


FJ LABS

HOW TO BUILD A MVP FOR LESS THAN \$20K

SEPTEMBER 2020



So you picked an idea. What now?

STEP 1: DO A COMPETITIVE ANALYSIS OF SITES – FIRST IN THE SAME CATEGORY



STEP 1: DO A COMPETITIVE ANALYSIS OF SITES – SECOND IN ADJACENT CATEGORIES



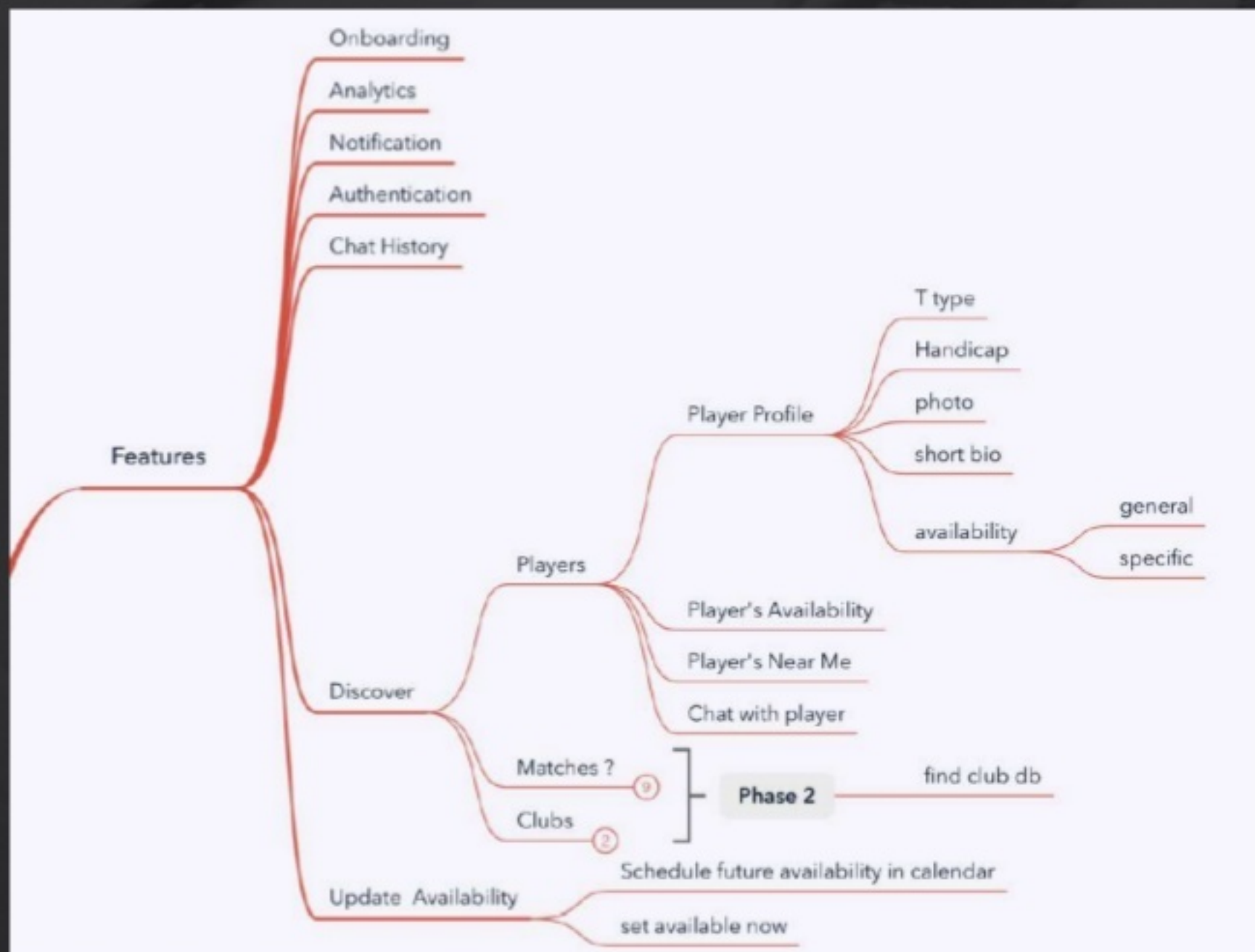
