Greenfield Digital
greenfielddigital.com

PROJECT PROPOSAL

Mobile App MVP

Launching Fresh Basket's first customer app in one quarter

PREPARED FOR
Grace Lin
Fresh Basket Grocers

PREPARED BY
Tom Alvarez
Greenfield Digital

PROPOSAL DATE
October 18, 2026

ESTIMATED START
November 16, 2026
Duration: 14 weeks

ESTIMATED BUDGET
USD 117,880.00

REFERENCE
GD-P-0219

01 Project Overview

Fresh Basket Grocers wants to offer customers an app but has no mobile team. This project designs, builds and launches a first version for iOS and Android, focused on the three features customers ask for most.

START DATE	DURATION	BUDGET	PROJECT LEAD
November 16, 2026	14 weeks	USD 117,880.00	Tom Alvarez

02 Objectives

- ✓ Launch on iOS and Android in 14 weeks
- ✓ Support the three highest-value customer tasks
- ✓ Reach a 4.5-star rating in the first 90 days
- ✓ Set up analytics to guide the next release

03 Scope of Work

In scope

- ✓ Product design and prototyping
- ✓ iOS and Android development
- ✓ Backend API and admin tools
- ✓ App store submission and launch support

Out of scope

- – Marketing and user acquisition
- – Custom hardware integrations
- – Tablet and web versions

04 Timeline & Milestones

PHASE	DELIVERABLES	START	END
Discovery & prototype	Requirements, user flows and a clickable prototype	Nov 16, 2026	Dec 4, 2026
Design	Interface design system and key screens	Dec 7, 2026	Dec 25, 2026
Build	App, backend API and admin tools	Dec 28, 2026	Feb 5, 2027
Launch	Testing, store submission and release	Feb 8, 2027	Feb 19, 2027

05 Budget

The budget below is based on the estimated effort for each workstream. All amounts are in USD.

WORKSTREAM	HOURS	RATE	COST
Discovery & product planning	70	140.00	**9,800.00**
UX & visual design	110	125.00	**13,750.00**
App development	380	135.00	**51,300.00**
Backend & API	160	135.00	**21,600.00**
QA & release	80	110.00	**8,800.00**

Subtotal	**105,250.00**
Contingency (12%)	**12,630.00**
Total budget (USD)	**117,880.00**

Payment schedule

MILESTONE	SHARE	AMOUNT
Contract signature	30%	**35,364.00**
Design approval	30%	**35,364.00**
Go-live	40%	**47,152.00**

06 Project Team

Tom Alvarez Delivery Director	Overall delivery, budget and stakeholder communication.
Nina Petrova Lead Designer	User flows, interface design and usability testing.
Sam Okafor Mobile Lead	App architecture, development and store releases.

07 Assumptions

- ✓ Fresh Basket Grocers nominates one product owner who is available twice a week
- ✓ Customer accounts reuse the existing sign-in service
- ✓ Feedback on each deliverable is provided within five business days

CHANGE REQUESTS

Requests outside the agreed scope are estimated in writing and only started after your approval. Approved changes may affect the timeline and budget.

08 Approval

Signing below confirms approval of the scope, timeline and budget described in this proposal.

FOR GREENFIELD DIGITAL

Tom Alvarez
Delivery Director

Date: _____

FOR FRESH BASKET GROCERS

Grace Lin
Chief Digital Officer

Date: _____