Textbook App for CityTech Proposal

Prepared for:

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Greetings From Fossil

Dear Andleeb Zameer ,

Engaging students in their first year of college is essential to student maintenance, as their first-year encounters can set the tone for the rest of their educational career. With 77.0% of students making it past their freshman year, CUNY New York City College of Technology has freshman retention rates similar to the national average.

Today, millennials make up a vast majority of these Freshmen, and the manner by which these students interact has changed. For millennials, it's about portable innovation, including smartphones and apps. The world of employment will always favor the technologically savvy, so it's as important as ever to evolve and embrace all forms of digitization. Students are processing information differently because of smartphones and tablets, it only makes sense for their

tech-oriented brains, wallets, and their academic success for there textbooks to be digital.

Fossil will like to be the first tech company to introduce a College Textbook Application at your University. The application will allow students to easily rent or purchase textbooks for each of there college courses and have it accessible to them at all times. This app will build the foundation on how information can be shared in the building. The library, classrooms, and homework can all revolve around this one application.

We want you to be satisfied with our proposal and have a full understanding of what to expect in this lengthy process. Creating a mobile app is exciting, and our expert team is fully capable of giving you something unique that will help grow your university.

The following proposal will set a project roadmap from start to finish. You will have a complete understanding of the process and timeline for completion. And if you have any questions or concerns, please contact me personally.

Sincerely,

Steven Peña
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Introduction

The following is a proposal for the development of an app to replace traditional textbooks. Millennials make up a majority of City Tech Freshmen, and the manner by which these students interact has changed. For millennials, smartphones and apps are a part of their daily life. Even their careers will always favor the

technologically savvy employee , so it's as important as ever to embrace all forms of digitization. Traditional Textbooks are not only a boardern to carry, expensive, and ancient. The students themselves are processing information differently because of smartphones and tablets, it only makes sense for their tech-oriented brains, wallets, and their academic success for there textbooks to be digital.

Problem

Engaging students in their first year of college is essential to student maintenance, as their first-year encounters can set the tone for the rest of their educational career. With 77.0% of students making it past their freshman year, CUNY New York City College of Technology has freshman retention rates similar to the national average.

The problem comes with Graduation Rates, City College of Technology has a 22.6% Graduation rate as of 2015-2016. When our researcher interviewed students, most of them agreed that they expected a technology-oriented college and upon arrival were disappointed. Most student complaining about the lack of modern technology in the college were debating transferring or dropping out.

We are living in the digital age, and that means more things than ever before are right at our fingertips. With a press of a button, one swipe right or left, you can open up a new world instantly. Imagine being a student studying these apps from a traditional textbook, it sounds counterintuitive. Using traditional ancient textbooks to learn about easier modern technology, doesn't seem like the best way to grasp the digital age. Fossil is determined to help change the college's image and fix this problem.

Our Qualifications

At Fossil, we don't just talk about apps; we live and breathe apps. Our Founder Steven Peña has assembled a team of the brightest and greatest minds in software development, marketing, and leadership, giving our clients access to the most cutting-edge technology. Since most of our Team are graduates of your University, you can rest assured you're in good hands, as they have years of experience in both Android and iOS app development.

Our goal is to create something you're gratified of and that helps your University educate more effectively. Apps can be colossal failures if one piece of coding is done incorrectly. That's why Fossil has developed a unique program that detects imperfections in programs so that the app can constantly be maintained to perfection. We're ecstatic that you're considering doing business with us, so let's get started.

The Benefits Of A Textbook App

Our Innovative app is focused on the student, It doesn't matter if their studying dental hygiene, political science, technical writing - there's an e-textbook out there to suit every student's needs. Amazon and Apple have a huge selection of books available for download on a tablet or smartphone. You can buy the textbook or rent the book for the semester. Chegg rents e-textbooks as well and provide students with jaw-dropping discounts. Instead of the student or professor searching for a textbook on these individual sites, they can easily search on the City Tech textbook app. The app will search every ebook site including City Techs BookStore. It will retrieve the ebook with the purchase price and let you purchase the book directly from the app. The app will also allow the professor to upload personal PDF textbooks to whichever course he would like.

Portability is the one area where the app really shines. Everyone can agree that carrying a heavy backpack can cause serious discomfort on a students back. A smartphone or tablet can easily hold a whole semester's worth of textbooks, even the most modern backpack, can't do that. An iPhone weighs less than a quarter of a pound, but "Computer Science: Java Programming" weighs more than six. This app will not only allow you to read and access the document but you will also have access to tools that a real textbook, just can't achieve. Students will be able to bookmark, highlight, comment, and share with professors or colleagues any page or chapter instantly. For people with disability in reading, we are including a feature called "Read-Aloud" which reads the entire book. Traditional Textbooks would require a student to carry a bookmark, highlighter, post it, and have a great memory.

