yudiz
Solutions Private Limited

Providing Enterprise IT Solutions you Need

Mobile | Cloud | Web | Game

19th November, 2021

PROPOSAL FOR

Purple Bunny Marketing Web & App Platform Development

PREPARED FOR:

Mr. Matthew Taylor Farrington

CREATED BY:

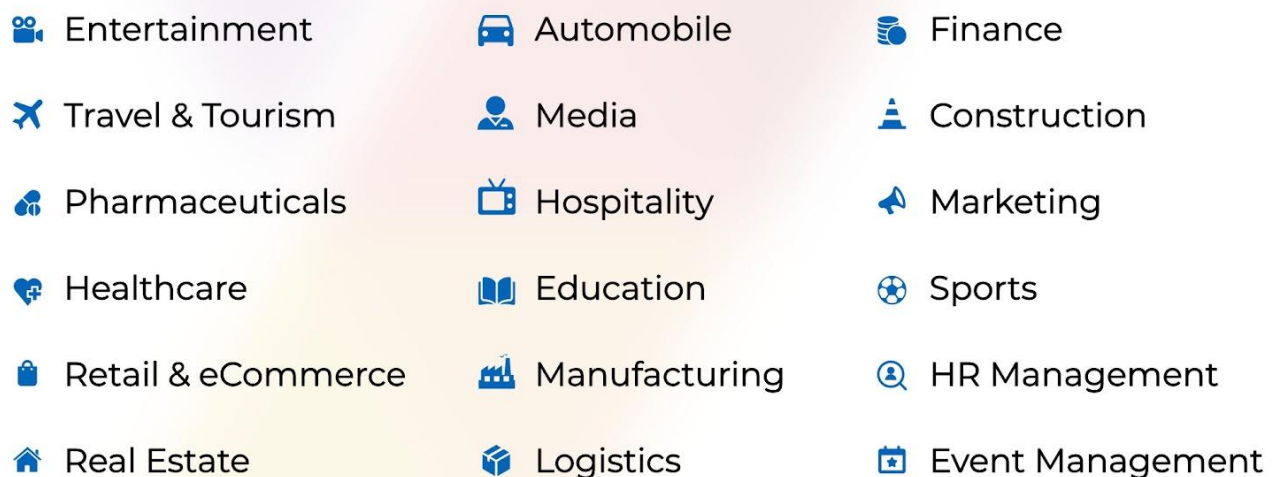Mr. Nishant Sanchaniya

AUTHORISED BY:

Mr. Dhruv Samani

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

Mobile App Development

Blockchain Development

Game Development

Web Development

VR / AR App Development

UI / UX Design

Wearable Solutions

IoT Solutions

AI / ML

IT Strategy & Consulting

DOMAIN EXPERTISE

- Entertainment
- Automobile
- Finance
- Travel & Tourism
- Media
- Construction
- Pharmaceuticals
- Hospitality
- Marketing
- Healthcare
- Education
- Sports
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- Manufacturing
- HR Management
- Real Estate
- Logistics
- Event Management

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 "

Index

1. Revision History

Date	Version	Prepared By	Authorized By
3rd March 2021	1.0	Ms. Sakshi Mangwani	Mr. Dhruv Samani
16th July 2021	2.0	Mr. Nishant Sanchaniya	Mr. Dhruv Samani
19th November 2021	3.0	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 In-App Purchase to post on the social media platforms. We will also develop the web panel for users so that they can able to access the platform from a browser apart mobile app.

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
Design & Development	Design and Development of the following will be done by Yudiz ● Purple Bunny Marketing Android Smartphone App ● Purple Bunny Marketing iPhone App ● Purple Bunny Marketing Web Platform ● Admin Backend Panel **Note:** We will use a ready-made template for designing. Demo: https://preview.keenthemes.com/metronic/demo1/index.html **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.** **Note:** We will use a Ready-Made Theme for the Admin Backend Panel.
Web services	We will develop all the required web services needed for the mobile app.
Application Orientation	Portrait Mode only
Device Compatibility	iPhone: All iPhone that runs with OS 13. X to 15. X Android: All Android Smartphone that runs 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.
Navigation Language	English Only
Logo, Content, Images & Third-Party API	You will provide us with Logo, all the required app Content, Images, Third-Party APIs (If required)
Deliverables	● Purple Bunny Marketing Android Smartphone App ● Purple Bunny Marketing iPhone App ● Purple Bunny Marketing Web Platform ● Admin Backend Panel

4. Technology

Platform	Specification
Mobile Application Development	Flutter
Purple Bunny Marketing Web Platform & Admin Back-end Panel	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**

- For using this platform, the user needs to purchase a subscription
- For the Website, we will use Stripe Payment Gateway.
- For App, we will use in-app purchase Payment.

