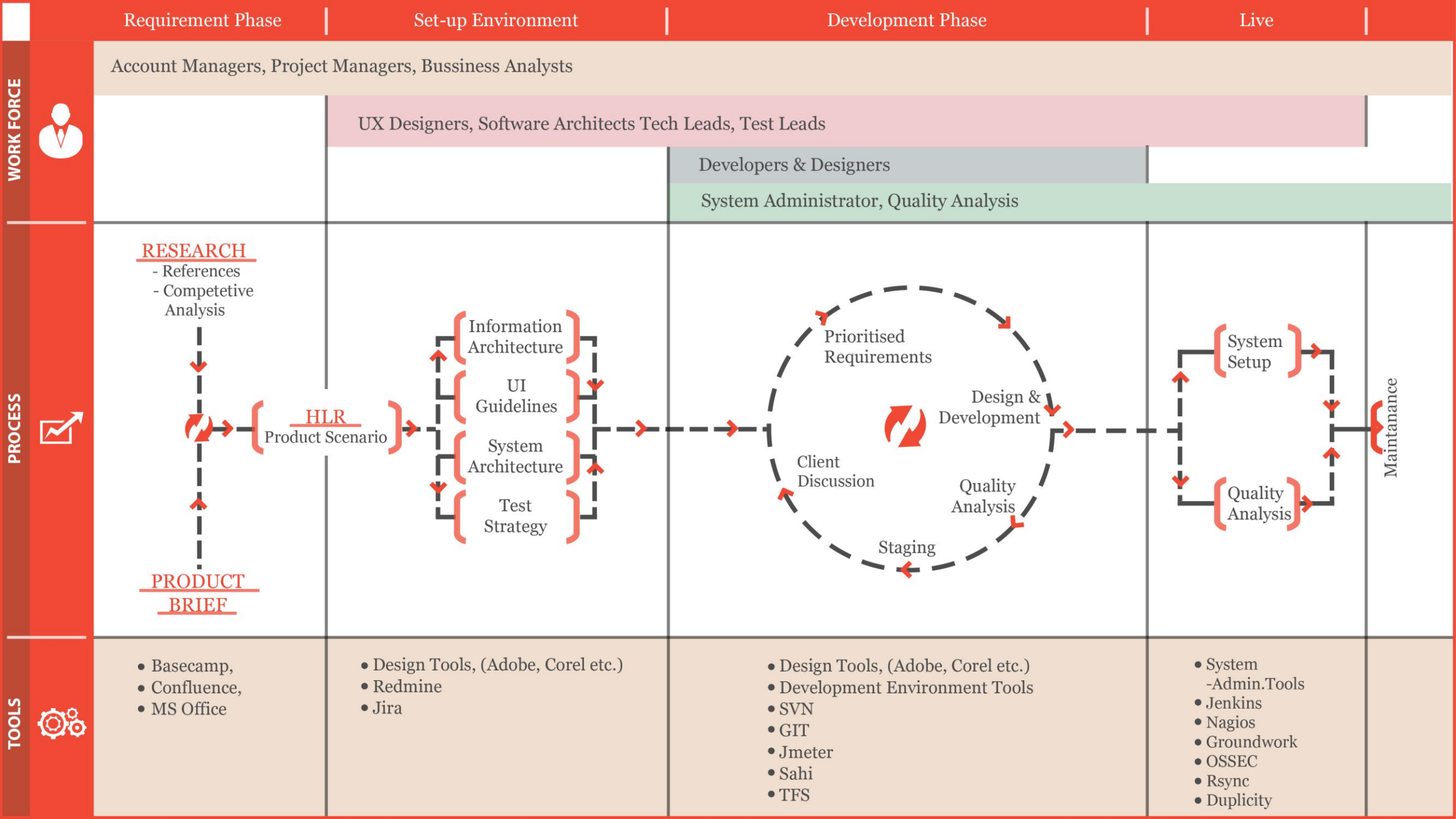- Prototype Development

Testing
- Functional Testing across various iOS devices
- Integration & Regression Testing

Deployment
- Knowledge Transfer
- Post - Engagement model (TBD)

PROJECT MANAGEMENT PROCESS

	Requirement Phase	Set-up Environment	Development Phase	Live
WORK FORCE	Account Managers, Project Managers, Bussiness Analysts			
		UX Designers, Software Architects Tech Leads, Test Leads		
			Developers & Designers	
			System Administrator, Quality Analysis	

