



Proposal for Website Design and Development of Dicatalyst.com

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Introduction:

Thank you for the opportunity to submit a proposal for the website design and development of dicatalyst.com. Working together, we believe we can create an application that is simple to navigate and has a very user-friendly features and yet professional welcoming approach.

Based on the requirements sent to us, we have identified and listed below the Needs and Solutions that we will want to address in this project.

Captor Software Solutions at a glance:

Captor Software Solutions opened its doors aiming at Infinite Innovation in the quest of creating a new spawn of marketing firm. The result was a Company that combines the creative skills of a Design studio, the marketing savvy of an advertising agency, the business sense and marketing expertise of a communications firm, and the technical capabilities of a cutting edge multimedia and internet development and software development firm.

The seasoned, talented and versatile staff is equally involved in every aspect of the creative process. Our burgeoning team with erudite skills is ever ready to work for you in a constructive and fanciful way. Captor Solutions brings a fresh approach and maximum return to any marketing effort, focusing on client satisfaction as a top priority.

We combine information with vision, wild-imagination, passion, compassion, integrity, determination, and faith and outcome life-changing ideas.



Needs/ Modules:

1. Website Design
2. Website Development with Content Management System
3. Doctors Management System
4. Clinics and Labs Management System
5. Patients Management System
6. Admin Management System
7. Inventory Management System
8. Payment Gateway Integration
9. Email Management System
10. SMS Integration and Management System
11. Referral Program throughout the users module
12. Global Search
13. Promotional Videos Module
14. Questionnaire & Discussion Forum
15. Comments Module throughout the system
16. Rating Module throughout the system
17. Advertising Module within the system
18. Pricing Module
19. General Features like FAQ's, Careers & Blog
20. General SEO



Our understanding of your requirement & Solution we suggest:

Web portal aimed at integrating the entire gamut of the Health Care Industry.

1. **Website Design**

Visually impressive and user-friendly website with easy navigation, links and the content will be placed optimally considering aesthetics and convenience.

Meta tags, clean code, robot commands, search engine submissions, and other Search Engine Optimization techniques are used to maximize receipt of traffic.

Cross-browser compatibility ensures complete functionality with all browsers including Google Chrome, Mozilla Firefox, Internet Explorer, Safari, Opera and more.

2. **Website Development with CMS**

Working in conjunction with you, CSS will provide you with a robust customized solution with the features stated and agreed above. It includes the design, development and deployment.

Manage texts, images, videos and whatever materials you wish. Our Content Management System offers you great possibilities, as it's made especially for you. CMS provides ease of modification and allows extending your application in any desired direction.

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3. **Doctors Management System**

- a. Registration
- b. Doctors listing
 - i. By specialization
 - ii. By Location
 - iii. By Appointment – instant or later
 - iv. By Availability
 - v. By Consultation fee
 - vi. By Rating
- c. Book Appointment
- d. Referral Feature
- e. Add/ Edit/ Delete all the above features of Doctor Profile
- f. Calendar of appointments
- g. Change, adjust, Schedule the appointments
- h. Patient details – View, track, add, edit by **patient unique code**.
- i. Patient invoices, payments
- j. Communication with an individual patient, track the previous records of the patient. **Attach the prescriptions, reports of the patients for further use.**
- k. Buy products which are available on the website
- l. Alerts
- m. Subscriptions
- n. Add to wish list

4. Clinics and Labs Management System

- a. Registration
- b. Clinics listing
 - i. By specialization
 - ii. By Location
 - iii. By Appointment – instant or later
 - iv. By Availability
 - v. By Facilities
 - vi. Test Fee
 - vii. Rating
- c. Online Reports of the patients
- d. Home Sample Pickup available/ Not available
- e. Calendar of appointments
- f. Change, adjust, Schedule the appointments
- g. Treatment note templates
- h. Email templates
- i. Patient details – View, track, add, edit by **patient unique code**.
- j. Patient invoices, payments
- k. The reports would be displayed to doctors with the help of patient unique code.**
- l. Buy products which are available on the website
- m. Alerts
- n. Subscriptions
- o. Add to wish list

5. Patients Management System

- a. Registration
- b. Book an Appointment
- c. Concessions
- d. Referral sources
- e. Ask Health Questions
- f. Search for doctors
- g. Search for clinics/ Diagnostic centers
- h. Buy products which are available on the website
- i. Health alerts and appointment alerts
- j. Discussion Forum/ Blog
- k. Rate doctors, clinics/ diagnostic centers
- l. Give feedback/ comment to doctors, clinics/ diagnostic centers
- m. Subscriptions
- n. Add to wish list

