

# **Mobile app functional specification**

`Sample mobile app name`

DD/MM/RRRR

## About the mobile app specification

The functional specification is a useful document which describes functions, appearance, purpose and requested outputs of the software. It allows you to structure all the information so the software partner can select appropriate technologies, plan resources, schedule and price the project.

This document is a mobile application documentation sample which will help you to define your digital product.

## About the software house - Appchance

Appchance is a software house specializing in building mobile and web applications, IoT solutions and CMS systems. The company designs high-quality digital products, including for startups, corporations, big brands and advertising agencies from around the world. Thanks to the combination of very good technical and so skills, Appchance has been helping its clients achieve the business goals and develop business using new technologies since 2011.

## Changelog - mobile app requirements

Date	Author	Version	Description
DD/MM/YYYY	Brian Newton	0.1	...
DD/MM/YYYY	Michelle Nelson	0.2	...
DD/MM/YYYY	...	0.3	...

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## Project description

1. The main goal of the project is to create a mobile app that can ease and simplify the exploring process of a newly visited area.
2. API is delivered by the Client.
3. The graphical project is delivered by the Client. The file will be updated with new screens designed by Appchance.
4. ...

## Materials

Mockups: link to *Invision / UXPin or another prototyping tool*

Design: link to *Invision / UXPin or another design tool*

# Technical requirements

1. This application will be developed on both platforms using the following technologies:
  - a. iOS 9.x - 11.x - using Swift / Objective-C
  - b. Android 4.4 - 8.x - using Java / Kotlin
2. This application is intended for use on a smartphone, in a portrait orientation.
3. JSON requests are used to handle the communication between the app and server.
4. This application works only in online mode.
5. Push notifications are handled by Firebase.
6. Firebase Analytics will be used to collect different analytics and data.
7. This application is going to be developed further after the v1.0 publication.
8. This application is going to be published on App Store and Google Play, using the Client's accounts.
9. ...

# Application - functionalities

## Onboarding

1. On the first launch of the application, the user is presented with several screens with text and graphics that allow a user to better know and understand the idea behind the app.
  - a. The user can skip the screens by tapping the 'Skip' button
2. The user is asked to share location with the application to locate nearest objects.

## Log in and registration

1. Users can register and log in using:
  - a. E-mail address
  - b. Facebook login
2. Registration requires adding:
  - a. E-mail address
  - b. Password
    - i. It is possible to display the entered password to verify if it is correct
3. Logging in is not required to use the application, but some functionalities may not be available for not logged in users

4. It is possible to remind forgotten passwords using e-mail addresses
  - a. The user enters their e-mail address
  - b. An e-mail is sent with a reset password link
  - c. A link is prepared to be handled by the application, after the opening link, the application is opened on the screen for setting up the new password
  - d. After setting up a new password, the user stays logged in

## Navigation bar

1. At the bottom of the application, there is a navigation bar with options:
  - a. Objects-to-visit view
    - i. Displays a list/map view of all of the objects
  - b. Promo
    - i. Displays only promotional offers from objects
  - c. Account
    - i. Displays Favourite and Rated objects
    - ii. Users can register/log in and sign out
2. The navigation bar hides when the user is scrolling down the list

## Objects-to-visit list

1. There are two ways to display objects:
  - a. List of the nearest objects in a city (default view)
  - b. Map presenting the object's location

2. Order of objects on a list: from the nearest to the farthest
3. It is possible to change the city
  - a. Only one city can be selected at once
  - b. The user can search for a city by typing its name
    - i. Search is dynamic - typing "Lon" will display a list with "London" in it
4. It is possible to switch the view to a map presenting nearest objects
5. The list can be filtered by categories (categories in 2 groups are managed in the administration panel), e.g. for objects - Restaurants:
  - a. The type of food:
    - i. Fast Food
    - ii. Burger
    - iii. Pizza
    - iv. ...
  - b. The type of place:
    - i. Hotel restaurant
    - ii. Business
    - iii. Airport
    - iv. ...
  - c. Categories are not displayed if there are no objects assigned to them
  - d. All of the objects meeting any of the criteria are presented on the list
    - i. Example: Selecting "Airport" and "Indian" categories will return all of the Airport objects and all of the Indian restaurants in the city (*edit: as it was in the example*)
  - e. Default list displays all of the objects, without any filtering

