FITNESS APP

iOS & Android

OVERVIEW

We welcome the opportunity to build 2 mobile apps (iOS and Android) containing several fitness exercises. For each exercise the users will be able to watch a video that explains them how to make the exercise. The apps will be free and will have few fitness exercises included. Additionally they will have an option to let users pay a fee and receive the premium upgrade, where all the content will be available to download.

ABOUT MOBIVERSAL

Mobiversal is a mobile app development company working with startups and established brands, like Forbes, to create unique mobile experiences. Since its beginning in 2011, Mobiversal has been focused solely on developing iOS and Android apps. The company was ranked among Europe's "Top Mobile App Developers" (Clutch.co) and has turned ideas into apps for over 60 clients from more than 15 countries.

We work together with our clients to build compelling apps that provide lasting excitement and value to their customers. Our understanding of mobile and web based technology empowers us to bring a level of expertise to your company like no one else. We know how to build products that can scale to your business' needs, regardless if you're a startup or an established company.

OUR PROCESS

Discovery

We work with clients to understand their business and we merge their initial concept with everything the Mobiversal team knows about mobile. We'll assess the possible challenges and identify the ways to overcome them.

Features & Architecture

We establish what features go into the product and how they will work together. Here, we're drafting a skeletal framework for the app in the form of wireframes.

Design

When it comes to first impressions, it's all about design. We'll put our passion for good design to work and based on approved wireframes we'll design all screens.

Development

The development process is broken down into sprints based on feature sets. Our agile-based development process will allow you to regularly review and assess what we're building.

Quality Assurance

Our Quality Assurance team will test the app after each development sprint and once all major functionality is implemented, we'll prepare a Beta Build.

Launch

After passing the Beta Build through a final round of QA and refinements, we'll have in our hands a Release Candidate Build. We can either submit the app to the App Stores or provide you with everything you need to do it yourself.

Maintenance

We provide our clients with a 3 months bug fixing period, free of charge, and maintenance packages that cover everything from small updates all the way to whole new versions.

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APPROACH TO MEET REQUIREMENTS

The mobile apps will be installed for free and will contain 2-3 free fitness techniques. In order to have all fitness techniques, the app will let the user make In App Purchases for unlocking the entire functionality. After a successful payment, the user will have access to download all the files of the app.

In order to make the app we will have the following components:
- **mobile apps**
- **admin area**
- **backend (server)**

The backend will need to have information about all successful payments, because it will allow access only to those who paid to download the files. In order to achieve this, the backend will have a mechanism for adding new valid payments (the backend will validate the payment with Apple and Google) and a mechanism for downloading content with valid payment tokens.

The admin area will let you see a list with all the payments that have been done with the app. This list will be protected with a login screen.

The mobile apps will be in English and will have the following screens:
1. About app. This description will be received from client.
2. List of fitness techniques. This list can contain only the free techniques or all of them in case the premium upgrade was done. In case the user didn't pay for all the techniques, he/she will be able to see that from this screen and opt to buy the rest of the techniques.
3. Fitness technique details screen will have the name and description text for the fitness technique and the possibility to play a video.
4. Download files. The app will be small in file size and only if the user pays for the full functionality, it will download the rest of the files.
5. Payment. The payment will be done using In App Payments features from Apple and Google.
6. Remembering a payment. In case the user already purchased the full feature app, and buys a new phone, he should be able to download the content for free, if he paid once.

TECHNICAL SOLUTION

We are using RUP (Rational Unified Process), so the development of parts from the components can be done in parallel. The diagram from the costs and timeline will explain how the components are done in parallel.

Technologies proposed for the development:

1. Backend and Database

We have selected a Javascript-based stack to implement the backend, based on NodeJS, ExpressJS and SailsJS. As opposed to more traditional technologies, Javascript is a newer one but growing quickly on the server-side, and we selected it because of its stellar performance and better scalability.

2. Admin Area and Website (web client)

The admin area will have a simpler UI and functionality and will be implemented using a template based on Bootstrap 3.0.

Both the website and the admin area will run on all major current browsers: Chrome, Firefox, Safari, Internet Explorer.

3. Mobile app

The Android mobile client application will run on all phones with Android 4.0 or newer that include Google services. The iOS mobile client application will run on all devices with iOS 8.0 or newer.

It will be developed using the native development tools provided by Apple and Google. The app will run in portrait mode and will have a common layout and look-and-feel across all form factors (phones and tablets).

