Proposal to

Paul

For

Project

Taxi Booking Website

By

SDS Soft Ltd

SDS SOFTWARES

Websites, Apps & SEO Specialists

Dear Paul,

I, Raj, on behalf of the entire team of SDS Soft Ltd, am pleased to submit our proposal for your project Taxi Booking website.

The objective of this proposal is to outline the scope of work as well as provide architecture and commercial details that will help you in taking a more informative decision. The details provided in this document are based on our current understanding and analysis of your requirements in a high level. The cost and timeline given is a Ballpark.

We appreciate the opportunity to establish long term partnership with you. We have the right combination of skills, experience, dedication and commitment required to successfully deliver high quality projects on time and within budget.

Thank you,
Raj
SDS Soft Ltd.

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Proposal Details

Project Title:	**" Taxi Booking web portal Design & Development"**
Customer:	Paul
Confidentiality, Copyright and Reproduction	Restricted – Commercial This proposal is submitted by SDS Soft Ltd. in response to the RFPs issued by Paul. The document should neither be used for any other purpose nor reproduced in whole or in part. Please take written permission from SDS Soft Ltd's proposal manager in case you would like to forward this.
Validity	510 days
Reference Number:	
Proposal Manager:	Depain
Approved by:	Raj

Executive Summary

SDS Soft Ltd is pleased to submit its proposal to for the project "Taxi Booking website". We are UK based Software Company headquartered in Solihull that provides development services catering to all major technologies - .Net, PHP and Java/J2EE and provide best of the breed services like application development, product development and quality assurance. Our expertise are in domains are Customized Websites, Portal Development, National Database, Social Media Portal, E-Learning, Health Care and Financial Services.

- **Type of Architecture**:

Presentation Layer:	Optimized/Minimal Navigation - JavaScript/Ajax/JQuery/XML/JSON/HTML5/CSS3/Angular.js
Business Layer:	Laravel/ CakePhp - Controller Classes leveraging full MVC Capability
Database Layer:	Driven by MVC Model interacting with Hbase, Model interacting with HTML , REST-ful XML services, JSON services, or SOAP

- Technology Stack: LAMP – HTML5, CSS3, JavaScript/Ajax/JQuery, PHP,
- Framework: Laravel, MapR
- Scalable, modular n-tier architecture

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Methodology/Development Process:
We use a light weight iterative/incremental development methodology - Agile SCRUM, which has the following benefits:

- Flexible Deliverables
- Flexible Schedule
- Collaborative
- Empowered
- Simple
- Adaptive
- Incremental

Approach and Progress is quantifiable process to define Product Backlog, Sprint Backlog, Increment, Burn Up, Burn down Chart with Tools like Daily Scrum, Sprint Plan, Review and Retrospection.

We are excited about the opportunity of exploring the prospect of forming long term business relationship with you.

Website Security:
The websites would have the following protection
DDos
MD5 encryption

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Contents

1. Technical Proposal 7
1.1. Scope of the Project ..... **Error! Bookmark not defined.**
1.2. Salient Features of our Solution 13
1.3. Platform/Framework/Operational Model/Environment 14
1.4. Architecture Details 14
1.5. Proposed Team Structure 18
1.6. Project Plan 19
1.7. Deliverables 19
2. Commercial Proposal 20
2.1. Salient Features of our Engagement 20
2.2. Cost and Time-Frame of the Project 20
2.3. Payment Schedule .....
2.4. Payment Terms .....
2.5. Intellectual Property Rights 21
3. Company Profile and Other Details 21
3.1. Company 21
4. Contact .....
5. Appendix 24
5.1. Software Development Life Cycle 24
5.2. Change Order Process 25

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1. Technical Proposal

Scope of the project

This website is a Taxi Booking , where car rental companies would be able to upload their car's (inventory) and manage the car calendars from their admin panel. People will be able to search the cars for different locations as per various filters. Once they find the taxi of their choice they would be able to book the taxi and make payment online.

The system will generate a confirmation note after the booking is made, and user can also amend bookings from their panel.

Website admin will be able to manage the complete website including users, car rental companies and all transactions.

