



INFORMATION
TECHNOLOGY
+ COMMUNICATION
COMPANY

182 Kononos st.
Athens 16231 Greece
T: +30 210 7649960
F: +30 210 7649961
E: info@tool.gr

www.tool.gr

Proposal to MAIANDROS ltd for SERLET Project

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Summary

The scope of this proposal is the following:

- Design and development of 7 mobile applications
- Design and development of SERLET's website

Tool Ltd's proposal for fulfilling SERLET's needs is as follows:

- Mobile applications design
- Mobile applications development
- Portal design
- Portal development

Areas on which development will be focused on:

- Ease of use, administration, operation and maintenance
- Adhering to the latest technology standards

Mobile applications

Mobile applications that will be developed during the project will have similar functionality and design but different content. Each application will support the translation of selected vocabulary from English language to selected regional language and the corresponding national language. As a result, will be developed in total 7 applications (7 regional languages). Each application should be developed in iOS and Android operational systems.

The content of the mobile applications will be embedded in the application. The final user will not need to connect online to access the applications.

More specifically, each application will contain:

1. Language material. User will be able to select one of the available 21 categories. Each category will contain:
 - Vocabulary. It will contain about 200 words in total per app (e.g. 10 to 12 words per category). Each word will be presented in 3 languages (local dialect, national language, English) and will be accompanied by photos, audio and exercises. Furthermore, the user will be able to record and save in the application. The user will be able to select certain words as favorite.
 - Phrases – Dialogues. It will contain 150 phrases or dialogues. Each sentence / dialogue will be presented in 3 languages (local dialect, the national language – e.g. Greek, English) and will be accompanied by audio file and a short video of some of



the categories (e.g. a total of 10 videos per app). Furthermore, the user will be able to record and save in the application.

2. Historical information. Texts and photos in national language and English, perhaps with a submenu.
3. Virtual maps. Maps for 5 cities per app will be designed with selected sites and will be accompanied by photos and texts in national language and English.
4. Revision exercises. Exercises will be 240 in total: they will be grouped in 20 categories for 4 words per category with 3 exercises per word.

The type of exercises will be the following:

- Multiple choice – the choices may contain photos or audio files
- Word translation from the user by typing
- Listening to the word and typing it in the local dialect

For some types of exercises, evaluation will be performed from the application by checking:

- if the user completed the exercise correctly
- score at the end of the category

There might be alternatives, e.g. if the user fails after 3 attempts he will not be able to continue the exercise. Also, a final score will appear at the end.

Technical specifications

- Internet connectivity will not be required to use the application. Hence, the content will be integrated in the application without the need of a backend system.
- Applications will vary based on design (skin), without requiring layout alteration (i.e. location and dimensions of buttons etc.)
- Videos:
 - There will 10 videos in total per app with a maximum duration of 1 min each. Each video will be 5-10 MB so that the maximum size of the application is 150 MB.
 - Aspect ratio: 756 pixels height
 - Bitrate \leq 1 Mbit
- The applications which will be developed for Android platform will have an integrated keyboard with the application's languages so that the user will be able to type the exercises e.g. in Greek. The applications which will be developed for iOS do not require something similar for the reason that the user is able to choose the languages from iPhone's settings.



- The UI of each application will be able to support one or more languages. UI means the total of words which will be used/appear in the applications, like buttons, user instructions, help texts, error messages etc, but not the actual content.
- Total of screens. It is estimated that 20 screens will be required:
 - 1 x Menu
 - 3 x Vocabulary
 - 4 x Phrases - Dialogues
 - 3 x Historical Information
 - 3 x Virtual Maps
 - 6 x Exercises

Methodology

During project implementation, the following tasks will be performed:

- Requirements analysis
- Wireframe design
- Mobile apps design
- Architectural design
- Visual preparation and content creation
- Basic application implementation
- Skinning and content integration (per application)
- Testing
- Fine tuning

Website

Web Design

SERLET web site will be designed in a way that will combine high aesthetics with advanced functionality and ease of use. Tool Ltd. aims at presenting the content in a unique and comprehensive manner. SERLET web site will be modern and active but comprehensive and simple at the same time. The website should aesthetically comply with the project's logo and should have a contemporary and international character, exhibiting engagement and innovation.