Find a Player
FIND | ORGANISE | PLAY



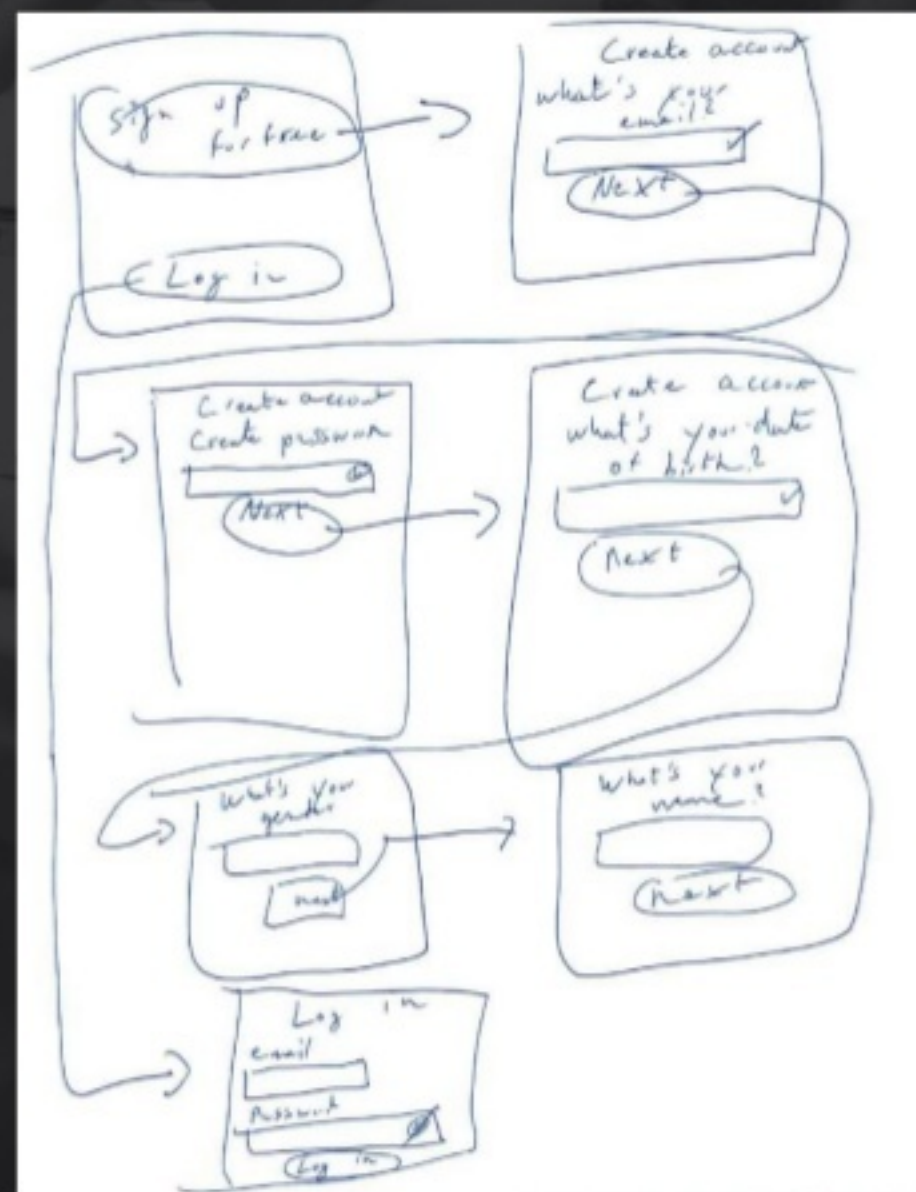
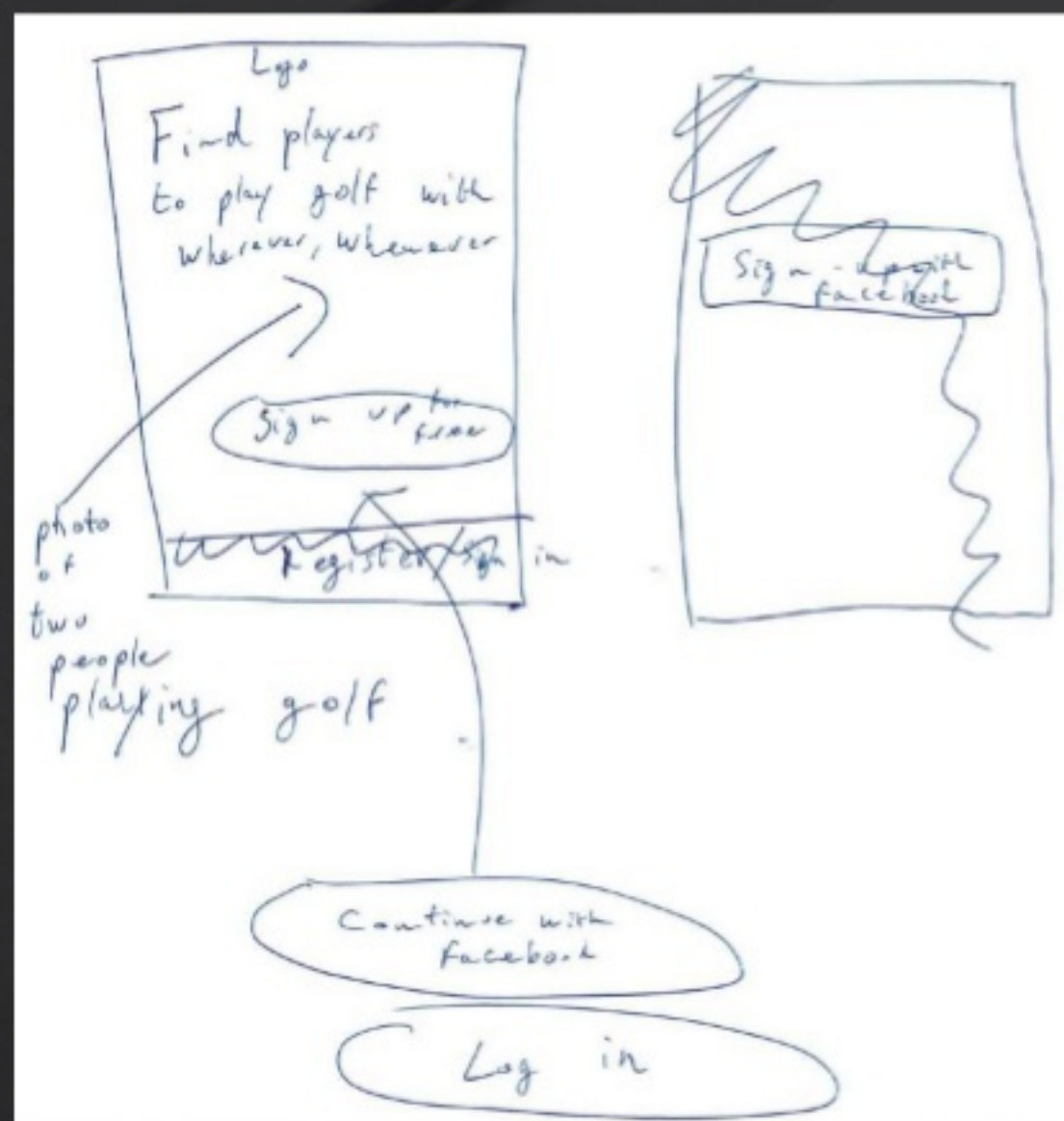
bumble