During the development phase we propose at least the followings:
- Each week we are delivering demo files (images, web-pages or mobile demo builds)
- Each week we must have a general sync meeting to discuss:
  - last week's progress based on the demo provided
  - next week plans
  - other items regarding that period

Tools used by Mobiversal:
· JIRA for ticketing and project management
· Worklog Assistant for detailed time tracking
· Email and Google drive for sharing document, specifications and content
· Crashlytics Fabric for crash reports on mobile
· Crashlytics Beta for beta testing environment
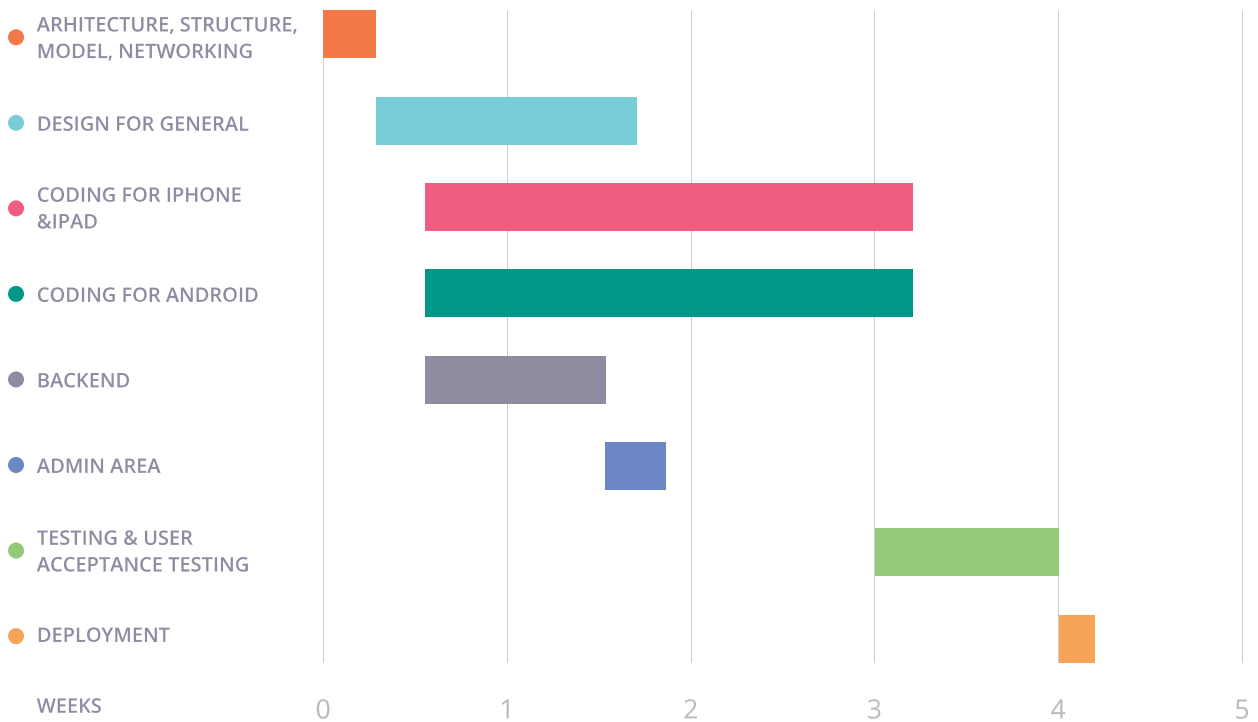· Own GIT version control server

TIMELINE AND COSTS

Before starting the actual designing and coding, we will need to build a full functional specifications documents. This document will contain everything the system will be able to do with higher level of details, because it will be the way to check and compare everything needed to be done. The designer, software architect, software developer, QA team, product owner, and project manager will know exactly what to build and what to expect from the system. After this scoping week, the designer and the software architect can start working. After having the architecture, the developers will also be able to start developing.

During the development we will have two important milestones: alpha milestone and beta milestone. For the alpha milestone, around 40-60% of the features should be working and for the beta milestone 100% of the features should be working, but with chances of bugs.

After the beta milestone, the apps will be sent for QA testing and fixing found bugs. After fixing this bugs, the apps will be ready for your user acceptance testing. After the user acceptance testing is ready (which means you've tested and found that everything is ok), it starts a warranty period of 3 months. The total estimated time of development is between 4 and 5 weeks. Below you can find a timeline chart for the whole project, with each major component apart.

TIMELINE

	WEEKS	0	1	2	3	4	5
● ARHITECTURE, STRUCTURE, MODEL, NETWORKING							
● DESIGN FOR GENERAL							
● CODING FOR IPHONE &IPAD							
● CODING FOR ANDROID							
● BACKEND							
● ADMIN AREA							
● TESTING & USER ACCEPTANCE TESTING							
● DEPLOYMENT							

COSTS

COMPONENTS	DEVELOPMENT PERIOD
Design	1 - 1.5 weeks
iPhone & iPad	2.5 - 3 weeks
Android (smartphone and tablets)	2.5 - 3 weeks
Admin area	2 - 3 weeks
Backend	1 week
Project management	25 hours
Testing	1 week
TOTAL	**4 - 5 weeks**
	TOTAL: $12.000

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Do you want to have this project done by Mobiversal or do you have a new challenge for us?

We love taking ideas and turning them into real apps. Tell us your idea and we'll give you details about costs. Simply click below to tell us more about your project.

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