PUBLIC ©

<u>**SUBJECT TO CONTRACT**</u>

Fitting Room Development Plan and Schedule

Description of Services

Public agrees to devote their best effort to the performance of their development for the Fitting Room app/platform.

Key Factors of the Technology and Products:

- Growth
- Risk
- Competitiveness
- Globalisation
- Speed of change
- Adaptability

Our services include:

- Improve operational effectiveness
- Reduce costs
- Identify and minimise risks
- Increase customer and stakeholder satisfaction
- Protect your brand and reputation
- Develop to achieve continual improvement with ease
- Promote innovation
- Remove barriers to trade
- Bring clarity to the marketplace
- Consider social, environmental and technical risks

Scope of Work

App Development to include:

- The discipline of planning, organizing, securing, and managing resources to achieve App specific goals.

- Coordination and management of Technical (System & Hardware) & Creative & Art Dept
- Full Apps/Website and Administration (technical & creative administration)
- Coordination and management of all internal technical & creative staff
- Coordination between All parties to ensure all App full requirements are met.
- Data records held for Server / Databases / Content / Notification Gateway / Analytics

Technical Development:

- App development in iOS & Android
- Web Development - Ecommerce
- Integration of APIs
- 24/7 Remote management and monitoring IT solution
- Technical Advice & Implementation
- Server set up
- Database set up
- Management of the server solutions
- Troubleshooting
- Domain Management
- Notification set up & Management
- Analytical Platform Data set up & management
- User Analytical Data set up & management

In respect of business critical inspection, checks and configuration, Public will provide:

- Servers - Daily back up checks and configuration of Server Inspection of Network
- Inspection of backups
- Schedule & Confirm Local backups
- Inspection of Message Delivery
- Regular Payment system inspection
- Report of the overall system – report/s is run to export of analytics from system code.
- Website / APPs back up and integrity checks
- Regular snapshot of reporting system back up
- Daily back up automation set up and inspection of Database

Video Technology:

- Advice and management of Video encoding
- R&D of latest video codecs and service providers
- Regular codec inspection

- Script integrity
- Video Database set up
- Live streaming integration
- Video file management (online)
- All video files are backed up daily
- Regular Video integrity inspection
- Geographical testing
- Device recognition for best mobile video versions
- Security of the assets

APP Technology:

- Advice, development and management of the application including Super Administration
- Advanced management capabilities for managing custom applications, integrations and extensions.
- Cross Platform / Device inspection (iOS & Android only)
- API's and SDK use, best practice and security measures.
- Integrated Application monitoring
- Regular code inspection
- Script integrity
- Video file management integration
- Analytics code integration
- Platform testing
- Database set up / management
- All APP files are backed up (offline) as well.
- APP Reporting / Management and Backups via system reports
- Submission and administration to App Stores

Creative:

- Full Creative Services & Art Direction for the brand, the App and Website inc development of administration site
- Visual content production for brands
- Content creation for marketing and branding for launch (As per budget allows)

Visual Content:

- App Visual representation and development
- UI (User Interface Design) APP
- UI (User Interface Design) Administration
- Marketing Artwork and design for launch
- Bespoke Social campaign artwork
- App – 'the business' artwork including presentations, storage and back ups of all Creative files.

- App, web design, maintenance and management
- Website - Design, development and updates
- Social Media Branding

Resources Provided:

- Project Management
- Quality Control Engineer
- Creative Director
- Technical Director
- iOS Coder x 1
- Android Coder x 1
- Full Stack Engineer x 2
- UI / UX Designer x 2
- Graphic Designer x 2
- Video Producer – Contract basis

The Development Team

The Main Development team members include:

Project Management:

Project Manager
- Ultimately responsible for the completion and delivery of the project; coordinates Public resources, track the project plan, and provide the primary point of contact to the client's team for project related issues.
- Holds accountability for day-to-day operations and quality.
- Defines, manages, and maintains project plan.
- Coordinates overall project logistics and budget.
- Manages scope, timeline, and budget; collects and analyses project metrics against these items.

Software Design and Development:

Technical Director:
- Is responsible for the technical architecture and design of the project; holds overall accountability for technical design and implementation integrity.
- Organizes the development team and coordinate the development schedule with the Project Manager.
- Is an expert in the necessary technologies and standards and has extensive experience delivering custom software applications.

User Interface Designer:
- Is responsible for mocking-up and implementation of the software's click through user interface. Consumer-side and administrative
- Designs interactive elements of the application and communicates these decisions to the development team.

Quality Control Engineer:
- Responsible for ensuring that the software meets all functional, performance, content, and standard requirements.
- Organizes resources and coordinates the schedule with the other members of the project leadership team.
- Is an expert in the chosen technologies.
- Responsible for the project's plan and test cases and participates in reviews on all project deliverables.
- Conducts testing.
- Records and reports test case results.

Creative Director:
- Responsible for creative direction throughout project/s.
- Responsible for content and direction for website, marketing materials & consumer informational video.
- Responsible for direction for master video component framework.

Development Overview

The agreed development will include:

Overview:

1. Requirement Analysis: The team has studied the complete system in-depth for the app project. The workflow is prepared and contains the application overview, scope, objectives, need and purpose, software and hardware interfaces, any issues or concerns, and more.
2. Software Design Phase: Based on the software requirements and operation concepts, detailed design solutions are worked out depending upon performance, availability of reusable components, and integration with other applications. Workflow documents are produced and base lined and circulated to the build team. Communication is critical and expected throughout the whole team.
3. Development and Integration: Coding starts. Unit testing will be done on completion of development of each unit.
4. Testing: Product testing is done 1. Unit and pre launch stage stage by the Public team in accordance with the test plan and test cases.

