

# MOBILE MARKETPLACE FOR LOCAL FOOD

iOS & Android

# OVERVIEW

Local food represents an alternative to the global food model, a model which often sees food travelling long distances before it reaches the consumer. Most produce in the US is picked 4 to 7 days before being placed on supermarket shelves, and is shipped for an average of 1500 miles before being sold. When looking at products imported from other countries those distances are even greater.

Some of the advantages of local food:

- Health benefits to individuals and communities
- Helps the environment, fewer food miles mean less pollution
- Supports local farm families, helping to preserve local farmland and sustain food options for tomorrow

This app is aimed at connecting farmers and eaters by providing a platform for producers and consumers to trade with each other. It's a quick and easy for consumers to find great local food sources or share recommendations and for producers to get new clients easier.

# 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.

# APPROACH TO MEET REQUIREMENTS

The purpose of the app is to connect mobile app users with producers from their area. Taking this into consideration, the Admin of the app can create a regional area by drawing it on the map and assigning to it an Area Admin account. Given the fact that technology adoption is low among food producers, the Area Admin will be a person that knows a lot about producers in that area, will be able to manage the list of offers from that area and also to create/manage producers accounts. A producer will be able to post offers in his name, while the Area Admin can post offers in the name of any producer in his area.

Normal users will be able to see all the offers from a area with details about the producer, while all the offers and producers are approved by the Area Admin. Users will be able to search and rate products, request offers and recommend producers.

The app will have categories and subcategories, and each offer will be linked to a category or subcategory. Example of categories will be meat (with subcategories like chicken meat, pork, beef, etc.), dairy, veggies & fruits, grocery, others.

**To accomplish all the above, two apps will be needed: a smartphone app for normal users & producers and a tablet app for area admins & admin.**

**In order to build this system we will need:**

- **design work for smartphone app**
- **iPhone mobile app**
- **Android mobile app**
- **design work for tablet app**
- **Android tablet app coding**
- **backend (server, databases, API)**

## **Design**

1. Identity. Logo, app icon, colour scheme, splash screens
2. Design for normal users app
3. Design for producers, area admin and admin app.

## Design

Features for both producers and normal users

1. Find your area
  - 1.1. Ask user if he wants to use the GPS to determine location
  - 1.2. Let the user choose manually his location
2. List of all offers from area. The user will see a list of all the offers from that area and can access the details of the offer
  - 2.1. The user can opt to see the offers on the map
3. Search for offers. The users will be able to search for a keyword and filter the results
  - 3.1. Filtering results. The user will be able to filter the results based on category/subcategory
4. Offer details. The user can see the details of an offer and the producer. The details of the producer will be: name, location, phone number, website, email address, short description. The details of an offer will be: name, category/subcategory, expiration time, description, image
  - 4.1. Rate offer. When rating the user can choose to add a comment as well. The user might change his rating afterwards.
  - 4.2. Comments
    - 4.2.1. Add comment
    - 4.2.2. Report comment
5. Recommend an offer. This offer is sent to the area admin, who can approve or reject a normal user's recommendation (producers don't need approval to post offer)
6. Post request for offer. The user will be able to request an offer by selecting the category/subcategory and entering a text describing his request. All the producers and the area admin will receive a notification for this request.
7. List of requests for offers. The users will be able to check their requests for offers. There will be two types of offers, active and solved.
  - 7.1. Edit or delete requests.
  - 7.2. Comments. Users might mark the request as solved from a comment.
8. Register. Users need to register in order to rate, comment, post offer request or to recommend an offer. Producers will also be able to register and have some extra features described below. The area admin needs to approve producers accounts and only afterwards they'll be able to use the producer features.
9. Login
10. My profile. My profile will be different between producers and normal users.

Features only for producers

11. My offers. The producer will be able to see the offers he posted grouped in two sections: active (published) or inactive (unpublished)
  - 11.1. Add/edit offer

11.2. Change offer state. Producers might change the state of the offer to inactive, so when they are in stocks, to publish the offer back just by updating the last offer.

11.3. List of ratings

12. List of requests for offers

## **Tablet app**

Features for both Area Admin and Super Admin

1. Normal users accounts

1.1. List users accounts

1.2. Ban user. The area admin can choose to ban a user because of one or several reports.

2. Manage producers accounts.

2.1. List, approve, remove producer account

3. Reports. A report is done by normal or producer users on comments.

3.1. List of reports, sortable by user.

4. List and approve offer recommendations from normal users. If the area admin approves an offer recommendation, a new offer is posted in the area.

5. Manage all offers from area.

5.1. List, delete or turn inactive.

5.2. Add new offer.

Features for super admin

6. Create areas and area admin accounts

7. Manage the categories and the subcategories of the app

8. Take area admin role

## **The backend**

1. Architecture and structure of entire project. We would prefer to use LAMP model for this type of project.

2. API documentation and implementation

3. Setup server hosting.

## **The presentation website**

1. Home screen. Will present the features of the app grouped in two sections: the mobile app for producers & normal users and the tablet app for area admins.