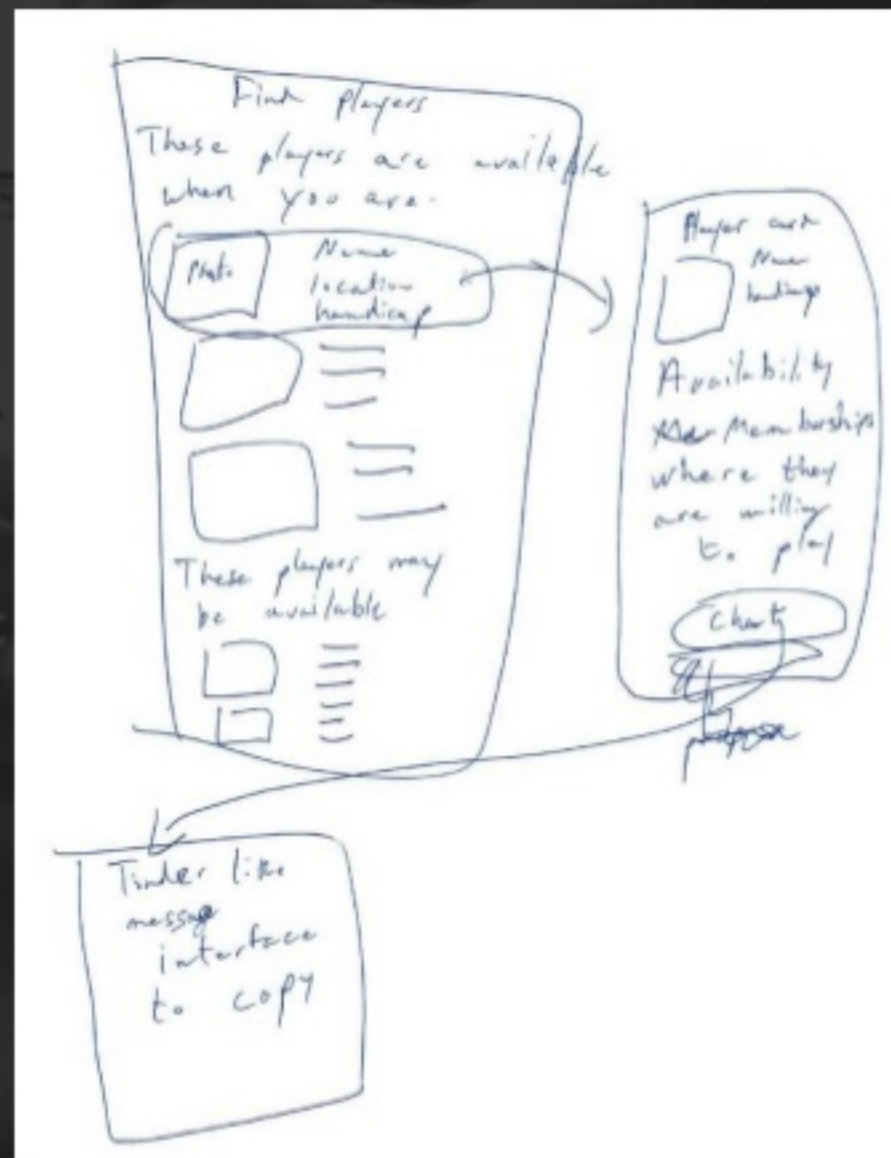
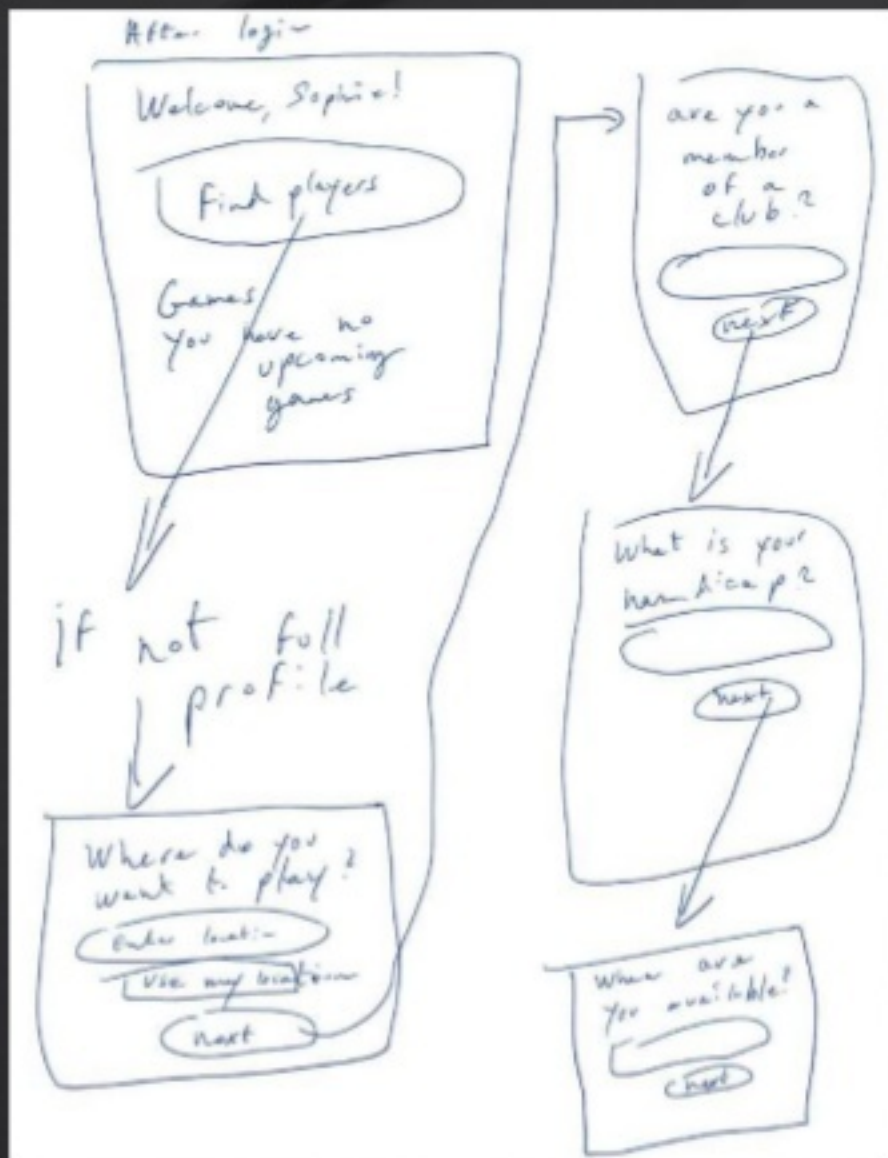
STEP 2: MAP OUT ALL THE THINGS YOU WANT TO BUILD FOR YOUR MVP



