

**Project proposal:** iOS Mobile App

**Client:** Rock and Rye Oyster House

**Delivered on:** Not yet submitted

**Submitted by:** (360) PR and app developer  
(Alejandro Ibanez, e.g.)

# Overview and Goals

Dear Harrison, Jacob, Stephen and all those at Rock and Rye,

We have been so glad to work with you on connecting you to your late night and weekend brunch-going audiences.

Turning your attention toward a mobile app is the next great public relations move. Your customer base will undoubtedly feel more connected to your business, staff, products and ultimately city because of the excellent service your restaurant provides. According to Forbes, iPhone users are more affluent, likely to be professionals and educated. Designing an app for Android could be a secondary project, but not outlined by us in this proposal. This proposal is a detail-oriented prototype of what would be ultimately created for the app, so there are entries with variables, notes, etc.

A Rock and Rye app has to be as premium as the restaurant itself. Check-ins, downloadable menus, real-time feed back, updated calendar and mobile reservations - all for free. Patches that continue to make the experience as slick as the service. Strong, clear content that furthers your brand identity and lets customers know that Rock and Rye is a part of Bellingham's downtown both night and day, dinner and brunch.

Sincerely,

Nicole Daniels  
Kelsey Fowler  
Paolo Bicchieri

(360) Public Relations

# Scope of Services

## Project Setup

To create and sell an app with Apple it is necessary to have an Apple Developer Account, Getting certificates and registering is time consuming. This can be handled by your public relations intern or by the app developer if you choose to continue to work with them.

## Use-case Scenarios

Having a plan of function and layout ahead of time is crucial to an app's success. First and foremost we will explain the ways the app should work for its users. Defining user goals and how to present this in the app is the purpose of a use-case scenario.

## Audiences

- What does Rock and Rye want to communicate to Millennial and Gen X women through this app?
- How are the app's tools going to do this?
- Which objectives can we accomplish with the app?
- How will the app function at its best capability to accomplish said goals?
- What content will the app need to include to function at its best?

## Sitemap

Since we have researched your audiences we can create a functionality of workflow. Essentially laying out what specific images, names and content needs to be on the app.

## Content

If you have any extra content that we have not listed this would be the place to consult with the public relations intern or app developer to make sure it gets included. By doing this we can make sure the flow remains consistent.

## Wireframe

The best way to think about a wireframe is like the blueprints of a building. It will show you the basic layout of the app and where the menu will go, what the app will feel and look like visually.



## Branding the app

Rock and Rye Oyster House clearly has a well-defined marketing scheme, cohesiveness in its brand colors, etc. What would be important is to extend that brand to this new medium - does it feel like the website? Does it feel like Rock and Rye? In the brand it is important to explain also what the app can do for its users from the brand feel, similar to Rock and Rye's website aesthetic.

## Visual Design

The blueprint from the Wireframe will be applied to GUI (graphical user interface). The app developer will design visuals for the home screen or landing page, sub-screens including the menus, calendar and feedback pages. If a screen has the same look it will be left until full development so as to save money and time for you.

## Development

Your input taken into consideration, this phase is when the developer will go to their lab to create. The quality time spent in the earlier phases, discussing and modifying, is now applied toward the final product. Communication will be sparse until the Alpha Test version is ready for distribution. There will, however, be a lot of testing to be done. Breaking the app is a part of the goal in this part so that we can work out those kinks now before public distribution.

## Launch in app store

Apple will review and test the app before it is allowed on the store, even though your profile has been accepted.

This lasts about a week and is completely par-the-course. A company name and small fee are required, and if Apple does provide feedback then the developer will handle this at no additional cost.

## App Promotion Consultation

Without any promotion this app can be phenomenal yet still bomb. This app planning needs a lot of preparation time and work. How will the release look? What sort of events might coincide with it?

To ensure this goes well, we at (360) PR have drafted table tents and flyers to let your patrons know of your product, a press release to let local media outlets know about your new app and an internship application which would provide an unpaid promoter.