Cost is also a major aspect as to why the app can help students. A typical college textbook costs anywhere between $80 to $190. Multiply that by the number of

classes a student takes a semester, and books can be a college budget killer. According to the "College Board Report", college students typically spend as much as $1,200 a year on textbooks. You'd think that the heavier textbook would be the money saver, but it is almost never true. Ebooks are cheaper because they don't require much effort once they're digitized. "Human Biology Fundamentals" by Jack X. Hounk and William A. Biegel Hardcopy sells for $54.75. The Kindle price is $10.50 to buy or $7.74 to rent for a semester. The e-book will almost always be more affordable and easier to purchase. Student can opt for debit/credit and receive the book instantly without a bookstore visit.

Below is the increasing cost of college textbooks between 2002-2012, and it has just kept increasing since.
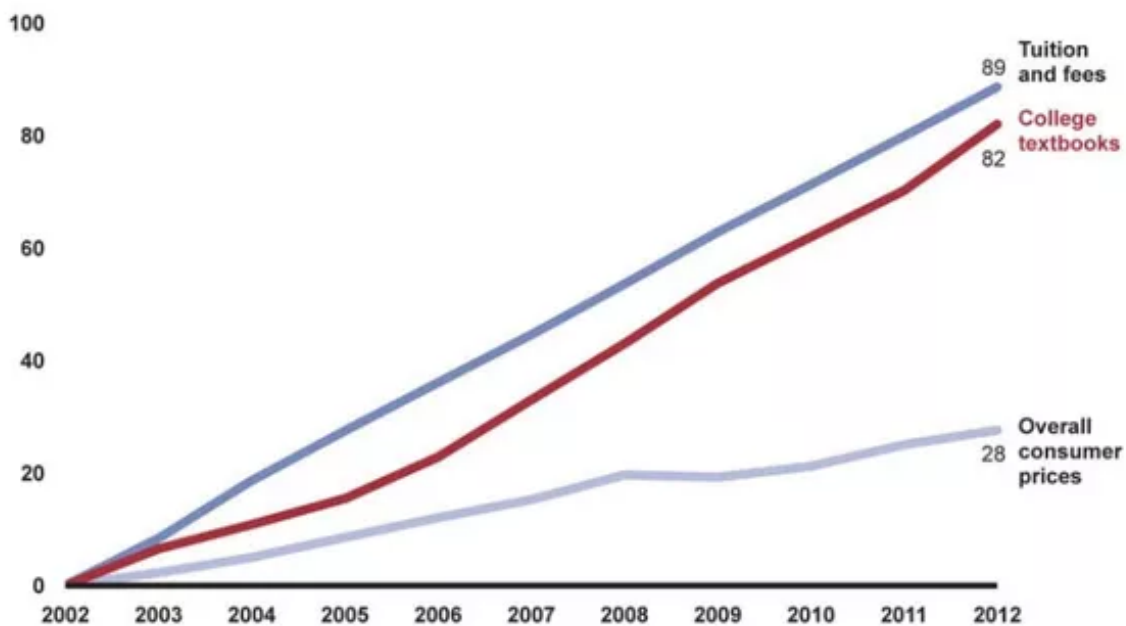
I'm sure many students can agree that the best thing about downloading a textbook is that you don't have to stand in line at a bookstore or wait for a package to arrive in the mail while having chapters due. When you purchase an e-textbook, the file is accessible within minutes, so it's perfect for those who leave the shopping to the last minute.

Of course, challenges remain. Not everyone has an iPad, iPhone, or Android device. This is where City Tech can develop its student interference. The library will transform into an Ebook Store, students will be supplied IPads to use the City Tech Textbook App on, and the library will be surrounded by QR books. A QR book is one book that can be scanned and retrieved in digital form. Amazon and other retailers

have recently applied this technology to there bookstores. It helps make the lives easier of staff and students alike.

Method/What to expect

Mobile app development isn't easy, its serious work. The development requires ample time and patience to create something that is free of bugs and other issues. Updates are required, just like every other application on your mobile device but it's important to start with a sound foundation. At Fossil, we believe in a thorough approach that provides our clients with as much engagement as possible. While our entire team will be developing your app, we will assign a project lead who will be your main point of contact. The project lead will discuss ideas for the applications name, design, color scheme and interference. The University will have complete say as to what goes or doesn't.

Research and outreach

A large part of the work Fossil does is behind the scenes. There will be times when we don't communicate with The City College Of Technology for weeks, but that's only because we're intimately involved in the development phase. We take these projects very personally, it's our craft. However, before any of that begins, we need to make a checklist of everything you want in your new mobile app.

