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10th December, 2021

# PROPOSAL FOR

## Purple Bunny Marketing Web & App Platform Development

**PREPARED FOR:**

Mr. Matthew Taylor Farrington

**CREATED BY:**

Mr. Nishant Sanchaniya

**AUTHORISED BY:**

Mr. Dhruv Samani

## SOME FACT & FIGURES ABOUT YUDIZ

We help you to transform your business by creating digital product with innovative ideas and amazing design.



**11+**

Years Experience



**80%**

Repeated Clients



**2750+**

Successful Projects



**300+**

Employees



6D Development  
Approach



Best Mobile App Development  
Company by GESIA & ICR4sD



15,000 sq feet of hi-tech  
infrastructure



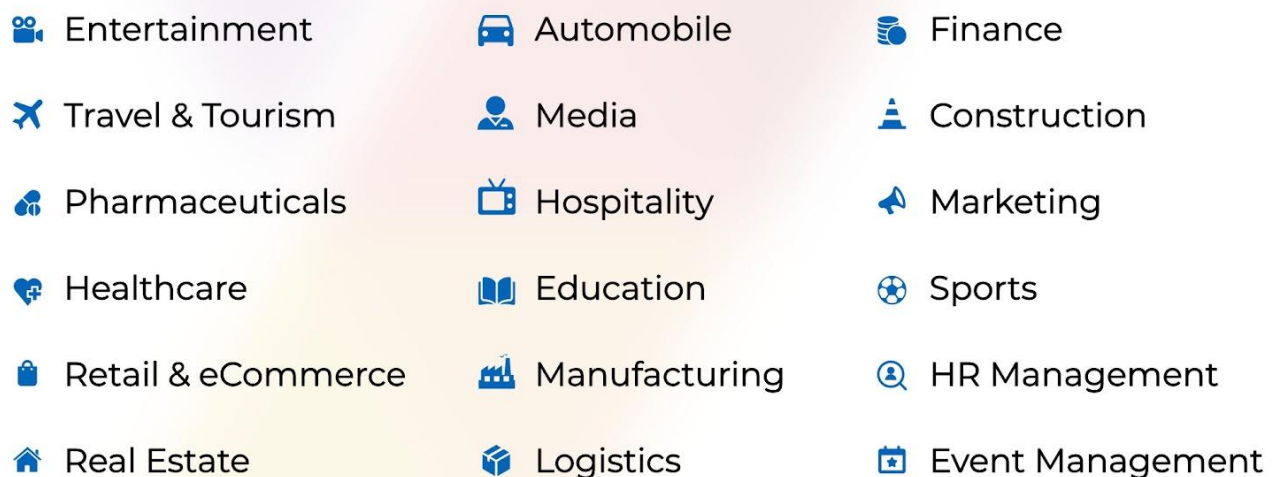
## WE OFFER FOLLOWING SERVICES TO OUR CLIENTS

Transform your ideas into reality. We are a team of passionate designers & developers aimed at delivering software solutions to our clients.

## OUR SKILLS



## DOMAIN EXPERTISE



## OUR MOTTO

- “ To offer top notch services that create lifelong customers
- To offer quick services through our effective communication channels
- To extend highly reliable services that guarantee high success rate for business ”

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## 1. Revision History

Date	Version	Prepared By	Authorized By
3rd March 2021	1.1	Ms. Sakshi Mangwani	Mr. Dhruv Samani
16th July 2021	1.2	Mr. Nishant Sanchaniya	Mr. Dhruv Samani
19th November 2021	1.3	Mr. Nishant Sanchaniya	Mr. Dhruv Samani
10th December 2021	1.4	Mr. Nishant Sanchaniya	Mr. Dhruv Samani

## 2. Project Overview

Yudiz will design & develop the Android Smartphone App and iPhone app for the users which allows them to share posts on the various social platforms together from one place.

There will be a subscription which users will have to buy through payment gateway to post on the social media platforms. We will also develop the web panel for users so that they will be able to access the platform from a browser.

Also, the user can see the analytics for their social media platform like how many posts they have posted, likes, comments, views, etc. users can also buy the subscription plan for their staff. So basically this platform will be used by corporate companies.

There will be an admin web panel that allows the admin to add/manage the users, social platform, users usage, and other things as mentioned below in the scope of work.

