



Yudu - An Android app

V 1.0

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Software Developers Inc
20665 4th Street, Suite #204
Saratoga, CA 95070



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Overview

- We will be developing an Android smartphone app that will allow users to upload their creative videos and also vote for the other talent videos that they like.
- This document contains all of the main modules/functions requirements.

Development Principles

- Simple and clean UI designs
- Smart Navigation Tabs for easy and fast access to all the functions.
- Language of Development – English
- Language of Data Entry – English

Technology Stack

- Android Native SDK
- Angular/ NodeJS



Team Structure

- Project Manager
- UX/UI Expert
- Senior Android Programmer
- Senior Web Programmer
- Quality Assurance tester
- Server Administrator

Our Design Process - Overview

SDI considers design to be of paramount importance in a website/app creation process. Over the next few paragraphs, we have outlined our methods and processes for UI design and UX optimization.

Step 1: Pre-design

Our first step in the design process is to determine exactly what the website/app is supposed to accomplish. This means figuring out what it's main function is, a general idea of how it will accomplish that function, and the target audience. Our designers start here because it provides a touchstone for the entire design process. With the main functionality and process worked out, our designers can ensure that every step along the way conforms to this main purpose.

Step 2: Prototyping

We break prototyping down into two different phases: wireframing and storyboarding. We start by creating a sketch of each different screen the app will eventually have. This allows us to see how the app will visually play out and to anticipate problems before they occur. Storyboarding is basically putting all of your sketched wireframes next to one another. We do this so that we get an overall idea of the entire app cycle. Storyboarding lets us begin to design the user interface (UI) system and to set the stage for the overarching user experience (UX). Storyboarding and wireframing is also where we begin to play around with the use of color and layout schemes in order to get an idea of what will work best.



Step 3: Interface Design

Our approach to interface design is usually User-Centered (UCD), where the app is designed at every step with the needs of the end user in mind. This means the use of color, gradients, grid layouts, and even font are picked to answer the needs of our client's target market.

Step 4: Visual Design

While visual design really begins at step 1, the heart of visual design occurs once we have screenshots of our actual app. Our main drive here is to design the app that tells the user how to navigate through the app without ever explicitly stating how to do so. This method, known as "eye-tracking," is designed to guide the human eye through visual elements and stimuli. Colors can tell users draw or deflect attention, depending upon the designer's intent. The less stressed the user's eye is, the longer they will be on the app. The best design is one that takes a process with which users are familiar and ever-so slightly tweaks it to make it better.

Step 5: Testing

Once the design process is done we test or demo to make sure that it accurately reflects how the end product will appear and function (at least on a basic level). Through multiple testing iterations, we work out whether or not the design leads the user smoothly throughout the app, assuring that we have designed the best interface possible.

Main Modules

MODULE 1: Android App features & functions

MODULE 2: Admin features & functions for the app owner

MODULE 3: A single landing page website



MODULE 1: Android App features & functions

1. Sign up/ Sign In

- a. Sign Up
 - i. Sign up with email
 - ii. Sign up with Facebook and Google
 - iii. Add name
 - iv. Phone number
- b. Sign In
 - i. Using the same credentials used during Sign up setup

2. Forgot password

- a. Yudu app will ask the user to provide their email to receive a reset password link which they can use to change the password
- b. Once the user clicks on the link the app will ask to provide a new password, confirm the new password and sign in with a new password

3. App Home screen or Feed

- a. User can view all the videos uploaded one by one
- b. The latest videos will appear first for the users
- c. User can Like/UpVote videos

4. Upload Video

- a. User can upload video from the device gallery
- b. The location will be fetched with the video uploaded
- c. Users can add a title or caption with the video while uploading the video
- d. Users can upload multiple videos as well



5. **Stats or Ranking**

- a. User can see the overall ranking of the monthly contest
- b. List of the leaders with the most vote

6. **Upvoting**

- a. The app will allow viewers to view and vote on the videos
- b. User can only vote once for one video but can vote for every video if they so wish. This means users can vote once for every video but cannot vote twice for each video

7. **Video Sharing** - Users can share video or not should be a feature that is controlled by Admin. Admin can give access to allow sharing videos and/or can take it away from all. On and off button function in the Admin portal.

8. **Push notifications** - Regular push notifications anytime the video is uploaded

9. **Follow users** - Users can follow each other, the users can view whom they are following and followed by under their profile.

10. **User Profile**

- a. View profile
- b. Edit profile - edit provided user details
- c. View a list of the videos uploaded by themselves
- d. View whom they are following and by whom they are followed
- e. Delete a particular video
- f. Edit a video title/caption
- g. Sign out



MODULE 2: Admin features & functions for the app owner

1. Login

- a. Admin can login using a registered username/email & password.
- b. Forgot Password: Admin will be able to reset the password by using their email address. If the admin/user requests a password with the email address, it will send a reset password link to the admin.

2. User Management

- a. List of the users
- b. List of the participants and voters

3. Content Management

- a. Admin will have a list of the videos that have been uploaded by users
- b. Inactive/delete any particular video content

4. Contest Management

- a. Create monthly contest
- b. View the stats of the contest
- c. Rankings

MODULE 3: A single landing page website

We will design 1 landing page website that is needed for app submission



Investment cost & Delivery Timelines

The total cost to develop the Android smartphone app, Admin portal and a 1 landing page website is **\$9800** and will be delivered in 8 weeks.

Payment terms

- 35% upon contract submission - \$3430
- 35% on mid development completion - \$3430
- 30% on completion of development - \$2940

Warranty

SDI provides a 6 months debugging warranty on every project. For the initial 6 months after acceptance/launch, if any bugs occur and are identified, we will fix them without any cost to you.

Ongoing Maintenance

Beyond the 6 months, we provide a 12 month Annual maintenance contract at a fixed additional cost of 25% of the original project cost. This will include updates for the latest OS updates and bug resolutions.

Source Codes

All of the project Source codes will be handed over to the client on project completion. Upon completion and payment of all agreed invoices to SDI, the Client will be the sole and exclusive owner of all software assets and IP of the project.

Thank You,

Sakshi Sharma

Software Developers, Inc