



Mobile App Design Agreement

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Prepared for: Client

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Mobile App Design Agreement

This document serves as a Statement of Work (SOW) and contract agreement for the **design phase only** of the Mobile App development process. Within this SOW we describe our approach to application design and what will be delivered at the end of the design phase. In addition we provide an overview of Brilliant's approach to the entire application development process which includes the design, development and deployment.



Brilliant's 3D App Development Process

Design



Development



Deployment



Brilliant is Set Apart

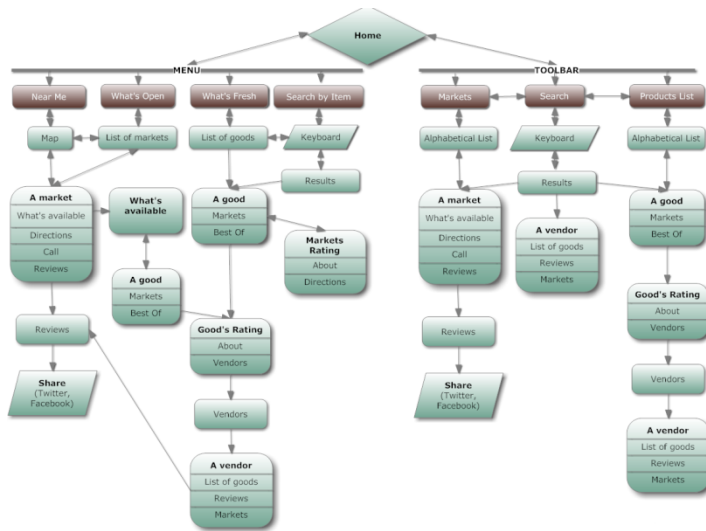
Brilliant Innovations has a depth and breadth of experience that is uncommon among software development companies. All the engineers at Brilliant have direct experience providing mission critical software to the Department of Defense. Brilliant began making mobile apps for military use. Since then we have transitioned this experience and skill into the commercial space where we can make mission critical apps for you!

Mobile App costs are directly related to their complexity and detail, on average a typical Mobile App developed by Brilliant will cost between \$50,000 to \$150,000 to design develop and deploy. By way of comparison there are Mobile Apps deployed today by other Software Engineering firms that have cost clients upwards of \$1,000,000 to complete and deploy. Many ingredients enable Brilliant to produce world class software for reasonable prices including Agile development; highly educated and talented engineers; refined, risk reducing processes; and experience.

Design Phase

The first 'D' in Brilliant's 3D App Development method is Design; this is where imagination turns into reality. Working closely with the client Brilliant will capture the full design and scope of the project into five key deliverables:

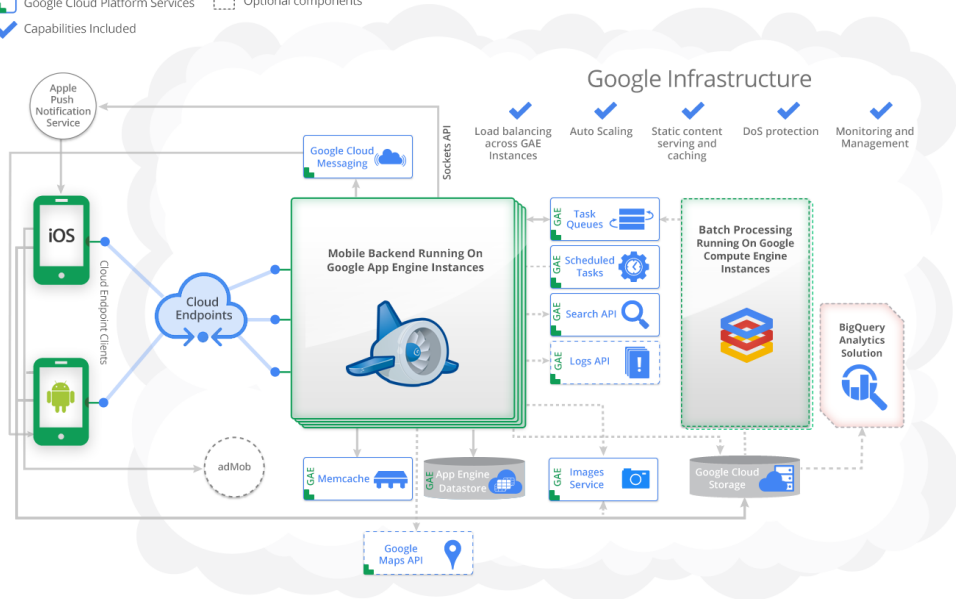
1. **App Flow Diagram:** A critical piece to understanding the how the application will work, Brilliant will provide a flow diagram for the clients review.



