



# Application Proposal

Prepared for: Reader

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Proposal number: A-1

Proposed name: Lazarbeam Companion Application

## 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, Humoristic, 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.

### **Phase 2: Design**

### **Phase 3: Coding**

### **Phase 4: Evaluation**

### **Phase 5: Limited Release**

### **Phase 6: Evaluation**

### **Phase 7: Release**

### **Phase 8: Post-Production**