

Technical Proposal

E-commerce Platform

23/11/2024

Our programming company is renowned for its exceptional capabilities in undertaking and successfully delivering large-scale projects.

With our team of highly skilled and experienced programmers, we have a proven track record of tackling complex and ambitious initiatives.

Our company possesses a deep understanding of advanced programming languages, frameworks, and technologies. We have successfully executed projects across diverse industries, including software development, web applications, mobile applications, artificial intelligence, data analytics, and more.

Moreover, our company fosters a culture of innovation, constantly exploring emerging technologies and methodologies. This enables us to stay at the forefront of the industry and deliver cutting-edge solutions to our clients.

Rest assured, when it comes to large-scale programming projects, our company is well-equipped, experienced, and eager to take on the challenge. We have the technical prowess and the team capabilities to tackle any project requirements, delivering exceptional results that exceed expectations.

Project Overview:

Our goal is to design and develop an innovative and user-friendly

“Experience a tailored e-commerce mobile app designed to showcase your categories and products, providing a seamless shopping experience for your customers. we will Build with the latest technologies and best practices, the app ensures top-tier performance, security, and reliability.

Key Features and Functionality:

Mobile App Features (Flutter)

User Management

1. **User Registration & Login:** phone number, or social login (Google/Apple).
2. **User Profile Management:** Update personal details, change password, and profile picture.
3. **Wishlist:** Add favorite products for future purchase.
4. **Order History:** View past orders with status updates.

Product Display

5. **Dynamic Categories:** List products by categories and subcategories.
6. **Product Search:** Search by keywords, categories, or filters.
7. **Product Details:** View product images, descriptions, reviews, and availability.

- 8. **Product Variations:** Support for sizes, colors, and other attributes.
- 9. **Brands :** Display the influencer and brands as the store and contain inside them their products.
- 10. **Related Products:** Display recommendations based on user preferences.

Cart and Checkout

- 11. **Add to Cart:** Add products with quantity management.
- 12. **Cart Summary:** View cart total, discounts, and taxes.
- 13. **Multiple Payment Options:** Support for credit/debit cards, cash on delivery.
- 14. **Shipping Options:** Choose delivery methods with estimated delivery times.
- 15. **Order Tracking:** Order status updates.

Notifications

- 16. **Push Notifications:** Alerts for offers, order updates, and app news.

Reviews and Ratings

- 17. **Customer Reviews:** Post reviews and rate products.
- 18. **Average Ratings:** Display product ratings based on customer feedback.

Offers and Discounts

- 19. **Coupons and Discounts:** Apply promo codes for savings.

20. **Flash Sales:** Timed discounts for specific products or categories.

Localization and Personalization

21. **Multi-language Support:** Provide a localized experience.

Performance and Security

22. **Secure Authentication:** Two-factor authentication for user accounts.

23. **Data Encryption:** Protect user data and transactions.

Admin Panel Features (Laravel)

Dashboard

1. **Overview Analytics:** Sales, orders, revenue, and user statistics.

User Management

2. **Manage Users:** Add, update, or delete users.

3. **Role-based Permissions:** Assign admin, editor, or other roles.

Product Management

4. **Category Management:** Add/edit/delete categories and subcategories.

5. **Product CRUD:** Create, update, and delete product listings.

6. **Bulk Upload:** Upload products via CSV or Excel files.

7. **Inventory Management:** Track stock levels and set alerts for low inventory.

8. **Product Variations:** Add attributes like size, color, or material.

9. **Product Media:** Manage photos for products.

Order Management

- 10. View Orders:** See all orders with filters (pending, completed, canceled).
- 11. Update Order Status:** Change status and notify customers.
- 12. Refunds and Returns:** Process refund or return requests.

Offers and Discounts

- 14. Coupon Management:** Create and manage promo codes.
- 15. Flash Sale Management:** Schedule sales for specific periods.

Review and Rating Management

- 16. Moderate Reviews:** Approve or reject customer reviews.
- 17. Analytics:** View ratings and feedback trends.

Reports

- 18. Sales Reports:** Downloadable reports on sales and revenue.
- 19. Customer Insights:** Identify top customers and their buying behavior.
- 20. Product Performance:** Track best-selling and least-selling products.

Settings

- 21. App Settings:** Update general settings like logo, and contact details.
- 22. Payment Gateway Settings:** Configure and test payment integrations.
- 23. Shipping Settings:** Add/edit delivery methods and charges.

Advanced Features

- 24. Multi-vendor Support:** Add/manage vendors (Brands) and their products .
- 25. Content Management:** Update banners, and static pages.
- 26. Push Notification Management:** Send targeted notifications to users.

