



Technical Proposal — Subscription Platform & App Development

May 19, 2025

EWA Box Water

Delivery Objective

Transform the ideas captured in our meeting into a **complete digital product**: an omnichannel water-subscription platform consisting of a web application, a public marketing website, and an internal operations dashboard. This ecosystem will support B2C and B2B acquisition, one-off orders, optimized delivery routes across the Metro Area, and pop-up pickup points—built under a cohesive brand experience. We will deliver a fully tested MVP ready for pilot launch, designed as a scalable foundation for future iterations.

Proposed Solution

The meeting outlined five key components that form **the digital product EWA needs to evolve from B2B-only operations to a hybrid B2C/B2B model with reliable recurring revenue**.

Each user group—customers and internal staff—accesses the platform through the same unified website, providing a seamless, centralized experience.

1. **Customer Web Application (Subscriptions & One-Off Orders)** — A web/mobile-first application accessible via any modern browser. Users can subscribe to weekly, bi-weekly, or monthly plans, or make one-time purchases.
2. **Public Marketing Site** — A bilingual landing page optimized for SEO that explains the brand's mission, sustainable packaging, and showcases available SKUs (18 × 16 oz, 24 × 8 oz, 12 × 32 oz). Includes a blog and a lead capture form for private-label inquiries.
3. **Operations Dashboard** — An internal console for EWA staff to manage recurring revenue (MRR), customer retention, inventory, and business accounts. Includes the ability to skip deliveries and generate optimized delivery routes (via MapBox) with up to 20 stops.



4. **Backend / API Services** — Built on Back4App (Parse Server), this layer manages users, orders, and logic in TypeScript and integrates with Stripe (payments), SendGrid (emails), and MapBox for route optimization.

Summary: A fully integrated platform managed through a single, branded website that enables predictable revenue, intelligent logistics, and scalability across residential and business segments.

Deliverables (by Phase)

The platform will be developed in five coordinated phases across three key areas: the public website for acquisition, the subscription portal for end customers, and the internal dashboard for EWA's team. Each phase delivers a distinct, usable feature set for testing and feedback.

Getting Started

Setup of technical infrastructure, definition of brand-aligned UI/UX, and secure user access across roles.

Customer Experience

Implementation of subscription flows, one-time purchase options, and Stripe-powered checkout.

Team Tools

Delivery of the internal dashboard for customer management, subscription tracking, and delivery route setup.

Launch & Support

Final QA, go-live support, and platform deployment.

Indicative Timeline

This timeline outlines the expected weekly progress after signing. Deliverables span the public site, customer web app and internal dashboard—from technical setup to operational tools and customer-facing features.

Note: Early phases use mock data to validate flows; later phases will connect to live data for full testing and operation.



- **Week 1:** Project kickoff, setup of development environment, and UI/UX foundations aligned with EWA's brand.
- **Week 2:** Continued backend and interface development using mock data to simulate end-to-end flows.
- **Week 3:** Subscription module available in staging; users can interact with plans and simulate checkouts using test data.
- **Week 4:** Internal dashboard activated in staging for team testing, including client records and subscription views.
- **Week 5:** Route optimization tools enabled with MapBox integration; routes are testable and exportable for delivery coordination.
- **Week 6:** Final testing and launch for operational oversight. enabled; full QA performed.
- **Week 7:** Pilot launch and production deployment; launch support begins.

Architecture & Best Practices

The platform is built for speed, security, and scalability, using a modern technology stack:

- **Front-End · React 18 + Tailwind CSS** — Reusable components with responsive design ensure quick loading and cross-device compatibility.
- **Back-End · Back4App (Parse Server + MongoDB Atlas)** — Cloud-native data and logic layer with modular architecture and auto-scaling.
- **CI/CD · GitHub Actions + Vercel** — Continuous integration with auto-deployment and testing pipelines.
- **Payments · Stripe Billing** — Secure recurring and one-time payment handling with PCI-DSS compliance.
- **Notifications · SendGrid + Expo Push** — Serverless email delivery.
- **Mapping & Routing · MapBox API** — Route optimization and map rendering with minimal server load.



- **Data Model & Database Architecture** — Central schema in MongoDB with collections for users, orders, subscriptions, inventory, and delivery routes, designed for clarity, traceability, and performance.

Prerequisites & Next Steps

- Submit final product list and pricing (packs, sizes, subscription frequency).
- Provide copy for About Us, FAQs, subscription text, and notification content.
- Deliver all visual assets: logos, color palette, fonts, product images, and campaign references.
- Ensure all accounts (Stripe, Back4App, SendGrid, MapBox) are created using EWA email domains and billing methods.
- Sign the agreement to initiate kickoff.



Financial Structure of the Project

The platform includes **three distinct user-facing areas**—including a marketing website (rebuilt and migrated from the current Squarespace implementation)—a marketing website, a customer subscription interface, and an internal team dashboard—built on a single, integrated backend.

Development is broken into five structured phases, plus a flexible support block:

- **Getting Started** – technical setup and brand UI.
- **Customer Experience** – subscription logic and payment processing.
- **Team Tools** – CRM, inventory, and routing engine.
- **Fine-Tuning** – push messages, pickup logic, metrics.
- **Launch & Support** – QA, go-live, and monitoring.
- **Flexible Hours** – yearly maintenance and feature updates.

Total Investment: USD **\$16,500**

Payment Terms:

- 50% on signing (USD **\$8,250**)
- 25% in month two (USD **\$4,125**)
- 25% upon final delivery (USD **\$4,125**)