### 3. Technical Assumptions

Topic	Assumption
<b>Design &amp; Development</b>	<p>Design and Development of the following will be done by Yudiz</p> <ul style="list-style-type: none"> <li>• Purple Bunny Marketing Android Smartphone App</li> <li>• Purple Bunny Marketing iPhone App</li> <li>• Purple Bunny Marketing Web Platform</li> <li>• Admin Backend Panel</li> </ul> <p><b>Note:</b> We will use a ready-made template for designing.            Demo:  <a href="https://preview.keenthemes.com/metronic/demo1/index.html">https://preview.keenthemes.com/metronic/demo1/index.html</a>  <b>Also, in the theme there are many functionalities present, we won't be using all functionalities, we will only utilize functionalities according to our Scope of Work.</b></p> <p><b>Note: We will use a Ready-Made Theme for the Admin Backend Panel.</b></p>
<b>Web services</b>	We will develop all the required web services needed for the mobile app.
<b>Application Orientation</b>	Portrait Mode only
<b>Device Compatibility</b>	iPhone: All iPhone that run with OS 13. X to 15. X Android: All Android Smartphones that run with OS 7. X to 11. X Browser: The website will be responsive & compatible with the latest version of the desktop browsers i.e. Firefox, Chrome, and Safari.
<b>Navigation Language</b>	English Only
<b>Logo, Content, Images &amp; Third-Party API</b>	You will provide us with Logo, all the required app Content, Images, Third-Party APIs (If required)
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>• Purple Bunny Marketing Android Smartphone App</li> <li>• Purple Bunny Marketing iPhone App</li> <li>• Purple Bunny Marketing Web Platform</li> <li>• Admin Backend Panel</li> </ul>

## 4. Technology

Platform	Specification
<b>Mobile Application Development</b>	Flutter
<b>Purple Bunny Marketing Web Platform &amp; Admin Back-end Panel</b>	Front End: Html, CSS & Javascript Programming Language: PHP Database: MySQL Framework: Laravel

## 5. Team

1. Project Manager
2. Business Analyst
3. UI/UX Designer
4. HTML Developer
5. Mobile App Developer
6. PHP Developer
7. Quality Analyst

## 6. Scope of Work

**Purple Bunny Marketing Mobile App will have the following features:**

### 1. Splash Screen

- A splash screen will appear along with the application logo and name for a few seconds.

### 2. Walkthrough Screen

- There will be 2-3 walk-through screens that will explain the app concept.
- These screens will contain text information and images only.
- There will be a skip button, clicking on these the user will be redirected to the sign-in screen.

### 3. Sign In Screen

- Allows the user to sign in through the application by entering the registered mobile number or email ID and password. After successful sign-in, the app will allow the user to access the app.
  - Email & Mobile
  - Password
- There will be 2 other options are available as listed below
  - Forgot Password - by clicking on this users will be redirected to the forgot password screen
  - Sign up - by clicking on this users will be redirected to the signup screen.

### 4. Forgot Password Screen

- It will provide a screen where the user will be asked to enter their registered mail-id or mobile number.
- Based on the input, the system will check if the entered email-id or mobile number is already registered or not.
- If registered then the system will send an email or text message to that mail id or mobile where the user will be provided with the reset password link.

### 5. OTP Screen

- Once a user has entered the mobile number they will receive the OTP in their phone number. The users will have to enter the OTP which they have received in the mobile number.



- If the user will come to the OTP screen after signing or signing up then on successful OTP verification the user will be redirected to the home screen.
- Also, there will be an option to resend the OTP after 30 seconds If the user has not received OTP.

## 6. Reset Password Screen

- The user will enter the new password and confirm the password and their password will be updated.
- Once the password has been updated the users will receive the email notification for updating the password successfully.

## 7. Sign Up Screen

- The user will manually provide input in the registration form which will have the following fields:
  - Full Name
  - Email
  - Phone Number
  - Password
  - Register button
- By clicking on this button the system will verify the mobile numbers and email using the verification code.

