

Basic Understanding Document on Mobile Classified App

CLIENT INFORMATION

Company/Institution Name : xxxxx

Contact Person giving requirement/signing off

a. Primary Contact : Contact Person

b. Secondary Contacts :

Contact Timings : 10 am – 7 pm (IST)

Contact Information : 91 020 40701000

Preferred mode of communication : E-Mail / Phone call / in Person

Project Type : Mobile App

END USER (User of App) INFORMATION

Nationality : India & US

Age : 30 + (Novice users 25+, Medium Expert 30+, Power user 40+)
Total 5000 Users

Any specific gender : No (males: female's ratio not available)

Language Specifications : English

Mobile Device configuration : All Apple & Android Phones

PURPOSE OF THE MOBILE APP

- To improve overall online Buying & Selling item
- To inform present agents of product updates and new uses
- To make available product information & price lists to agents
- To improve inner company communications
- Other-

MATERIAL to Be SUPPLIED by Client

- Company logo – not available, to be used from website
- Brand manual - not available
- Related graphics, photos, animation & artwork – not available, to be created

Details of proposed/requested App

The Mobile App for B2C application for all consumers. The mobile App is proposed solution for on go user to buy & sell item through mobile App. Consumer can connect to seller or buyer at any time. The system is designed with better user experience for ease of user as compare the other existing App in the Market.

Document Name: Document of Understanding

The objective of this App to provide best User Experience while posting and search an product , looking for product detail & finally talk to buyer or seller based on user need.

- Login Screen
 - User get logging in App through email id & Password
 - On Installion of App , it give option for user Login and create new A/c through new user registration
- New User Registration
 - After Insatallion , app gives facilities fir New user A/c creation for Non User
 - In New User Registration user can cancel and use the app as Guest user
- Home
 - Home Screen shows all the section with total no of Ads in each section
- Product page
 - Product page shows all the Ads product from Selected Groups.
 - It shows the Product Ad with price, Ad post Location, Price & Pic & video associate with Ad
- Product Detail page
 - Product Detail Page show the product hear with video and Pic.
 - User can view the product video or Pic by swap the switch.
 - It shows the Product Cost and description.
 - In contact section user can contact via phone, SMS, email or share with friend on social; link.

OTHER REQUIREMENTS

- Branding – Need to establish
- Accessibility – Mobile
- Usability – Mobile
- Touch Guideline - Mobile

OTHER INFORMATION

- Color preferences : Shades of violet & white color
- Min Preferred resolution (screen size) :640 x 480 pix
- Device Type : Phone & Table/iPad
- Cultural Considerations : None

INITIAL APPROACH

1. Study of Available (iOS & Android) Mobile app online for feature understanding
2. Creation of wireframe
3. Experience Map for user flow understanding
4. User journey for understand the Application flow
5. Persona Based on user Preference and project requirement

Client Representative : xxxxxxxxxxxxxxxxx

Prepared by : Satyajit Roy

Dated : 03 AUG 2015