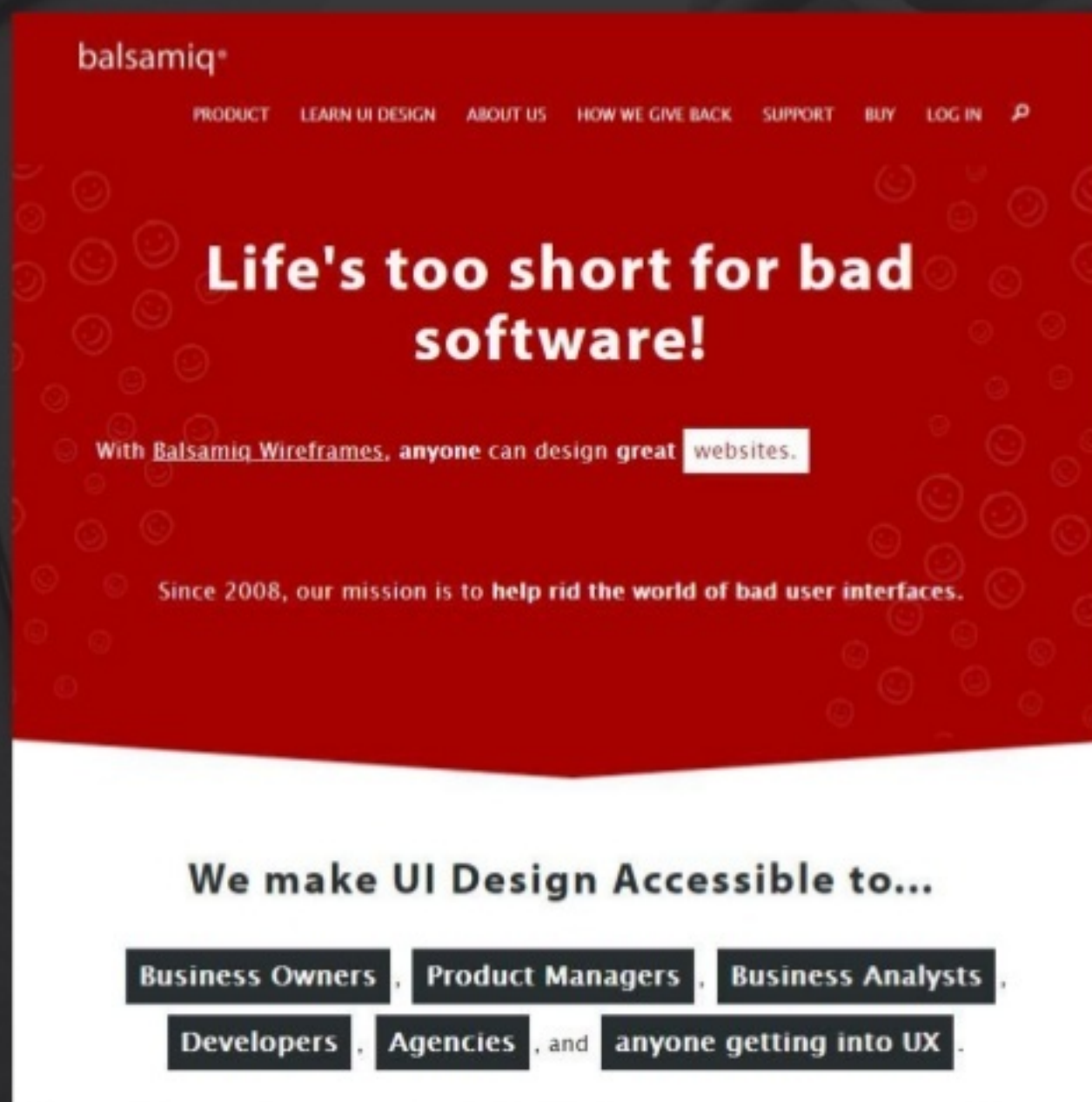
STEP 3: HAND DRAW THE FLOW



STEP 3: HAND DRAW THE FLOW



STEP 4: USE BALSAMIQ TO MAKE A SIMPLE INTERACTIVE INTERFACE



STEP 5: DEFINE YOUR DESIGN PRINCIPLES AND GUIDELINES

Reminder: We're not designers, we are just sharing a few thoughts on what we see working in the market and what we like. Be creative in your own way. Create something you think is amazing!

