



DO IT RIGHT THE FIRST TIME

# Mobile App Proposal

*- Table Mountain -*

*May 30, 13*

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**Web2Web** is pleased to submit a proposal for the development of a mobile app to **Table Mountain**. The terms of this proposal are *valid for up to fifteen days after being presented*.

## TABLE MOUNTAIN

**Project Name:** **Fusion Design** will design the interface of the mobile app with input from the development team Web2Web.

Web2Web proposes to develop a mobile app for **Table Mountain**.

The mobile app will be designed to ultimately drive customer retention and increase customer satisfaction and experience when visiting Table Mountain.

## INTRODUCTION

Dear **(CLIENT)**,

We welcome the opportunity to build a cutting-edge mobile platform and deploy to market a mobile app for Table Mountain, designed to drive customer retention and increase customer satisfaction and experience when visiting Table Mountain

**Web2Web** is a development house focused on providing cost-effective desktop and mobile websites and tools. From iPhone applications to iPad applications to HTML5 applications **Web2Web** delivers mobile apps and mobile websites on every platform. **Web2Web** will put you in front of your customers on devices they access most with information and tools that make it easy for **Table Mountain** to connect with their mobile audience.

**Web2Web's** commitment to reaching their audience with targeted mobile application will put you far ahead of your industry. We're here to help with all your mobile app needs and we have thorough analytics that are measurable for making strategic mobile marketing decisions.

If you have any questions, regarding **Web2Web** please contact **Stefano Kruger**, **Operations Manager** at [info@web2web.co.za](mailto:info@web2web.co.za) or direct at **021 823 8384**.

We look forward to working with you and showing you the real power of the mobile world!

## PROJECT OVERVIEW & OBJECTIVES

**Web2Web** is a full-service mobile marketing company that provides you with mobile apps for businesses, made easy. **Web2Web** makes desktop websites, primarily specializing in Content Management Solutions. We have also been developing in Mobile Websites, Responsive Design for over 3 years.

Above all **Web2Web** is the complete development house solution.

**Objectives:** Web2Web proposes to build a scalable mobile application that extends to IOS, RIM, Nokia, Windows Mobile and Android Devices. This app will be web based, scaled and packaged to be launched onto the selected mobile devices.:

- Improve Brand Reputation by accurate and relative information at their finger tips.

- Application that displays Information on Table Mountain

- Targeted Pages of Information on Table Mountain and Cableway below:

Ticket Prices – Weather Conditions – Cable Way Operations Status – Contact Information

List of Activities waiting to board the Cable Car or simply looking to see what there is to do here, such as for Families, Hikers, Photographers, Nature Lovers, Locals and linking to their respective information as on website.

- Feedback mechanism on the user experience.

Simple star-rating system which covers the following aspects (I suggest to make this different, changing the star to Proteas which are found on Table Mountain.) Followed by a small comment box.

1. Keep these ratings short – as it's a mobile app I would recommend 5 questions.

- Reference to enhancing the experience of visitors while they are on top of Table Mountain

– There was a request about including treasure hunt/ geocache. Geocache is a real world outdoor treasure hunt, players try to locate and find hidden items using smart phones or GPS.

- This is a 3<sup>rd</sup> party software and we would need to phase this in if it is something you would like.
- We would like to propose the following in terms of delivering relevant information to users when on top.

Depending on where the user is exploring the top of the mountain, their location can trigger events which deliver relevant information on key points on the top are.

This information is short and precise easy to read “tips” on what they would be looking at along with images of what the area will look like at its best.etc – area needs to be tested for GPS etc for this function to work.

## MOBILE WEBSITE / MOBILE APPLICATIONS DEVELOPMENT STRATEGIES

Web2Web will develop an app which extends to IOS 4, 4s and 5 ,Blackberry 5/6/7,Android, WebOS, Symbian, Windows 7 and 8 for Table Mountain including complete app design provided by Fusion Design, development by Web2Web.

As new platforms are being developed and introduced to the market, we will only be developing the 1<sup>st</sup> version on the above platforms.

Updates on compatibility with new versions of the above software can be taken and address in a separate monthly management and development SLA.

Mobile website features:

- Complete mobile app / website design
- GPS Directions that give your customers turn-by-turn GPS directions to your business from anywhere in the world
- GPS Coupon feature creates mobile coupons for customers to unlock by “checking in” at your business
- One Touch Calling from inside your app. No numbers to save or remember
- Tell-A-Friend feature lets your customers take your business viral with built in sharing capabilities over Email, SMS, Facebook and Twitter
- Menu Conversion feature allows for easy to navigate optimized mobile menu(s). Integrate any information you would like to about your business including (list business services service a, service b and service c)

Optional additional features:

- Tip Calculator feature to help customers quickly calculate a tip
- QR Code for downloading app
- Mortgage Calculator feature where you can preset an interest rate
- Blog integration integrates your RSS feed to allow your users to quickly and easily read your blog posts

## ANALYTICS

**Web2Web** will be able to see actionable app insights and track the following data from mobile app, and/or QR codes activity:

- Understand how many users download your app
- Understand which platform is most popular
- Track time spent on pages/app

All mobile marketing objectives of **Table Mountain** can be tracked and analyzed for actionable decisions. A report will be sent out on a month basis with the above information.

## SECURE HOSTING

**Web2Web** will offer complete secured mobile hosting as part of this proposal:

- Our servers are hosted in the cloud using the latest in data hosting technology
- 99.9% uptime for your mobile apps
- Quote for hosting options will be handled separately.

## MAINTENANCE

**Web2Web** will maintain and update the new **Table Mountain** mobile app, ensuring that the following is updated every month. This is separate to the project to the initial development and the scale and time scheduled to this can be discussed further. Below are examples of updates:

- Information update
- Version updates

## CLIENT RESPONSIBILITIES

**Table Mountain** will provide Fusion Design and **Web2Web** with complete app / mobile website content and creative assets in high-resolution format as PSD/EPS/AI (logo, photos, ect.).

Cost & Timeline- Based on the scope in this document, project costs are as follows to be confirmed on final.

Updates, further development will be treated as separate projects and regular updates on already developed app can be done via SLA which will include analytics as mentioned in proposal.

The cost will be broken down into a onetime development fee for the agreed final functionality, size of information and pages requested.

One-time development costs (\$2000)

- Mobile website design and development
- Technical installation and custom domain masking
- Analytics setup and profile creation

## ADDITIONAL FEES

- Monthly Hosting of app– Cloud Hosting
- Submission to relevant Mobile App Stores ie.Apple Store, Blackberry etc
- Licensing for relevant Mobile App Stores.
- Any extra development and features
- Updating and management of app and app version.

## TERMS & CONDITIONS

A formal quote will be created upon clarification and acceptance of the ideas proposed in his proposal.

Management of app to support new devices and phone software not included

Design not included - design to be done by Fusion Design

Analytics monthly fee

Hosting of application not included

Submission and licensing of app to RIM and IOS etc not included

QR generation not included.

Geocaching to be explored further as a third party application and integration.

Notable issues with current phone software due to software issues on phone or restrictions:

- Blackberry 5/6/7: Does not support, media, compass not supported due to restrictions on software
- Iphone and Iphone 3g: does not support compass
- WebOS: does not support contacts, file, media
- Symbian: does not support compass file media storage

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*By signing this proposal you are agreeing that any communal information is confidential and will not be shared with any third parties without **Web2Webs** permission.*

Approvals:

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Your name

\_\_\_\_\_  
Client Contact Name

\_\_\_\_\_  
Your title

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Client Title

\_\_\_\_\_  
Your company

\_\_\_\_\_  
Client Name

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Date:

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