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| Date | Version | Notes | By |
| 20/2/2017 | 1 |  | Hussien Ibrahim |
| 21/2/2017 | 1 | Revision | Amir Aly |

**Brief**this documents aims to demonstrate the process and aspects required to develop a Marketplace where merchant can show and expose their goods to clients globaly

**The Problem**

Reaching out to clients within Egypt become challenging with the high penetration of internet commerce, every merchant should maintain good existence through the cyber world , however unspecialized and maintainable websites doesn’t provide a good medium for merchant to sell their goods and it would be very costly to for each merchant to maintain his own website or online gallery.

**Solution**

Appout LLC will provide a cloud based solution with 3 important sections.

1. Market place for end user
2. Merchant Control panel
3. Webmaster control panel

Through the solution merchant will be able to upload and manage private pages showing their profile and goods and easily customized and manageable where clients can logged in the marketplace which well categorized to search and navigate through different stores with the ability to communicate with sellers using the ordinary social channels (comments and messages), while all public sections in the websites is moderated through the webmaster control panel.

The solution consist in details of

**The Clients Website**

1. Actors of the website
   1. Guest
   2. Users
2. Modules
   1. Welcoming
      1. Country setup
      2. Welcome message per country
      3. Expo view
   2. Users and registration
      1. Login /Register
         1. Email/Password
         2. Facebook
         3. Twitter
         4. Instagram
      2. Forgot password **(User Actor Only)**
      3. My profile (User Actor Only)
         1. Name
         2. Phone
         3. Picture
      4. Notifications(User Actor Only)
         1. View notifications
   3. Goods and store
      1. View a single category in the website
      2. Search a category
      3. Search a store
      4. View a store
      5. View related stores
      6. View a gallery
      7. View related items
      8. View store reviews/verified info
      9. Comment on an item (User Actor Only)
      10. Add item to favorite (User Actor Only)
      11. Send message to seller (User Actor Only)
      12. Share
          1. Facebook
          2. Twitter
          3. Instagram (For photos)
   4. Inbox
      1. View threads with sellers
      2. View thread
      3. Reply
      4. Delete thread

**The Merchant Control panel**

1. Login / Register
   1. Email / Password
   2. Forgot password
2. Setup profile
   1. Name
   2. Contact
   3. Email
   4. Address
   5. Map
   6. Color theme
   7. Logo
3. Setup Store
   1. Open Gallery
   2. Manage Galleries
      1. Name
      2. Photo
   3. Create items
      1. Item name
      2. Description
      3. Price – optional
      4. Images
      5. Long description
   4. Manage or remove items
   5. Verify setup
   6. Setup features posts for the store
4. User interactions
   1. Notifications
   2. Reply to comments
   3. Inbox
      1. View inbox
      2. Reply
      3. Delete conversation
5. **The Webmaster Control panel**
   1. Master management
      1. Search
      2. Delete
      3. View log
      4. Create
   2. User management
      1. Search
      2. Activate
      3. Suspend
      4. View profile
   3. Merchant management
      1. Search merchant
      2. View Profile
      3. Suspend/Activate
      4. Remove Profile
      5. Remove Gallery
      6. Remove Item
   4. Dashboards
      1. Registration chart
      2. Active user chart
      3. Best sellers char

**How we build**

Through the past 3 years we built a strong process to build solutions from nothing to the AppStore and PlayStore or online portals, this process guarantee two main things

* The solution is exactly what customer wants
* The quality delivered fits global quality standards.

This process is simple enough to describe in some bullet points

1. Discussion and requirement analysis
   1. The first step is to have discussion with the client to let them explaining their requirements, our professionals will convert his requirements to technical documents describing the solution in very clear manner
   2. The client reviews the document so he can see his thoughts documented professionally and confirm it
2. Visualize your thoughts (Solution Prototype)
   1. Our designers build the entire Solution UI according to documents and your branding guidelines; we will make sure to build a smooth user experience through based on your branding guidelines and best practices.
   2. The client reviews the Solution designs , screen by screen as if he see the Solution live, the client gives reviews and the UI is finalized and agreed by the client
3. Agility based development
   1. We split the Solution into smaller modules, develop and build each module in 1 to 2 weeks sprints, in each sprint the customer should be able to see the life comes to some parts of his app. The client can test it on mobile phone whilst the application is in the build process
4. Revisions
   1. After each sprint we go back to step 1, each step is fine-tuned again and again to make it perfect.
5. Finalize
   1. After completing the Solution, the client will review. We then release the final version based on client final comments
   2. Our team will be reviewing the app in the same time, giving suggestions and recommendations
   3. The Solution is finalized and submitted online to all Stores.
6. Support
   1. An intensive support goes for the Solution in the launch period until the customer feels he is ready to take care of his Solution.
7. The handover
   1. This will start right submitting the final version to Online hosting by delivering the APP manual, guidelines and test scenarios from our quality control team

**Quality**Each step in the building process ends with client revision and confirmation, in Appout we believe that quality is our main concern and responsibility, so each step is get reviewed by our project manager and QA team, clients have a direct access to QA team to exchange feedback and reviews from a professional point of view; those reviews includes

* Technical reviews
* Future expectation
* Marketing advices

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| Week | Milestone | Notes |
| 1 | * Detailed analysis and case flow |  |
| 4 | * Users portal UI Design * Merchant portal UI |  |
| 5 | * Masters Portal UI |  |
| 6 | * UI Finalizations |  |
| 8 | * Merchant Portal Alpha version |  |
| 9 | * Users Portal Alpha version |  |
| 11 | * Masters Portal UI |  |
| 13 | * Merchant Portal Beta |  |
| 14 | * Users Portal Beta |  |
| 16 | * Master Portal |  |
| 17 | * UAT (User acceptance test) |  |

Proposals are valid for 7 days sent.

**Project should start –If proposal accepted- on 05/03/2017**

**Expected delivery date – 15-6-2017**

P.S. those are actual estimated dates you can build plans against.

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**Scope of agreement**here is a list of what you get in the end of the project

1. Full working Solution
2. Uploaded and live solution to the online host you buy and choose
3. A guideline describing every feature in the app and how it work.
4. One month free support for the entire servers/infrastructure required to run the app.

**You may have a look to our website** [**http://appout.co**](http://appout.co) **to know more about our work or from our portfolio usually attached with this document; hope to hear from you soon.**