A few thoughts:

1. Create your own color codes
2. We prefer your rounded buttons (Spotify, Tinder)

Sign up process: Simple design, Tinder processes could be interesting (like a typeform)

Chat page: Take inspiration from Instagram and Bumble

Profile page: We must find an intelligent and beautiful way to build that page. We used Tinder for our mockup but open to alternatives beyond showing name, bio, skills, location, and availability

Availability feature/system: No idea for the moment how to design it in a beautiful and practical way. (We will probably have to iterate a lot on that part)

Create Game / See games available: Inspire from Deemples? (Download the app and check how the feature works)

STEP 6: FIND A DESIGNER ON UPWORK (OR FIVERR)

Designer needed to transform hand drawn wireframes into screenshots for a mobile app

VIEW JOB POST

INVITE FREELANCERS

REVIEW PROPOSALS (0)

HIRE (0)

Job details

Mobile Design

Posted 1 month ago


We are looking for a designer who will transform a paper mock-up and turn it into an aesthetically pleasing mock-up for a golf matching service app.


We want to work with designers who can take feedback.


We will work together to find a design (colors, aesthetic design, font, sizing and pictures!) that works for us.

Don't forget to take a look at the attachments and apply if you feel comfortable with them.

1. For the login / sign up pages inspire yourself from Spotify
2. For the chat page, copy Tinder

 **Less than 30 hrs/week**
Hourly

 **1 to 3 months**
Project Length


 **Intermediate**
I am looking for a mix of experience and value

Project Type: Ongoing project

 [View posting](#)

 [Reuse posting](#)

STEP 7: REVIEW AND SELECT FREELANCER



1 of 14

Milanpreet S.
Virtual Assistant | Unbounce | Instapage | Leadpages | Mockups


\$10.00 / hr India


Completed 19 Adobe Photoshop jobs on Upwork

Has 6 relevant skills to your job

Web & Mobile Design [Top 1%] Adobe Photoshop [Top 1%] Graphic Design [Top 5%] Web Design [Top 5%]

2 more

 [Hire](#)



1 of 4

Nikita Z.
UI/UX Designer


\$50.00 / hr Ukraine

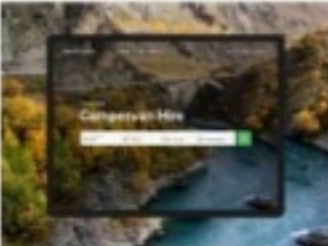
Completed 1 Other - Design & Creative jobs on Upwork

Has 7 relevant skills to your job

Web & Mobile Design [Top 1%] Other - Design & Creative [Top 1%] Adobe Photoshop [Top 1%]

Web Design [Top 1%] 3 more

 [Hire](#)



1 of 19

Artem P.
UX/UI Designer


\$25.00 / hr Ukraine

Earned \$1k on Other - Design & Creative projects

Has 7 relevant skills to your job

Other - Design & Creative [Top 1%] Adobe Photoshop [Top 1%] Web Design [Top 1%]

