



# Android Messaging Mobile App Development Proposal

**Prepared for:**

**Name**  
**Class**

**Prepared by:**

**Submission date**

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# Greetings From [Redacted]

[Redacted]

[Redacted]



I am pleased to introduce the proposal for the Android messaging application we will be creating for you. We are excited to get to work on your new mobile app, and we want to make sure you're satisfied with our proposal and have a full understanding of what to expect in this lengthy process. Creating a mobile app is exciting, and our expert team is fully capable of giving you something unique that will help grow your business.

The following proposal will set a project road map from start to finish. You will have a complete understanding of the process and timeline for completion. And if you have any questions or concerns, please contact me personally.

[Redacted]

We develop apps so you don't have to

We are living in the age of **connectivity**, and that means more things than ever before are right at your fingertips — literally. With one press of the button, one swipe left or right, you can open up new worlds in seconds. We're talking about **apps**, those little icons on your **mobile device**.

Our goal is to create something you're proud of and that helps your business. Apps can be transcendent, and they can also be colossal failures. That's why we have developed a comprehensive approach to app development that takes the guessing out of the game. We're ecstatic that you're considering doing business with us, so let's get started.

## What to Expect

Below you will notice we have laid out some research that we plan on taking, the frameworks that we plan on using along with the languages that we will be using. How we will develop and test the application and it ends with a TimeLine of the process.

## Research and outreach

To start off with the research we will be using a lot of docs. Such as things like firebase docs and many AWS docs to accomplish the job at hand.

## Frameworks

Like a website, an app needs a **sitemap** and **wireframes**. Think of this as the structural integrity of a skyscraper. Parker Loomis will have an important role in the design process, as it's important that you are getting what you want. Plus, it's better to work out issues in this stage than later down the road. Here are some highlights of this process:

- Functionality and content
- Wireframes, the structural core of your app
- Branding and integration of existing digital platforms (i.e., web and email)
- Beautiful User Experience and User Interface, or **UX** and **UI** — essentially, how

you interact with the app, what makes it easy to use and desirable

- Backend Hosted on Firebase with possibly a Node.JS server side language on AWS
- Dependable messaging platform that uses Firebase Google Messaging Platform
- Up on the play store so the class can test our app as well!

## Development

This part of the process is laborious and time-consuming, so don't expect to hear from us much. We will be using languages such as Java, Node.JS and XML(MarkUP) and possibly some JSON in order to achieve the end goal.

## Testing and launch

We're almost there. Your new mobile app is built and ready to launch. But before that happens, [REDACTED] need to collaborate on a marketing strategy. We will be releasing the finished project on the google play store and have the entire class testing it.(Android ONLY)

## Timeline

[REDACTED] estimates that it will take one months to complete your new **mobile app**. Upon this agreement, we can begin immediately. Here's what to expect:

Process	Delivery
Planning, research/outreach	0.5 weeks
Design, consultation	0.5 weeks
Development	Up to 2.5 weeks
Testing, launch	0.5 weeks

## References