

# TECHNICAL AND COST PROPOSAL

<b>Submitted to</b>	<b>Submitted by</b>	<b>Version</b>	<b>Date</b>
Shawn Chand	ShineDezign Infonet	1.2	18/04/2024

## **1.0 ABOUT US:**

With more than 10 years of progressive experience in delivering digital solutions and working with global enterprises, we continuously help our clients to achieve their goals. Our expert team of professionals delivers unprecedented levels of performance and focuses on customer delight.

Depending on the industry demand, we innovate, perform fast, solve complex problems and create intelligent systems. We also empower our clients' business with advanced expertise, latest technology, transferring digital skills, and ideas from our revolutionary ecosystem. With our comprehensive industry expertise and a huge network of innovation, we succeed to reach the expectations of our customers. We always focus on learning to drive continuous improvement, catalyze change and deliver results for our customers.

When clients partner with Shine Dezin, they are sourcing trust. We embrace the responsibility of upholding client confidentiality. We have a complete data communication and storage infrastructure, with secure dedicated servers. We are committed to safeguarding customer data during transmission, handling and processing.

With innovative ideas and capability, we look forward to providing our customers with the best software developing services. Today we are delivering a whole new level of market automation that improves productivity and helps in optimizing revenue for the company of our clients. We understand clearly that not all client landscapes are of the same sort. That's why our methodology includes a clear solution specially crafted to fix the problems of the customers.

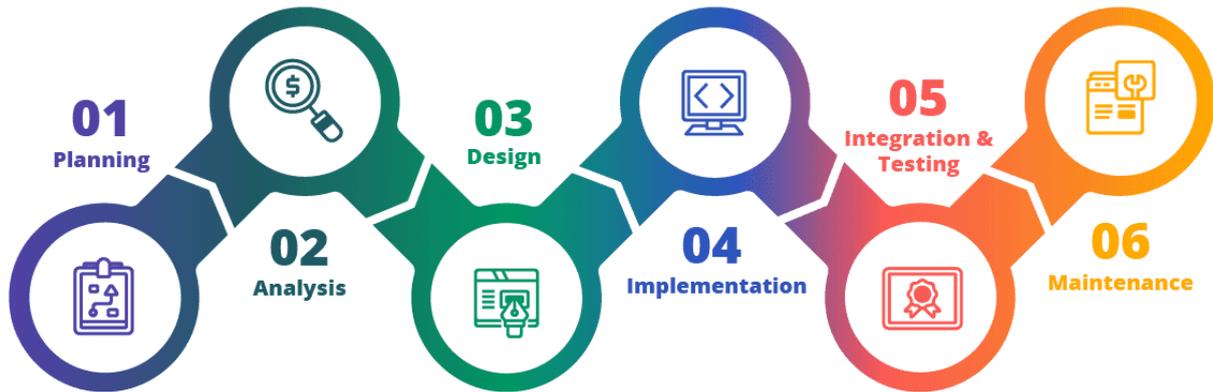
Shine Dezin focuses on helping clients achieve their business objectives by combining tech expertise and business intelligence. For our company, the topmost priority is the satisfaction of our clients and that is why our mission is to achieve the highest levels of certainty and satisfaction. We focus on providing the best and supreme quality services. Our goal is to fuel our customers' business growth with innovative design, production and deliver high-quality, market-defining solutions that build value and effective competitive advantage for customers around the world.

We give our customers a friendly environment and it allows us to keep current customers and extend the customer circle. By pursuing innovative ideas we always try to improve the quality of our products. Our mission is to help the brands to create an everlasting impact. And with our team of experts, this mission is turning into reality every day for someone. We hope to provide more premium quality services in the near future.

## **2.0 OUR APPROACH**

### **Technical Approach and Our Development Process**

We follow Agile SCRUM processes and Industrial best practices to successfully accomplish the project requirement. Following is the development process (SDLC) to create Web-Applications and Mobile Applications along with an Admin panel:



#### **Planning, Requirement Analysis and Market Research–**

The first step is to collect all the data from the client and then understanding what the product is, who the target audience is, what is the purpose of the product being built, and how feasible the creation will be. Upon requirement gathering, they are analyzed deeply with the Technical team and we also do a proper market research to offer competitive suggestions. Once the requirement is understood clearly, the SOW document (Scope of Work), is created which is beneficial for both the software developers and the client.