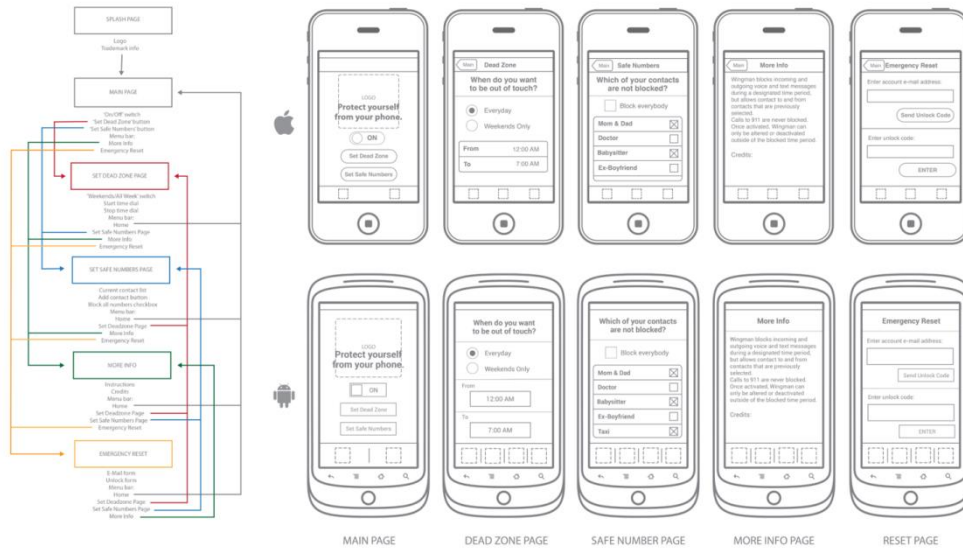
2. **System Architecture:** Brilliant will provide high level system architecture drawings to clearly lay out overall solution.

Mobile Solutions on the Google Cloud Platform

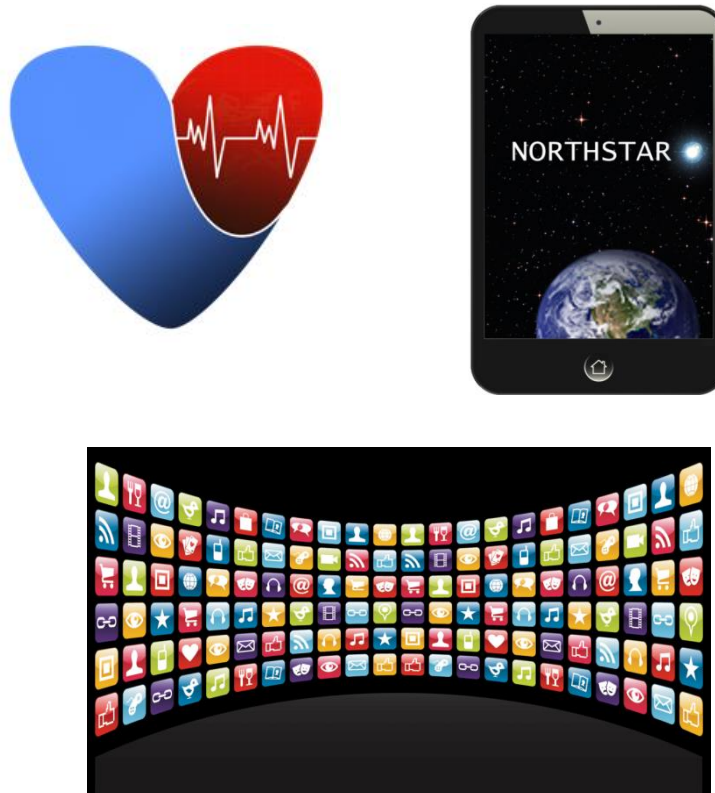
- Your Application Code running on Google App Engine (GAE), Google Compute Engine (GCE), and Client Devices
- Google Cloud Platform Services Optional components
- Capabilities Included



