



Assignment UC - DEMO

MBA (Indian School of Business Management and Administration)



Proposal for Urban Company/Clap

Submitted to:

Mr. Rohit Mahajan

Submitted By:

Ashish Bisht

Version	Author	Date
1.0	Ashish Bisht	03/28/2022

This proposal includes information that shall not be disclosed and shall not be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate this proposal or quotation. This restriction does not limit the recipient's right to use information contained in this proposal or quotation if it is obtained from another source without restriction. The information subject to this restriction is contained on sheets with the following disclosure legend: "Use or disclosure of information contained on this sheet is subject to the restriction on the title page of this proposal"



About Project-

UrbanClap is a platform to make our urban lives more fulfilling to solve our needs in a clap. UrbanClap is India's largest at-home services marketplace for local services such as repair & maintenance, home cleaning, homecare & design, pest control, packers & movers, business services, event management, weddings & party management, health & wellness, salon, etc.

They want to be the go to platform helping customers complete the projects that are important to their urban lives – everything from designing their homes to capturing key moments, learning arts, filing taxes, and getting healthier etc. UrbanClap is recognized as the fastest-growing startup in India.

Customers hire trusted professionals for all their service needs. Consisting of young and passionate people working tirelessly to make a difference in the lives of people by catering to their service needs at their doorsteps.

Landing Page- Header will have the following options

Logo section-

Top Menu-

1. Blog
2. Register as a professional
3. Login & Sign Up

Service Section - User able to select any services from the service section.

Footer Section- It Contains the following tabs-

1. About Us
2. UC Impact
3. Terms & Conditions
4. Privacy Policy
5. Advertising
6. Blog
7. Reviews
8. Near me
9. Careers
10. gift card
11. Contact Us
12. Service Serving
13. Social links
14. Download application

Blog screen- It shows all the latest blogs (<https://www.urbancompany.com/blog>)



User Dashboard- (Customer features)

1. Easy to Sign up & Sign in with Mobile Number Verification
2. Sign in with Mobile number/Email
3. Home screen services and category managed by admin
4. Services Details & Information.
5. Product Details with Multiple Images and Product Description
6. Easy to Add to cart and Orders
7. Select Date & time slot for booking service
8. Wallet redeem amount
9. Quick Payment Gateway(Cash on Delivery (COD), PayPal, Razor pay, Stripe)
10. User can add / update / delete Multiple Address
11. User can update profile anytime
12. User can check service tracking status with all status
13. User can check all service details info
14. User can cancel the service
15. User can check Privacy Policy, About us, Contact us, Terms & Condition page
16. User can check Notification
17. User can change the Forget Password with Mobile OTP verification
18. User can check the order details status Complete, Processing, Pending and history of service
19. User received notification once the service Accepted, Delivered & Completed
20. Easy and Understand Design

Service/Partner Dashboard

1. Easy & Quick Sign-In / Registration / Forget Password
2. OTP Verification
3. New Lead Approved Instant Notification
4. New, Ongoing, Complete lead with details Customer Location, Services & Addon details.
5. New Lead Partner can Accept / Reject / Complete
6. New Lead brief details – Credit earn for each upcoming lead
7. See on Map user current location path draw
8. Call customer
9. Credit Management – Income, Expense, Total Transaction
10. Credit Add with payment gateway
11. Assigned service partner on same category users all get notified by new each lead working like First come first serve(FIFO)
12. Profile Update