## 8. Buy Subscription

- The user will have to purchase the subscription for adding the social media accounts.
- On this screen, users will be able to see the subscription plan details with Plan Name, Price & Description, Duration, and Buy Now Button.
- There will be 2 types of in-app subscriptions as mentioned below
  - The page subscription - for using the app & for syncing new pages in your social media.
  - The staff subscription - for adding a new staff member to use their social media pages.
- Note: the subscription plans will be a monthly or yearly subscription.
  - Monthly: XX Amount
  - Yearly: XXX Amount
- Clicking on the Buy Now button the user will be able to make the payment through the payment gateway.
- For the Website, we will use Stripe Payment Gateway.
- We will integrate the payment gateway into the system, so users can make payments using their debit cards & credit cards.

- The stripe will store the users card details so every month when users' subscription will be completed at that time the stripe will automatically deduct the amount for the next month subscription.
- Users can cancel at any time if they won't use the service.
- **Note: The Subscription plans module will be developed on the website only, so users need to buy the subscription plans from the website only.**
- **We won't implement this functionality in the mobile app.**

## 9. Multiple User Access

- Ability to have multiple user access/permissions based on subscription-like Sub Admins
- Users will be able to give access to their accounts to staff members by purchasing the subscription plan for them.
- For Adding new staff members need to enter below-mentioned details
  - User Name
  - Email
  - Mobile Number
  - Password
  - Select the Pages of the social media accounts - that they want to give access to.
    - Add Member - by clicking on this button users need to purchase the subscription for that user.
    - Once the subscription is purchased successfully the users will get an email with login credentials.

## 10. Home Screen

**Question: Can you please let us know what you want to display on the home screen?**

## 11. Profile Creation & Account Synchronization Management

- We will allow the below listed social media platforms to integrate into the system.
- Allow users to integrate with Social Media platforms
  - Users would need to allow our platform access to their Social Media Channels
  - Users can integrate into the following platforms:
    - Facebook
    - Instagram
    - Twitter
    - Linked In
    - Google My Business
  - For adding respective social accounts users need to log in to their account on this platform by their login credentials of respective social media accounts.
  - We will be redirected to the login page of each social media platform by clicking on the add account button.

- Note: Users must have their business account for synchronization and view the analytics details.
- When users login into the social media accounts we will fetch the business pages of their account and show them a list of pages they have created in their social media platform. And the system will allow them to sync the business pages on our platform.
- For every social media business page there will be a fixed subscription ( X Amount) that users must need to buy to share the post on that page.
- As per our knowledge below-mentioned social media platform are allow to create the business pages
  - Facebook
  - Instagram
  - LinkedIn
  - Note:
    - Hence, for these 3 social media platforms we will allow you to share the post in the pages.
    - For Twitter and Google Business we will allow you to share the post directly on your social media.
- Process:
  - For Ex. Facebook
  - I am trying to add an account for facebook.
  - Click on the add account button
  - Select Facebook - it will take me to the facebook login page where I need to login with my valid Facebook credentials.
  - Once the I have logged in the facebook, the system will fetch the business pages that I had created on the facebook and show me the list of pages that was created by me on facebook
  - Now, for Ex. I have 5 business pages on facebook and out of 5 I need to sync 2 business pages then I will be able to select those pages and clicking on the next button
  - By clicking on the next button the system will calculate the price for sync those 2 pages with this platform.
  - For Ex. There is \$50 for 1 page and I have to sync 2 pages. Hence, the total amount would be \$100 that I need to pay to start posting on those pages.

## 12. Make a New Post

- For Add New Post users need to tap on the add new post button on the home screen.
- Users need to fill below-mentioned details
  - Image / Video (allow to pick from gallery)
  - Add Caption
  - Add Hashtag

- Users can select any of the above-mentioned platforms and will be able to post from our platform.
- By clicking on the next button users need to select the social media platform and pages they want to share that post.
- Note: it will be showing only those social media platforms and pages that are sync with the system.
- Once the users select the social media pages and click on the next button the system will display the preview for each social media platform, how the post will look on the social platform.
- Post Button
  - By clicking on this button, the post will be posted on the selected social media platforms.
  - Note: if users want to schedule the post for a specific time then they will be able to select the date & time to share that post.

### 13. Schedule Post

- Users can schedule the post and on the selected Date and Time and the post will be posted on the scheduled date and time automatically.
- Select Date & Time to schedule a post for specific times.
- List View of posts scheduled, where users can edit, delete or 'Push Live' ahead of schedule.
  - Edit - if users want to edit the post then users will be able to edit the post before posting on the social media platform
  - Delete - if users want to remove the post then users will be able to delete the post before posting on the social media platform
  - Push Live - if users want to push the live scheduled post then they are able to push the live post for specific hours.