Client's scope of work:

Our taxi booking website will allow car rental companies to upload they're cars as adverts online available to all. A browser will simply search by manufacturer, model and car type. They will have the ability to select dates to and from, and location. Once a search is done, list full of cars that they are looking for will appear. They can select which one they are happy with and continue. They will then be asked to log in or register to continue. Once logged in or have registered, browsers will view booking information and continue to payment. Once payment is confirmed they will receive and email to show this. The retailer will be alerted on the retailer back end to complete relevant checks. The admin back end will get the alert through all stages of confirmed by customer and retailer checks.

Objective for browser accounts:

- Ability to cancel bookings
- View current or previous bookings
- Manage customer profile

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- Add/change payment methods
- Change address details
- Add driver's license image

Objective for retailers back end:

- Sign up for account
- Ability to post adverts
- Manage current adverts
- Manage bookings, up coming and future
- Manage each car e calendar
- List of taxi, how much money they have made

Objective for admin back end:

- Ability to manage ads
- All user's account management
- Content management
- View all payments- Customer payment, retailer invoices. Daily, Monthly & Yearly.
- Activate driver new accounts
- Cancel/Stop/start accounts
- View all new, old and future orders
- Cancel bookings

Search taxi:

- Search taxi on basis of manufacturer, model, taxi type, pick up and drop off date and location
- Search filtered, age, transmission, price.

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Booking:

- Select from search list
- Payment via credit, debit card to confirm

Account Log in/Register:

- Create user account using full name, address, email, password, drivers licence upload.
- Log in with email and password

Swipe advert on home page:

- Live carousel style, adverts on home page

Contact us:

- Contact us page with contact number, email and address

About us:

- Information on company policies and statement

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Objective for browsers:

Browsers can search and find the best-suited taxi and complete booking with no glitches and easy process. Browser back end will be simple and easy to navigate. They will have the ability to cancel bookings within a selected time barrier, view current and past bookings, can add/ adjust payment methods. Manage everyday information such as address, driver's licence (upload).

Objective for retailers back end:

Retailer's can log in, upload new adverts, and view current cars on hire as well as previous and future orders. Each advert they upload will have an e calendar. This e calendar will be open until blocked out. The dates open and blocked out must reflect on the search engine. Retailers will have the function to remove old adverts and edit live adverts. Each new order will be alerted through retailer dashboard, which will prompt them to complete all relevant checks and send back to admin. Using all retailer back end functionalities must be quick, easy and smooth.

Objective for admin back end:

Admin back end must be able to see all customer's and drivers accounts. Will have the following functions, Customer search- by name, address and zip code. Driver search- by name, address and zip code. Will be able to view and change for customer's and driver's- Name, address.

Addons from last meeting:
if a customer wants to extend the hire and those dates are already booked. There will be a button to extend hire on the customers log in which will allow customers to request to extend for the dates. This will alert the driver and admin. If the driver is happy to extend or the customer cannot come back in time there must be a payment gateway.

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When retailers apply to be a member of the website. This will come as a request to admin, and we cannot select if we want to give them an unlimited advert upload or for a certain number. If the customer has uploaded the max allowance of uploads we will get an alert (admin) and call the retailer to discuss. But we must have the option to activate more adverts.

in admin section we need to have:

method to work out invoice for each month. we need to have admin section access for each retailer account where we can input contract / fee details.

this will include:

monthly subscription fee

this will be worked out from the input admin puts (we will need to have ability to do this) at the start of the contract and be able to amend it later. also, need to have input the number of months contract has been signed, and when it will finish or contract ends. this needs to be signalled letting admin know end of contract is approaching.

admin will need to have access to how much the retailer is paying per car. we will input this information at the start of the contract. this information will form invoice details also as the total hire charge sum will appear on each monthly invoice.

input and manage:

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contract start date (system needs to do a count down)

length of contract (months)

monthly subscription fee (great British pounds)

car rental fee (every car that is successfully hired will be charged this amount from this particular retailer)

total monthly charge (itemised list of monthly charge and hire fee)

miscellaneous: we also need to have a section to input title and fee of future service they might take which is not know presently. for this to be workable we will need field to input 'name' of service/ product, 'price' or cost of the product service 'one off/ reoccuring' - if the charge will be applied for only one month or if it we will be applied continuously henceforth.