Web & Mobile Design [Top 1%] 3 more

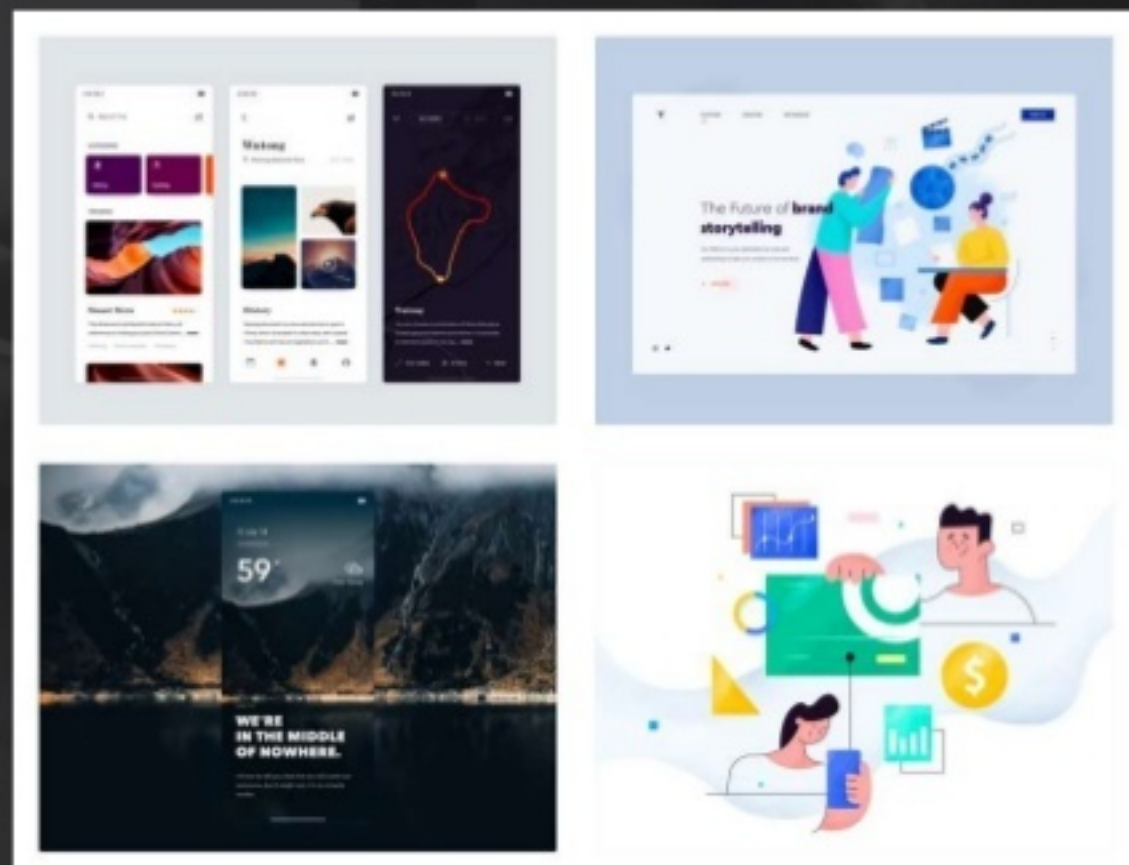
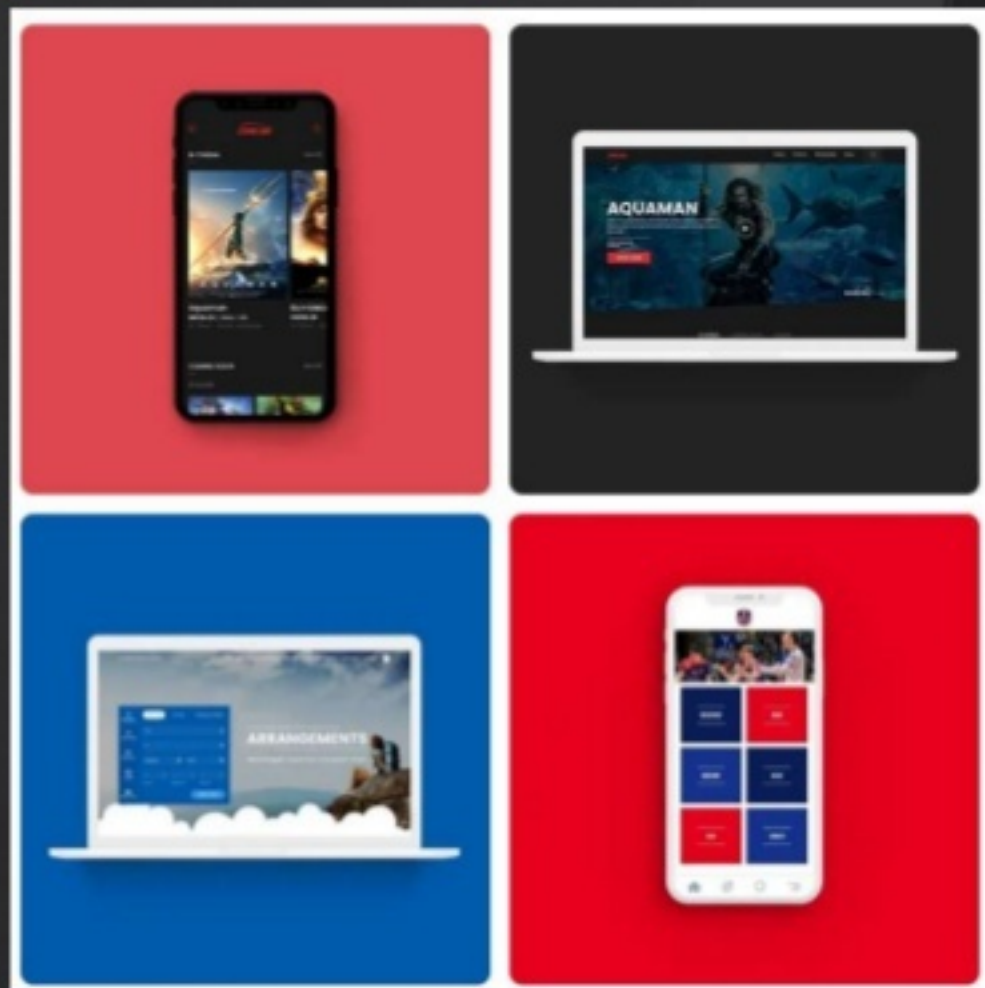
 [Hire](#)

