



Application Proposal

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24 November 2016

Proposal number: A-1

Proposed name: Lazarbeam Companion Application on iOS

EXECUTIVE SUMMARY

What is the goal?

- A. To allow subscribers to interact with Lazarbeam and extend the Lazarbeam brand from YouTube outward
- B. To allow Lazarbeam to interact more directly with his subscribers

Describe the app as if it were a person

Straight forward, Humorous, Outspoken

Who is using this?

The most loyal subscribers of the Lazarbeam channel on YouTube.

Project summary

This project does not have one goal, it has multiple goals. The first and most obvious goal is to give the Lazarbeam subscribers a better way to watch the videos. Instead of going to [youtube.com](https://www.youtube.com) or the YouTube application, the subscriber goes to the LazarBeam app. The customer has access to the videos, merchandise, social feed and is able to interact with LazarBeam in a more direct/personal manner.

The other less obvious goal is for me personally. I have not been coding long and writing this app and subsequently maintaining and improving it will greatly improve my coding skills.

Please read through the document, all the information should be there. I am looking forward to your decision.

Kjell Verschuren - Thursday, 24 November 2016

PHASES

Phase 1: Pre-Production

The Pre-Production phase is the phase we are in now. In this phase the proposal is written and the initial requirements for the application are put on paper. Writing of the proposal will take the most time in this phase. The initial requirements that I decided upon are showed in Appendix 1. The initial list of requirements is short, the first version of the app should offer the subscriber the ability to watch the videos, view Lazarbeams' social feed and visit the merchandise store. Keeping the application simple at first will also allow me, the developer, to learn on the go. The app will be ready for future expansion. Look for the complete list in Appendix 1. I have also written a list of potential expansion opportunities in Appendix 2.

Phase 2: Design

This phase is where the design of the application takes place. Designing an app follows a simple pattern. First you put the images in your head on paper by creating some simple sketches. These sketches are then made digital. To do this I use "Sketch", a very user friendly tool created specifically to help people like me design apps. The result is visible in Appendix 3. As you can see I decided to go with a very simple, flat design. It is my believe that this does not only make the app more user friendly but it also makes the development a smoother process. A flatter design means less movable parts, less interaction, less animations and so on. In app development it is not the "core" of the application that takes the most time to write, it is the additions and the details. A simple design allows for a faster and more stable deployment. The design of the application is constructed in such a way that expansion is relatively easy, since all elements have the same design style.

The design is subject to your feedback and approval.

Phase 3: Coding

This phase, for me, will be the most difficult one, yet it will probably not take the most time. The coding phase is where the design will actually be put into the app. Every image, line of texts, video and tweet will require a bit of code to function properly. My knowledge of this topic is limited, yet I know the basics and can make a proper start. The beauty of coding is that when you encounter a roadblock, you have to find a way around it yourself. There are some truly great websites that support developers like me. The coding will be difficult but the simplicity of the app will make the job a lot easier. The true challenge will be to write the code in such a way that the app can eventually be easily expanded.

Phase 4: Evaluation

In this phase there is an active communication between the developer and you. You will be able to see the app on your own phone or tablet and we will discuss possible flaws or shortcomings. We will then discuss what should happen and I will implement the changes into the design and/or code. After I have finished with the improvements, we will start the evaluation again, until we are satisfied with the app.

Phase 5: Limited Release

Every app needs to be tested by a larger number than two people that are familiar with app. Apple offers a beta program called “TestFlight”, this program provides the developer with valuable data on how the app performs. Are there critical bugs? Is the app functional in all major countries? What do the beta-testers think? The beta-testers can be chosen by you.

Phase 6: Evaluation

After the limited release there will once again be a period to evaluate. Is the app performing as we originally planned? Are there redundant features in the app and/or should we try to add another? If we decide to add or remove features like videos, polling, social feed, etc. we should put another limited release before the full release phase. To make sure that the app will be delivered to the fans in an optimal fashion.

It is at this stage that you decide if you want to publish the app to the App Store.

Phase 7: Release

The big moment. The app is uploaded to the App Store and the fans can download it. You can decide how you want to promote it, you know your fans and how to interact with them. For me it is as simple as -proudly- pressing a button.

Phase 8: Post-Production

Is the app successful? Are you satisfied with my work? Do we want to keep developing and maintaining the app? These are all questions that we, but mostly you, will answer in the immediate weeks after the release. You can also see this as an evaluation of my work and our cooperation and interaction.

CONCLUSION

I hope that you are excited about this opportunity. For you, an extension of your YouTube presence and something incredibly cool to have, and for me an exciting learning opportunity. I have watched your videos since -and I am guessing here- February of 2016. The reason why I started following your channel is because of Madden, it seems we both have an affection for a certain team in Boston. I was impressed by your decision to move away from Madden, it was a risky move and it took some guts to make that decision, I am sure. For a couple of weeks now, I have been doubting if I should send this proposal, but I think that for the both of us, this will be a positive experience. The main point for me is the learning experience that this will be. Creating an app from scratch is not easy and I will learn a great deal from all the mistakes that I will -definitely- make. Since this undertaking will offer me not only experience and knowledge but also a good time, I am proposing that I develop this app for free. Yes, my goal is not to make a profit while developing the app. I have never did something like what I am proposing so there is no basis for me to ask anyone to pay me to do this. Eventually, in the future, when the app is released, we can talk about it, but we won't now. I hope you understand that this project will take time, and I can't promise you a fixed date. I am doing my masters here in Amsterdam, which requires a lot of time. Yet since I enjoy developing apps and everything that comes with it, I will be able to get closer to the release every week. A new design here and a new line of code there, we will get there.

I truly hope that you are interested in my proposal. Please reply if you are and we can get in contact with each other. If you are not interested, please also let me know.

Thank you for reading the proposal,

Kjell Verschuren, 8th of December 2016

APPENDIX

Appendix 1

INITIAL LIST OF REQUIREMENTS

User	Watch videos	View Social Feed	Browse merchandise store
Developer	Make it easy to modify app for future expansion and improvement	Make application lightweight (MB's)	Enable usage of analytics
Lannan	Sign off on initial requirements	Provide feedback on development	Sign off on final product
Language	English		

Appendix 2

POTENTIAL EXPANSION OPPORTUNITIES

User	Interact with polls	Interaction with Lazarbeam	Seasonal interactions / giveaways
Developer	Universal app (iPad)	Keep improving code	Improve app foundation (CloudKit, Swift 3)
Lannan	Create interaction between the app and YouTube		
Language	Spanish	Portuguese	French

Appendix 3