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1.1. Salient Features of our Solution

Some of the salient features of our solution are given below:

(a) Template based HTML design, future scalable
(b) N-tier architecture
(c) Multiple browser compatibility
(d) W3C compliant HTML and CSS
(e) Fully responsive i.e. compatible with all phones and tablets

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1.2. Platform/Framework/Operational Model/Environment

1	Platform	LAMP
2	Framework	CakePHP
3	Optimization	Analyze/Plan/Hint/Indexes and through ISAM Statistics
4	Requirement	Rational (Optional), web browsers
5	Process	ISO 9001:2008 compliance
6	Version Control	SVN
7	Issue Tracker	BugZilla
8	Release Process:	Crisp incremental Releases
9	Methodology:	Agile SCRUM
10	Project Management	Microsoft Project 2007
11	Communication Management	Email/Skype/Phone
12	Project Integration	Milestone Driven
13	QA Process	Traced with Requirement and BugZilla
14	Testing	Manual

1.3. Architecture Details

We develop application with n-tier architectures. The benefits of N-Tier applications are as given below:

(a) Parallel development is possible
(b) Encapsulation for different tiers leads to a more robust application
(c) Highly scalable and flexible

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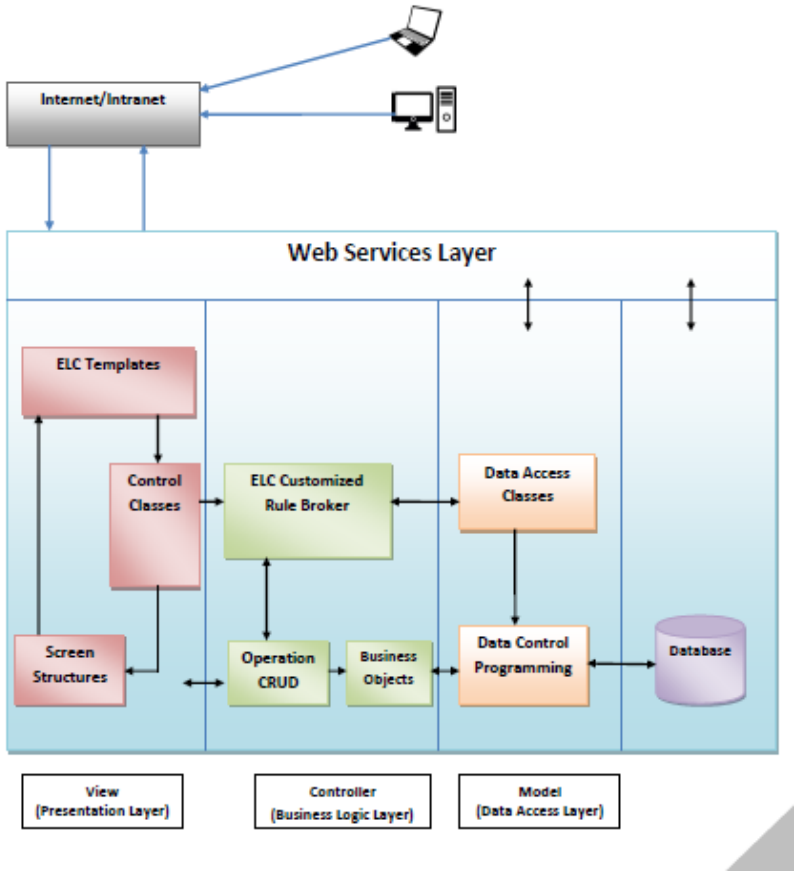
Architectural Diagram



The application will have following architecture

Tier	Function	
Presentation Layer	Responsible for UI display	HTML, CSS and Javascript PHP Classes for generating HTML Output
Business Logic Layer	Separates Presentation Layer from data access	PHP classes and methods