2. Request an area admin account

3. Terms and conditions

# TECHNICAL SOLUTION

We are using RUP (Rational Unified Process), so that the application modules can be developed in parallel. The diagram in the “timeline and costs” section describes the overlapping of the development for these modules.

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. The database storing employee location data will be implemented as a NoSQL database, as that data grows quickly and a traditional SQL database will not provide support for the needed scalability. The database system will be MongoDB as it has extended support for location processing (spatial indexing), and additionally it integrates smoothly with NodeJS.

## 2. Admin Area and Website (web client)

We are using AngularJS 2.0, a modern Javascript-based framework to implement the website. The main screen will display real-time locations of all the employees using Google Maps.

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, Internet Explorer.

## 3. Mobile app

The mobile client application will run on all phones with Android 4.0 or newer that include Google services. It will be developed using the native development tools provided by Google and will use Google Maps for some features (directions to destination). 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 following:

- 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

## TIMELINE AND COSTS

Before starting the actual designing and coding, we will need to build a full functional requirements 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. This part should not take more than 1 week and will require communication between our technical business analyst and the product owner.

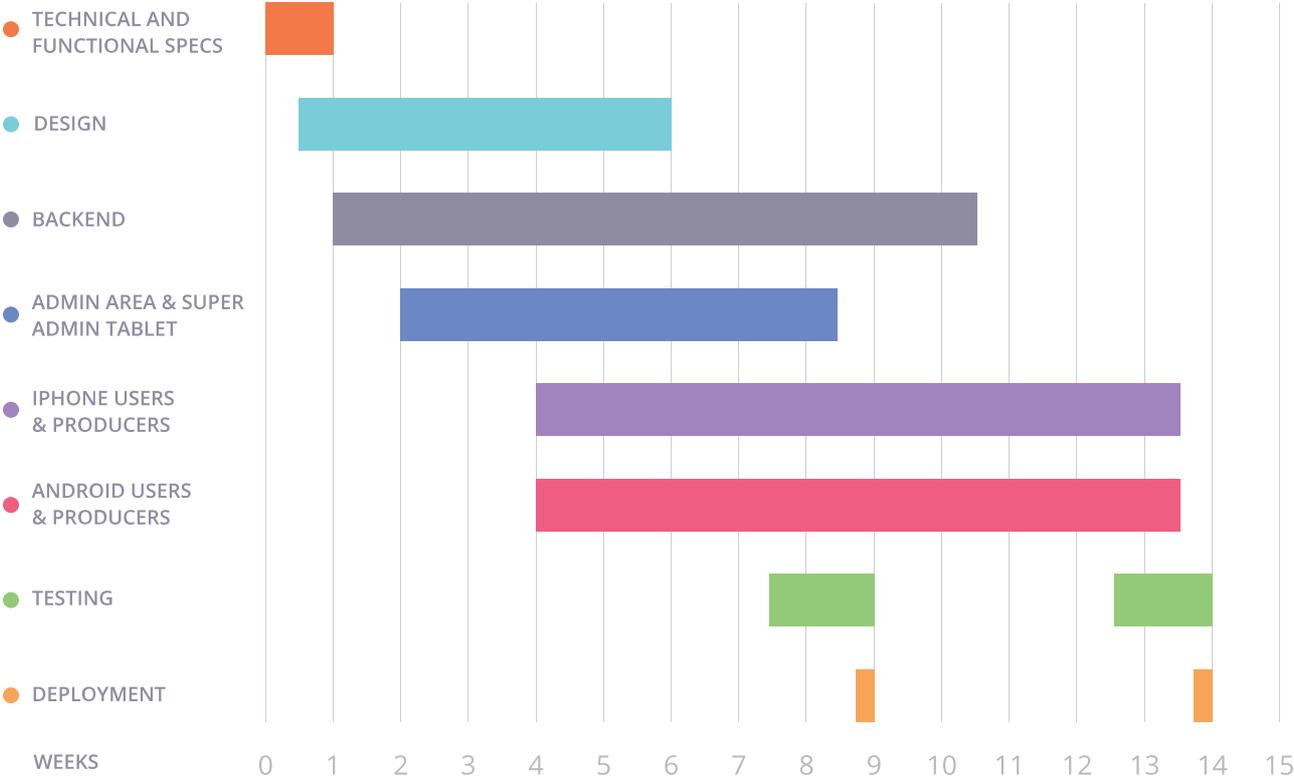
After this scoping week, the designer and the software architect can start working. After having the architecture, the developers will also be able to start developing.

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 14 and 15 weeks. Below you can find a timeline chart for the whole project, with each component apart.

# TIMELINE



# COSTS

| COMPONENTS         | DEVELOPMENT PERIOD     |
|--------------------|------------------------|
| Design work        | 2 - 3 weeks            |
| Backend            | 5 - 6 weeks            |
| Admin area         | 5 - 6 weeks            |
| Mobile app iOS     | 9 - 10 weeks           |
| Mobile app Android | 9 - 10 weeks           |
| Project management | 85 hours               |
| QA Testing         | 2 - 3 weeks            |
| <b>TOTAL</b>       | <b>14 - 15 weeks</b>   |
|                    | <b>TOTAL: \$42.000</b> |

# **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.

**Get a free quote** →