Mobile Application Development

Proposal for fake company

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# Abstract

* The Seamus Company wants to utilize emerging technologies to facilitate instructing students with their products.
* The proposed solution is a mobile application for android and IOS that would essentially act as a central hub for everything the Seamus Company has to offer. The app would have simple games, materials from learning websites, and digital versions of books.
* This will benefit the Seamus Company by making it easier and more convenient for students to access the study materials. This in turn will increase sales and make the Seamus Company stand out from competitors.
* The primary goal is to develop a mobile application for android and IOS to allow convenient access to materials for students.
* The project is expected to take 7 months and cost $125,000.
* The work would be performed by Apps “R” Us. They specialize in mobile app development and have employees with knowledge/skills in other fields such as web development, and various programming languages.

# Proposed Project for Seamus Company

## D1. Proposed Solution

The Seamus Company wants to use emerging technologies to enhance business. The proposed solution is a mobile application for android and IOS that would essentially act as a central hub for everything the Seamus Company has to offer. The app will have simple games, materials from learning websites, and digital versions of books. This will benefit the Seamus Company by making it easier and more convenient for students to access the study materials. This in turn will increase sales and make the Seamus Company stand out from competitors.

The solution is to develop a mobile application for android and IOS using android studio and Xcode, respectively. Firebase will be used for the backend and to enable authentication for users. Several simple games will also be developed to add to the app.

## D2. Related Works Review

The first source (Fedorychak, 2020) describes how mobile apps give companies a competitive advantage. Some companies do not take full advantage of mobile apps, and some do not even have them. Competition in this area is still low. Mobile apps also help to build brand recognition for your company. Taking advantage of a mobile app can help to strengthen your position amongst competitors. By taking full advantage of the benefits of a mobile app and interacting with customers through the app the Seamus Company can go above and beyond competitors

The second source (H, 2019) describes convenience as a pro when compared to an equivalent website. Mobile apps provide better user experiences, load content faster, and are easier to use. They also have push notifications. Sharing updates, special features, and reminders within an app to increase customer loyalty and retention. By having an app with excellent UI/UX design the Seamus Company can offer convenience that keeps their customers happy. Utilizing notifications and other features will help to keep the customers more engaged.

The third source (Patel, 2016) describes the benefits of Firebase. Most important among these being the ability to create an app without a backend server, no SQL database, cloud storage, auto backup, and a secure authentication system. These features will enable the Seamus Company to save on costs associated with a server, store study materials in the cloud, and offer multiple ways for users to authenticate with various social media platforms, email, etc.

## D3. Goals, Objectives, and Deliverables

The primary goal is to develop a mobile application for android and IOS that would essentially act as a central hub for everything the Seamus Company has to offer. The app will have simple games, materials from learning websites, and digital versions of books. It must be as simple and convenient as possible for customers to use and it must be fully utilized to improve the brand and increase sales of the Seamus Company

Objective 1: Meet with the Seamus Company to determine exactly what materials need to be included in the app. The app will serve as a central hub for the materials/products the Seamus Company has to offer so it is vital to include everything they deem necessary.

Deliverable 1: Procure a list of materials from learning websites as well as game ideas and books.

Deliverable 2: Choose and organize the material with executives from the Seamus Company.

Objective 2: Meet with the marketing team to strategize ways to increase sales and brand recognition. This will be a costly endeavor, so sales must go up simply to recoup costs. Long term the app needs to improve the brand of the Seamus Company to further increase engagement and sales.

Deliverable 1: Come up with detailed plans for an advertising campaign.

Deliverable 2: Write up a plan to increase user engagement.

Deliverable 3: Decide on a pricing model for the materials/products.

Objective 3: Develop simple games to be incorporated into the app. Games will serve to help make learning fun and increase user engagement.

Deliverable 1: Perform market research on what types of games are currently popular for various age groups.

Deliverable 2: Refer to the list of game ideas procured in objective 1.

Deliverable 3: Consider various age groups and plan to tailor games to each age group.

Objective 4: Ensure the app has a great UI/UX design. Users must be able to comfortably use the app right away. The layout must be simple and pleasant to help boost user engagement.

Deliverable 1: Have web developers create a mockup of UI/UX design.

Deliverable 2: Perform usability testing with a simple prototype incorporating the mockup.

Objective 5: Develop the app for Google play store and iOS app store. Publishing to both major app stores is important to make the app available to more people, this, in turn, will increase the number of users and sales.

Deliverable 1: Draw up a plan for stages of app development.

Deliverable 2: Use the mockup of UI/UX design to assist with UI/UX design

Deliverable 3: Incorporate all materials, books, and games.

Deliverable 4: Incorporate firebase for backend functions.

Deliverable 5: Train the Seamus Company’s IT staff to understand the app and to handle ongoing maintenance.