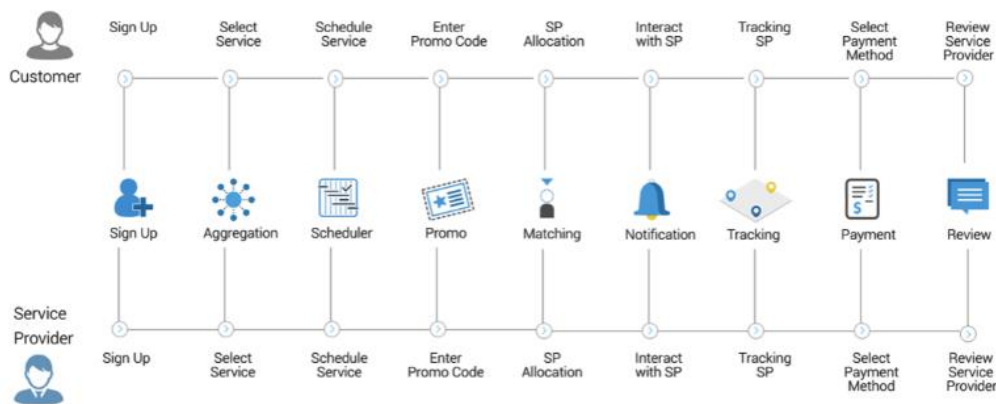
Admin Dashboard-

1. Admin can see the Pending, Process, Cancel, Completed, Total Orders, Total Sales, Total Main Category, Total Banner, Total Main Category Total Banner, Total Payment Gateway, Total Sub Category, Total Child Category, Total Add On, Total Timeslot & Date, Total Partner, Total Partner Service, Total Credit Package, Total Section, Total Section Service, Total City, Total Customer, Total Testimonial
2. Admin can create unlimited City
3. Admin can create unlimited Main Category with Subtitle, image and video
4. Admin can create unlimited Sub Category with image and video
5. Admin can create unlimited Child Category with image
6. Admin can create unlimited Add on basis of Main Category with title, price and image
7. Admin can create unlimited Time Slot & Date with Current Or Next Date, Date + Day(Total days running) & Time slot
8. Admin can create unlimited App home banners with Clickable
9. Admin can create unlimited country code
10. Admin can create unlimited Testimonial
11. Admin can check Partner records anytime with Active or Deactivate, Approved or reject
12. Admin can create unlimited Partner Services
13. Admin can check Partner Payout
14. Admin can take commission new joined partner
15. Admin can create Push Notification for customer & partner
16. Admin can create unlimited Credit Packages(Wallet amount add)
17. Admin can create unlimited App home screen Dynamic Sections & Offer Service like our demo app
18. Admin can check Pending Order List where order can accept or reject and Print the order
19. Admin can check Complete Order List
20. Admin can check Cancelled Order List
21. Admin can check Customer Information & Details
22. Admin can manage edit or change the status or payment method dynamically
23. Admin can change Setting for Payment Method: Cash on Delivery (COD), PayPal, Razor pay, Stripe
24. Admin can change Setting for Notification One Signal API and Firebase OTP verification API
25. Admin can change Setting for the username and password for admin panel
26. Admin can change Setting for currency(\$, ₹, €, £, ¥ etc)
27. Admin can change Setting for Time zone
28. Admin can change Setting for Signup Credit & Refer Credit
29. Admin can change Setting for Partner Withdraw Limit
30. Admin can change Setting for SMS Twilio Account
31. Admin can change Setting for logo, favicon, website title for admin panel
32. Admin can change Setting for Privacy Policy, About us, Contact us, Terms & Condition page.



Technical Approach

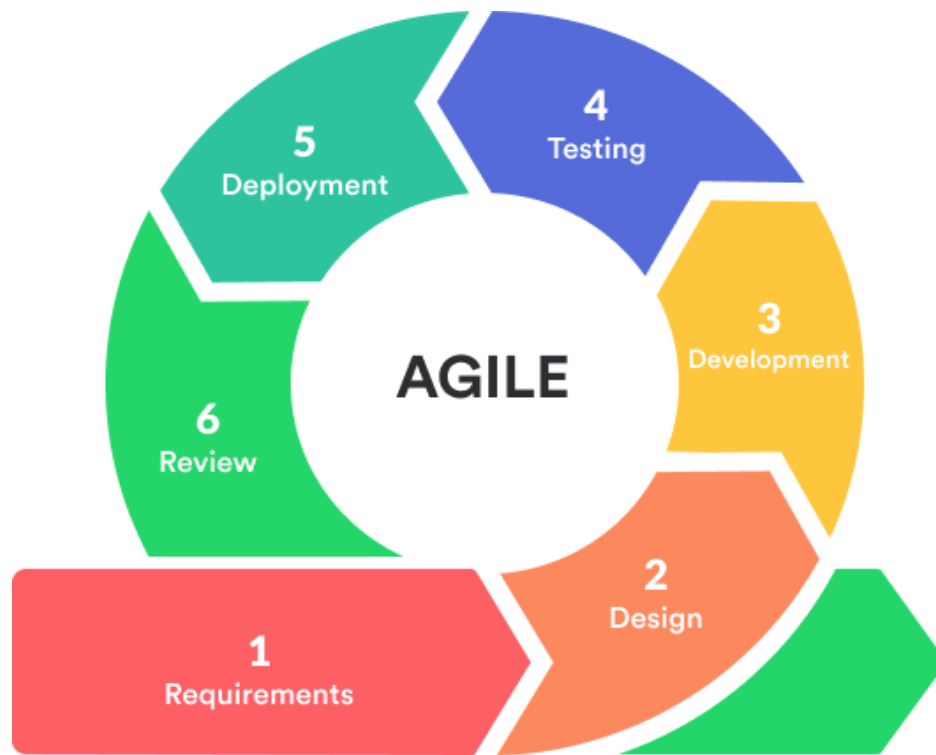
We will follow Agile SCRUM processes and Industrial best practices (PMBOK) to successfully accomplish the project requirement. Our Website developers and programmers are well equipped and excel in their respective domains, especially drilling in and out of the handhelds to provide elite consultation to our esteemed partners to meet their business needs. They are experienced in working on innovative concepts for the latest technology.



