**The APP Company- Location Based Barter Client iPhone App**

Recently, we at The APP Company partnered with trade exchange business (“The Client”) to help them create a mobile iPhone app for their members. The app is intended for their members only, and will feature Groupon-esque deals centered around a business-to-business barter economy, based largely in Arizona and parts of California and Texas. Their vision of the app is for it to be comparable to the CityGro app (see <http://itunes.apple.com/us/app/citygro/id466334190?mt=8> for reference).

**The Client Background**

The Client is essentially a membership network of wide-ranging businesses and vendors. Within the community, members can exchange goods and services in a non-cash barter economy. These members range from restaurants and healthcare to international travel. The Client envisions this app as a highly functional support tool that will allow members to search for other member businesses and deals/offers. Necessarily, their vision of this app will center around highly-specialized search functions (detailed below).

To clarify, the Client already hosts a member website that is administrated in-house. Therefore there will be no need to design a consumer website and this partnership is purely intended to build an iPhone app to supplement their website. Since this app is intended for members, there will be a member log-in required, but it will not ask users to register, it will just require validation to be routed through the administrative website. *The Client is currently working with their website provider to provide us with an API whereby we can send a username/password to an online script and the script will verify whether or not the credentials are valid.*

With that in mind, below is a full list of features that we expect the app to contain.

**Features**

* Member log-in
  + Membership username/password verified through host website, no registration required
* Categorical search, including ability to search “All Categories”
* Filter
  + Ability to filter all search results by geography (e.g. pre-selected filter relegated to Phoenix area only, etc.). Setting to allow user to specify their geographic region. Most member records in the system will be associated with a geographic region. The four likely regions to start out will be Phoenix AZ, Tucson AZ, Texas and California. So users can set their region and will only see matching search results in their region. However, some businesses, such as hotels might not be associates with a region.
* Search sortable alphabetically or closest to the user’s location, an address or distance from another vendor which has previously been selected.
* Search results viewable in list or map view
* Adjustable search settings
* Map view with pins that populate according to search criteria
* GPS ‘near me’ function to find vendors near the user’s location.
* Ability to map vendors around manually-entered address (not necessarily where you are at the time).
* “Featured Deals” section- back-end admins manually select deals that populate under “Featured Deals” designation. When the admin is creating/modifying each vendor record, there will be a ‘featured’ checkbox. These deals will appear under the Featured Deals tab.
* Detailed information about businesses (accessible by clicking both listing or map pin), including the ability to dial, email, or access website.

**Detailed Wireframe- Our Vision for the App**

Here we will walk through our wireframe (see PDF “VCA Storyboard” for reference) in detail and give an in-depth picture of how we want the app to function. Each number corresponds to the screen featured on the storyboard.

1. Splash screen with Client logo, “powered by The APP Company” subtly included in frame
2. Homepage will prominently feature the Member Login requesting username and password, which will be routed through the host website for verification. Also on this page, we want two buttons, one which will link to the Client website, and one that will be an “About VCA” button.
3. After members login, they will encounter this screen, which will include a Filter button and search bar along the top, with the majority of the screen featuring categorical descriptions, with the first being the option to select “All Categories”. Along the bottom we want four buttons: Nearby, Featured Deals, More, and Settings. Filter by will allow the user to a) select a region, and b) to select a sort preference.
4. If you select a category, this is the screen that will appear. It will populate a list based on what category you selected and any filters or settings that affect search. This screen will feature the same buttons as the category search screen (#3) and will also have the option to view the search listings in map view. *We will likely include the distance from the user under the vendor names – this is not in the wireframe.*
5. If you select a business/vendor from either the map view (#6) or the list view (#4), it will lead you to this screen. We envision that this screen will pull up all essential basics about the business, including name, info, address, phone number, email, website, and possibly an image or logo. For the phone number, we would like the ability to call directly from the app. Likewise, if there is an email address, clicking on it will launch the mail app. *We will include a button for ‘find nearby businesses (it’s not currently in the mockup). This button will display a new list of businesses in the last view – either list view (screen 4) or map view (screen 6). So essentially it’s doing an address search.*
6. This screen is the map view of the results that populate from a search, equivalent to the search results in #4. In this view, there will be the option to GPS locate yourself and search near your location (bottom left button) or to enter an address and search near that address. The map pins will lead to #5.
7. The Featured Deals screen will pop up when you click the Featured button (found on bottom of screens #3 and #4). These deals will be manually selected by the Client admins via back-end and will be automatically sorted by category.
8. FAQ and Member Info buttons will link to a webpage or data sheet on the app.
9. Settings screen will include the options of selecting a region that will help tailor search results (some of this information might also be accessible in the ‘filter’ button on screens 3, 4 and 6). You will also have access to member info via this screen.

**BACK-END CMS**

You will need to create the CMS to control the data. The CMS will consist of a number of tables:

**Region**

As defined above, most vendors will be associated with regions and users will have the ability to filter by region.

**Category**

These are the main vendor categories. All vendors will be associated with one or more categories such as Restaurant, Amusement Park, Advertising, etc., etc.

**Vendor**

This will contain the main vendor information such as name, description, address, phone number, website and it will point to one or more categories and an optional region. Some vendors could be associated with no region or several regions.

NOTE: Some vendors might be associated with a Region, but do not have an address that could be mapped. An example of this would be a home builder who does not have a physical address. The vendor in the case would come up for the region in list view, but no in a map or any ‘near me’ sort. When viewing in map view or in a ‘near me’ sort we will probably need to notify the user that there are one or more vendors that match their criteria who do not have an address and there will be a way to show these vendors.

**User List**

The client will likely have their website vendor create an API so that the app can verify active user credentials. To the extent that the website vendor does not make the API available, we might need to create a user table in our CMS.

**Importing Data**

The Client has 1000’s of vendors. We will suggest a CSV format and they will give us the data for a one-time import into our tables.