



Proposal

VISIONet Mobile Appz

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About Us

We make amazing things happen.

TechAhead is a leading Mobile Application Development company with experience in developing and deploying hundreds of apps across different platforms, including iOS (iPhone / iPad), Android, Blackberry and Windows. With a work philosophy that revolves around customer delight, the company has developed apps across various genres and has clients from across the globe.

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- Rated as top 15 mobile app development companies by independent research agency **SourcingLine.**
- Hundreds of mobile apps successfully deployed across all genres
- Top Project Managers with solid industry experience
- Founded with a vision of providing scalable software outsourcing solutions, with a special focus on mobile app development
- TiE (The Indus Entrepreneur) Mobile App Partner
- LIFF Mobile Partner
- Speaker / Organizer at IIT Roorkee Business Plan Competition



Our Secret Sauce

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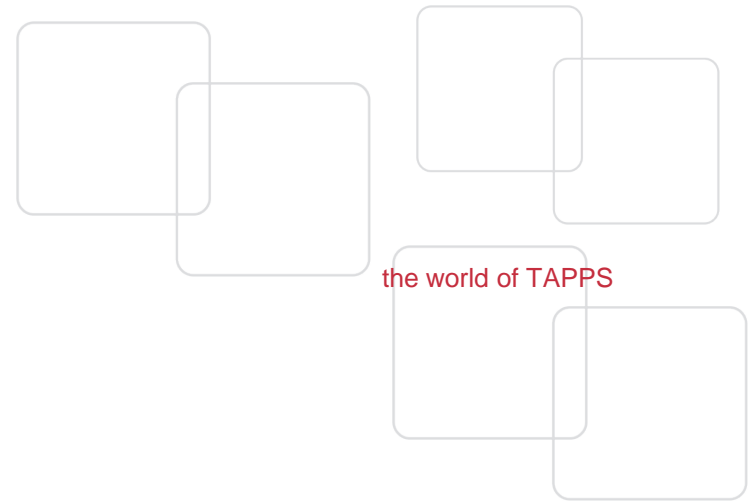
The secret of our success lies in the perfect combination of **extreme engineering**, complete **project transparency**, focused and experienced talent, and guaranteed **on-time delivery** within budgets, that helps us deliver flexible and custom Mobile Apps.



Our Expertise

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Project Management	: Basecamp, MS Project
Business Process Modeling	: Visio, Rational Rose
iOS Development	: Objective C, Cocoa, Unity
Android Development	: Java
Databases	: SQL Azure, SQL Server 2008/2005, MySQL 5+, Oracle8i, Sybase
Web Technology	: HTML, DHTML, CSS, XML, XSLT, XSD, Java script, ASP, PHP, ASP.Net, Joomla, CS-Cart, Drupal etc
Microsoft Technology	: .Net Framework 1.x/2.0/3.x/4.0, VB.Net, C#, Azure, VB 6.0 , ActiveX, COM, DCOM
Web 2.0	: Ajax, LINQ, Silver light, jQuery, RSS, Web services, JSON, WCF
Source Control	: TFS, Visual source safe, SVN
Web Servers	: IIS, Apache, Tomcat
Other Tools	: C, C++, JSP, Servlets, Developer 6i, Forms, Reports, Crystal Report
Third Parties	: Authorize.net, Paypal API, Nevron charts, Dev Express Controls, Telerik controls, IQFeed



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VISIONet Mobile Appz





Project Understanding

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Understanding of Mobile Application:

TechAhead will develop a CDE (Content Delivery Engine). CDE would be developed for Android tabs in the current phase.

CDE will have following features:

- Authenticate SD cards and verify courses in the card on first time use on a device.
- Verification will be done from database using web services
- Authenticate device with pre-loaded content and engine
- Work in hybrid mode as well
- Course content will be encrypted. Decryption logic and key will be provided by VISONet



Understanding of Mobile Application:

Various content type supported will be

HTML and HTML5

PDF

Video MP4

Images

- CDE will also have an objective type exam engine
- Exam can come along with the content and engine will manage the score
- Based on scores of exams and lessons read, there will be a course progress indicator
- CDE will have a demo course embedded in it
- We will use SD card from Scandisk



Technical Configuration

Database Type :

MySQL | MS SQL | Oracle

(As per client's preferences if any. ***We prefer MySQL***)

Suggested Hosting infrastructure

Amazon AWS | Rackspace Cloud

(As per client's preferences if any. **We prefer Amazon AWS**)

Programming Languages

Android App Development (Java)



TECHNICAL DETAILS

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Technical Configuration

Use of Paid 3rd Party tools, APIs, frameworks, and platforms : None.