#### **Designing Phase –**

Once the requirements are understood, the software developers can move onto designing the software. The SRS document is kept as reference material while designing the software. All the agreements made in the document are turned into a plan called Design specification where we also use the color combinations which are preferred by the client as well as are required by the Niche Domain the project belongs to. Any feedback or suggestion from either party is taken into consideration at this point. It is of utmost importance to have inputs from the customers at this stage.

#### **Write Code (Development stage) –**

The Design phase is followed by the Implementation and Coding Phase. Here, the different methodologies come into play. A choice can be made between the agile, waterfall and any other more suitable method. All the planning and decisions have been finalized at this point and tasks are divided into modules to be distributed among the developers according to their strengths. This is the longest phase of the SDLC life cycle. It is very important to keep the customers involved in every step of the way to avoid any kind of miss-communication. We use GIT at our local systems to make sure that we are storing the code in a proper manner, code/task division is easier, testing is easier, version controlling is managed and most

importantly, the live site is always secure in case of any glitches/issues in the code since we create 3 branches – Development, Testing and Production

**Testing (Test Cases) –**

Once the basic software is created it is released to be tested. It is screened for any kinds of bugs or malfunctions. If any of these are found they are quickly worked on. The reworking is continued till there are no more functional issues with the software. This process of working and re-working could go on for quite some-time, till a stable and bug-free software is established.

**Deployment (Release to Respective App Stores or Server) –**

The created software (Web application or Mobile apps) are then submitted/deployed to the respective servers/stores so that it can go live after which the maintenance phase comes in which is very crucial once the application goes live.

**Maintenance & Updates –**

The final phase of the SDLC process is Maintenance. The task of maintenance and fixing issues is always taken to the developer. Only the team or person that has created a software will know its nuances well enough to fix issues. The software has to be monitored to ensure a smooth operation.

*(To know more about us, kindly go through the [processes](#) we follow and our [service catalogs](#))*

### **3.1 PROJECT UNDERSTANDING:**

We need to develop a solution that will allow the sellers to register on the platform, and create a listing for their used items and the customers/buyers can come on the platform to explore and purchase the items from the platform. The platform offers a unique checkout process that involves escrow payments. Below I have also added the list of features that are involved in every module..

**3.1 Feature listing document:** Please take a look at the feature listing to view the detailed feature breakdown:

<b>Client name</b>	<b>Shawn Chand</b>
<b>Technology stack</b>	
<b>User types</b>	<b>1. Customer's Interface 2. Seller's Interface 3. Admin panel (web-based)</b>
<b>Post maintenance</b>	<b>We will provide 45 days of free Post Development maintenance as a part of contract without any additional cost</b>
<b>Designing and BA</b>	
<b>Creation of Figma designs</b>	
<b>HTML/CSS Slicing of Website</b>	
<b>Documentation creation by BA</b>	
<b>Static pages    Business Website</b>	
<b>About Us or Who we are</b>	
<b>Terms and conditions</b>	
<b>How it works</b>	
<b>FAQ's</b>	
<b>Privacy policies</b>	
<b>Contact Us</b>	
<b>Customer's Interface</b>	
<b>Authentication</b>	<b>Login using Email ID and Password</b>

	<b>Option to login using Gmail or apple account</b>
	<b>Forgot password- Option to reset the password in case user forgot his old password</b>
	<b>Sign up- Register by entering:</b>
	<b>First name</b>
	<b>Last name</b>
	<b>Email ID</b>
	<b>User name</b>
	<b>Country</b>
	<b>Phone number (optional)- An OTP will be sent to customer's mobile to verify his/her phone number</b>
	<b>Password</b>
	<b>Confirm password</b>
	<b>Then the account verification email will be sent to the registered email</b>
	<b>Option to sign up using Gmail / Apple ID</b>
	<b>Option to stay signed in</b>
	<b>By creating an account, you agree to Almaree Terms and Privacy Policy.</b>
<b>Guest user access</b>	<b>Customers can view list of all products as a guest user (without logging in)</b>
	<b>They can view product detailed page</b>
	<b>But in order to make the payment and place the order, customers will have to either log in or sign up to the application</b>
<b>Home page</b>	<b>Once logged in, customers will be able to view list of all products added by the sellers.</b>
	<b>Featured Edits: Shop our favorite styles, trends and occasions</b>
	<b>Summer Wedding Slay” (Top Banner / Seasonal) - Click to shop more</b>
	<b>Saree not Sorry (3 columns side by side) - Click to shop more</b>