6. A list presents the object's details:
  - a. Name
  - b. Main picture
  - c. Address
  - d. Categories assigned to objects
  - e. ...
7. The list presents 20 objects, additional ones are loaded when the user scrolls down the list
8. It is possible to add or remove objects from Favourites
  - a. Current state is indicated
9. If there are no objects meeting the categories criterion, a message is displayed and several closest ones to the user are presented below (from all of the categories)

## Map list

1. The map presents the user's location in the center of the map when entering this view
2. The map can be:
  - a. Swiped
  - b. Rotated
  - c. Zoomed in
  - d. Zoomed out
3. There is a button that scrolls the map to a default location - presenting user in the center of the map
  - a. Button is not active/displayed if the user has not swiped the map

4. When the user swipes/zooms out the map to the new area, there is the "Search in this area" button (refresh icon) that displays objects in the presented area that meet search criteria
  - a. If there are no objects in the selected area - the application zooms out the map and presents several objects in the nearest area
5. Objects meeting search criteria are marked with markers on the map
6. Clicking on a marker presents the object's details card at the bottom of the screen.
  - a. Details of the object's card:
    - i. Name
    - ii. Main picture
    - iii. Address
    - iv. Distance from the user's current location
    - v. Categories assigned to objects
    - vi. Current or upcoming promotion is indicated (upcoming has time to start added)
  - b. Clicking on a map outside of details card closes it
7. If the details card is displayed, a list of other objects in the area is displayed on the side (swipeable from the right edge)
  - a. The order of objects cards: from the nearest to the furthest
  - b. Swiping cards change the marker that is related to the card - indicates the location of given objects

8. It is possible to change city on the map view (the same as on the list view)
  - a. The map will not be centered on the user's location
9. It is possible to switch the view to the list of objects
10. Objects on the map can be filtered by categories (the same as on the list view)
11. It is possible to add or remove objects from Favourites
  - a. Current state is indicated

## Offers list

1. Listing of all of the offers in the selected city, the user can change the city the same way as for objects-to-visit list
2. The user can filter offers by displaying (tapping changes filtering option):
  - a. All offers
  - b. Favourites - only from objects that the user likes
3. It is possible to display offers on the map
  - a. Mechanics of the map works the same as objects' cards on the map with the list of objects
  - b. Promotion details card presents the same data as on the offers list view
4. The promotion list presents details:
  - a. Name of objects
  - b. The main picture of an object

- c. Object's address
  - d. Promotion name (added separately in CMS)
5. The list presents 20 offers, additional offers are loaded when the user scrolls down the list

## Offer details

1. Offer details screen presents:
  - a. Name of object
  - b. Main picture of object
  - c. Object's address
  - d. Promotion name (added separately in CMS)
  - e. Distance from user's current location
  - f. Current or upcoming promotion is indicated (upcoming has time to start added)
  - g. Description of a promotion (plain text without formatting)
  - h. Object link
    - i. Allows to open the object's page

## Rating objects

...

## Account

...

## Content management system (CMS)

...

## To be delivered by the Client

1. Text for onboarding screens for the application (2-5 screens)
2. Text for the invitation e-mail sent after adding the user
3. Texts for the website - about the application, texts for the main page, text for the application form, etc.

## Technology

### Test and production server for mobile application and website

1. The production server will serve data to the application and website live - for end users
2. The test server will be used for development and testing. It will allow to test changes before deploying them on the production server

## Exclusions from the project's scope

1. Writing texts in-app by Appchance
2. Creating app store optimisation content about the application for Google Play/App Store
3. Entering objects in the CMS
4. Define goals in-app and audiences for Facebook Ads and Google Ads by client marketing team and consultation with Appchance specialist
5. Hosting services are not provided by Appchance
6. Functionalities not described in this document are treated as out of scope.

**Do you need help with the specification?  
Estimate your project.**

Visit: [appchance.com/estimate-project](https://appchance.com/estimate-project)  
or send us an email at: [contact@appchance.com](mailto:contact@appchance.com)