The design will be done in the English language and will include a detailed design of the home page and all web pages, as well as the necessary supplementary design elements, such as banners, graphics serving as internal links etc.

Content will be delivered in a clean-cut, user friendly way, with easy navigation and quick loading.

The site will support 7 languages.

The website design should also provide for social media feeds and links. The website will be accessible by low-bandwidth end-users and be viewable at different screen resolutions.

The website content must be searchable and be viewed properly without any change in presentation independently of the web browser. Navigation should be simple and hierarchical, providing back links to the main pages the visitor came from. All pages up to the third level of hierarchy should be easily accessible from the home page. In cases where more than three levels of hierarchy are required separate navigational control within pages should be introduced.

Website content

Website content will consist of:

- Content pages (that include text, photos, videos, attached documents etc.) which can be structured into a hierarchical structure.
- News pages which will be used for news presentation in a list, sorted by date. News articles can be presented in full in their own page or lead to other sites and/or documents.

The website will also feature extensive social sharing and syndication options where applicable.

Images should be appropriately resized at upload and appear in the website. Videos to be used will be uploaded first in open platforms such as YouTube and Vimeo and then integrated in the website.

Search Engine Optimization

The SERLET web site will be developed using Search Engine Optimization (SEO) techniques for improving the visibility of the website in search engines. Search Engine Optimization is considered to be one of the most cost effective promotional tools in internet marketing for generating a higher volume of targeted sales. It includes keyword research, competitor analysis, strategic off-page link building, quality copywriting, and technical improvements. As part of every project we provide training, consulting and regular result reports analyzing both the progress and the impact of the completed tasks.



Time schedule

An indicative timetable for the project is the following:

Phases - Deliverables	Time schedule				
	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015
Kick-off meeting	1/12				
Requirements analysis	1/12 - 15/12				
Design (mobile apps)	1/12 - 15/12				
Design (website)	16-23/12				
Development (mobile apps)	16/12 – 16/3				
Development (website)	24/12 – 26/1				
Mobile apps content - milestone			16/2		
User acceptance testing				17-27/3	
Fine tuning				30-31/3	
Website LIVE			16/2		
Mobile apps LIVE - Project delivery					1/4

Financial offer

Development costs are as follow:

Mobile applications design and development	27.000 €
Website design and development	1.700 €

VAT is included in above prices.

Project development start date

Development will start in at most five (5) working days following the offer's approval.

Appendix I – Company profile

About Us

Tool Ltd. was founded in 2001 as a result of years of experience in providing services to new technologies. Our company's objective is to provide integrated solutions to new technologies in the fields of Information Technology and Communication.

We mainly design and develop websites and applications on the internet while we provide a range of integrated services and solutions in the wider area of the Internet.

We focus on prompt and quality service to our customers aiming to design a solution that meets their needs while it is modern, convenient and reliable.

During the implementation of the projects we believe in direct collaboration with the client. We rely on the expertise, creativity and experience we have to fully understand the customer's need and to translate it into the solution. We continually monitor technological developments and aim at maximizing the potential of the Internet.

We have successfully cooperated with many companies, organizations and individuals, and we have a large network of collaborators. With our clients we have developed long-term relationships of mutual trust.

At the same time we provide high quality support services.

Also in the context of continuous improvement and standardization of services, we were certified in June 2011 for the quality management system according to EN ISO 9001:2008 standard through inspection and certification of TÜV AUSTRIA HELLAS. The certification was for the ranges: web development, web application development, online promotion-advertising services, application technical support.

People

Tool was created by people with extensive experience in providing services in the field of new technologies. Their experience combined with the knowledge and continuing study of the object, allows them to respond with accuracy to all possible needs and problems of their clients.

Tool has:

- Development Department consisting of software engineers and developers who have repeatedly developed high quality IT projects with a focus on cutting-edge technology.
- Design Department consisting of designers and art directors who have an excellent understanding of the code of communication through the picture and ease of use of all the design applications.
- Administration Department consisting of executives with expertise in the latest methods of Internet Marketing and Interactive Marketing, and the promotion of websites in search engines (Search Engine



Optimization - Top Ranking). They also provide consulting services and information on national and EU grants and funding.