	<p><b>Stunning Jewelry (3 columns side by side) - Click to shop more</b></p> <p><b>Suit Suit Karda (3 columns side by side) - Click to shop more</b></p> <p><b>Trending Now: Later down the line, 5 looks side by side, swipe to additional 5 looks, click to shop more (These are the products which are mostly viewed by other customers)</b></p> <p><b>New products added by sellers-5 looks side by side, swipe to additional 5 looks, click to shop more</b></p> <p><b>Recently Viewed</b></p> <p><b>View recommended products according to previous purchases made on the platform.</b></p> <p><b>View all product categories and option to select any particular category to view all products falling under that category.</b></p> <p><b>Ability to apply filters w.r.t. product category/sub-category, product name, clothing type, size, designer, color, and condition.</b></p> <p><b>Option to search for any product by its name.</b></p> <p><b>On clicking any product name, user will be redirected to its detailed page.</b></p>
<b>Product detailed page</b>	<p><b>View following details of the product selected:</b></p> <p><b>Product name</b></p> <p><b>View product category and sub-category</b></p> <p><b>Product description</b></p> <p><b>Clothing Type</b></p> <p><b>Size/Measurements</b></p> <p><b>Designer</b></p> <p><b>Room for alteration</b></p> <p><b>Dry-cleaned (Y/N)</b></p> <p><b>Color</b></p> <p><b>Condition</b></p> <p><b>Original Price / Product Listing</b></p> <p><b>Material</b></p> <p><b>Defects</b></p> <p><b>Information about seller</b></p>

	<b>Almaree name</b>
	<b>Last active</b>
	<b>Location</b>
	<b>Number of listings</b>
	<b>Number of listings sold</b>
	<b>Average Shipping time</b>
	<b>Option to view sellers profile / Almaree</b>
	<b>Option to “Favorite” an item</b>
	<b>Option to comment on item</b>
	<b>View number of people who liked the product</b>
	<b>View product images</b>
	<b>View product price</b>
	<b>Option to browse more products</b>
	<b>Option to view seller's profile</b>
	<b>Option to proceed further and add the product to cart</b>
	<b>Option to share the product listing on social media platforms</b>
<b>Seller's profile</b>	<b>View these details on this page</b>
	<b>Seller's name</b>
	<b>Member Since</b>
	<b>Header Image</b>
	<b>Short Description / Introduction to the shop/Almaree</b>
	<b>Email ID</b>
	<b>Profile picture</b>
	<b>Rating and reviews submitted by other users</b>
	<b>Ability to filter Seller's Items</b>
	<b>Ability to follow Seller's Almaree</b>
	<b>Ability to sort items</b>
	<b>Price Low-High / High-Low</b>
	<b>Recent</b>
	<b>Option to browse products added by seller</b>

	Option to submit rating and reviews to the seller
	Option to chat with seller
Chat screen	View list of your conversation with various sellers on this page
	Option to select any message and view conversation
	Option to send new message
	Option to send image/small video in a message
	Option to delete any message
Cart page	View list of all products added to the cart
	Option to edit/add/delete products from cart
	View sub-total
	Proceed further to make payment
Checkout page	View order summary on this page
	Enter the delivery address
	Choose the Shipping method through which you would like to make payment
	Enter the card details (credit or debit card)
	Once the payment is deducted, order will be confirmed and it's status will become active
	The platform employs an escrow system to hold the funds securely until the buyer receives the item and verifies its condition.
Order history page	View list of Active/delivered/returned orders on this page
	Active:
	View list of all orders Active
	Option to search for any product by its name
	View order details and it's status - completed/delivered, active, order picked up, out for delivery, or cancelled

	<b>Delivered:</b>
	View list of all delivered orders
	Once the order is delivered to the customer successfully, it's status will change to completed
	Option to download the invoice for any order
	Option to return the order (Customers will have 2 days to return the order in case they are not satisfied with the condition of product)
	Option to approve/reject the product -Once you approve the product the sellers will receive product payment which was held in escrow
	<b>Returns:</b>
	View list of orders you returned in past and refund has been made
	View current returned orders and view payment status of currently returned orders
	Option to print shipping label to return an order
<b>Favorite Products</b>	View list of products you've added to your favorite list
	Option to select any product and view product detail page
	Option to add product to cart
	Option to remove product from favorite list
<b>Raise a dispute</b>	Customers can raise a dispute for sellers in case of any inconvenience by sellers
	Option to raise a dispute and add information/comment for dispute raised
	View list of pending disputes
	View dispute status (Admin will resolve the disputes and update status)
<b>Notifications (Email Notifications)</b>	Get notified on the following events-
	When the payment is deducted and order is confirmed
	When the order status changes (from order confirmed to order picked up to out for delivery etc.)

