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MTEC1101 FALL2016

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1. Executive Summary

* Objective – This is a mobile app that enable users to have better control in the usage of electricity, gas and room temperature.
* Goals – Allowing users to monitor their daily usage of energy like electricity and gas by using this mobile app “Youtilities”.
* Target Audience - Ideally between age of 25 to 55 mid to low working class that are paying utilities, living independently or have children at home. That owns and knows how to use a smartphone likes to keep an eye on their utilities bill.
* Problem - People nowadays are ignorantly using too much energy that harms the environment.
* Solution – Having access to manage their use of energy 24/7 on a smartphone to reduce wastes of electricity and gas.
* Elevator pitch (1-2 sentences) – Take control of what you have to left behind, gleaming lamps, luminous televisions and insulated house, utilities are just one tap away from your app.
* Core features (unique selling point) – Easy to set up, reminder of billing cycle, monitor house utility usage.

1. Proposed Concept

* Overview (high level concept) – Global warming is rising and many people do not know what to do to help out. We can simply start by using this app “Youtilities” to control daily usage of their household resources.
* Use Case – Come home to a warm and cozy temperature and be able to turn on the lights before walking into the house makes the user feel awesome.
* Motivations – Get into a habit of saving energy and increase self-esteem by improving and saving on monthly bills.
* Informing Element – I got this idea from many different aspects of existing apps, websites, and news. One major reason is that in Philosophy class got me looking into global warming and the advent of technology.
* Other Design Considerations (look & feel, sound design, tone) - Green, white and sunshine theme, that looks environmentally friendly.
* Tech Spec (target platform, front end, back end, db)
  + Mobile (iOS, Android, Windows)
  + Watch (iOS, Android, Window)
  + Existing API
  + Google SDK and Cloud <https://cloud.google.com/appengine/downloads>
  + Adobe Creative <https://creativesdk.adobe.com/>

1. Recommendations

* Estimated Budget (for all phases, design & dev)

E-mail Login $5,000

Camera / Photos $0

GeoLocation $10,000

Customized User Interface $0

User Profile $5,000

Task List $0

3rd Party API Integration $0

Content Management System $0

User Administration $5,000

Source Code $500

Developer Salary $40,000

* $50 per hour
* 40 hours per week
* 10 weeks
* 2 developers

**Total $65,000**

* Timeline

Wire Framing Week 1

UX/UI Design Week 2 to 3

Mocking Up Week 4

Coding Week 5 to 9

Marketing Week 10

**Total 10 Weeks**