3rd party costs (one time vs. recurring) :

Android Appstore Subscription (Cost : \$25)

Database Management System: Analytics Reporting

Integration with Google Analytics for Mobile

Flurry Analytics (App developers currently prefer Flurry over Google analytics).



Project Evaluation

- Scope document
- Wireframes
- DB design
- Architecture design
- UI Graphics development
- Test plan

Development

- Module wise builds
- Weekly meetings and development reports
- Test reports

Deployment

- Putting app to Appstore(s)
- Moving backend server

Transfer

- Source Code
- Documentation

The Process We follow

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Project Deliverables

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At the time of handing over the entire application.

- PID (Product Initiation document checklist)
- SRS (Software requirement specification)
- Process flow documents
- System test specifications
- Source code file (with comments)
- Android app
- Android App Submission on Appstore*



* Client should have a valid iPhone / Android Developer account



Project Phases



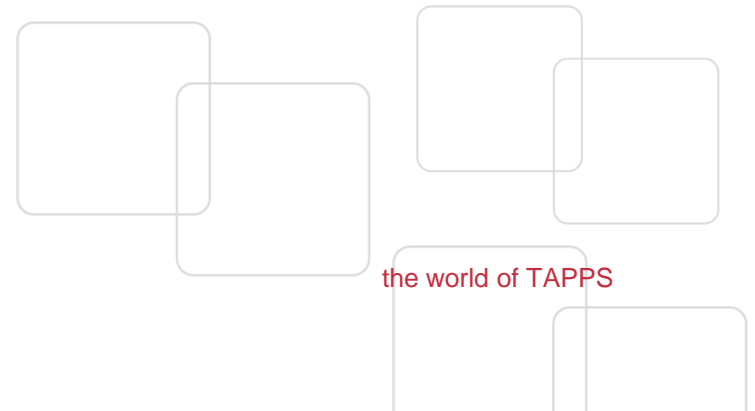
Phase 0: Elaboration | DB | Architecture : 1 Wk

Milestone 1: UI/UX | Android App Development : 2 Wk

Milestone 2: Android App for UAT: 2 Wk

Delivery Timeline : 5 Weeks

**** Under Development in Milestone 1. We will have weekly call as well as Biweekly Demo session with progress details.**



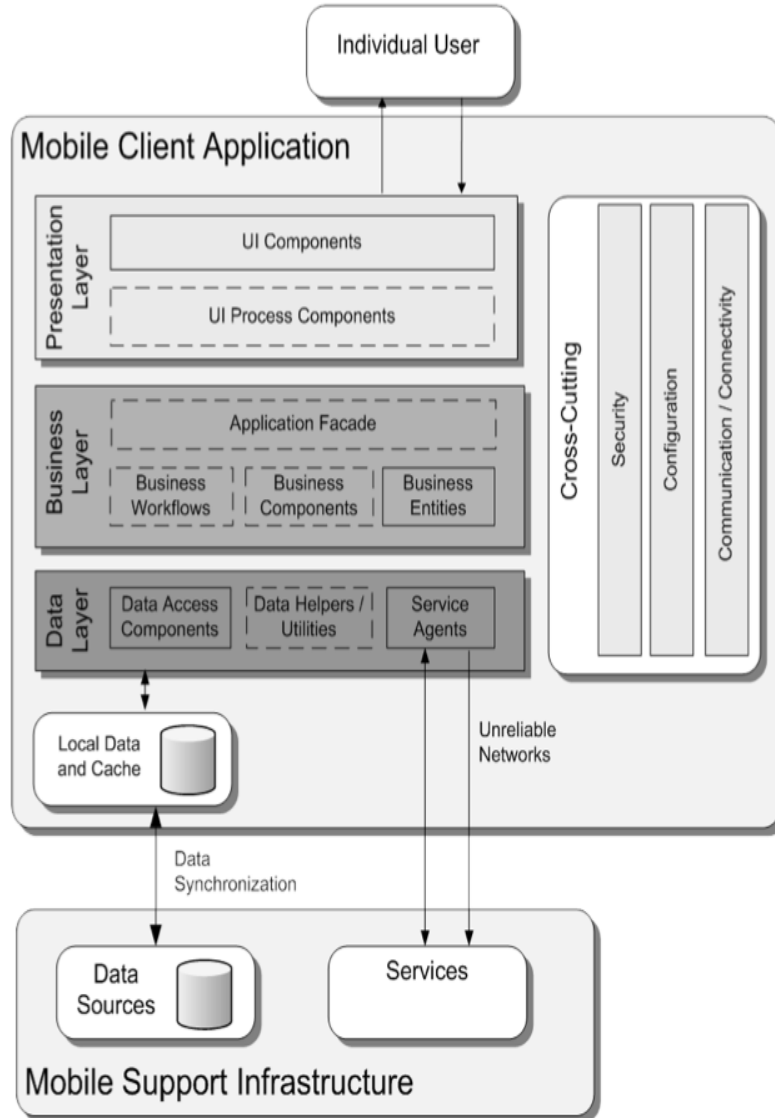
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Performance Optimization for **VISIONet** App