	<b>When you receive the order</b>
	<b>When you receive the refund of returned order</b>
<b>My account settings</b>	<b>View and manage following profile details-</b>
	<b>Full name</b>
	<b>Profile picture</b>
	<b>Complete address</b>
	<b>Change email ID or Phone number used to login</b>
	<b>Change password</b>
	<b>Option to add profile picture</b>
	<b>View list of sellers you follow</b>
<b>Seller's Interface</b>	
<b>Authentication</b>	<b>Login using Email ID/Phone no. and Password</b>
	<b>Forgot password- Option to reset the password in case user forgot his old password</b>
	<b>Sign up- Register by entering:</b>
	<b>Full name</b>
	<b>Complete address</b>
	<b>Email ID</b>
	<b>Phone number</b>
	<b>Password</b>
<b>Confirm password</b>	
<b>Dashboard</b>	<b>View following analytics on the dashboard-</b>
	<b>Total no. views</b>
	<b>Total no. visits</b>
	<b>Total no. of products added on the platform by you</b>
	<b>Total no. of orders placed so far by customers</b>
	<b>Total no. of completed orders</b>

	<b>Total no. of received/active orders</b>
	<b>Total no. of returned orders</b>
	<b>Total money earned</b>
	<b>Apply date range filter to view stats from particular time period</b>
<b>Product management</b>	<b>View list of products added by you</b>
	<b>Select any product and view product details</b>
	<b>Option to edit product details</b>
	<b>Option to active or deactivate any product</b>
	<b>Option to add new product to his list by entering following details- (Admin will charge a small posting fee for every new product added on the platform)</b>
	<b>Choose the product category and sub-category from the drop-down list</b>
	<b>Product name</b>
	<b>Add product description</b>
	<b>Additional details</b>
	<b>Add product images</b>
	<b>Add product type (Clothing type)</b>
	<b>Original Price / Product Listing</b>
	<b>Material</b>
	<b>Defects</b>
	<b>Almaree name- Default</b>
	<b>Select color of product</b>
	<b>Select condition of product</b>
	<b>Select size/measurements of product</b>
<b>Option to submit details (product will be added to the platform and buyers will be able to view the product)</b>	
<b>Orders Management</b>	<b>View list of received/delivered/returned orders on this page</b>

	<b>Received:</b>
	<b>This page will show list of all orders that received</b>
	<b>View complete order details and total order price</b>
	<b>View list of all Active orders (confirmed but not delivered yet)</b>
	<b>When placed by the customer, order will be accepted by the system automatically</b>
	<b>Option to print shipping label to ship an order</b>
	<b>Delivered:</b>
	<b>View list of orders delivered successfully to customers</b>
	<b>Option to change the order status manually (from confirmed to picked up to delivered)</b>
	<b>View payments received (You will receive the order payment after 2 days of the product being delivered, Customers can choose to return the order in this time period, payments will be held in escrow till then)</b>
	<b>Admin will earn 15% -20% commission for every order delivered</b>
	<b>Returns:</b>
	<b>View list of orders customers choose to return</b>
	<b>Option to select the order and view product details</b>
	<b>Option to view customer's profile</b>
	<b>View these details on this page:</b>
<b>Customer's profile</b>	<b>Customer's name</b>
	<b>Customer's email</b>
	<b>Profile picture</b>
	<b>Option to chat with customer</b>
<b>Chat screen</b>	<b>View list of your conversation with various customer on this page</b>
	<b>Option to select any message and view conversation</b>

	Option to send new message
	Option to send image/small video in a message
	Option to delete any message
<b>Raise a dispute</b>	Sellers can raise a dispute for sellers in case of any inconvenience by sellers
	Option to raise a dispute and add information/comment for dispute raised
	View list of pending disputes
	View dispute status (Admin will resolve the disputes and update status)
<b>Notifications (Via email)</b>	Get notified on the following events-
	On receiving new order
	On receiving payment for any order
	When any customer wants to return the order
<b>Payment history</b>	View payment transaction history for all the payments received and made on the platform
	View total payment sent to admin for adding new product
	View total payment sent to admin for commission of products
	Option to download payment reports in CSV format
<b>Your profile</b>	View these details on this page:
	Your name
	Email
	Profile picture
	Rating and reviews submitted by customers
	View average rating on your profile
	Option to change profile picture
<b>My account settings</b>	View and manage following profile details-
	Full name