PROCESS

RESEARCH
- References
- Competetive Analysis

HLR
Product Scenario

Information Architecture

UI Guidelines

System Architecture

Test Strategy

PRODUCT BRIEF

Prioritised Requirements

Design & Development

Client Discussion

Quality Analysis

Staging

System Setup

Quality Analysis

Maintanance

| **TOOLS** | • Basecamp,
• Confluence,
• MS Office | • Design Tools, (Adobe, Corel etc.)
• Redmine
• Jira | • Design Tools, (Adobe, Corel etc.)
• Development Environment Tools
• SVN
• GIT
• Jmeter
• Sahi
• TFS | • System -Admin.Tools
• Jenkins
• Nagios
• Groundwork
• OSSEC
• Rsync
• Duplicity |

PROJECT GOVERNANCE

Project Governance

- We recommend using Basecamp/Asana as a tool for collaboration on a day to day basis.

- A bi-weekly project report will be circulated to the **FilmSync point of contact** (the client) & The Fingent relationship manager.

- Project meetings will be held at least once a **week** where the Fingent Project Manager will present the work executed so far, and the plan for next week. Fingent may request for scope clarifications, and discussions on specific work areas to help take the project forward.

- During initiation and production rollout, **frequent** meetings may be needed. In addition to the project meetings, the client may request for meetings on a need basis.

- Fingent's BA, project manager and relationship manager will be available on mail and chat (Skype) for the client, throughout the duration of the project.

- At the end of each milestone, a milestone review meeting will be organized by the Fingent Project Manager. This is to secure that the project is on track, and will deliver on time with good quality.

ESTIMATED EFFORT & FINANCIAL COST

Proposed Resource Allocation

Sl. No	Resource	FTE Count	Engagement
1	Business Analyst	1	Part Time
2	UI Designer	1	Part Time
3	Sr. Mobile Developer	1	Full Time
4	QA Engineer	1	Part Time

Estimated Effort & Fingent Value Proposition

	DESCRIPTION	PROJECT COST	CALENDAR DURATION
PHASE 1	Development & Documentation of the Objective C Static Library	$6100	4 Weeks
	Design, Development and Deployment of the iOS Prototype Application		
	Development & Deployment of Web Admin Interface	$ **9600**	8 Weeks
	Development & Documentation of the Java Library	$ 4000	3 Weeks
	Design, Development and Deployment of the Android Application		
	Licensing & Download library Setup	$ 2400	2 Weeks

* *Project effort and duration are early estimates based on available information. Different requirements, or repeated development and design iterations can lead to changes in the required effort and project duration.*

This proposal is valid for 30 days from date of submission.

Key Assumptions

1	Information required from the client will be provided in time to secure project delivery on schedule.
2	Any changes to the project scope prior to or during the project will need to be assessed at that time, and it may impact estimated fees & delivery deadlines
3	UI design will be completed in not more than 2 revisions for the web application. The revisions are to be made to the jpeg mockups which provided for review, prior to conversion.
4	The cost for any external utilities, merchant accounts, licensed software or services used within the system will need to be borne by the client.
5	The application will be tested with the existing "Overburden" video.

ABOUT FINGENT

Fingent Corp. Overview

We are an global IT services company with offices in New York and Asia. We believe that judicious use of technology combined with good design reduces complexity, connects individuals, and provides valuable insights, all of which are essential for innovation, growth and business success.

150+	03	2003	20%	05
Talented Employees	Global Locations	Established	Owned by Trust	Centers of Excellence

Industry Diversity

- MEDIA
- FINANCE
- RETAIL
- HEALTHCARE
- EDUCATION
- REAL-ESTATE

Recipe for Our Success

01 Commitment to deliver beyond expectations.

02 Dedication to every client's success and the ideas to get there.

03 A relationship built on transparency, honesty, and trust.

You may find more information about Fingent at www.fingent.com. Or feel free to drop a mail to ravi.menon@fingent.com or tony.joseph@fingent.com to learn more

Featured Clients

Fingent

LET'S TALK

We can help your IT do a lot more. Lets talk and create a progressive technology roadmap for your firm.

Reach out to ravi.menon@fingent.com or tony.joseph@fingent.com