STEP 7: REVIEW AND SELECT FREELANCER

Rule of Thumb: Spend \$1,500 - \$2,500 for the design

<http://brandnewdesign.dribbble.com/>

<https://akadesign.me/>



STEP 8: ITERATE ON DESIGN



The Easiest Way To Communicate With Images



Awesome Screenshot

STEP 8: ITERATE ON DESIGN



Software Technical Specification

1. Introduction

This document provides an overview of the entire scope, purpose of the product application, including technologies, time and cost estimation for the end to end development process. The aim of this document is to gather and analyse and give an in-depth insight of the complete software system, which is not developed yet, referring it to Golf Go Application Solution Project, by defining the problem statement in detail.

1.1 Purpose

The purpose of the document is to collect and analyse all assorted ideas that have come to define the system, its requirements with respect to end users. Also, we shall predict and sort out how we hope this product will be used in order to gain a better understanding of the project, outline concepts that may be developed later.

In short, the purpose of this document is to provide a detailed overview of our software product Golf Go App, its parameters and goals. This document describes the project's user interface, hardware and software requirements. It defines how our client, team, and end user see the product and its functionality. Nonetheless, it helps any designer and developer to assist in software development life cycle process.

1.2 Scope

Primarily, the scope pertains to the Golf Players Application named as Golf Go, which is to be designed & developed for iOS and Android Platform. Golf Go will be a platform to find other Golf lovers nearby who wants to play a match and build a network belongs to the Golf Community. Golf can used by players to update their availability, to find a match nearby to play, can chat with them and more.

1.3 Overview

The remaining section of this document provides a general description about the project explaining the frontend, backend functionality, role and responsibilities of different users, application scope, and purpose. As per our understanding, the project will have two core modules

- ❖ Users
- ❖ Administrator

Each will have their own roles and functionalities within the application, which is explained below in section 2

2. Application Overview

Developing Golf Go Application for Golf Lovers which is to be done for a vast number of users, involves below key functionalities:

2.1 iOS & Android Application for users

2.2 Admin panel for managing the complete application and users

2.3 Marketing Landing Page Website

2.4 Web Services

2.5 3rd Party Integrations

3. Users in Application

There would be mainly 2 kinds of users in this complete project, who will be having their own roles and functionalities within the app. These users are:

3.1 Users - People who are the key users of the Golf Go app, they can view the nearby users filtered according to Options available such as nearby, within the City or more, They can connect as friends with other golfers, chat with them & more

3.2 Administrator - Admin can access the details of users who has signed up, can block them, can check the user's statistics

Quote & Payment Terms

Option 1 – End to End iPhone App with Marketing Website

Module (for MVP only)	Cost In USD
iOS Mobile App (Client End) – Phase 1(MVP)	4500
UI/UX Designing	1500
Back-Office Admin Portal	1500
Back-End – Database, Web Services, API's – Development & Integration	5500
Landing Page – Marketing Website	900
Total	13900 USD

Option 2 – Addition of Android App

Android client side version can be coded in simultaneously. The efforts Android version would need is equivalent to iPhone App version. It is USD 4500. In case, Android version is added, the additional cost of USD 4500 shall be added in the above mentioned quotation. The total cost of project will be USD 13900 + USD 4500 = **USD 18400**.

In this budget, we will be assigning a dedicated team who will be coordinating and solely responsible for complete development and release of project. The team will be working on this single project till the team it will be in support and maintenance period.



BUILD, LAUNCH, ITERATE, ITERATE, ITERATE

Thank you.

FJ LABS

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