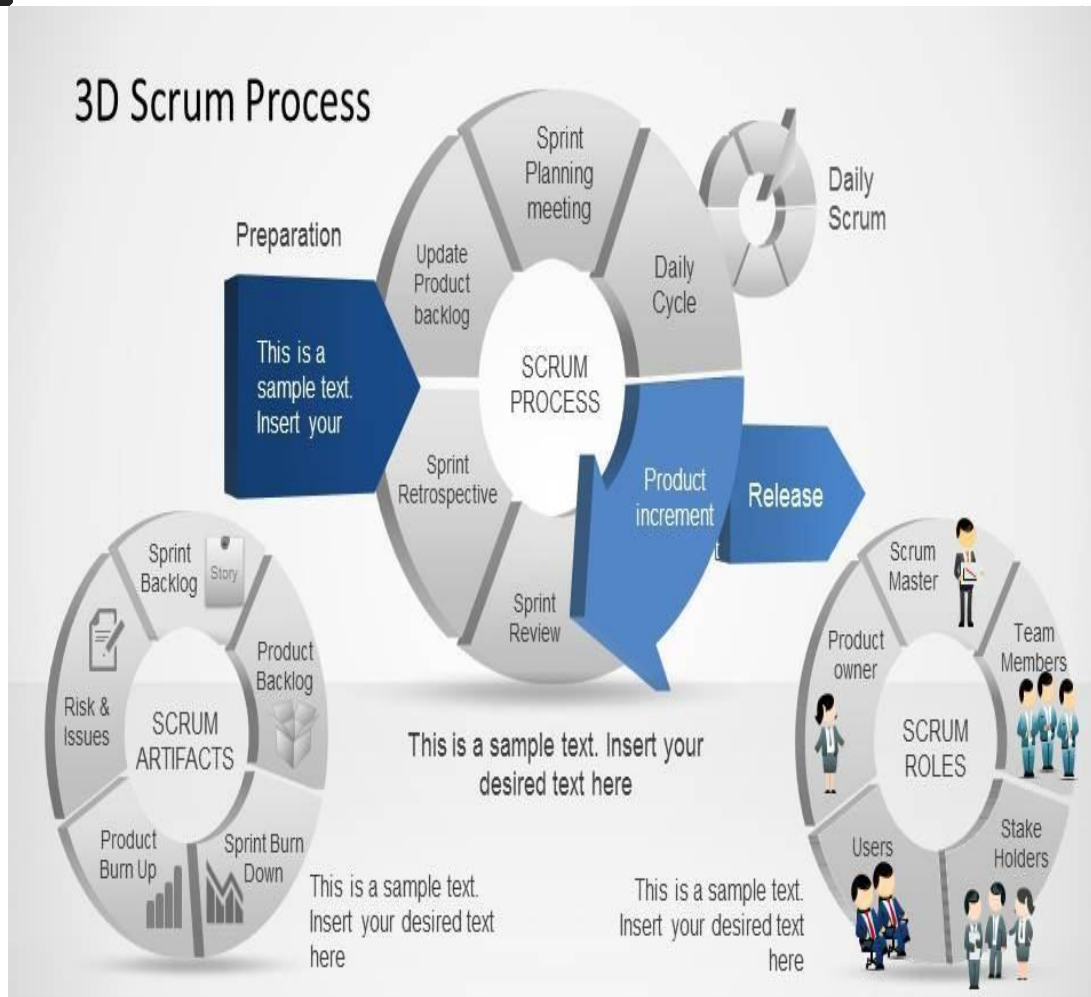
Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

Step 1: Product vision and the scope is defined in terms of short user stories comprising of the product backlog items. Product owner defines, prioritize and presents the ready backlog to Scrum master and the team. Master sprint plan is prepared with 1 week sprints.



