

## INITIAL PRODUCT SPEC - A MODEL SPEC

This document was created by Monterail as an example of a filled out product spec. It was not submitted by any company to build an app and is not using any confidential information.

### PRODUCT REQUIREMENTS FOR ECOW

Company name:

EcoFarming

Contact person:

Jane Doe

Date:

17.05.2019

#### 1. GLOSSARY

Chips - tracking devices attached to every animal.

#### 2. PURPOSE OF THE DOCUMENT

We'd like to gather the requirements for the Ecow **app**, get initial feedback from potential contractors regarding the best technology choice and assess the potential risks and costs associated with its development.

Your proposal should include:

- general approach to the development and design
- approximate cost of the development and design
- information about your company
- approximate timeline of design and development

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Please feel free to contact us for any clarifications in the meantime

The budget we have planned for the mobile app is EUR 25 000, we will not be able to consider proposals which go greatly above that.

### 3. DEADLINE

We would like to make a final decision on a vendor by the 16th of June 2019, so we kindly ask you to submit your proposal by the 2nd of June EOD to be included in our selection process.

### 4. GENERAL CONTEXT

#### INTRODUCTION - ABOUT THE PROJECT

We are a cooperative of several organic cow farmers in Armenia and we are looking for a partner who will help us digitalize our business. We don't want to build development expertise inside the company as it's not our primer business, but you will be working closely with Jane (marketing director) and will have access to our farming staff in case of need. Our main product is milk and dairy products and our clients are selected shops, dairy workshops, resellers, restaurants and individual consumers.

#### MAIN GOAL OF THE APP

The idea is to promote responsible consumption among our customers: we want to install trackers on all of our stock and create a mobile app that would allow our customers to see reports on our cows growth, health and feeding. Currently eco farming is not huge in Armenia - we rely on rather small (but loyal) customer base who not only care about the quality of the product, but also on the ethical aspects of it. We want to provide them with transparent look into our industry and generate a stronger connection between end customers and our cattle - a thing that a lot of people in the city miss.

#### STRATEGY

- We plan to choose and install a tracking system by 1st of July, after that we will have a 2-month internal onboarding and test process.

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Once the system is up and running we are ready to make a public release of the app, which means we can release it as soon as the 1st of September.

- However, we would like to do it before the cattle conference that will take place on 13th of October in Sofia.
- First users of the app will be our usual customers, we will also ask them for initial feedback before the final public release. Later on we plan to market it through our social networks and local events.

### 5. FUNCTIONAL REQUIREMENTS & SCOPE

#### USER ROLES

We don't know yet. For sure there will be an area only accessible by logged in users. We would also want to have control over who has credentials to enter our platform to protect ourselves from competitors. Our initial idea was to give credentials along with an order (of a size defined for each category of customers); in the beginning it will most probably be approved by our employee after looking at the order details.

#### FEATURES

- App should get info from our automated tracking system (TBD)
- Landing page: description, contacts, about us, links to social networks, etc
- Users should be able to log in with their email and password provided by us offline
- Users should be able to see the legal information regarding usage of the app
- Users should be able to see the dashboard summarizing our cattle status
- Users should be able to see data on each individual cow
  - photo
  - bio
  - weight
  - average amount of milk
  - feeding data

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- medical data
- calves data and links
- Users should be able to see historical data for up to 4 weeks
- Users can see image from one of our webcams
- Users can request milk from a specific cow (individual consumers only, limit on amount)
- Users can make orders through the app and get notified when their order is ready for pickup
- Users should see the history and status of their orders
- Users should be able to provide feedback/report
- Admins should log in using email and password
- Admins should be able to post updates on the landing page
- Admins should be able to see the list of users
- Admins should be able to block user
- Admins should see the incoming orders
- Admins should see incoming feedback

### INTEGRATIONS

1. We are in the process of choosing the tracking provider for both chips and internal reports. If you have any information that we should include in our search criteria - please let us know
2. We might want to show our cattle on the farm map - how hard would that be to do?
3. We would like to have email notifications

### 6. NON-FUNCTIONAL REQUIREMENTS

#### USAGE AND ACCESSIBILITY

The app should be available on modern smartphones and tablets: primarily Android and Apple devices. It doesn't have to work offline.

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### DESIGN

We would like to receive a proposal for design as well. We have a logo and identity we want this design to comply with (attached in a separate document).

### BENCHMARKS

In terms of look - we like simple and warm design like on those websites:

<http://www.maplelinefarm.com/#farm-fresh-milk>

<https://harvesthomedairyky.com/>

<https://bigislanddairy.com/>

We want the design to give a cozy feeling and nothing should "jump out" at the customer.

For example, this (<http://jkfarmsdairy.com/>) is too busy in our opinion. And this one (<http://smartdairyinside.com/>) is too cold.

### 7. ADDITIONAL MATERIALS

We are attaching a logo and brand identity pack that we want the design to comply with.

### 8. FAQ

**What languages should the app support?**

We would like to have English, Armenian and Russian options.

**Do you consider having your app released in 2 phases where the first version will focus on reporting and transparency and the second (probably larger and will require thorough integration with your internal processes and systems) will support making orders through the app?**

Yes, currently we can support sales offline through our existing tools, the shop can come later.

**How often would the information on your landing page change? Do you plan to post news regularly? In this case it might make sense to use wordpress or similar tool to manage it.**

We would like to have the possibility to post updates and change content.

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**Do you need a web version of the app?**

We might, but it's not a priority. Please give us a proposal so we can decide

**Can you share your top choice for tracking systems so far? We would then research integration possibilities and let you know what the risks are.**

We are in the process of negotiations right now, I will be able to share it with you no sooner than on 16th of June. Please use and describe your reasonable assumptions for the proposal, we'll keep in mind that this part might change depending on our choice.

**Would you consider coming to our office (or alternatively our team can visit your farm) to have design workshops? In our experience it helps greatly.**

This is a very good idea. We would like to receive the proposal first and if we decide to go forward we will definitely would like to take part in such workshops to go into more details of the app with you and to get to know you better.