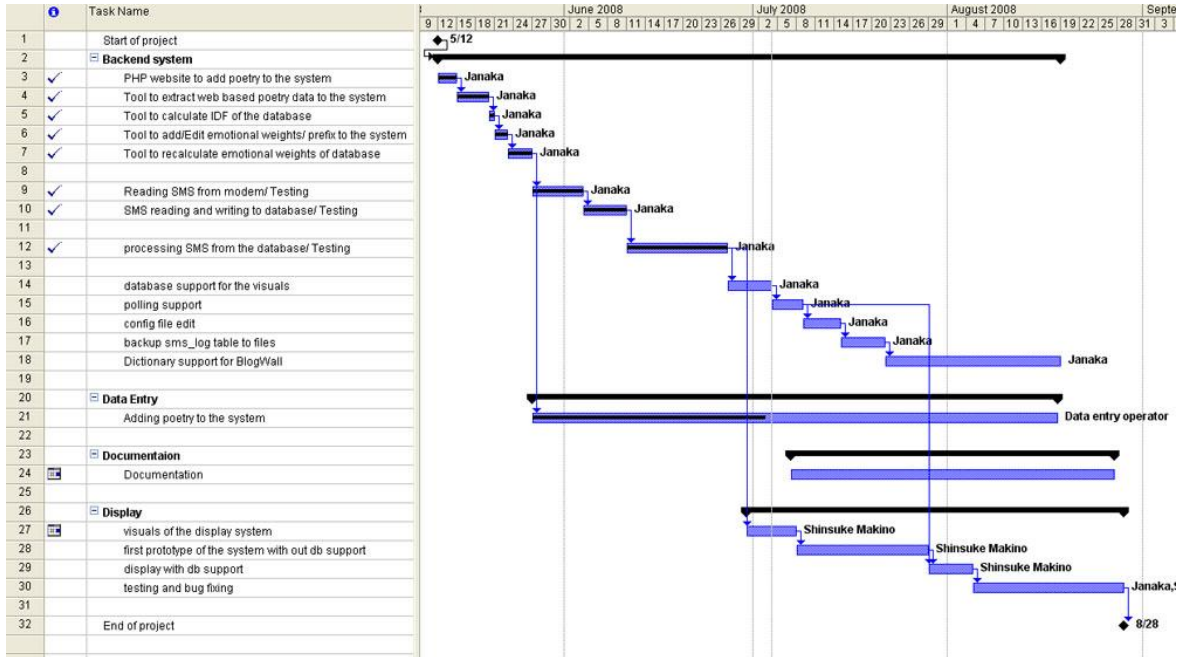
3. **Key Screen Wireframes Designs:** Provided by Brilliant to walk the client through the flow of their App screen by screen.



4. **Key Screen Artwork & Palette:** Brilliant provides conceptual artwork and color pallet for comment or approval to ensure the look and feel meets client’s expectations.



- Project Plan:** Brilliant outlines the basic scope and milestones for the project so the client can keep track of progress.



These deliverables will leave no stone unturned, removing any ambiguities between concept and execution. The goal is to leave nothing up to chance.

Responsibility of the client:

At Brilliant Innovations we find that the best results come from a truly integrated team consisting of the client, our designers, artists, and developers. As such the client will be expected to actively participate in design meetings with the development team to ensure that there is a common understanding of the applications goals, overall approach and user interactions amongst the team. The client will be expected to provide timely feedback to request for artwork, design, layout and flow of the App (3 business days).

Acceptance

The client will have seven (7) calendar days from the date Brilliant requests client acceptance to produce in writing any issues, defects or otherwise insufficient elements with regard to the delivered design. Brilliant will attempt to resolve the reported issue using commercially reasonable efforts and methods. If no written disputed items are received within seven (7) days from the client then the work product will be considered fully accepted.

Design and Scoping Fee Summary

Design and Scoping	\$15,000
Fixed price fee, Brilliant will deliver a design including Flow Diagrams, Architecture, Screen Wireframes, Conceptual Artwork & Project Plan	
Total	\$15,000

Payment Terms

All payments for Brilliant's design services are non-refundable. Payment must be received in full for Brilliant to commence work.