Security and Maintenance

- 27. User Access Logs:** Monitor admin panel activity.
- 28. Backup and Restore:** Schedule automatic backups.

Technologies Used

- **Mobile App: Flutter (for cross-platform development).**
- **Backend: Laravel (for API and admin panel).**
- **Database: MySQL.**
- **Push Notifications: Firebase Cloud Messaging.**
- **Payment Integration: PayTabs (I preferred).**
- **Server : Hostinger (I preferred).**

Design Approach:

Our design approach will focus on creating a visually appealing and intuitive UI/UX. We will incorporate the client's branding and follow established design principles to ensure a consistent and engaging user experience.

Development Team and Responsibilities:

Our development team will consist of

- **Project Manager:** Oversee project progress, ensure timely communication, and manage resources.
- **UI/UX Designer:** Design app interface, create mockups and prototypes.
- **Frontend Developer:** Implement UI/UX design, develop app features and functionality.
- **Backend Developer:** Set up and manage backend services, integrate third-party APIs.

Timeline and Deliverables

Estimated Project Duration: 140 Days

The timeline is structured to ensure a smooth development process, with clear milestones for each phase.

Phase 1: Requirements Gathering and Project Planning

Duration: 5 Days

- Understand project goals, key features, and functionality.
 - Define user personas and workflows.
 - Finalize feature list and tech stack.
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Phase 2: UI/UX Design

Duration: 30 Days

- Design wireframes for the mobile app .
- Develop interactive prototypes for testing user flows.

Deliverables:

- Approved wireframes for all screens.
- Prototype for user feedback.

Phase 3: Mobile App Development (UI)

Duration: 25 Days

- Develop the Flutter mobile app's front-end based on approved designs.
- Implement basic navigation, layouts, and animations.

Deliverables:

- Completed mobile app UI without API integration.
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Phase 4: API Development

Duration: 25 Days

- Develop RESTful APIs in Laravel for all app functionalities.
- Ensure secure authentication and authorization (e.g., JWT).
- Provide API documentation for mobile .

Deliverables:

- Fully functional backend APIs.
 - API documentation (Postman).
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Phase 5: Admin Panel Development

Duration: 20 Days

- Develop the Laravel-based admin panel for managing the application.
- Implement dashboard analytics, user management, product management, and order tracking.

Deliverables:

- Fully functional admin panel.
- Testing and validation of admin features.

Phase 6: API Integration with Mobile App

Duration: 15 Days

- Integrate the Laravel APIs with the Flutter mobile app.
- Implement real-time features like order updates and notifications.

Deliverables:

- Fully integrated mobile app.
 - End-to-end functionality testing.
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Phase 7: Testing and Quality Assurance

Duration: 15 Days

- Conduct unit testing, integration testing, and user acceptance testing.
- Fix any bugs or issues identified.

Deliverables:

- Tested and bug-free mobile app, APIs, and admin panel.
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Phase 8: Deployment and Launch

Duration: 5 Days

- Deploy the backend to a production server.
- Submit the mobile app to Google Play Store and Apple App Store.
- Monitor the application during the initial launch phase.

Deliverables:

- Live application available on stores.
- Fully deployed backend and admin panel.

Timeline Summary

Phase	Duration	Cumulative Days
Requirements Gathering & Planning	5 Days	5 Days
UI/UX Design	30 Days	35 Days
Mobile App Development (UI)	25 Days	60 Days
API Development	25 Days	85 Days
Admin Panel Development	20 Days	105 Days
API Integration	15 Days	120 Days
Testing and QA	15 Days	135 Days
Deployment & Launch	5 Days	140 Days

Note

- The timeline is based on the current scope of work and is subject to change if additional features or revisions are requested.
- Testing and QA overlap partially with API integration for efficiency.
- Immediate feedback and approvals during the design and development phases can accelerate delivery.

Technical support and payment:

We understand the importance of budget considerations.

Our proposal for the development of the Application is [3000 JOD].

This Technical includes the entire development First Year, and post-launch support.

Payment Terms:

- The total cost will be divided into three installments of 30%, 50%, and 20%.
 1. First Installment (30%): Due upon signing the contract to initiate the project.
 2. Second Installment (50%): Due upon completion of the design and development phases, including the mobile app UI, API development, and admin panel.
 3. Third Installment (20%): Due upon final delivery of the project, including testing, deployment, and launch.

Maintenance and Support:

We offer one year of post-deployment support, including bug fixes and minor updates, free of charge. After the first year, maintenance and support services will be available at an annual rate of [400 JOD].