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 member by purchasing the subscription plan for them.

10. **Home Screen - Workspace**

- We will allow the below listed social media platforms to integrate in 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 the social account users needs to login their account on this platform by their login credentials of respective social media accounts.
  - We will 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.

11. Make Post

- Users can select any of the above-mentioned platforms and will able post from our platform.
- For posting a new post users needs to add the following details depending on social media platforms.
  - Image / Video
  - Description / Caption / Text
  - Hashtag
- The user has to make individual posts for each platform.
- One post will not be posted on all the platforms.
- Post to All – Button
  - By clicking on this button, the user can type on one platform, and on the rest platforms the content will be copied.

12. 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.
- Users have to set schedules for every platform.
- Post to All – Button
  - By clicking on this button, the user can schedule for all the platforms.
- Calendar / List View of posts scheduled, where users can edit, delete or 'Push Live' ahead of schedule.
  - Edit - if users wants to edit the post then users will be able to edit the post before posted on the social media platform
  - Delete - if users wants to remove the post then users will be able to delete the post before posted on the social media platform
  - Push LIve - if users wants to push the live scheduled post then they can able to push the live post for specific hours.

13. 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 that which platform allows what analytics
    https://docs.google.com/spreadsheets/d/1kCZxWyWLEKWnQC4Y5KhclOTuL-oql4fGbx6v7IOgQCE/edit#gid=0
  - We will only be able to display analytics that depicts "Yes" in the sheet

14. My Account

- Manage Profile
  - Users will be able to change their social profile from these section.
  - View Profile
    - Profile Image
    - Name
    - Email
    - Phone

  - Edit Profile
    - Users will be able to edit their profile.

- Manage Subscription Plan
  - Users will be able to view their existing subscription plan with 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 the similar features that we have in the mobile app.

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.
- For the mobile app the subscription plan will be setup in the app developer account.
- You can not update any thing related to the subscription plans.

7. 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

8. CMS Management

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

9. My Account

- View/Edit Profile
- Change Password
- Logout

Notes:

1. The analytics section will be totally depends on the social media platform APIs. So, if in future any social media APIs will be changed or stop providing the service then you system will stop responding for that section and you must 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	**Kick-Off Internal Meeting** **Resource Allocation** **Knowledge Sharing** **Project Planning**		**AUD XXX** **As an Upfront to start a project**
2	**Wireframe Creation for Mobile App & Admin Web Panel** **Mobile App Design Creation**	**11 Working Days**	**AUD XXX** **on completion of this milestone**
3	**Mobile App Development** ● Splash Screen ● Walk through Screen ● Sign In Screen ● Forgot Password Screen ● OTP Screen ● Reset Password Screen ● Sign Up Screen ● Buy Subscription ● Home Screen - Workspace ● Make Post ● Schedule Post **Web Panel Development** ● Sign in ● Forgot Password ● Reset Password ● Sign up ● Buy Subscription ● Home Page - Workspace ● Make Post ● Schedule Post **Admin Web Panel Development** ● Admin Login	**30 Working Days**	**AUD XXX** **on completion of this milestone**

	• Forgot Password • Reset Password • Dashboard • User Management • Subscription Management **Web Service Development for the above-mentioned features** **Testing**		
4	**Mobile App Development** • Analytics Dashboard • My Account **Web Panel Development** • Analytics Dashboard • My Account **Admin Web Panel Development** • FAQs • CMS Management • My Account **Web Service Development for the above-mentioned features** **Testing**	**25 Working Days**	**AUD XXX** **on completion of this milestone**
	Total	**14 Weeks**	**AUD XXX**

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 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 is 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: icicinbbnri
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

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Mr. Chirag Leuva   Mr. Matthew Taylor Farrington