Step 2: Sprint backlog is the list of work that the development team addresses during the sprint, the list is derived by the scrum team progressively selecting the backlog items in priority order, core features are at the top (developed first) followed by the non-essential.



Project Phases

Following the principles of Software development life cycle (SDLC), the proposal is to split the project into below phases-

Phase	Objectives	Key Deliverables
Design Phase	<ol style="list-style-type: none"> 1. Requirement gathering 2. Graphical design of all parts of the solution 3. A technical design of the system which will include database design 4. Defining the sequence of development and the associated timelines 5. Setting up of the environments for development and testing 	<ol style="list-style-type: none"> 1. Requirements doc 2. Graphic design for web design and CRM solution 3. Mobile App Design 4. Technical design 5. Database design 6. Detailed Development Plan



Development Phase & Component level testing	<ol style="list-style-type: none"> 1. The development will be iterative and the work schedule will be split into biweekly iterations (sprint) 2. Test team will test standalone components at the end of each two week development. 3. Demo at the end of every sprint to stakeholders 	<ol style="list-style-type: none"> 1. Fully developed and unit tested application which is ready for end to end system tested 2. User manual for using the platform
Test	<ol style="list-style-type: none"> 1. End to end testing of the complete platform 2. Performance testing of the platform 3. Defect fixing as reported by the test team 	<ol style="list-style-type: none"> 1. A fully tested platform ready for user testing- 2. (Some of the user testing will also be conducted in parallel)
User Acceptance	<p>Final user test with some real users possibly testing it for one or two organizations</p> <p>Fixing any issues identified</p>	<ol style="list-style-type: none"> 1. Beta version of the application ready to be launched with all the associated setup on the cloud.
Go-Live & Rollout Support	Rollout to wider organizations and supporting ramp up and providing technical support	

Development Process

We have extremely talented and creative programmers who work hard to make any idea productive and profitable. Following are the development process to create a **OnDemand WebApp**.

• Designing Phase –

During task one there will be a Kick off meeting between our project manager and Project Owner to discuss and establish the process flow. We will do the HTML of Web designs only. After that we will start the Coding of Website Development

• Write Code –

After the prototype is completed, Developer will begin to write the code for the Web Application. All our code will adhere to the following coding practices:

- Less Code Complexity
- Validate inputs for software vulnerabilities
- Adhere to the principle of least privilege
- Adopt a secure coding standard
- Use effective quality assurance techniques
- Securely Store Sensitive Data in RAM
- Understand Secure Deletion of Data
- Avoid Query String for Sensitive Data



Our team follows the guidelines for writing the code and developing the User Interface (UI) as per guidance's provided. The code will be well-structured, indented with proper tabs and authors, copyrights and comments will be properly defined in each class. Our team uses a modular approach to implement the design and architecture of the application.

• Testing (Test Cases) –

Softobiz will submit a test plan to the client for review. During the testing phase (task three), our team will have utilized the approved test cases to conduct all of the required testing. Once all tests are completed, we will move to the functional acceptance testing where some selected users will conduct a thorough testing of the Web Application including load/stress testing. During this process feedback is collected and if there are any bugs or functional issues, the team will go back to conduct another code review and take corrective actions, then the testing will restart.

• Maintenance & Updates -

As part of maintenance and updates, our team will collect feedback from client users first. Any required changes will be made in the form of bug fixes or improvements. Appropriate security patches, performance improvements, additional functionality, new user interfaces are provided at regular intervals in the form of updates to the Web Application. As maintenance is not a part of the scope of work but we will provide you Two (2) months maintenance as a complimentary.

The Team and Organizational Structure

SoftoBiz is an IT professional services company focused on transforming business into meaningful experiences for our clients worldwide. We specialize in software solutions and development using various proprietary and open-source technologies across Web, Mobile and Desktop platforms. By providing a turnkey one stop solution for development, we assure our clients a cohesive finished product with a support team that has built the same.