5. Releases: The product will be released to the client after the bug fixing and successful product verification and testing.

6. Post Production Support and Maintenance: Post production and support will be provided on the project for the agreed term. In case of maintenance a change request log would be maintained in order to keep track of changes and support requests.

Tasks and Procedures:
- Hardware/Server solution (scalable)
- Security
- Best Practice
- Coding
- User Experience (UX)
- User Interface (UI) (APP/s and Administration)
- Databases
- Integration with user interface (Front & back end)
- Video Editing & Filters
- Video distribution
- Ecommerce integration
- Messaging
- Capture tools set up
- Analytics and Reporting

Other:

Design
- Branding Continuation
- Website (Mobile Responsive) – For Consumer, Seller and Investor area
- FINAL Presentation document for promotional purposes
- Animated Video (Consumer driven) TBC
- Images for Apple and Google APP stores screens
- Test Images or Videos for Beta roll out

Coding to be carried out as per platform specific Public coding guidelines.

The Technology

(The prototype app for Fitting Room will be demonstrated at various development stages to the management and shareholders of the Fitting Room)

All apps will be independently high productive platforms and will be **natively** compiled apps for Android and iOS. The application will be designed and optimised to provide the best experience for mobile users whilst providing our clients with analytics, insights and understanding of user behavior in real-time.

User-friendly apps with features such as Video on Demand Story with editing features, live streaming videos, exclusive content areas and all the user content provide the users enhanced media-rich and interactive experiences.

Your system will be designed to be as flexible as possible and your app will be custom made to the style of your brand. Increase relevance, client satisfaction and performance and user interaction with personalized content and improve your capability to collect, analyse & interpret data in pursuit of your competitive advantage using our app and user analytical tools. You will be able to supercharge your mobile marketing and engage your mobile users using world class analytics.

Increase relevance, performance, user satisfaction and user interaction by using personalized and live video content and interactive features within the apps.

Supported technologies include:

- Open Source
- iOS
- Android
- Python
- PHP
- Swift
- Kotlin
- MySql
- MangoDB
- Redis
- node.js
- Angular js
- REST API
- APIs
- XML
- CaaS
- HTML5
- CSS3
- AWS
- CLOUD
- LEMP STACKS

Open source and other technologies will also be used as part of the development. Please see Tech Stack Document for further information.

Data Mining and Analytics

Core areas for data mining:

User Analytics
App Analytics

<u>App Analytics (Accessed through use) – Here are just a few features of the analytical scrape data</u>

- User
- Platform
- Total users
- New users
- Time spent
- Time average
- Average requests
- Platform
- Resolution
- Carrier
- Top Countries
- Location
- App Versions
- User Loyalty
- User Frequency
- Session Durations
- Events

All the information on the user (analytics) will be available in realtime administration area. As well as the standard analytics the dashboard available when accessing the data base will include Apple vs Android user, whether a new user, country of location, length of sessions, social media used and updates to details/ statistics.

During the development phase, we integrate analytical code around certain features/content so that user behaviours and patterns can be monitored and reports prepared for client.

Pre Live Testing

Public requires satisfaction that the apps will deliver the required content in an acceptable format before committing to the roll out / publishing. The platform for the live testing is 1. Internal and 2. External testers can also contribute (in a controlled environment) which contributes to any last minute bug fixing, feedback and also analytical testing.

Push Notifications

The notifications element is part of the overall apps offering to the user/ subscriber, which is the means for the company to connect with the user base.

Support & Maintenance

It is recognised that the Fitting Room Apps (Consumer and Boutiques) require hosting, support & maintenance for the period of the contract. This does not include new feature developments outside of the features agreed nor after the launch dates of each app. A support & Maintenance agreement is required separate to the development contract.

Fitting Room Development

Features will include:

- Branding
- UX, UI, Website and Admin Design
- Android & iOS Applications
- Cloud & Elastic Server Architecture
- Secure Login
- Privacy Compliance (Working with Legal team)
- User Profile
- Designer or Boutique Profile (Selling accounts)
- Video Editing and filters
- Personalization tools
- Live Streaming integration from 3rd parties and also FR can broadcast uniquely – live.
- High Definition
- Video on Demand
- Audience messaging
- Audience participation per short form video
- General Search
- Search by Categories and Filters
- Search by location
- Featured designers
- Featured boutiques
- Trending per views, comments, hashtags and location
- User Follow feed
- Push Notifications
- Social Share
- Multi Device
- Multi language

- Intelligent & Real time Analytics
- Video filters to enhance their broadcast
- Video call with designer or brand
- Direct Message
- Video Stream count
- Message count
- Share count
- Broadcaster Location tracking
- Followers
- Premium Content
- Advertising areas
- Managed Access to administration
- Trusted and reliable payment gateways
- Revenue share administration and automated payment facility to the user
- Sponsorship channel areas
- Advertising Areas
- Administration area
- Monitor, block, suspend users
- Users can flag inappropriate content
- Update live apps from administration
- Find Contacts
- Settings
- Push notifications
- Administration area

Schedule

Please see supporting Development Schedule Document