

Proposal Executive Summary

Project Description

The purpose of the project is to create a complete multi-platform application solution that will allow for the intelligent consumer interaction with convenience stores (C-Stores) and fuel stations. Delivery platforms include iPhone, iPad, Android, Web.

Objective

The apps will focus on realtime interaction with financial transactions, fuel pricing, coupons and convenience store sales, the ability to save and update information per user and includes the eventual plans to share the data and app information through social networks. The apps will collect location data, store it internally per user account and sync it with the cloud. Additionally, coupons and workflow that involves heavy graphics will need to be integrated into the app via a background sync process. Cloud services will likely utilize Amazon Web Services, but final plans will be decided during the development stage. Client is responsible for providing all utilized services outside of the development environment (ie web hosting, database hosting, Amazon Web Services, etc). Also, any specific devices required for app testing (ie specific Android phones) will be provided or paid for by the Client.

Project Phases

1) The project is divided into 3 phases for the complete life development cycle. Expectations of project completion will be outlined in each phase bulleted below. The number of days mentioned in the phase titles serve merely as estimates based on typical client development experiences. It is possible that the timeline can be shortened or extended based on the ebb-and-flow of the development process and client demands.

- **The First 30 Days**

This phase will consist of design meetings, UI/UX mockups, full storyboarding of the app and collection of demo data from Client. During this phase, early stages of functional design and app architecture prototyping will begin. Initial hardware and server requirements will be determined and complete timelines will be ironed out. Additional resource services such as Amazon Web Services will be vetted for app compatibility. During this phase, design resources and timelines will be managed and identified.

- **The Next 120 Days**

During these days, programming will be in full motion for the initial iOS platform. Most likely, the initial platform will be the 3.5" screen with later iOS platforms being coded for on the tail-end of the project. During this period, functional pre-Alpha iOS demos will be demonstrated. Any additional required needs or specs will be identified. At this point, the application will be working off of demo data, but the process of migrating to live data will be teed up. Additional platforms, such as Web and Android will begin preliminary framework build-outs. Primary database architecture and API design will be under heavy development. Since this iOS app will serve as the moniker for all other platforms, it is imperative that workflow be perfected and ironed out.

- **Beginning Approximately on Day 90**

Beginning on approximately Day 90, programming will begin for the android platform. Due to market fragmentation, core devices will need to be determined in order to target UI development. Android development can move in parallel with iOS, but the core development design will need to