Change Request Management

We will log all change requests provided from you and will provide estimation with new time and cost efforts, whenever applicable. Any addition to the scope of work or delay in response to provide any approval will affect the overall time frame of the project. Anything that is not defined in the scope of work will be considered as out of scope and treated as New Request. Cost of the change request must be higher than the initial hourly cost.



The proposed technologies for the development are.

Technology	Usage
React JS, PHP Frameworks	Front end development
React Native	iOS and Android Mobile app
Node JS, PHP	Backend development
MySQL	Database
Bitbucket	Code version management
AWS or similar	Cloud system for application deployment
Jira or similar	Project management and tracking tool
Amazon SES or similar	Trigger of transactional emails

The tools/technologies mentioned above may be changed at the end of the design phase based on the information received and in consultation with the IT team along with price estimation. Price will change as per the technology selection for the project.

Resources

Following resources will be working during the project during design, development, testing and user acceptance phases –

Role	No of Resources	Duties
Project Manager	1	Define and manage project plan
Business Analyst	1	Information gathering and Binding the information for Development
Graphic Designer	1	The Graphic designer will work with
Front end developer	1	The code written and developed for the whole application
Mobile App Developer	2	The code will be written in Native languages.
Backend Developer	1	Development of Database, Admin Panel, Web Services
Quality Analyst	1	Testing of the Platform to make sure deliverable are bug free



Change Request Management

We will log all change requests provided from you and will provide estimation with new time and cost efforts, whenever applicable. Any addition to the scope of work or delay in response to provide any approval will affect the overall time frame of the project. Anything that is not defined in the scope of work will be considered as out of scope and treated as New Request. Cost of change request must be higher than the initial hourly cost.

Timeline

Estimated timeline for the project will be 18 to 20 weeks

Price/Cost Section

Below price is the fixed firm pricing for this contract and anything that is not defined in the scope work will be considered as out of scope and treated as New Request.

S.N	Expert	No of Experts	Hourly rate	Hours	Total Amount
1	Project Manager	1	\$15/Hour	100	\$1500
2	Business Analyst	1	\$15/hour	100	\$1500
3	Graphic Designer	1	\$18/Hour	120	\$2160
4	Front end developer	1	\$20/Hour	350	\$7000
5	Mobile App Developer	2	\$25/Hour	450	\$11250
6	Backend Developer	1	\$25/Hour	250	\$6250
7	Quality Analyst	1	\$20/Hour	150	\$3000
8	Cloud Engineer	1	\$25/Hour	40	\$1000

Total Cost	\$33600
-------------------	----------------

Terms & Conditions

- Any reduction/addition to the scope defined in this document will be considered during requirement analysis and knowledge transition phase and re-estimation will be carried out.
- Any change in scope during the project execution of the project will be handled through the Change Management process.
- Softobiz expects that Client will provide timely input/feedback for all reviews and queries raised during the project execution. It is expected that Client will resolve queries in reasonable time frame. Any delay can result in slippage of the schedule.
- Softobiz assumes that all sign-offs from Client will be provided within agreed and specified timeframe. Such time frame can be decided at the beginning of each key milestone/activity.
- It is requested to the clients provide confirmation/approval as & when required within 2 business days.



- Softobiz will require a lead-time of 1-2 days to start the project after the project is awarded.
- Softobiz may display the project on its portfolio in different relevant sites owned after completion of successful project and may get a credit of the work as developed and designed for the application as a part of this contract for our future prospects.
- Softobiz to provide site noted. Must receive approval from client before posting
- Once the compiled code has been delivered & contract has been signed off, any further changes or request will be treated as Add-on & quoted separately.
- Agreed payment structure will not include any transaction charges.
- All timeframes offered by Softobiz to the client are estimates. The intrinsic nature of software development and its intricacies do not offer Softobiz the luxury of defining definite timeframes.
- Softobiz will Endeavour to complete all work within the estimated timeframes discussed with the client in the quotation.
- However, Softobiz will not be liable for any penalties, monies or hardships otherwise incurred by the client if the application cannot be delivered within the estimated timeframe if there is change of scope during the development of application.
- Softobiz will not release source code of the application unless all payments have been met under the obligations of the quotation or work agreement.
- If we get more then 15 days to receive the feedback from client in that case Softobiz will Re-Initiation charges \$300 after 15 Days.

Clients can choose the single individual expert as per their ease or a full package of experts where they can take care of all development and deployment and will only be asking for updates on daily or weekly maintenance.

Prepared Estimation and price are on the basis of internet based information.