	<b>Profile picture</b>
	<b>Change email ID or Phone number used to login</b>
	<b>Change password</b>
	<b>Option to add bank account to receive payments</b>
	<b>Option to add a vacation / break from shop (temporary shop shut down)</b>
	<b>Gamification Elements</b>
	<b>Allow sellers to earn badges to show they are a trusted seller including</b>
	<b>Trusted Seller - Requirements</b>
	<b>Minimum of 20 sales with</b>
	<b>5% returns max</b>
	<b>Top Seller -</b>
	<b>50 Sales</b>
	<b>1% returns</b>
<b>Admin Panel</b>	
<b>Authentication</b>	<b>Login using Email ID and Password</b>
	<b>Forgot password</b>
<b>Dashboard</b>	<b>View following analytics on the dashboard-</b>
	<b>Total no. of registered customers</b>
	<b>Total no. of registered sellers</b>
	<b>Total no. of products added on the platform</b>
	<b>Total no. of orders placed so far</b>
	<b>Total money earned so far (Admin will earn 15-20 % for every product delivered and small fee from sellers for adding new product on the platform)</b>
	<b>Apply date range filter to view stats from particular time period</b>

<b>Home page Listing management</b>	<b>Manage these details on customer's home page</b>
	<b>Featured Edits- Add/Remove products in featured edits</b>
	<b>Summer Wedding Slay- Add/Remove products</b>
	<b>Saree not Sorry- Add/Remove products</b>
	<b>Stunning Jewelry- Add/Remove products</b>
	<b>Suit Karda- Add/Remove products</b>
	<b>Trending Now -Add/Remove products</b>
<b>Customers management</b>	<b>View list of all registered customers</b>
	<b>Select any customer and view its profile details</b>
	<b>View list of all orders placed by every customer individually</b>
	<b>View complete order details and it's status</b>
	<b>View returned orders and payment status of returned orders</b>
	<b>Option to active or deactivate customer's profiles</b>
	<b>Option to search for any customer by his name</b>
<b>Seller's management</b>	<b>View list of all registered sellers</b>
	<b>Select any seller and view its profile details</b>
	<b>View list of orders every sellers received</b>
	<b>View total payment earned from the select seller (from commission and listing)</b>
	<b>View if the seller is Top or Trusted seller</b>
	<b>Option to active or deactivate seller's profiles</b>
	<b>Option to search for any seller by its name</b>
<b>Product management</b>	<b>View list of products added to the platform</b>
	<b>Option to view product detail page</b>
	<b>Option to edit product details</b>
	<b>Option to active or deactivate any product</b>
	<b>Option to search for any product</b>

<b>Orders Management</b>	<b>This page will show list of all orders on the platform</b>
	<b>View complete order details and total order price</b>
	<b>View list of all Active orders (confirmed but not delivered yet)</b>
	<b>View returned orders by the customers</b>
<b>Shipping label management</b>	<b>View shipping labels added by you (for shipping to customers and returns)</b>
	<b>Option to edit shipping label</b>
	<b>Option to add new shipping label</b>
<b>Dispute management</b>	<b>View list of disputes raised by customers and sellers</b>
	<b>Option to select any dispute and view dispute information/comments added</b>
	<b>Option to update dispute status once resolved</b>
<b>Categories and sub-categories management</b>	<b>View list of all product categories and sub-categories added on the platform</b>
	<b>Option to edit or activate/deactivate any category or sub-category</b>
	<b>View list of all products added under every category</b>
	<b>Option to create and add a new product category and sub-category</b>
<b>View payment transaction history</b>	<b>View payment transaction history from commission and product listing on the platform</b>
	<b>View total amount earned so far</b>
	<b>Option to apply date range filter to view stats from particular time period</b>
	<b>Option to download the payment reports in CSV or PDF format</b>
<b>Notifications (Via email)</b>	<b>Get notified on the following events-</b>
	<b>When any new user registers on the platform</b>

