Agreement for the Project

Client: PAVICA beauty naturals
Date: 24th August 2025

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Introduction

Thank you for agreeing to the terms with us for your upcoming e-commerce project.
We are pleased to present our proposal for the design and development of a modern, scalable, and user-friendly e-commerce website modeled on the functionality and experience of Dot & Key.

We propose to design and develop a fully functional E-Commerce Website similar to Dot & Key, tailored to your requirements. The project will include a modern, and user-friendly design, with both frontend and backend development, ensuring smooth management of products, orders, and payments.

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Scope of Work for Website Design -

Design and Aesthetics (UI/UX)

- **Minimalist Layout**
    - Clean forms with clear spacing.
    - Simple and modern typography (e.g., sans-serif fonts).
    - Avoid clutter – keep the user's focus on key inputs.

- **Brand-Aligned Color Scheme**
    - Use brand colors for buttons, highlights, and call-to-action (CTA) areas.
    - Contrasting colors for readability (e.g., white background + dark input fields).

- **Responsive Design**
    - Components should adjust beautifully across desktop layout

- **Visual Hierarchy**
    - Highlight key steps (e.g., "Step 1: Select Service", "Step 2: Enter Details").

- ○ Emphasize CTAs like **"Get a Quote"** or **"Submit Request"** using large, high-contrast buttons.

- ● **Microinteractions & Animations**
  - ○ Subtle animations for field focus, transitions between steps, or confirmation messages.
  - ○ Tooltip animations or floating labels for better UX.

- ● **Typography**
  - ○ Clear labels and instructions (use bold/medium weights for headers).
  - ○ Legible font sizes.

Frontend Features (User-Facing Website)

- ● Key Pages & Features

  - ○ Home Page – banners, featured products, offers.
  - ○ About Page – company story & values.
  - ○ Contact Page – Custom form with user data
  - ○ Product Categories – easy browsing by type.
    Product Listings – grid/list view with filters (price, popularity, etc.).
  - ○ Product Details Page – images, description, reviews, pricing.
  - ○ Cart Management – add, update, remove items seamlessly.
  - ○ Discounts & Coupons – apply promo codes or offers during checkout.
  - ○ User Authentication –
    - ■ Customer Login/Register pages with email & password.
    - ■ Option to manage profile & view order history.
    - ■ Secure session management for logged-in users.
  - ○ Checkout with Payment Gateway – secure and simple checkout with integrated payment gateway.

- ● User Experience Enhancements

  - ○ Micro-interactions, hover effects, and animations.
  - ○ Clear visual hierarchy for smooth navigation.

Backend & Admin Features

- ● **Data Model Design**

- A well-structured database will be designed to store and manage all important information such as:

    - Users → login, profile, and authentication details
    - Products → name, description, price, stock, images
    - Orders → customer purchases, order status, payment tracking
    - Cart → items added by customers before checkout
    - Payments → secure payment records and history

- **Authentication & User Management**

    - Secure User Registration & Login APIs with encrypted passwords.
    - JWT (JSON Web Token) or session-based authentication for security.
    - Role-based access: Admin, Customer.
    - Manage user profiles & customer accounts.

- **Admin Portal**

    - Dedicated dashboard for managing website data.
    - Manage products, categories, orders, discounts, and users.

- **Product & Inventory Management**

    - Add, update, or delete products and categories.
    - Manage User data and order data

- **Order Management**

    - View and process customer orders.
    - Update order statuses (Pending, Shipped, Delivered).
    - Invoice generation.

- **Discount & Coupon Management**

    - Create, update, and manage promotional codes.
    - Set expiry dates and usage limits.

- **Payment Integration**

    - Secure backend setup for payment gateway (Razorpay/Stripe/PayU).
    - Encrypted transactions and error handling.

- **System Security & Scalability**

    - Encrypted passwords (bcrypt/argon2).

- Protection from SQL Injection, XSS, CSRF attacks.
  - Scalable database setup (PostgreSQL/MongoDB).

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Additional Note on Infrastructure

For reliable performance and smooth operation, certain parts of the system may require the use of separate platforms such as a dedicated backend service, a secure database, and a cloud-based file storage solution. These services involve additional subscription or usage costs, which would be billed separately as per the chosen providers' pricing models.

Project Timeline

We commit to delivering the complete solution within 4 weeks of project commencement.

Timeline

Week 1
Project setup, Home, About, and Contact Page

Week 2
Product Categories, Product Listings, and Product Details

Week 3
Cart & Checkout System, Payment Gateway Integration

Week 4
Admin Portal, Inventory & Order Management, Discount System, Final QA & Deployment

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Investment & Commercials

- Total Project Cost: ₹15,000 (Fifteen Thousand Only)
- Payment Terms:
  - 30% advance upon project initiation
  - 70% upon successful completion and deployment

This cost includes design, development, testing of the complete solution.

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Deliverables

Upon completion, you will receive:
- A fully functional e-commerce website (modeled on Dot & Key)
- A secure and integrated payment system
- A powerful admin portal for inventory, order, and discount management
- Deployment on your live server with full support during handover

Scope of Work for Website Design (Mobile Responsive)

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Investment & Commercials

- Total Project Cost: ₹12,000 (Twelve Thousand Only)
- Payment Terms:
    - 30% advance upon project initiation
    - 70% upon successful completion and deployment

This cost includes design, development, testing of the complete solution.

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In exchange of terms.

1. Ownership
All content becomes the Client's property after full payment.

2. Governing Law
This Agreement is governed by the laws of India. Disputes will be subject to the jurisdiction of the courts in _____.

Signatures -

Client
Name:PAVICA beauty naturals
Signature:
Date:26-08-25

Consultant
Name: Ankan Acharya , Shubham Dutta
Signature:

Ankan Acharya

Shubham Dutta

Date:26-08-25