

GLOBAL NEXT CONSULTING INDIA PRIVATE LIMITED (GNCIPL)

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Project Proposal / Synopsis — Matty

Date: 2025-08-12

Cover Page

Project Title: Matty — Online Graphic Design Tool

Prepared by: GNCIPL

Prepared on: 2025-08-12

Abstract

Matty is a web-based design editor to create posters, banners and social media graphics.

Introduction

Objectives, scope, tools, and methodology for Matty MVP with MERN.

Objectives

- Drag-and-drop editor
- Save/load designs
- JWT auth
- Exports/templates next phase

Problem Statement

Non-designers need quick design creation without heavy desktop tools.

Scope of Work

Phase 1 MVP; Phase 2 exports/templates; Phase 3 collaboration.

Tools & Tech

React, Redux, Tailwind, Konva, Node, Express, MongoDB Atlas, Cloudinary.

Methodology

Agile sprints, PR workflow, CI checks, staging deploy.

Timeline (6 Weeks)

W1 Setup/Auth; W2 Editor; W3 Save/Load; W4 Uploads/Export; W5 Dashboard; W6 Test/Deploy

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Project Proposal / Synopsis — Matty (cont.)

Team Details

Product Owner: Ravi Kant (GNCIPL)

Dev Team: Shivanshu Kumar Gupta (Lead Dev), Hemlata (Lead Dev), Chitra Gautam (UI/UX Designer), Shivam Patel (Tester), Tasleem Ahmad (Deployment Engineer)

End Users: Designers, Students, Marketing team