

CODETIGER

APPLICATION DEVELOPMENT PROPOSAL



PROPOSAL #187
info@codetiger.co

VALID UNTIL
08/76/2019

CLIENT
ROBERTO MARTINEZ

www.codetiger.co

ABOUT CODETIGER

Codetiger is boutique Product Development Agency based out of Santo Domingo, Dominican Republic.

Codetiger works on all facets of building digital products: from strategy to user experience design, application development and content creation (Photography and Video).



CLIENTS

No need to worry, this isn't our first rodeo.

Here are some of the companies we've worked on projects for.

HONEYCO



WRITE THE DOCS



ABOUT US

Leonardo Jimenez

Leonardo is an Industrial Engineer with advanced experience in logistic and operations.

He's also an accomplished Web developer/Designer. Is this strange mix of business knowledge and software engineering that makes him capable of building amazing apps.

Leonardo is the founder of Python Dominicana and UI/UX Dominicana two of the most dynamic communities related to design and programming in the DR.



Katihusca Rodriguez

Katihusca loves pixels and happy clientes. In her past live she was a Biologist, her love for nature can be observe in her designs and the simplicity of them.

She has been the source of the virtual identiy for PyCaribbean and Startup Weekend Education in its many versions.



EXECUTIVE SUMMARY

The client wants to create a prototype for an ads delivery station. The purpose of the project is to display ads on any mall bathroom (even though it is not limited to that specific use case).

The prototype should be able to load files from a memory, place them in a folder and reproduce the files from the folder.

The prototype should be able to use the proximity sensor as an input for the maximizing and minimizing of the ads. The application should be able to function with the minimum amount of human intervention possible in this stage.

OBJECTIVES

- Design the interface and interactions needed for the application to function
- Create the image blueprint for future creation of units
- Develop the applications and interfaces needed for the proper functioning of the add display
- Create the scripts and services to avoid downtime and the closing of the services.
- Create the services for the automatization and transferring of files to the rasperi.
- Define a strategy to update the software in an automatic fashion



OUR APPROACH



User-Centric Design

Our cycle of design typically consists of many phases that help us push our user experiences forward until usability objectives are met.



Business Acumen

We're practitioners. We always begin with a carefully thought out design strategy identifying business objectives and user goals.



Best Practices of the Industry

Every project includes a research phase with benchmarking of the best practices of the industry the project belong. Also we add to the mix the best practices to other related industries as Lean Startup, Marketing, Software Development and Design Thinking.

PROCESS AND PROJECT TIMELINE

○ Research and Discovery

We meet with you and learn about your organization demographic, goals, services/ product and ethos. We dive deep into the problem and benchmark it.
We agree on the metrics to measure the objectives in this stage.

1 week

○ Project Concepts

We present a unique concept of the application to you. The application contains your identity and branding.

2 Weeks

○ Revisions

You get two rounds of revision of concept. Through this we refine the identity into a final solution.

1 Week

○ Support

After the project has been delivered we include one month of support in case anything does not work accordingly, new features outside the scope must be discussed before hand and quoted.

1 month

Timeline is an estimate, and based on 2-day turnaround of feedback after our proof is sent for your review. If feedback is delayed, timeline is delayed proportionately.

INVESTMENT

Service	Subtotal
Prototype Design	\$5,500.00
<ul style="list-style-type: none">- Design Interface and interactions for the application- develop application with the video reproduction functionality, minimizing and maximizing info.- Create Image for replication on other units- Create scripts for error handling, application crashing, information transfer- Automatization of all the process for the prototype.	
TOTAL	\$5,500.00

TERMS AND CONDITIONS

The client will provide all the hardware needed to make the prototype.

In order to start the project we need the 50% of the total investment upfront.