



STATEMENT OF WORK

- **Project Name:** FilmSync App
- **Client:** UNC School of Journalism and Communication
- **Contact:** Steven Timothy King
- **Date:** 07/22/14

Project Summary

Currently, the FilmSync App is a second screen experience, which provides contextual information during a documentary film. Client is looking for a way to build out the technology in a way that will work for applications beyond video such as conference speaking, live events, etc.

To meet client budget and timeline, Little Green Software (LGS) is suggesting to breakout the requirements out into two phases. First, LGS would create and develop an iOS SDK that can be used for internal development and eventually, this will allow multiple developers to create applications with various uses (see phase 2). Little Green will also develop a more robust prototype example of a native iOS application for demonstration of the capabilities of the app.

In the second phase, Little Green suggests adding the Android SDK and Android prototype to expand availability and use of the app. Also included would be a licensing feature that will allow users of FilmSync's iOS and Android SDK's to obtain the necessary authentication to use the FilmSync product.

Audience and Market

For the App: Documentary Film Viewers with Smart Phones

For the SDK: App Developers for media organizations

Value Proposition

- **Of Project for film viewers:** Viewers will receive contextual content about the film or video.
- **Of Project for User of SDK:** Developers will be able to quickly and easily implement this technology.
- **Of Project for FilmSync:** FilmSync's revenue model is to be able to host 10-12 films in the app, and be able to charge larger networks (i.e. CNN or HBO) to use the FilmSync SDK.

User Goals

The following outlines the main requirements for the app functionality:

- Audio Watermark Detection
- Virtual Modem to detect events
- Social media integration
- Remote JSON data

Tone

Little Green will continue using FilmSync App as the app name but design and brand identity have not been created. UNC will provide the design.

Target Platform(s)

IPhones with iOS 7+ at first, quickly followed by Android phones

Technology considerations

Audio Watermark detection and creation

Budget considerations

The budget is \$15K for development of iOS SDK and one basic iOS demo app (not for publishing)

Timeframe considerations

Launch by start of Q1, 2015

Effort Overview

The following table outlines the functionality and timing/cost overview for each section of functionality.

Function	Resource	Rate	Low Hours of Effort	High Hours of Effort	Low \$	High \$	Risk & Uncertainties (Rate as: High/Medium/Low)	Comments
ESTIMATE for CREATING APP								
DESIGN								
Wireframes, Visual Design	1 Designer	\$100.00	60	72	\$6,000	\$7,200	low	
DEVELOPMENT								
IOS SDK								
Frequency Recognition Code Research and Development	1 Engineer	\$160.00	35	90	\$5,600	\$14,400	High	
Code to request content, store locally, and make available to SDK user at the appropriate time.	1 Engineer	\$160.00	24	35	\$3,840	\$5,600	Low	
IOS Demo App								
SDK Integration	1 Engineer	\$160.00	24	36	\$3,840	\$5,760	Medium	Assumes basic display of HTML data
Social Media Integration	1 Engineer	\$160.00	16	24	\$2,560	\$3,840	Low	
TESTING (QA)	1 Engineer	\$160.00	24	40	\$3,840	\$6,400	Low	
PUBLISHING	1 Engineer	\$160.00	8	12	\$1,280	\$1,920	Low	
TOTALS			191	309	\$26,960	\$45,120		
SUGGESTIONS for SHORTENING TIMELINE								
Two developers can work in tandem, one creating the SDK and one creating the app for use and integrating with the SDK								
SUGGESTIONS for LOWERING RISKS and SAVING MONEY/TIME								
LGS suggests lowering the risk on the audio watermark detection / frequency analyzer by investigating and prototyping it as a first separate step of the project to better understand how easy or hard it is to implement.								
ASSUMPTIONS								
We are assuming that the demo app would be a very basic demo that serves as a proof of concept for the capabilities of the SDK, rather than a fully-polished app intended for release in the app store.								
We are also assuming that licensing of the SDK will be a secondary priority. It is difficult to estimate the time/effort involved as this depends on how strict the licensing verification needs to be. One option would be to require users to obtain a license key from Steven and use that in conjunction with the SDK. The SDK could verify the key (somehow) internally without making any requests to a server. The other option would be to have the SDK itself contact a server to verify that the license key is acceptable. This would require not only some code in the SDK but also a server that could receive license requests and respond appropriately. Both of these options exceed the existing budget.								

Little Green Software works and plans along two-week sprints. Costs reflect an expected team of one developer, a technical lead and a Project Manager. Developers each work 32 billable hours per week, with Project Managers and Technical Leads spending 10-12 hours per week dedicated to each of their projects. Design support is estimated at 8 hours per week.

Functions:

The following are sprints with rough estimates. However, given the iterative nature of development, status will be reviewed at the end of each sprint and adjustments will be made accordingly.

Function 1 → Design

Sprint: 1. Deliverables are:

- Wireframes
- Visual Design

Function 2 → Development Feature: iOS SDK

Sprints: 2 & 3. Deliverables are:

- Research Frequency Recognition Code
- Develop Frequency Recognition Code

Function 2 → Development Feature: iOS SDK

Sprint: 4. Deliverables are:

- Code to request content, store locally, and make available to SDK user at the appropriate time

Function 3 → Development Feature: iOS Demo App

Sprint: 5. Deliverables are:

- SDK Integration

Function 3 → Development Feature: iOS Demo App

Sprint: 6. Deliverables are:

- Social Media Integration

Function 4 → Development Feature: Testing

Sprint: 7. Deliverables are:

- Testing SDK and app integration

Function 5 → Development Feature: Publishing

Sprint: 8. Deliverables are:

- App description, keywords, screen shots for publishing to Apple Store

Out of Scope Functionality

The following functionality is out of scope given the budget/timeline. These items can be discussed or swapped for other items depending on client priorities.

- Android SDK
- Android prototype app
- Licensing feature (see Assumptions in chart above)
- Documentation of SDK is not included in this initial phase, but will be provided once the SDK is released to other developers.