	<b>When new seller registers on platform</b>
	<b>On receiving payments</b>
<b>CMS Management</b>	<b>Option to manage (add/edit/delete) content of following CMS pages -</b>
	<b>About Us or Who we are</b>
	<b>FAQ's</b>
	<b>How it works</b>
	<b>Testimonials</b>
	<b>Terms and conditions</b>
	<b>Privacy policies</b>
	<b>Contact Us</b>
<b>Account settings</b>	<b>Manage following profile settings-</b>
	<b>Profile picture</b>
	<b>Email ID</b>
	<b>Change password</b>
	<b>Option to Logout</b>
	<b>Option to add bank account to receive payments</b>
<b>Escrow module</b>	<b>This is how this functionality will work:-</b>
	<b>The customer selects and orders a product, the product payment will be held in escrow</b>
	<b>Once the product is delivered, the customer will have 2 days (48 hours) to approve/reject the product according to the product's condition</b>
	<b>If the customer approves the product, payment will be released to the seller for the specific product</b>
	<b>If it is rejected customer can return the product and payment refund will be initiated</b>
	<b>Admin will earn some commission for every product delivered or approved by customers</b>
	<b>Admin will also earn from each product listing by sellers</b>

	<b>Both sellers and customers can raise a dispute in case of any misunderstanding</b>
<b>Testing</b>	
<b>QA testing</b>	
<b>Bug fixing</b>	
<b>Deployment to server</b>	

#### Phase-2 requirements:

- Donation page
- Customers will be able to view the list of other customers who liked (heart) the product

#### 4.0 Technology stack, Cost and Timeline:

**Technology stack:** PHP Laravel

**Timeline:** 3-3.5 Months

**Final Project Cost: \$13000**

#### 5.0 Proposed timeline and pricing:

The project will be developed in Upwork hourly manner and a fixed price cap for overall project development would be **USD (\$13000)**. The cost will not exceed the given amount unless there is a change in requirement from the client side which was not discussed in the initial SOW (that will be considered as a change request). The functional requirements include design, development, integration and testing.

#### 6.0 Post Development Support:

As a usual work practice, we offer certain free post development support to all our customers depending upon their project size. During the free post development support, our team helps the client in fixing any issues occurred in the application on design as well as on functionality side. No new development is covered under free post development support. After completion of the free post development support period, we mutually agree with our clients for a paid maintenance contract against a fixed fee depending upon their project needs.

We will be offering **(45)days of free post-development support** on the project after delivering the final project to you.

## 7.0 Design Process

Though we work for our customer satisfaction, but, usually it takes 2-3 rounds of feedback in order to finalize the mock up and screen designs for any big size application. To cut this process short, I initially sent a design questionnaire to my clients to know what they prefer in terms of the proposed look and feel of their application. Based on the client's comments on the design questionnaire, I start designing all mock up screens required for the application. Such a process helps us in cutting down multiple revisions required in the design.

Though, I understand that design plays an important role in success of any application, so, I give my clients the privilege to go for multiple rounds of minor changes until their satisfaction level is achieved, all free of cost, unless their feedback is resulting a major change in the screen design layout (after initial 2 to 3 major iterations). Because change in screen layout requires programming efforts at the back end as well which takes time. So, minor design alterations, color scheme change, menu management etc would all be managed under multiple revisions.

## 8.0 Final delivery of the project

Final delivery of the project would contain the following –

1. Bug free version of the application deployed on your live hosting server
2. Handover of all source code and design files along with project documentation and all the IP rights belong to the client
3. Start of (45) **days** of free post development support to deal with any issues occurring after final delivery of the project
4. Fully responsive views of the application for each user type with proper testing conducted
5. Client will be the sole owner of everything once it's finalized and handed over to them

## 9.0 Application design and development strategy:

We adopt an interactive development process where our clients are involved at each and every step of project development to avoid any work delays and misconceptions. The following is the stepwise approach that we follow to develop any application –

- Requirement analysis based on the information provided
- Writing client specification document
- Developing wireframes (project prototype)
- Creation of project release plan and weekly deliverable milestones
- Database design & approval
- GUI design using Photoshop, Illustrator
- UI design using JQuery, HTML, CSS, Bootstrap
- Back end development in proposed tech stack
- Arranging weekly project SCRUM Meeting with the client through MS Teams / Upwork
- Providing daily status updates to clients through emails/Messages
- Submission of tested releases to the customers
- Ensuring implementation of customer feedback in the subsequent release
- Taking final acceptance of the customer on released milestones
- Project management and team tasking / tracking through GitHub, MS Azure (Project Management Tool)

- Ensuring bug free deployment of the latest source code on customer's hosting server with modular integration and testing
- Preparing and handing over necessary documents and training guidelines to the customers enabling them to operate their application and admin panel on their own with minimal instructions required
- Providing free post development support for agreed time period
- Providing paid maintenance and future upgrade services

Shine Dezign