# Timeframe

Completing the project according to the scope will require approximately 16 weeks from start to finish, dependant upon feedback and how that turns into extra work. The public relations intern and developer are able to work once they are signed on to the project.

Our recommendation at (360) PR would be to begin app building in January and have the final app ready for your three-year anniversary in June of 2017.

Phase	Week
Beginning and account set up	1
Use-case scenarios/specs/sitemap	2-3
Content	4-5
Wireframes	5-6
Visual design and app branding	7
Development	8-12
QA Testing	13-15
Launch in app store	16

# Budget

The budget is the biggest variable. Dependant upon how slick you want this app to look, there are a few budgeting options with a few fees that would be constant. Since there are so many variables, the app's costs are ultimately up to Rock and Rye. Here's a few basic ideas and breakdowns.

## Inherent Costs

\$99 for Apple account per year

Increase cost by 25 percent for iPhone 6 and newer compatability

Patches from app developer included in cost

Branding and promotion normally would cost, but since Rock and Rye brand is already developed, plus (360) PR would handling marketing the app, this is a non-cost.

## Standard Package

Range anywhere from \$1,500 to \$8,000

Gets the app off the ground with bare bone asethetics - think your website as an app  
Minimal bells and whistles (check-in feature, direct feedback box, OR upcoming food items, e.g.)

## Deluxe Package

Range anywhere from \$8,000 to more than \$15,000

Includes slick aesthetics - think the images presented in this proposal  
High amount of bells and whistles with hopes to add more

A rough breakdown of general app development costs

*Project Setup	Standard: \$500 Deluxe: \$2,500
Information Architecture	Standard: \$2,500 Deluxe: \$5,000
Visual Design	Standard: \$1,200 Deluxe: \$2,500
*Development	Standard: \$5,500 Deluxe: \$9,500

\*The important thing to remember is the app costs will ultimately be up to you. The base costs are minimal considering the quality app you're creating, and from there you can decide to use finances from marketing every month to pay for the app, or you can use a large sum of upfront money - it's your choice.

# The Team

To bring this app to life it's important to have a knowledgable team.

(360) PR (509.607.9393) will handle the design, marketing, public relations, promotion and release of the app. We will also serve as liason between parties in managing the production.



Alejandro Ibanez (509.833.9872) will be the tech end, app developer. His extensive knowledge of coding and production in the app market makes him an excellent choice.



These folks, in addition to a public relations intern, are the right choice for the handling of your app because we have the concept from the beginning to the end already pieced out. We have the ability, time and resource to get this project done.

# Example Statement and Contract

Note: This is a sample – no one at (360) PR is a lawyer and we recommend you consult with one before signing with any app developers.

Date: Not yet submitted

Between (360) PR, your app developer and “you” at Rock and Rye Oyster House

Rock and Rye Oyster House, located at 1145 N State Street, are hiring (360) PR located at 516 High Street and your app developer at not yet submitted for the estimated total price of \$XXX as outlined in the previous correspondence.

## 1.0 Services Rendered

### Design

We’ll create an app that is usable on iPhone and iPad devices. It will be written using HTML by our app developer and will not waste any time by creating redundant screens in the mock up phase. This will help construe images, colors and text but not waste time or dollars.

There will be two or more weekly opportunities to review work and provide feedback. If you are unhappy at any point with the direction of the project you will pay in full for everything produced to that point and cancel this contract.

### IOS App Development

We’ll build the app in Objective C using Apple’s developmental framework. Our team will walk through creating an Apple account and launching the app through the store under your name. You will own the app after you pay your final invoice, and all IP and copyright will be transferred to you.

### Text Content

Writing or inputting any text copy is not included in this contract. We’re happy to work on that with you in an additional work capacity and contract.

### Photographs

You will be asked to supply graphic files to us in an editable, vector digital format. Photographs must be in a high resolution digital format. If you opt for stock images we can work together to choose the appropriate images. We can also search for images for you but an additional cost will be negotiated. Cost of buying stock photos is not included in this contract.