6. **Admin Management System**

- a. Registration
- b. Offers for users
- c. Manage the users
- d. Delete improper users
- e. Edit or delete the permanent details like phone number and email address on request by the users
- f. Email templates
- g. Invoices
- h. Payment types
- i. Locations
- j. Specialties
- k. Taxes
- l. Email and SMS management
- m. Data import and export
- n. Maintain Inventory
- o. Manage admin employees
- p. Add doctors/ clinics/ diagnostic centers
- q. Add offers/ Subscription offers
- r. Treatment note templates
- s. Security, user roles

7. Inventory Management System

- a. Facility to add category name, subcategory name and sub-sub category name.
- b. Facility to add/edit/delete state and city names
- c. Admin can add the items to the respective categories and subcategories with all the details of the item like price, discount, features, stock availability etc., and it can also be edited.
- d. Admin can upload the bulk products with images.
- e. Facility to add financial user with the username and the password to take the updated financial reports.
- f. Admin can generate promo codes.
- g. Admin can view all the orders ordered by the users and he or his employees will be able to manage the process of the dispatch section.
- h. Facility to search the order details based on order number or transaction number or email id of the user.
- i. Manage Cash on Delivery with the unique auto generated codes
- j. Admin would be able to see all the information about the visitors of the site. He will get all the IP addresses of the visitors. He will get the details like visit time, IP address, browser details, referral URL and entered URL.
- k. He has the capability to alter/shift the items from one category to another.
- l. Facility to send the news letters.

8. **Payment Gateway Integration**

You can choose any one of the latest payment gateways CCAvenue, Paypal, Google Checkout, EBS, DirecPay, HDFC Bank, IndiaPay, TrillionPay (Transecute), Epaymentsglobal, Paysignet, Whizpay, ABC Payments, ICICI, etc., to integrate in the System.

9. **Email Management System**

- a. Email Templates
- b. Admin can track the emails going through the system

10. **SMS Management System**

- a. SMS templates
- b. Admin can track the SMS's going through the system
- c. Set limitations of SMS according to the account purchased or subscribed by the users
- d. Create packages of SMS to reflect in the pricing pages

11. **Referral Program through the users module**

- a. Refer a doctor
- b. Refer a clinic
- c. Refer a product
- d. Doctor can refer a diagnostic center

12. Global Search

- a. A global search system will facilitate the users to search for doctors, clinics, products and the forums database with a single search module throughout the system
- b. Doctors can search patient records with an unique code
- c. Doctors can search patient records with an unique code
- d. Clinics can search reports of patients with an unique code
- e. Clinics can search products

13. Promotional Videos Module

- a. Add/ Edit/ Delete promotional videos
- b. Link YouTube videos to our system

14. Questionnaire & Discussion Forum

- a. Users can discuss about the cases, products and ask questions to doctors about the health care.

15. Comments Module throughout the system

- a. Users can comment on doctors, clinics, and the products.

16. Rating Module throughout the system

- a. Users can rate the doctors, clinics, and the products.

17. Advertising Module within the system

- a. Add/ Edit/ Delete the advertisements which will be displayed on the allotted area on the website
- b. Display the advertisements according the related content on the pages
- c. Set duration of the advertisement according to the subscription rules

18. Pricing Module

- a. Add or edit or delete the packages for the subscriptions
- b. Set duration of the packages
- c. Set SMS quantity, email quantity and rules for displaying the data according to the subscription rules.

19. General Features like FAQ's, Careers

- a. Add/ edit/ delete the FAQ's on the website accordingly
- b. View or reply back to the candidates applying for the careers posted on the website.

20. General SEO

- a. Analysis:
 - i. Initial Studies
 - ii. Understanding clients requirement & Needs
 - iii. Competitors Analysis
 - iv. Brainstorming and Research
 - v. Clients Goal for its Business
 - vi. Finalizing Marketing Strategies based on Analysis
 - vii. Planning



- viii. Strategic Implementation of set up Strategies
 - ix. ROI Analysis
 - x. Competitive Intelligence Keywords:
 - xi. Comprehensive Keywords Research (Word Tracker, Google ad words)
 - xii. Find Business related Keywords
 - xiii. Selection of Keywords Content
- b. Optimization:
 - i. Checking Copy content
 - ii. Suggestion for fresh Content
 - iii. Suggestion for Page related Content
- c. On Page Optimization:
 - i. Customized Meta Tags (Title, Description, Keywords etc....) • H1, H2 Tags for Main Targeted Keywords for Each page.
 - ii. ALT Tags for Each Image - Title Tags for Links • Inter linking on Every Target keywords.
 - iii. Bold & Strong Tags for Target Keywords

21. **Amendment I**



Workflow

Design and Development

Working in conjunction with you, CSS will provide you with a robust customized solution with the features stated and agreed above. It includes the design, development and deployment.

