



# Website for Vikalp Advertising catalogue

## Prepared for:

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# OVERVIEW

We welcome the opportunity to **build Website and development** for vikalp advertising catalogue. User will be able view all information from site.

## ABOUT TWS TECHNOLOGY

We pride ourselves on three things:

- i) Sticking to project timelines
- ii) Being cost-effective
- iii) Building great apps for every client

TWS Technology has been working rigorously in the field of Software development. We are here to take your business to new heights by adding our internet marketing expertise. TWS Technology provides various strategies and implements unique ideas to get a boom in online market. We connect you directly with customers and know their review regarding products.

Yes, we are the “Game Changer”. We help you in growing your business. Customers are attracted towards good design and useful content, for that approach we have “Digital marketing” team who will make sure that your lead are converting into a loyal customer.

## OUR PROCESS

## Discovery

We work with clients to understand their business and we merge their initial concept with everything the TWS team knows about mobile. We'll assess the possible challenges and identify the ways to overcome them.

## Features & Architecture

We establish what features go into the product and how they will work together. Here, we're drafting a skeletal framework for the app in the form of wireframes.

## Design

When it comes to first impressions, it's all about design. We'll put our passion for good design to work and based on approved wireframes we'll design all screens.

## Development

The development process is broken down into sprints based on feature sets. Our agile-based development process will allow you to regularly review and assess what we're building.

## Quality Assurance

Our Quality Assurance team will test the app after each development sprint and once all major functionality is implemented, we'll prepare a Beta Build.

## Launch

After passing the Beta Build through a final round of QA and refinements, we'll have in our hands a Release Candidate Build. We can either submit the app to the App Stores or provide you with everything you need to do it yourself.

## Maintenance

We provide our clients with a 3 months bug fixing period, free of charge, and maintenance packages that cover everything from small updates all the way to whole new versions.

# APPROACH TO MEET REQUIREMENTS

In order to make the app we will have the following components:

## Category:

- Advertising
- Product Catalogue

## Reference:

- <http://www.vikalpadvertising.in/>

## Panel:

1. Website
2. Admin Panel

## 1. Website

## Index

1. Home
2. About Us
3. Category
  - a. Sub- Category
4. Single product
  - a. Product image
  - b. Title

- c. Subtitle
  - d. Description
  - e. user inquiry now form with What's app message notification and text msg notification(user details)
- 5. Services
  - a. Services (with details and payment details)
- 6. Blogs
- 7. Contact Us
- 8. Return & Refund Policy / Term & Policies
- 9. Privacy Policy

## 2. Admin Panel

### Modules

- 1. User management
- 2. Admin management
- 3. inquiries / leads management
- 4. Categories ( Multi level)
- 5. Slider management
- 6. Product
- 7. Services
- 8. Blog
- 9. Contact Us
- 10. Site settings

### Functionality(Free Provided)

- 1. SSL integrated
- 2. CDN
- 3. Domain (1 year)
- 4. Shared hosting (1 Year)
- 5. Auto SMS notification
- 6. 1000 Free SMS

## TIMELINE AND COSTS

Before starting the actual designing and coding, we will need to build a full functional specifications documents. This document will contain everything the system will be able to do with higher level of details, because it will be the way to check and compare everything needed to be done. The designer, software architect, software developer, QA team, product owner, and project manager will know exactly what to build and what to expect from the system. After this scoping week, the designer and the software architect can start working. After having the architecture, the developers will also be able to start developing.

During the development we will have two important milestones: alpha milestone and beta milestone. For the alpha milestone, around 40-60% of the features should be working and for the beta milestone 100% of the features should be working, but with chances of bugs.

After the beta milestone, the apps will be sent for QA testing and fixing found bugs. After fixing these bugs, the apps will be ready for your user acceptance testing.

| Milestones (Scope of work)    | days                                                                     | Release Amount  |
|-------------------------------|--------------------------------------------------------------------------|-----------------|
| Advance payment               | NA                                                                       | 10000           |
| Admin panel                   | 15                                                                       | 10000           |
| Website Complete and UAT done | 15                                                                       | 10000           |
| <b>Total</b>                  | <b>30 Business Days</b><br><i>(some above task can be done parallel)</i> | <b>30,000/-</b> |
|                               | <b>GST(18%)</b>                                                          |                 |
| <b>Grand Total</b>            |                                                                          | <b>30,000/-</b> |

#### Notes \*

1. All product images and website text content will be provided by client.
2. Software is non-refundable product
3. Software will be delivered in milestones.

Date: 23-12-2020

Signature: Rohit Singh