



**GRAND VALLEY STATE UNIVERSITY
ATHLETICS DEPARTMENT IPHONE / ANDROID APP PROPOSAL**

Grand Valley State University (GVSU) Athletics Department is in need of a mobile iPhone/Android application to accommodate their various athletic activities. This app is intended to be expandable to cover all sports as needed. For Phase I, ddm will bear in mind that the app is being developed for a football season deployment target, with all other sports being accommodated as they become available.

Design

To be modeled after the CBS Interactive MSU app, minus the in-app advertising. Home screen and launch screen to be provided via the GVSU Athletics Department per their brand standards unless otherwise specified at a later date.

iPhone + Android Build

It should be noted that though there is a lot of shared programming, future adjustments made to one must be reflected manually in the other to maintain consistency across both platforms. These changes will need to be quoted as needed.

Future Evolutions based on Analytics

All ddm applications are developed with Google Analytics embedded so that we can track usership of apps. It allows us to evolve our projects post-launch to create the best user experience possible. Analytics captured include amount of hits on pages/buttons, amount of time spent on a page, and where people are exiting the application.

Phase I (by August) - \$12,000

- Link/bounce out to GameTracker for live scores
- Twitter feed capturing all #GVSU and #GVLakers hashtags (TBD at a later date)
- News & events feed (to come from GVSU feed)
- Page for sports schedules, maintained via ddm CMS by GVSU
- YouTube videos linked and streamed from YouTube, maintained by GVSU via GVSU Channel
- Static page for ticket information (with linked phone number to order)
- iPhone only

Phase II (by August) - +\$24,000

- Android & iPhone functionality match
- Either live feed scores or live feed video, maintained by GVSU (established via their feed)

Phase III (TBD) - +\$24,000

- Either live feed scores or live feed video, maintained by GVSU (established via their feed)
- Favorites
- Push notifications (see Ideas To Consider)

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Project Total with all Phase Components

\$60,000

Ideas For Consideration

Favorites Feed

Allows user to select games/teams/players that they'd like to follow and have them show in a separate feed

Push Notifications of Favorites

Allows user to receive a notification when a game or favorite sport has been scheduled/started/scores, etc.

GLIAC Rankings Feed Page

App would tap into a feed from a web source, giving the user a page within their app that you can view rankings in a table.

Ticket Ordering via G-Number

This function would allow users to log into a secure page within the app and would tap into that students account, allowing them to order tickets via the app for pickup at any location specified.

Athletic Store via G-Number

As with the Ticket Ordering function, users can log into a secure page via their G-number and purchase athletic-related items for pickup at any location specified.

GVSU Lakers Public App Link

ddm will provide the share link to GVSU for incorporating into the public iTunes GVSU app. This will allow a user within that application to select GV Athletics and be bounced out to the Athletics app.

Coach and Player Current Stats

App would tap into a feed that would allow for the latest statistics on all GVSU coaches and players within their respective sport and/or conference.