### 14. Posts History

- In this section we will be showing the history of posts that were shared.
- Listing - caption starting line with .....
- Date & Time of Post
- User Name (who have posted)
  - By clicking on the users will be redirected to the details page. Where users will see the post preview that can be shared by them.
- **Note: we will not show any comments, like and share for that post.**

### 15. Analytics Dashboard

- A Live Dashboard that will show analytics for the below social media & google platforms:
  - Facebook
  - Instagram
  - Twitter

- Linked In
- Facebook Ads (Facebook Business)
- Google My Business
- Google Analytics
- Google AdWords
- **Note:** By Live means when the user clicks on refresh the analytics will be refreshed
- The dashboard would show analytics in graphical formats like:
  - Views / Clicks
  - Engagement (Comments / Shares)
  - Likes (Posts / Page Likes)
  - Age / Gender Demographics
  - A more detailed list can be supplied once confirmed to proceed.
  - Here is the sheet, which shows which platform allows what analytics  
<https://docs.google.com/spreadsheets/d/1kCZxWyWLEKWnQC4Y5KhclOTuL-oqI4fGbx6v7IOgQCE/edit#gid=0>
  - We will only be able to display analytics that depicts “Yes” in the sheet

## 16. My Account

- Manage Profile
  - Users will be able to change their social profiles from these sections.
  - View Profile
    - Profile Image
    - Name
    - Email
    - Phone
  - Edit Profile
    - Users will be able to edit their profiles.
- Manage Subscription Plan
  - Users will be able to view their existing subscription plan with an expiry date. And also able to view other subscription plans.
- Change Password
  - Old Password
  - New Password
  - Confirm Password

- Settings
  - About us
  - Contact us
  - Terms & Conditions
  - Privacy Policy
  - FAQs
- Logout
  - By clicking on the logout button the users will be signed out from the application and the app will show the login screen to the users.

**Purple Bunny Marketing Web Panel will have similar features that we have in the mobile app.**

**Note: Payment and Subscription will have in only website only.**

**Admin Back End Web Panel will have the following features:**

### **1. Login**

- Admin can log in by entering their Email ID & Password.

### **2. Forgot Password**

- It will provide a page where the admin will be asked to enter their registered mail-id.
- Based on the input, the system will check if the entered mail-id is already registered or not.
- If registered, then the system will send an email to that mail id where the admin will be provided with a reset password link. Clicking on the reset link the admin will be redirected to the reset password page.

### **3. Reset Password**

- The admin will enter the new password, confirm the password and their password will be updated.

### **4. Dashboard**

- This section will display the numerical stats i.e. number for the following mentioned details
  - Total Number of Registered Users
  - Total Number of Registered Users in the current month

### **5. User Management**

- Admin can view/update/delete/activate/inactivate users

- Admin can view the below-mentioned details of each user
  - Full Name
  - Email ID
  - Profile Picture
  - Mobile Number
  - Status - Active / Inactive
  - Actions - View/Edit/Delete/activate/inactivate

## **6. Subscription Management**

- Admin will be able to only view the subscription plans.
- You can not update anything related to the subscription plans.

## **7. Transaction Management**

- Admin will be able to view all transactions.
- Admin will be able to view the total revenue.
- Listing
  - Transaction Id
  - User Name
  - Email
  - Subscription Type
  - Date & Time
  - Amount
  - Status - Received

## **8. FAQ Management**

- Admin can add/view/update/delete the Questions & Answers
- Admin can add the following detail while creating the Question
  - Question - Text Description
  - Answer - Text Description

## **9. CMS Management**

- Admin can view, add & edit the content of the CMS Screen i.e. About Us, Terms & Conditions, and Privacy Policy.

## **10. My Account**

- View/Edit Profile
- Change Password

- Logout

#### Notes:

1. The analytics section will totally depend on the social media platform APIs. So, if in the future any social media APIs will be changed or stop providing the service then your system will stop responding for that section and you will need to contact us to resolve the issue.
2. We have not considered the whole “<https://agencyanalytics.com/>” website analytics concepts, we are just getting some references from this website.