This STATEMENT OF WORK (SOW) is between Brilliant Innovations and the client. By executing hereof, the client represents that he/she is authorized to sign on behalf of the client, and acknowledges that the client has read and fully understands all terms, conditions and requirements set forth herein, or incorporated by reference and accepts and agrees to such terms, conditions and requirements.

Dated: _____

Client: The Client

By (printed name and title) _____

Signature: _____

Dated: _____

Company: Brilliant Innovations Inc.

By (printed name and title) _____

Signature: _____

The Next Steps after Design Phase

After designing and scoping the App, Brilliant will provide a written quote for the development of the Mobile App. Mobile App costs are directly related to their complexity and detail, on average a typical Mobile App developed by Brilliant will cost between \$50,000 to \$150,000 to design develop and deploy. By way of comparison there are Mobile Apps deployed today by other Software Engineering firm that have cost clients upwards of \$1,000,000 to complete and deploy. Many ingredients enable Brilliant to produce world class software for reasonable prices including Agile development; highly educated and talented engineers; refined, risk reducing processes; and experience.

Remember the three related constraints on Mobile App projects: **Time, Cost and Features**. The client can assume control of one of these but Brilliant will need to be trusted with the other two in order to create a successful App.

Development

The second 'D' in the Brilliant approach is Development. Tenets of Brilliant's Development: Agile! - At the beginning of the project both Brilliant and the customer know the least about the project as they ever will. Agile Development with short software development sprints and regular opportunities for customer review and feedback help insure the right product is being developed at every step. Using the Agile development framework, Brilliant will build the application using all the inputs from the design phase as our application backlog. At regular intervals throughout the development phase, normally at the end of Agile Sprints, Brilliant will provide demonstrations of the software to the customer for feedback. Keeping the customer in the loop helps to organize the backlog of remaining work to ensure that the most important features make it into the software and that unneeded features are identified and not included; this saves time and money, and ultimately improves the end users experience.

Speed to Market Counts! - Brilliant seeks to find the Minimum Viable Product and develop that as quickly as possible. The app does not need to be perfected with all the potential accoutrements before launch; in fact this is undesirable. The marketplace and end users will ultimately provide very valuable feedback on the app once its launched. Waiting to hear that feedback before continuing development is wise and will save time and money. Moreover, the sooner the app is deployed the sooner there is opportunity for gaining revenues from it. This is why the apps on your phone are continuously asking to update themselves. This is standard operating procedure.

Realism and Curtailing Change! – The design phase is where ideation and change are free flowing without harm. During development change equates to risk. There are the condoling components to any development project: Time, Price, and Features. As the customer you have control over one of these but must relinquish control of the other two. For example, if you have a set budget you cannot have complete control over the number of features that make it into the application or how long it will take. If you have a set number of features, you cannot have a complete control of cost and schedule.

Quality Assurance

Brilliant plans every project, creating project plans that consider scope; estimated resource requirements in terms of budget, hardware and software needs as well as facilities; skill requirements; and risk. We outline your involvement and establish a communication plan. We operate in a transparent environment, providing our customers with detailed status reports every step of the way.

Brilliant uses agile development processes with built in quality checks and automated testing to make certain speed does not introduce defects. Each agile sprint delivers new functionality in short increments which reduces project risk and maximizes flexibility. During this execution of the project plan, Brilliant project managers are monitoring progress against the schedule and reporting to stakeholders. We identify potential risks, and develop mitigation strategies. We communicate immediately if there are any critical concerns or major changes to scope or schedule.

Development Deliverables

Brilliant will provide assistance in the publishing of the application to appropriate online app stores. In addition Brilliant will design description documentation and training necessary for the administration of the application.

Deployment

The adventure begins with deployment. Here the app is tested against real world users and the feedback can be valuable. Brilliant will assist the deployment in several ways including: ensuring that App Store and Play Store rules are followed, Marketing, Cloud hosting, software support.

- Brilliant tailors a marketing approach that fits the client's app and target market.
- Brilliant partners with major cloud hosting organizations that can handle from the smallest to the largest data needs
- Brilliant offers software support post launch on a per year bases at a rate based on project complexity and scope. Terms of this support are found in our Software Support Terms found online at <http://brilliantinnovationsinc.com/SoftwareSupportTerms>