### Testing

We’ll test the app on an iPhone 6S and you are welcome to test it on any of your own iPhones. Using the app on an older phone may be slower than on the newest model.

### Changes and Revisions

We are flexible with pricing as being locked into the earliest price can often stifle ideas. If you feel like more content is what will work best, we can work from the initial estimate which is the most bare bones. Selecting a more complete package does include more flexibility as does continuing the work with your public relations intern.

## Errors

We can’t guarantee a flawless app, so we can’t be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you’ve advised us of them.

## 2.0 Mutual Cooperation

We agree to take this project and exceed all the expectations on every aspect of the creation of this app. You agree to aid us in doing so by making available to us the needed information pertaining to your website and in cooperating with us as issues arise and feedback is warranted.

## 3.0 Charges for Services Performed

Functionality or feature requests above and beyond those listed in the budget and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur a fee in resumption at the discretion of (360) PR and the app developer.

## 4.0 Terms of Payment

### 4.1 Billing Schedule

We understand that you have a well-developed knowledge of paying invoices promptly, but as we are a student group and the app developer is also on a budget we ask that to maintain a positive working relationship and to continue moving the project forward that you make payments on time.

Total budget for this project is: \$XX

(360) PR will invoice for 50 percent of the initial fees at the time of this signing which will act as deposit for our services and the app developers work. The remaining 50 percent will be billed monthly as the service hours are spent or when the project is launched.

### 4.2 Client Agreement to Pay

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

You agree to pay the initial invoice to the app developer and (360) PR upon receipt which will act as deposit for the project. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, (360) PR will charge a late payment fee of .5% per month on any overdue and unpaid balance not in dispute to cover the work, interest and other costs (360) PR pays for carrying overdue invoices from Rock and Rye Oyster House. Also, (360) PR and the app developer reserve the right to stop work until payment is received.

### 4.3 Collection Costs

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to the interest on the unpaid balance, you agree to reimburse us for these expenses.

## 5.0 Cancellation of Plans

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse (360) PR and the app developer for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

## 6.0 Responsibilities of Rock and Rye Oyster House, (360) PR and the app developer

### 6.1 Rock and Rye Oyster House's Responsibility for Releases

(360) PR shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you )if applicable).

### 6.2 Client Responsibility for Releases

You guarantee that all elements of text, images or other artwork you provide are either owned by your good selves or that (360) PR and the app developer have permission to use them.

### 6.3 Entire Agreement

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as neither (360) PR or the app developer are required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

(360) PR will own the unique combination of these elemnts that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that, or the app developer can.

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you finish to (360) PR or the app developer verbally or in writing in connection with the performance of this Agreement.

### 7.0 Confidentiality

(360) PR acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by (360) PR or the app developer on behalf of Rock and Rye Oyster House or disclosed by Rock and Rye Oyster House to (360) PR or the app developer.

## 8.0 Term and Termination

### 8.1 Period of Agreement and Notice of Termination

This Agreement shall become effective as of (insert date) and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

### 8.2 Termination for Cause

Any party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, any party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

## 8.3 Payment for Non-cancelable Materials

Any non-cancelable materials, services, etc., (360) PR or the app developer has properly committed themselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. (360) PR and the app developer agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of Rock and Rye Oyster House, that any such materials and services are non-cancelable.

## 8.4 Materials Unpaid

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

## 8.5 Transfer of Materials

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Rock and Rye Oyster House to (360) PR or the app developer, (360) PR and the app developer shall transfer, assign and make available to Rock and Rye Oyster House all property and materials in its possession or control belonging to Rock and Rye Oyster House. Rock and Rye Oyster House agrees to pay for all costs associated with the transfer of materials.

