



Mobile applications and associated systems

Guidelines for the offer preparation

1 Contact info

Company name:	
Industry:	
Contact person (forename, surname, position, phone, e-mail):	

2 Company overview

(areas of business, geographical coverage, industry, strengths and weaknesses, brand (or product) distinguishing features, mode of operation the company, URLs to the existing tools, such as www site, e-shop)

3 Product overview

Platforms that mobile app is targeting? (iOS, Android, both)	
Devices that mobile app is targeting? (smartphone, tablet, both)	
Target group – who will be the user of the app? (age, gender, education, profession)	
Is the functional design ready?	
What is the main goal of creating the app? What problem it intends to solve?	
Please indicate 2-3 benchmarks (other mobile applications) that you like and describe why?	
Please type the names of similar or competing solutions? (links to the App Store, Google Play market, www URLs)	
What is the main emphasis of the product? (offer presentation, mobile functionalities, sales support, brand image support, etc.)	
Is there a preferred color scheme of the app? Do you want the graphic design to be linked with the exiting rand / corporate identity / logo?	

Is there user login or registration included in the functional specification?	
Are there PUSH notifications included in the functional specification?	
What particular features of the device are intended to be supported? (bluetooth, camera etc.)	
Are you interested in native or hybrid technology? (Cordova (PhoneGap), Titanium, Xamarin, Ionic, Gideros etc.)	
What languages should be supported by the app?	
Will the app be offering in-app purchases? (single purchases, subscriptions)	

4 External services integration

Mobile payments (PayPal, credit cards, other)	
Google APIs – for example: geocoding, reverse geocoding, navigation, Google places, Google translate, Google search	
Social media integration (type services) (Facebook, Twitter, Pinterest, Instagram, Snapchat, other)	
Spotify or other multimedia service integration	
Analytics integration (Google Analytics, flurry...)	
Web services and e-shop integrations	

Communication with external devices (for example: sensors, electronic scales, intelligent light bulbs, drones etc.).	
Other integrations	

5 Server and API

Is there an existing server software that will be communicating with the mobile app?	
Is there an API for such communication?	
Type of the API (REST, Soap, other)	
API supported data formats (JSON, XML, other)?	
Are there any existing API security features? (shared keys, login and password, hmac-sha signature, other)?	
Is there some sort of paging for any of the data requests from the server? (like partially receiving packages of objects)?	
Is there any time or quantity limit for the API requests?	

6 Deadlines, budgets and cooperation model

Suggested start date for the project	
Expected deadline for the project (or stage / phase)	
Preferred cooperation model (fixed price, time and material, body leasing, other)	
Approximate budget for the project (giving us the spreads will help us to suggest you some solutions and tools)	

7 Other important notes