Creativity and Innovation that arise from our human resources are the key differentiating factors of our company over the competition. At Tool we believe that our people are the most valuable asset of our company, whilst also being the safest way to achieve competitive advantage.

Collaborations

In the field of new technologies and the Internet so far, Tool has created a number of important collaborations in order to expand the services it provides to its customers and to strengthen its market position.

As a result of mutual trust, Tool has developed proposals and projects in collaboration with some of the most important design studios and advertising agencies.

Furthermore, Tool works with companies providing web solutions and consulting services aiming to develop the fullest possible proposals for integrated promotion solutions for its customers.

Finally, our company has worked as a subcontractor or a consortium with major IT companies participating in major national and EU competitions, successfully completing major projects.



Appendix II – Projects portfolio

	CLIENT	URL	YEAR	PROJECT
1	The Writing Fields	www.twf.gr	2014	website
2	COSMOTE SA	www.jumpingfish.gr	2014	website
3	Stavros Niarchos Foundation	www.snf.org	2014	website
4	The Lisse Fort Museum	www.ochiro.eu	2014	website
5	Basil & Elise Goulandris Foundation	http://www.moca-andros.gr/	2014	website
6	Papapolitis SA	www.papapolitis.gr	2013	e-shop
7	Stavros Niarchos Foundation	www.snfcc.org/default.aspx	2013	website
8	Batis Inn	www.batis.com.tr	2013	website
9	Sky express airlines	www.skyexpress.gr	2013	Facebook app
10	Group Lafarge	www.great2013.com	2013	website



11	ERETBO SA	www.eretbo.gr	2012	website
12	Cellphones	http://www.cellphones.gr	2012	e-shop
13	Med-INA (Mediterranean Institute for Nature and Anthrosos)	www.med-ina.org	2012	website
14	Sky Express	www.facebook.com/SkyExpressAirlines/app_448336491870772	2012	Facebook app
15	ENPE	www.enpe.gr	2012	website
16	Bags and more	www.bagsandmore.gr	2012	e-shop
17	KLEFER	www.klefer.gr	2012	website
18	MELKA	www.melkaltid.gr	2012	website
19	Greek festival		2012	Mobile website
20	G&E Karamolegos Group of Hotels S.A.	http://itunes.apple.com/us/app/g-e-karamolegos-s.a.-group/id520240446?mt=8	2012	iPhone application
21	G&E Karamolegos Group of Hotels S.A.	www.hotel-majestic.gr	2012	Website
22	HESMO	www.hesmo.gr	2012	



				Website
23	Pressious Arvanitidis	www.pressious.com	2012	website
24	Per La Moda A.E.	www.perlamoda.gr	2012	website
25	G&E Karamolegos Group of Hotels S.A.	www.xenonesfilotera.gr	2012	website
26	Ikaros books	http://itunes.apple.com/tw/app/id432092353?mt=8	2011	iPhone application
27	Greek Festival	www.greekfestival.gr	2011	Website
28	Kethea	www.kethea.gr	2011	Website
29	Sky Express	www.skyexpress.gr	2011	Website
30	Dionyssomarble Group	www.marmoline.gr	2011	Website
31	Klima House	www.klimahouse.gr	2011	Website
32	Ble eshop	http://www.ble-sifnos.gr	2011	e-shop
33	Poreia Theatre	http://www.poreiatheatre.com/	2011	Website
34	Just Pal	www.justpal.org	2011	Website
35	Klima House	www.isotex.gr	2011	Website
36		www.dallmina.eu		



	Dallmina		2011	Website
37	Onassis Cultural Centre	www.sgt.gr	2010	Website
38	Carteco AE	www.cartecoshop.gr	2010	E-shop
39	Carteco AE	www.carteco.gr	2009	Website
40	PROTAGON A.E.	www.protagon.gr	2009	Website
41	COSMOTE	www.jumpingfish.gr	2009	Music portal
42	Archangel	www.thetikienergeia.gr	2010	Website
43	Benaki Museum	www.benaki.gr	2007	Website
44	Digital tour of Argos	www.argos-peripatos.gr	2009	Website
45	Attiko Prasino	www.attiko-prasino.gr	2008	Website
46	Union of Prefectorial Local Governments of Greece (ENAE)	www.ena.gr	2007	Website