## D4. Projected Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| **Description of deliverable** | **Duration**  **(hours or days)** | **Projected start date** | **Anticipated end date** |
| **Create a list of materials, game ideas, and books** | **4 hrs** | **June 1, 2021** | **June 1, 2021** |
| **Choose/organize the materials** | **2 hrs** | **June 1, 2021** | **June 1, 2021** |
| **Write up plans for an advertising campaign** | **2 hrs** | **June 2, 2021** | **June 2, 2021** |
| **Write up plans to increase user engagement** | **2 hrs** | **June 2, 2021** | **June 2, 2021** |
| **Decide on a pricing model** | **1 hrs** | **June 2, 2021** | **June 2, 2021** |
| **Perform market research on popular games** | **4 hrs** | **June 3, 2021** | **June 3, 2021** |
| **Analyze the list of game ideas** | **1 hrs** | **June 4, 2021** | **June 4, 2021** |
| **Tailor games to specific age groups** | **1 hrs** | **June 4, 2021** | **June 4, 2021** |
| **Develop simple games** | **30 days** | **June 7, 2021** | **July 16, 2021** |
| **Create a mockup of UI/UX design** | **7 days** | **July 19, 2021** | **July 27, 2021** |
| **Perform usability testing with prototype** | **14 days** | **July 28, 2021** | **August 16, 2021** |
| **Draw up a plan for stages of app development** | **2 hrs** | **August 17, 2021** | **August 17, 2021** |
| **Design UI/UX** | **5 days** | **August 17, 2021** | **August 23, 2021** |
| **Incorporate materials, books, and games** | **7 days** | **August 24, 2021** | **September 1, 2021** |
| **Incorporate firebase for backend functions** | **14 days** | **September 2, 2021** | **September 21, 2021** |
| **Finish development of the app** | **60 days** | **September 22, 2021** | **December 14, 2021** |
| **Publish to play store and iOS app store** | **4 days** | **December 15, 2021** | **December 20, 2021** |
| **Train IT staff** | **7 days** | **December 20, 2021** | **December 28, 2021** |

## D5. Resources and Costs

Resources required for this project include game development labor, app development labor, web development labor, usability testing, training, advertising campaign, and other miscellaneous labor.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Unit Cost** | **Quantity** | **Duration** | **Total** |
| **Game Development** | **$40/hour** | **3** | **240** | **$28,800** |
| **App Development** | **$40/hour** | **3** | **688** | **$82,560** |
| **Web development** | **$40/hour** | **1** | **56** | **$2,240** |
| **Usability Testing** | **$30/hour** | **1** | **112** | **$3,360** |
| **Advertising Campaign** | **$5000** | **1** |  | **$5,000** |
| **Training** | **$40/hour** | **1** | **56** | **$2,240** |
| **Miscellaneous Labor** | **$20/hour** | **1** | **17** | **$340** |
| **TOTAL** |  |  |  | **$124,540** |

## D6. Outcome

The anticipated project outcome will be an increase in sales by making the products more readily available. Increase user engagement by making the app fun and interesting. Increase in ease of use for users by keeping the layout simple and providing users multiple ways to reach the desired content.

|  |  |  |
| --- | --- | --- |
| **Metric** | **What will be measured** | **Success measurement** |
| **Increase sales** | **Average monthly amount in sales after app release compared to before the release of the app** | **An increase in average monthly sales of 20% will be considered successful** |
| **Increase user engagement** | **Average time spent on learning websites by users compared to average time spent on the app** | **An increase in time spent on the app of 30% will be considered successful** |
| **Increase ease of use for users** | **Amount of troubleshooting issues from users after app release compared to before the release of the app** | **A decrease of 20% of troubleshooting issues from users struggling to access the content they are after will be considered successful.** |

## E. Justification and Proposal Highlights

The Seamus Company wants to utilize emerging technologies to facilitate instructing students with their products. The Seamus Company is struggling to compete with competitors and has a decline in sales. By having a mobile app, the Seamus company can better serve customers and stay current concerning technology.

The proposed solution is a mobile application for android and IOS that would essentially act as a central hub for everything the Seamus Company has to offer. The app would have simple games, materials from learning websites, and digital versions of books. This will benefit the Seamus Company and users by making it easier and more convenient for students to access the study materials as everything will now be in one place. This in turn will increase sales and make the Seamus Company stand out from competitors.

The primary goal is to develop a mobile application for android and IOS to allow convenient access to materials for students. The project is expected to take 7 months and cost $125,000. The work would be performed by Apps “R” Us. They specialize in mobile app development and have employees with knowledge/skills in other fields such as web development, and various programming languages. Few companies concentrate specifically on app development like Apps “R” Us. With the extra skills that complement app development to ensure limitless capabilities of the apps they develop Apps “R” Us can develop unique apps that other companies cannot compete with.

The Seamus Company should invest in the development of a mobile app because it is nearly essential to stay relevant. A mobile app would give you the ability to communicate with customers who have the app regularly with notifications to ensure continuous engagement. A mobile app gives you a fantastic way to increase brand awareness and come out on top. An app would also go a long way in making your customers happy due to the ease of use, and happy customers mean more sales. I believe without a mobile app the Seamus Company will slowly die out due to competitors.

## G. Sources

Fedorychak, V. (2020, March 27). 7 reasons why your business needs a mobile app in 2020. Retrieved March 17, 2021, from https://lvivity.com/why-business-needs-mobile-application?fbclid=IwAR1s1N9FjsqAiTynUvrBrSclULQEVCPf89bt2IlGwUL\_5JtBVbuykkd4Uew

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