If more revisions or modifications are deemed necessary will be charged accordingly.

Training

CSS will then run a demo session with your employees, showing them how to use the application. This can be done on site or online.

Launch

Once the development and testing phase is done, after the final payment from you, CSS will deploy the application on your suggested servers, thereby making the site go live.

Congratulations!

Technical Standards:

- No loopholes in Database.
- No Bugs/loopholes in Coding.
- No “No-PAGE-Found” messages. A proper page to be displayed for all.
- No Broken links.
- The Application should be scalable.
- Compatibility with all the famous browsers.
- **Technologies to be used**
 - a. **HTML, CSS 3.0, Bootstrap, JQuery, JavaScript ASP.NET C#, MSSQL Server.**

Testing:

The development will proceed in modules and each module will be tested with all the test cases.

The Unit Testing of the modules will be followed by Integration Testing.

Deliverables:

| S. No | Description | |
|-------|---|--------------------|
| 1 | Application with all the specified features | |
| 2 | Application support | FREE 100% (1 Year) |
| 3 | Hosting - unlimited space | FREE for 1 years |
| 4 | Emails – (20) | FREE for 1 year |
| 5 | Minor changes & design changes which doesn't reflect the functionality | FREE for 6 Months |
| 6 | Payment gateway integration | Yes |
| 7 | General Integration like: Social network plug-in, Face book, Twitter, Linked In | FREE |
| 8 | Google ads | Worth ₹ 2500/- |

Duration of the project

As a Package: CSS would require 90 - 120 working days to complete the application and deploy the bug free solution.

Fee Summary

Arrangement: As a package it would cost you ₹ 7, 46, 000/-

Duration: 110 Working Days

Resources needed:

- 1 project manager
- 1 Team Leader
- 2 Developers
- 1 Web Designer
- 1 Database Designer
- 1 Tester

Which includes

- Design
- Development
- Deployment
- Training
- Free application support for 12 months



If you wish CSS to go ahead with the project. Here is the schedule for payments of the fee:

- 25% due upon acceptance of the proposal before work commences
- 25% due upon completing the design phase of the project.
- 20% due upon completing the project according to the specified features.
- 15% due upon before the deployment of the project in your servers.
- 15% will be distributed in the support duration i.e., quarterly (25% each quarter)
- CSS will launch the application when requested, providing that there is no balance due.

Terms and conditions:

- Once project fee is paid in full to CSS any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to you for inclusion in website are owned by you
- CSS assumes you have permission from the rightful owner to use any images or design elements that are provided by you for inclusion in the website, and will hold harmless, protect, and defend CSS from any claim or suit arising from the use of such elements.
- CSS retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects. CSS also retains the right to place a discreet text link at the bottom of the application page(s).



- The agreement contained in this contract constitutes the sole agreement between you and the CSS regarding all items included in this agreement. If you suspend the project from your side due to your own reasons the payment already paid will not be refunded, and 80% of the balance amount should be paid to close the contract.
- **80% of the paid amount will be returned from CSS to you if CSS fails to design according to the requirements specified.**
- **If CSS will not be able to complete the project within the agreed duration (considering 20% of additional duration if needed) CSS will have to refund 80% of the total paid amount.**
- **All the terms and conditions apply considering CSS will get timely information and funds needed as per the agreement from the client i.e., you.**



Prerequisites to start the project

To proceed with this project, you are required to take the following steps:

- Accept the proposal “as is” or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
- Finalize and sign contract
- Submit initial payment of 25% of total project fee.
- Once these steps have been completed we will begin the project.

Thank you

Team CSS

Please visit www.captorsoftwaresolutions.com for more information about CSS services and solutions. Write to us on annil.chidirala@captorsoftwaresolutions.com for any queries.

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|--|---|
| <p>Client Details:</p> <p>Founder: Dr. LINGAMURTHY KANNEBOINA</p> <p>Signature:</p> <p>Co-Founder: NAVEEN KUMAR RAPOLU</p> <p>Signature:</p> | <p>For Captor Software Solutions Pvt. Ltd.</p> <p>Annil Chidirala</p> <p>Managing Director</p> |
|--|---|