## 7. Timeline, Cost & Milestone

### 1. Timeline and Cost for Website Development:

Sr. No.	Stages	Timeline
1	Web Platform Functionality Development	40 Working Days
2	Admin Panel Functionality Development	08 Working Days
3	QA	05 Working Days
4	Server Setup & Deployment	02 Working Days
Project Completion Timeline		11 Weeks
Cost		AUD XXX

### 2. Timeline and Cost for Mobile App Development:

Sr. No.	Stages	Timeline
1	Wireframe Creation	03 Working Days
2	Design Creation	08 Working Days
3	Mobile App Development	40 Working Days
4	Web Services Development	15 Working Days
5	QA	05 Working Days
Project Completion Timeline		13 Weeks



Cost	AUD XXX
------	---------

### 3. iPhone App, Android Smartphone App, User Web Panel & Admin Web Panel Development Milestones:

Sr. No.	Features	Timeline	Cost
1	<b>Kick-Off Internal Meeting</b> <b>Resource Allocation</b> <b>Knowledge Sharing</b> <b>Project Planning</b>		<b>AUD XXX</b>  <b>As an Upfront to start a project</b>
2	<b>Wireframe Creation for Mobile App &amp; Admin Web Panel</b> <b>Mobile App Design Creation</b>	11 Working Days	<b>AUD XXX</b>  <b>on completion of this milestone</b>
3	<b>Mobile App Development</b> <ul style="list-style-type: none"> <li>Splash Screen</li> <li>Walkthrough Screen</li> <li>Sign In Screen</li> <li>Forgot Password Screen</li> <li>OTP Screen</li> <li>Reset Password Screen</li> <li>Sign Up Screen</li> <li>Buy Subscription</li> <li>Home Screen - Workspace</li> <li>Make Post</li> <li>Schedule Post</li> </ul> <b>Web Panel Development</b> <ul style="list-style-type: none"> <li>Sign in</li> <li>Forgot Password</li> <li>Reset Password</li> <li>Sign up</li> <li>Buy Subscription</li> <li>Home Page - Workspace</li> <li>Make Post</li> <li>Schedule Post</li> </ul>	30 Working Days	<b>AUD XXX</b>  <b>on completion of this milestone</b>

	<b>Admin Web Panel Development</b> <ul style="list-style-type: none"> <li>Admin Login</li> <li>Forgot Password</li> <li>Reset Password</li> <li>Dashboard</li> <li>User Management</li> <li>Subscription Management</li> </ul> <b>Web Service Development for the above-mentioned features</b> <b>Testing</b>		
4	<b>Mobile App Development</b> <ul style="list-style-type: none"> <li>Analytics Dashboard</li> <li>My Account</li> </ul> <b>Web Panel Development</b> <ul style="list-style-type: none"> <li>Analytics Dashboard</li> <li>My Account</li> </ul> <b>Admin Web Panel Development</b> <ul style="list-style-type: none"> <li>FAQs</li> <li>CMS Management</li> <li>My Account</li> </ul> <b>Web Service Development for the above-mentioned features</b> <b>Testing</b>	25 Working Days	<b>AUD XXX</b>  <b>on completion of this milestone</b>
<b>Total</b>		<b>14 Weeks</b>	<b>AUD XXX</b>

**Notes:**

- Please confirm the above features list and please let us know if it seems something is missing and if you want to add/remove any features/functionality.
- We will use the readymade theme for the admin web panel and website. Hence, there won't be any custom design for the admin web panel and website.
- There will be 25% upfront to start the project and the rest 75% will be divided into 2 - 3 milestones.

- Any change in the finalized scope of work will affect the timeline and the cost of the project.
- We will be provided with regular feedback by you so that the project gets delivered as per the expected timeline; however, we will not be responsible for delay thereof.
- Both parties agree to adhere to the feature list. Any change in the finalized specifications will affect the timeline and the cost of the project.

## 8. Not included in the tasks for this project

1. Google Playstore & Apple App Store Account
2. Domain and Hosting Server
3. Image research/purchase/inclusion - Any images which you want to include will be provided by you.
4. Content & Images - you will provide us with all the required content and Images.
5. Resolving any problems with your ISP, hosting provider, or any other third parties.
6. Interaction with third parties is not related to the scope of this project.
7. Any upgrade of iPhone app OS or Android app OS will be quoted separately when there is an OS upgrade and if required.