The sole purpose of the app is to attract students to the university because of the modern appeal. Audience engagement, research, and branding are key to app development, and we have conducted interviews to find out what major issues do students and professors have with the university.

Here are some of our responses to our project leads Interviews:

Interviewer- "What is a major issue you have with the University?"

Student 1- "Well not much, the university has modern equipment but when we get home, we are stuck with old methods of studying. I prefer to use an Anatomy App to study Biology than the textbook I paid $82.99 to use."

Student 2- " I recently borrowed a Library book for a research paper, and it had completely crossed my mind to return it before the 24hrs. The university charged me $90 that I didn't have. That is a major issue for me because now I'm nervous to borrow research books."

Student 3- "I came to this university to study technology, but in most of my classes, I'm still forced to hand take notes and carry giant textbooks"

Professor 1- " I want all my students to succeed, but it's difficult to inspire them to open the textbook and take notes. Most of them don't have the tools they need, like highlighters, notes, and bookmarks. Students with disabilities need the textbook read to them and they can't find someone to do that for them".

All these responses lead us to the concept of a Textbook Application for the university.

Framework

Like a website or software program, an app needs a sitemap and wireframes. Think of this as the structural integrity of the university. The City College Of Technology will have an important role in the design process, as it's important that the university receives the anticipated application. Plus, it 's easier to work out issues in this stage than later down the road when the app is on thousands of mobile devices.

Here are some of the key elements of this process:

- Content and Functionality
- The Structural core of the app (Wire Frames)
- Branding and integration with City Techs existing digital platforms (student emails).
- User Interface and Experience, essentially how the student and professor will interact with the app, what would make it easy and desirable to use.

Development/Proposed Work

Once development begins, all the work you put in with our project lead will be interpreted into the app. So now all you have to do is step aside and let Fossil take care of the rest. This part of the process is time-consuming and requires a lot of programming labor, so don't expect much communication. But don't worry about a thing, because at this stage of the process, we've already worked out all the kinks and have come to an understanding about everything that will go into the app. Once the development is complete, The City College of Technology will receive a beta application from the Project lead.

Testing and launch

We have accomplished our breakthrough innovation in education. Your textbook app is built and ready to launch. But before that happens, Fossil and The City College Of Technology need to collaborate on a marketing strategy. After all, just because the university invested all this time and money into the textbook app, doesn't mean any student or professor will know it exists unless we tell them.

The university will also decide whether the beta application will be administered to students or to certain individuals. Anything that is bothersome for the user, can be consulted with our project lead, who will share the information with our development team, who will send a mass update to the beta application, as many times as necessary, until we get a polished app.

Timeline

Fossil estimates that it will take 3-4 months to complete the textbook app. Upon signing this agreement, we can begin immediately. Here's what to expect:

Process	Estimated Time	Anticipated Dates
Planning, research/outreach	2-3 weeks	11/12-11/26
Design, consultation	3-6 weeks	12/18-1/09
Development	Up to 9 weeks	1/17-2/22
Testing, launch	1-4 weeks	3/12-4/9

Expenses

We want New York City College Of Technology to receive the best application at an affordable cost. This budget breakdown is based on the project outline described above. Please contact your project lead with any issues or questions before signing.

Name	Price	QTY	Subtotal
Planning, research/outreach	$2,800.00	1	$2,800.00
Design, consultation	$3,000.00	1	$3,000.00
Development	$18,000.00	1	$18,000.00

Subtotal	**$23,800.00**
Tax 1 (7.5%)	**$1,785.00**
Total	**$25,585.00**

A Quarter of the budget is due upon signing this agreement. The remaining balance must be paid within 60 days of the launch of the app.

ONGOING EXPENSES: Fossil charges a monthly rate of $180 for app maintenance and providing updates. Payments should be issued at the beginning of each month and received no later than the 10th of each month.

Conclusion

In the digital age, it only makes sense for New York City College Of Technology to be the leader on technology education. All we desire is to keep the Universities title intact and relevant. The students shouldn't have to use the same traditional textbooks as decades before them to learn about advancements made to replace the need for ancient things, such as textbooks. We at Fossil understand how overwhelming such an innovative project can be, that's why our team of experts will be developing your app with exceptional precision and you won't have to worry about a thing. We are excited to work with you.

Agreement

By signing below, you agree to accept this proposal for a innovative textbook app and any modifications already agreed upon with Fossil.

Fossil	New York City College Of Technology
Signed By: Steven Peña _____ **Date:**	**Signed By:** Andleeb Zameer _____ **Date:**