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	layer (DAL) and enforces custom business rules	
Data Access Layer	Is responsible for accessing the underlying database data and forwarding it to BLL	DML class for PHP
Data Tier	This tier is the database or the source of data such as XML	MySql

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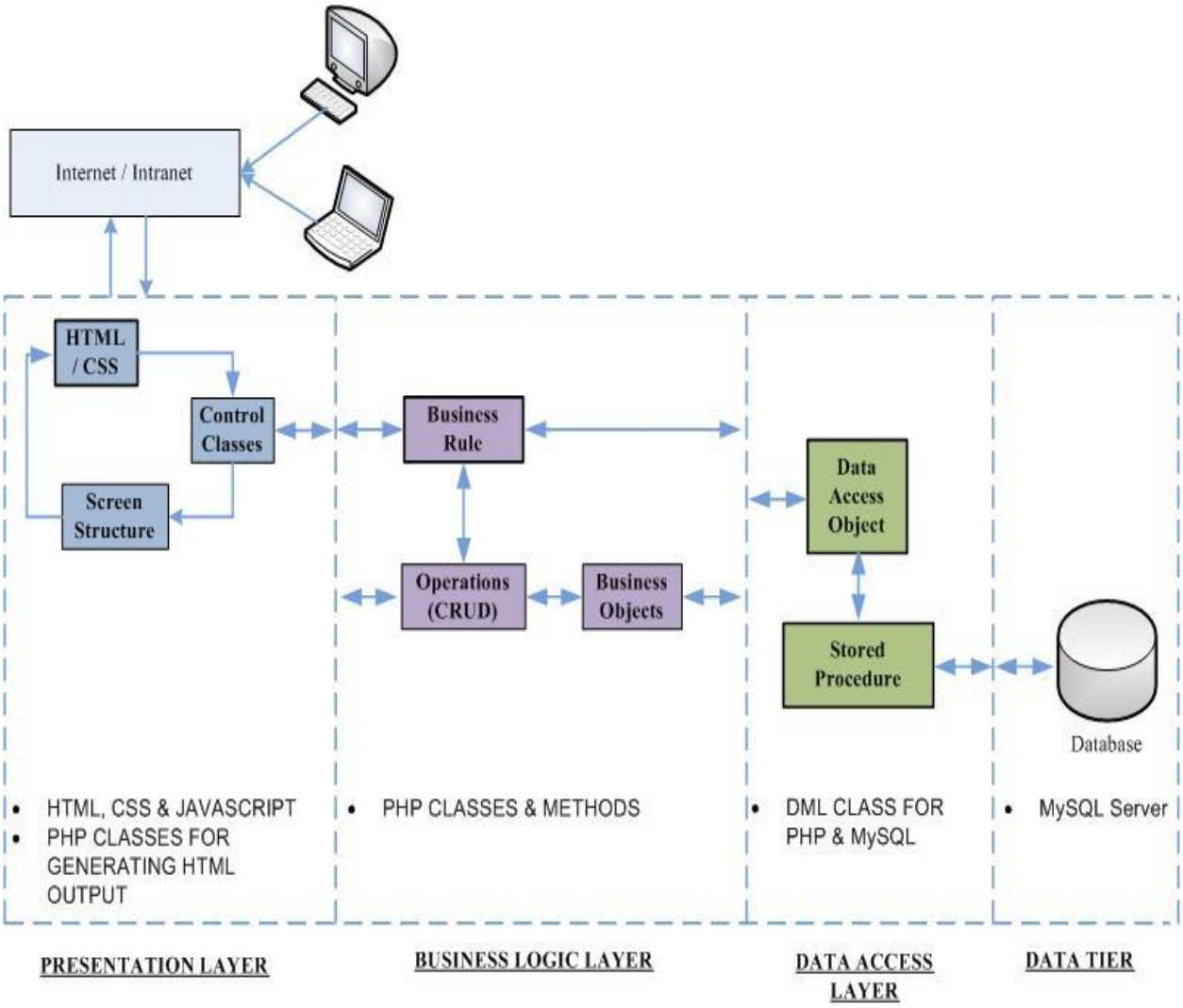