Application Architecture



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3 Tier Architecture : Vanilla architecture , because of its simplicity & better performance.



Presentation Tier

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The presentation tier is essentially the native app which will run on the user device.

In order to make user experience in presentation layer fluid and fast, we will follow below development practices:

Fetch data in chunks.

Perform **data fetch activity** in a detached thread.

Use **push** for things like notification so as to keep the processing at receiver end to minimum.

Cache is used to insure data once downloaded is not downloaded again and again.

We prefer JSON over XML because it is more compact, more readable and we can directly use container objects from JSON which helps us in faster communication.



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The logical tier implements the business logic since it separates business logic from database and it significantly improves the maintainability of the app and app remains scalable. To optimize the Logical tier we follow certain development practices as given below.

Logical layer is made in a modular way. One sub logical component does not overlap with other module keeping coupling at the minimum.

The business layer is exposed by a service to the presentation layer which also implements a part of it.

We will asynchronously fetch data and use push when necessary.

Low coupling ensure better maintainability.



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Data Tier

The data tier stores the actual data and is key to performance. Our general practice to keep the data tier fast is:

- Normalization and optimized architecture design

- Time to time deletion of logs

- Proper indexing



Performance : App Level

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Native App Development

Since native apps interact with device OS and firmware directly they are more fluid and result in better user experience with faster speed.

Better load balancing as basic calculations (non business logic), can be implemented on user end.

App store and marketplaces help users find native apps.

The safety and the quality of the app is ensured by the app store.



QUOTE & PAYMENT

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Quote & Payment

Total Effort :

UI Graphics	: 1 Weeks
Android App(CDE)	: 10 weeks
QA / Testing	: 1 Weeks

Delivery Timeline	: 5 Weeks
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Total Cost and payment schedule :

Time and Material or Fixed Fee : Fixed Fee

Price Estimated or Fixed : 500,000 + S.Tax (Fixed Fee).

Any change request would be billed at 800/hr Payment net terms (milestones vs dates) :

Kick Off Advance	: 30 %
Milestone 1 (UI / Web Services / Android App)	: 35%
Final Delivery /Milestone 2	: 35%

Payments are due within 1 week of milestone delivery



BUSINESS ENGAGEMENT

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Business Engagement Structure

Timelines & Milestones : 5 Weeks

Customer Relationship expectations

Weekly call /Fortnightly Demo to check health of the project

We will use Basecamp where all the team members of the project are assigned tasks and would update on status of the project

Deliverables

Fortnightly demos : We will share the project status using Gotomeeting / Skype or would share the adhoc Android app builds.



BUSINESS ENGAGEMENT

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References:

Bradford C. Bensten (US)

: 703.485.4449

Anuj Arora (US)

: (310) 936-4630

Vishal Singhal

: 9999 658 436



ONGOING SUPPORT

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At TechAhead, we not only provide the client with a fully functional app, but also we make sure that the ***client is satisfied working on the beta environment*** as well. We also make sure that the application remains bug free and the end users face no complications while using our app.

We will provide ***FREE 30 days maintenance*** for bug fixing and error handling of our apps as part of our post-implementation and maintenance phase.

Apart from Free support, we can put 1 dedicated resource for enhancement and bug fixing at a monthly cost of INR 125,000

We also provide FREE SUPPORT to upload the apps on various market places.

We are **fun** to work with!





Client Testimonial

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iPhone Application Development Experts | TechAhead Software

<http://www.youtube.com/watch?v=xbr6ABldQ0U>



Client Testimonial

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android Application Development company | TechAhead Software

<http://www.youtube.com/watch?v=J3TUsTATctU>



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