

Mobile App Development

REQUEST FOR PROPOSAL

This RFP is for development services for a new mobile app

Mobile App Objective(s)

Create a mobile application for a retail e-commerce portal

Platform(s):

- iOS (Apple)
- Android

Device(s):

- *Smartphone*
- *Tablet*

Current App Overview

Our current mobile app is about 4 years old and does not serve us well anymore. The design does not reflect our brand image and the interface is too clunky and difficult to navigate.

New App Requirements

Please note that this is a very rough overview of application's basic functionality, detailed list of the functions will be provided to select companies for assessment after the NDA.

- **Product Browsing** - multiple images for products, options for extensive reviews, wish lists and much more.
- **Catalog Browsing** - easy navigation, advanced product filtering system, product comparison.
- **Customer Accounts** - order status and history, newsletter subscription, default billing and shipping address.
- **Customer Service** – integration of call center or and online chat.
- **Payment** – ability to integrate various payment methods, mostly credit and debit cards.
- **Shipping** – ability to select shipping destination, carrier and an offer.
- **Checkout** - one-page checkout, checkout without having an account.
- **Marketing Promotions and Tools** - coupons, discounts, different promotion options and ability to use loyalty card.
- **Notifications** – Push notifications

Proposal Requirements

Kindly include the following in your proposal response:

- Overview of your company
- List of available resources
- List of the similar project(s) that your company has successfully completed.