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1.4. Proposed Team Structure

Skill	Minimum Qualification	Responsibilities
Account Manager	Experienced account manager with good understanding of SDLC Excellent Communication Skills	Account manager is the main contact point for all commercial discussions related to the project. AM's responsibilities include: - issue escalation and resolution - taking client's feedback at regular basis - discussing new business opportunities with the client - ensuring client becomes our long term partner
Project Manager	Experienced project manager with good understanding of SDLC Excellent Communication Skills Experience of developing robust and scalable enterprise level applications Experience of managing distributed team	Project manager is the main contact point for all technical and project management related discussions. PM's responsibilities include: - Managing scope, checkpoints and deliverables of the project - Managing change requests (CRs) - Conducting internal meetings with team members for project discussions - Evaluating weekly progress of members - Providing weekly updates and status reports to client - Conducting meeting with clients to provide demo or status of the project - Updating project plan on regular basis basis to include any change request, technology risks or uncertainty

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Developer	Good experience of software development Good communication skills Good command on tools like Bugzilla, CVS Experience of developing large robust, scalable and modular applications	Developer's responsibilities include: - Designing / implementing application framework - Designing database - Preparing wireframes and/or SRS - Coding and unit testing - Peer code and design review
QA Engineer	Experienced QA engineer with good command on manual testing like black box, white box, system, compatibility testing and automated testing like performance and load testing	QA Engineer's responsibilities include: - Preparing test plan - Preparing and executing test cases - Performing (a) functionality testing (b) system testing - Submit test reports
HTML Designer	Creative and experienced HTML designer with good command on design tools Experience in creating layouts with web 2.0 experience	HTML Designer's responsibilities include: - Creating PSD layouts (Home page and 1 internal page templates) - HTML and CSS (Browser compatible, W3C compliant) - Graphic elements for the entire website

1.5. Deliverables

Following are the deliverables of the project

(a) Database design document
(b) Source code
(c) Test reports
(d) Status reports
(e) Incremental modules for showcasing on regular intervals
(f) Website uploaded on server

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2. Commercial Proposal

2.1. Salient Features of our Engagement

Analysis is done at pre-sales level – We do a detailed analysis at pre-sales level to clearly define following things:

(a) Cost and time-frame for the given scope of the project
(b) Any risks and uncertainties in the project
(c) Deliverables and checkpoints of the project

2.2. Cost and Time-Frame of the Project

Total time to complete the project would be approx 2-3 months.

The cost to build the project is $2200 (Two thousand and Two Hundred dollars only)

Note: Our estimates are based on the current understanding of the project. Any change in scope or elaboration may change efforts and costs.

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2.3. Payment Milestones/ Delivery Schedule

Payments for the project above would be in 3 phases, defined below:

Payment	Delivery Timescales
£606 after designs approval including the logo, workflow diagrams and user stories	3 weeks
£606 after admin is ready	4 weeks
£606 after front end integration is done and tested	4 weeks

2.5. Intellectual Property Rights

All Confidential Information disclosed under this Agreement shall be and remain the property of the disclosing Party and nothing contained in this Agreement shall be construed as granting or conferring any rights to such Confidential Information on the other Party. The Recipient shall honor any request from the disclosing Party to promptly return or destroy all copies of Confidential Information disclosed under this Agreement and all notes related to such Confidential Information.

SDS Soft Ltd works under the contract “work made for hire” where all intellectual rights belong to our clients. We will deliver all source code, engineering notes and diagrams to our clients.