## 9.0 General Provisions

### 9.1 Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Washington.

### 9.2 Representations and Warranties

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

### 9.3 Severability

If any provision of this Agreement is held to be illegal, invalid or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and eforced as if the illegal, invalid or unenforceable provision had never compromised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

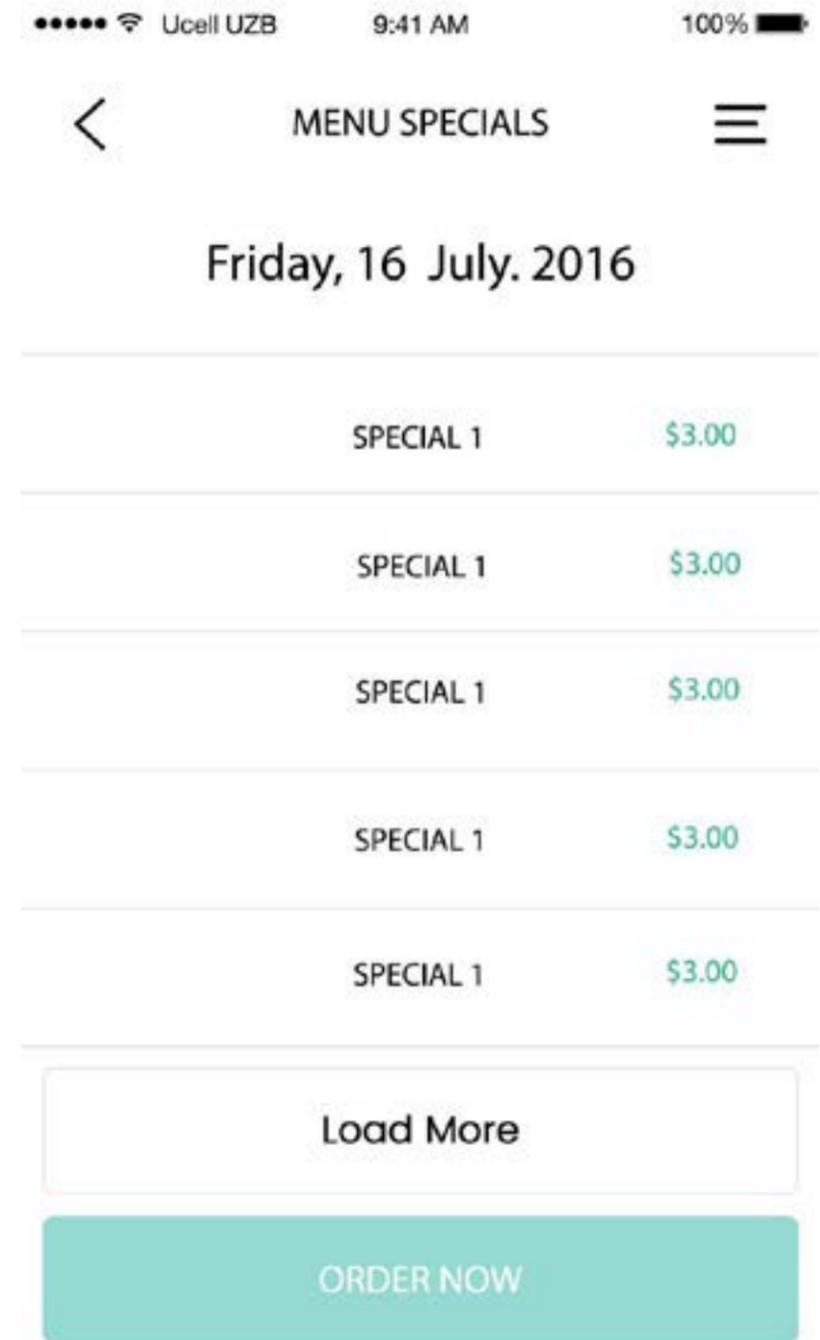
Client signature here \_\_\_\_\_ Date \_\_\_\_\_