## 9. App Launch, Maintenance, and Support

### 1. App Launch on Apple App Store and Google Playstore

- You need to provide an Apple App Store & Google Play Store Developer Account/ID. Yudiz will upload the app on Apple App Store through the account purchased by you

### 2. Maintenance & Support

- Yudiz will offer 1 month of free technical support. Yudiz will correct any bugs or problems that may come up during this period in our delivered product. The addition of the new features and changes in the functionality is done at an additional cost.

### 3. Communication

- The development team of yudiz will be in contact once the project gets started. They will give you daily updates. The team has access to all IM's which will help the team to be closely associated with you or your team.

## 10. Terms & Conditions

1. Yudiz will be responsible for design creation, development, and testing of iPhone App, Android Smartphone App, User Web Panel, and Admin Back End Web Panel.
2. Yudiz will provide the source code files once the iPhone App, Android Smartphone App, User Web Panel, and Admin Back End Web Panel are developed and complete payment has been made.
3. All copyrights on the source code developed for the project would belong to you. Yudiz shall transfer all rights & ownership of the source code to you after successful completion of the project and receipt of the final payments.
4. Yudiz shall expect you to carry out sufficient research before proceeding with iPhone App, Android Smartphone App, User Web Panel, and Admin Back End Web Panel. This will include ensuring that the iPhone App, Android Smartphone App, User Web Panel, and Admin Back End Web Panel business will operate legally and we cannot be held responsible for any such legal issues whatsoever.
5. It is important for you to keep in contact with Yudiz throughout the entire project.
6. The iPhone App, Android Smartphone App, User Web Panel, and Admin Back End Web Panel will be switched to 'Live Mode' once the remaining balance is paid in full by you.
7. You shall provide all text, copy & images for the iPhone App, Android Smartphone App, User Web Panel, and Admin Back End Web Panel. If the copy is not provided and delays the project, Yudiz may populate all text areas with 'dummy text'.
8. If either party hereto is prevented in the performance of any act required hereunder by reason of an act of God, fire, flood, or another natural disaster, malicious injury, strikes, lock-outs, or other labor troubles, riots, insurrection, war or other reason of like nature not the fault of the party in performing under the contract/agreement, the performance of such act shall be excused for the period of the delay and the period of the performance of any such act shall be extended for a period equivalent to the period of such delay except that if any delay exceeds six months, then the party entitled to such performance shall have the option to terminate the agreement.

## 11. Administrative Information

### 1. Chief Executive Officer:

Mr. Chirag Leuva is the CEO of Yudiz and is directly handling business development and company growth.

Contact details of Mr. Chirag Leuva

- Designation: CEO
- Email address: chirag@yudiz.com
- Skype id: chirag.leuva

### 2. Chief Operating Officer:

Mr. Rajesh Kanjani is the COO and will be the concerned person for project communication during development.

Contact details of Mr. Rajesh Kanjani

- Designation: Chief Operating Officer
- Email address: rajesh@yudiz.com
- Skype id: rajesh.kanjani

### 3. Business Development Manager

Mr. Dhruv Samani is the Business Development Manager at Yudiz and he will be the concerned person for dealing with all the financial aspects involved in the project/proposal.

Contact details of Mr. Dhruv Samani

- Designation: Business Development Manager
- Email address: dhruv@yudiz.com
- Skype id: live:dhruv.s\_5

## 12. Payment Method

**Transferwise (<https://transferwise.com>) or Wire transfer to Indian Bank Account:**

Bank: ICICI Bank

Name: Yudiz Solutions Pvt Ltd

Account No: 182605000063

City: Ahmedabad

State: Gujarat

Address: 20-24, SHAKTI ARCADE, SOLA SCIENCE CITY ROAD, SCIENCE CITY, 380 060


Branch Name: SCIENCE CITY ROAD BRANCH

Swift Code: icicnbbnri

IFSC Code: ICIC0001826

## 13. Execution by Counterparts/Facsimile

This contract may be executed and delivered in counterparts by facsimile/Scanned Images, each of which so executed and delivered counterpart is original, and such counterparts, together, shall constitute but the same instrument.

YUDIZ SOLUTIONS PVT. LTD.  
  
DIRECTOR

.....

Mr. Chirag Leuva

.....

Mr. Matthew Taylor Farrington