3. Company Profile and Other Details

3.1. Company

Legal name and full address of the company that will enter	**SDS Soft ltd** 116, sandy hill road

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into the agreement	sandy hill road Shirley, West Midlands b902eu United Kingdom
Website url	http://www.sdssoftwares.co.uk/
Our differentiating points	Following points differentiates us from our competitors: ➢ Customers get a good and fair deal from us ○ We provide detailed effort estimates to ensure transparency ○ We share well defined deliverables and milestones with our clients ➢ We establish long term partnership ○ By deliver high quality solutions ○ By not maximize short term profits at the expense of our relationships ➢ Our values make it easy to do business with us ○ We deliver using WYSIWYG Principle "What You Solicit / Seek Is What You Get" ○ We know how to say no at sales level even if it means to lose business in the short term ➢ Our efficient processes help us in being a cost effective service provider ○ We have matured SDLC process that ensures efficient operation ○ We have well defined project management approach that reduces risks and overheads
Services offered	➢ Application development

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	○ Web application development ○ Custom application development ➢ Product Engineering ○ Rapid Prototyping ○ Product Development ○ Product Reengineering ○ Product Maintenance and Support ➢ Quality Assurance
Technology focus	LAMP (PHP/MySql) Microsoft Technologies Java / J2EE / Java EE Mobile Technologies like Objective C (for iPhone iOS), Java ME (Blackberry), Java, C/C++ (Android)
Domain focus	➢ Web Portal Development ○ Ecommerce ○ E-learning ○ Content Management ○ Social Networking ➢ Healthcare solutions ➢ Mobile solutions ○ iPhone / iPad ○ Android Platform

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	○ Blackberry

4. Appendix

4.1. Software Development Life Cycle

We follow iterative development methodology for developing and delivering projects. Our development process has 5 main phases.

Inception: The first phase is the inception phase. Here, the goal is to capture client's requirements in the documents. We prepare wireframes and Software Requirement Specification (SRS) document for all projects. Wireframes are the structural representation of the website. SRS captures the complete behavior of the system. It includes both functional and non-functional requirements of the system. We recommend detailed use cases for large projects with man effort more than 10 months. Sample of wireframe is given below:

UI Design Phase: Once the wireframes for the project is ready, the HTML designer sends clients a design questionnaire to capture the UI interface requirements. Based on the inputs received, our designers prepare 3 mock-ups. Clients may like any one of them or may like to integrate design elements of 2 or more mock-ups into one. In 2-3 more iterations, the design of the home page and internal page is finalized. The designer then works on creating HTML for the website.

Elaboration: The third phase is the elaboration phase. Based on the requirements captured in the first phase, our seasoned architects work on developing the architecture of the application.

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SRS and wireframes becomes input for this phase. Output is to deliver Technical design documents. This includes High Level design (HLD) and Low Level Design (LLD). HLD includes designing overall architecture and framework of the project. It is decomposed into modules, functions, classes, entities. LLD includes defining technical interfaces and writing pseudo code. Database design is done. Deliverables include database design diagrams, class architecture diagrams.

Construction: We divide the construction phase into different milestones. The project manager makes a project plan to detail down which functionalities are included in which milestone. Features are prioritized based on business requirements and dependency of the features. The development team starts working on the first milestone. Once coding and unit testing is done at the developer's end, he makes an internal release to the QA. The QA tests the functionalities in the testing environment and logs bugs in the issue tracking tool. Once the bugs are fixed and then verified by the QA, we make a release to the client on staging server. The client then reviews the release at his end and logs his feedback / comments in the bug tracking tool.

Transition: At the end of the construction phase, we have an application with all functionalities developed. We then perform a rigorous system testing at our end. Simultaneously, the client also performs user acceptance testing at his/her end. All issues discovered are logged in the bug tracking tool. Once the issues are fixed and the client approves the application, we make a final release on the production server.

We provide one month of free post launch support for bug fixing.

4.2. Change Order Process

We understand that clients may want to elaborate requirements and add new features during the product development life cycle. In order to enable clients to change functionalities, we follow a matured change order process.

Our change order process is defined below

A. Clients raises change order request (CR) by entering them in our issue tracking tool
B. The Project Manager (PM) estimates it based on requirements defined and clarifications sought
C. The Account Manager sends cost based on agreed rate and effort estimates given by the PM
D. On approval by the client, the CR is planned in the project plan
E. Once the CR is completed, the client verifies it and closes it in the issue tracking tool

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This proposal correctly set forth the understanding of the scope of the project.

Signature:	
Name:	
Designation:	
Date:	
Place:	

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