(360) PR signature here \_\_\_\_\_ Date \_\_\_\_\_

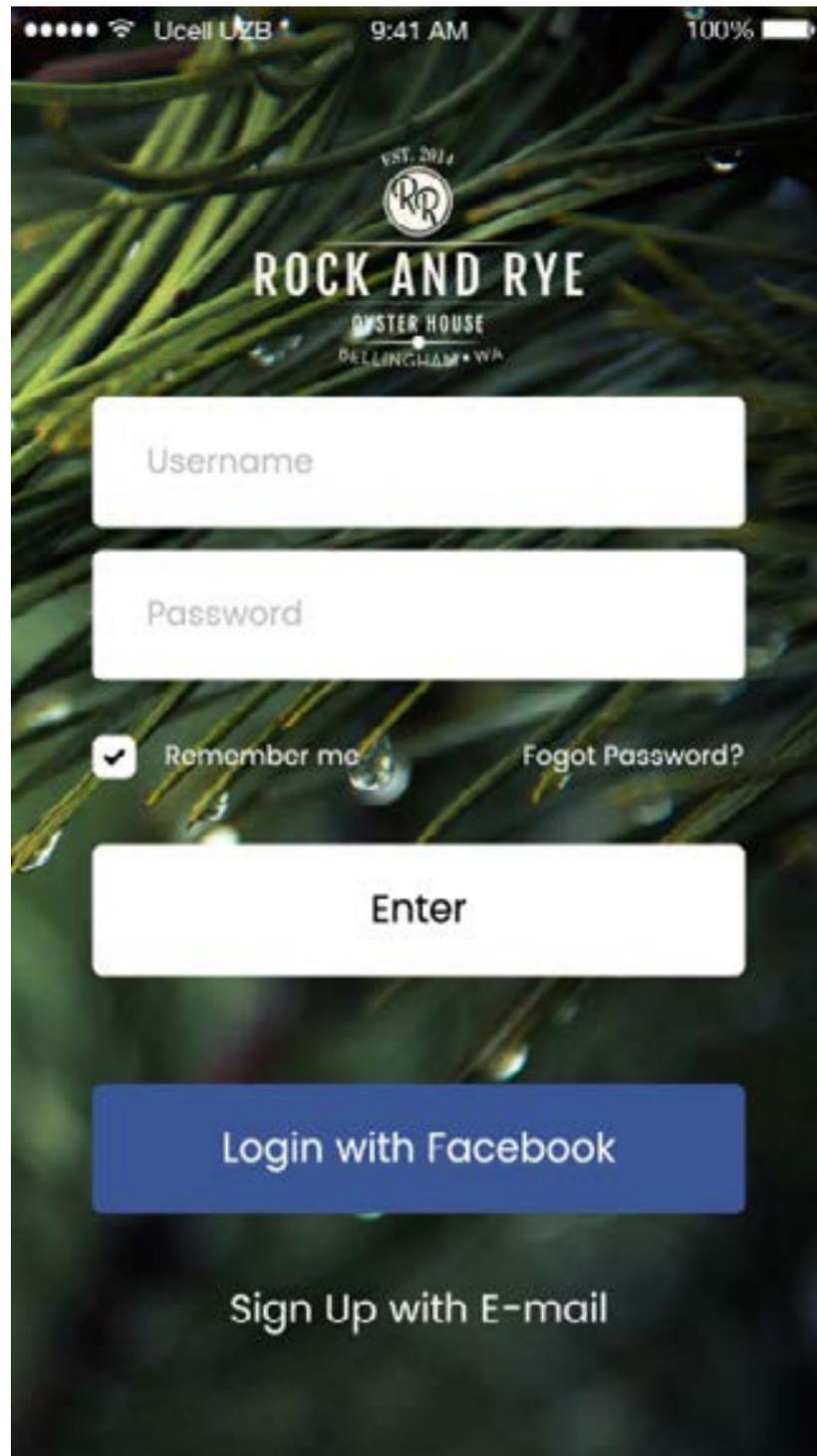
App developer signature here \_\_\_\_\_ Date \_\_\_\_\_

Please read the contract and sign if you have no questions or concerns. We're excited to start working with you and to put you in connection with Alejandro Ibanez.

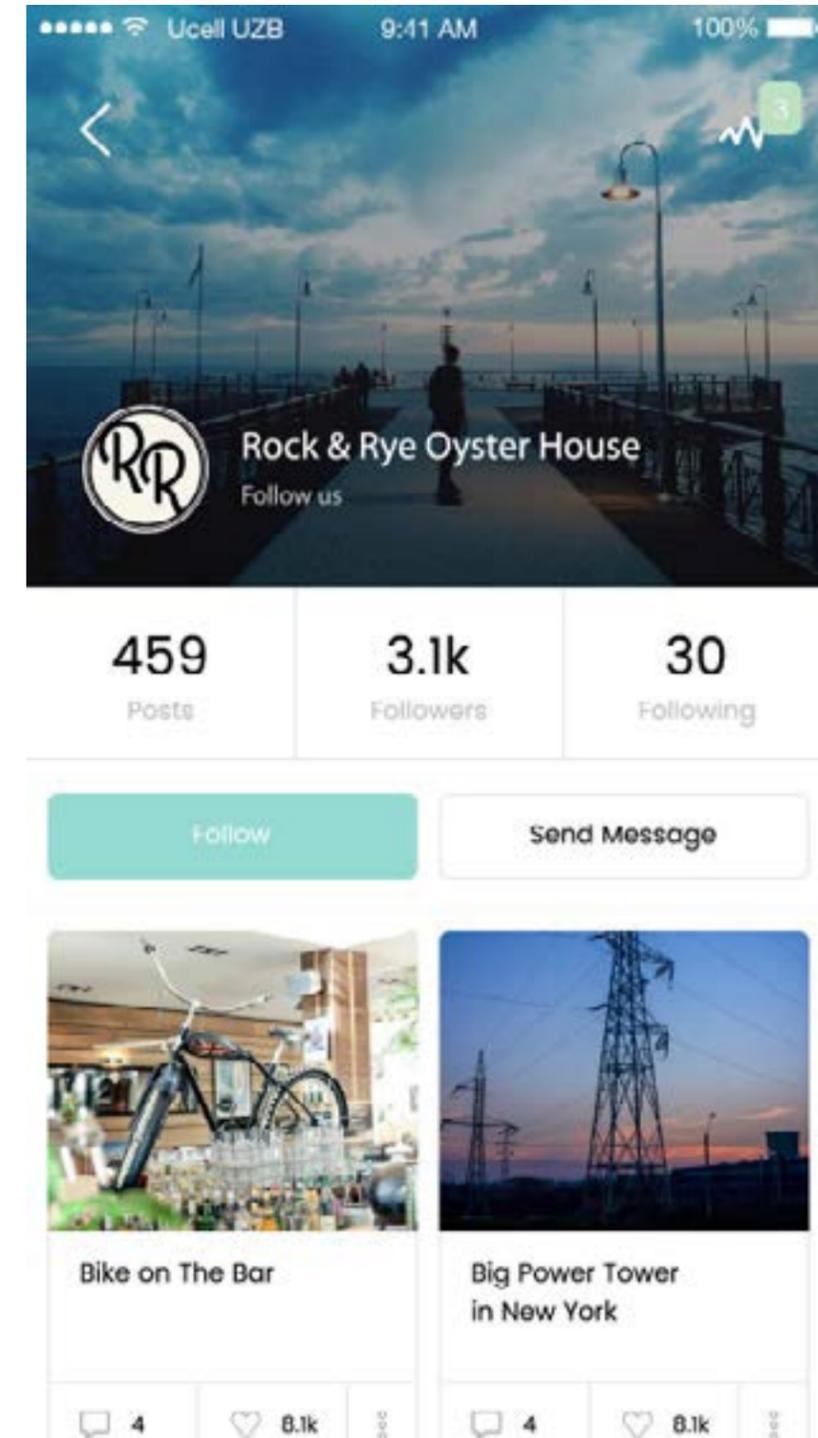
Below are some mocked up images of the Rock and Rye Oyster House app button, and the landing page for the app. Enjoy this first look at your revolutionary app!



Mock up of specialty menus, also what seasonal menus could look like.



Possible login page.



Possible addition to the app that monitors the app usage and simultaneously ohter social media venues so as to consolidate all management.