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PT0601701

Version 4.0

**Revised proposal for E commerce Marketplace Website & Apps**

Prepared for:

**Hayat Alayashy**

Domain:

Website & Mobile Application Design & Development

06thJanuary 2018



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Table of Contents

[1. Objective 3](#_Toc444381235)

[2. Client Brief 4](#_Toc2063424267)

[3. About Promatics 5](#_Toc1538697680)

[4. Scope of Work 6](#_Toc1353084349)

[5. Administrative Panel 47](#_Toc1312456432)

[6. Standardizations 52](#_Toc755750905)

[7. Technology & Performance 53](#_Toc507113477)

[Technology Stack 53](#_Toc2121463034)

[8. Delivery Schedule 55](#_Toc150901877)

[9. Agile Process Flow 57](#_Toc1955719245)

[10. Requirements from Client 58](#_Toc910490208)

[11. Promatics’ Commitment 58](#_Toc865952150)

[12. Location of Work 58](#_Toc1113561095)

[13. Progress Reporting and Communication 59](#_Toc1530361988)

[14. Engagement Model 59](#_Toc1163472530)

# Objective

This document is meant for **Hayat Alayashy**(hereafter referred to as **Client**).

The copyright of this document rests with **Promatics Technologies Pvt. Ltd** (hereafter referred to as **Promatics**) and no part of the same should be copied without consulting with the same.

This is the proposal document for **Promatics**’ service offering in the website and app design and development and custom web application development space. The document details our understanding of the brief, the objectives of the services suite, the methodology, deliverables and commercials.

[Top](#Table)

# Client Brief

**Client** desires to develop Apps and website with following specifications:

Brief: Apps and website similar to Aliexpress and ebay.

I’m interested to build marketplace /e-commerce concept application, with future option to customize it to have C2C option as well I’m looking for a company that have the ability to provide me the full range of solutions from A-Z: (Example) iOS & Android app UI/UX design 1 year maintenance (after sales service) English / Arabic language Website with Admin + Store account for uploading products that reflect in the App. The designer touch is very important to provide the value added in the creating new design with creativity and innovative designing.

Also details in the mentioned documents : Admin view.pdf, customer view FV.pdf, product commission.xlsx, Products Lists.xlsx, Reward Program.xlsx, store view.pdf.

# About Promatics

**Promatics** is an established, global IT solutions company delivering web development, mobile application development, software development, IT consulting and staff augmentation services to clients worldwide. Promatics leverages industry best methodologies and cutting edge business processes to develop technology upfront web and mobile enabled solutions. With a rich and varied experience in providing software development, project management capabilities and stringent quality standards ensure to develop solutions that give your business an edge over your competitors. We are experts at developing and implementing applications for mission-critical and enterprise-wide projects.

With our resource pool of experienced professionals coupled with state-of-the-art technology and industry best practices, it is our vision to make our customers the best in the industry offering best of the breed solutions.

[Top](#Table)

# Scope of Work (Deliverables for iOS (iPhone & iPad) & Android (Phone & Tablet) apps)

* **Home Screen**

It will display the links or controls to navigate to different sections of the application with a logo signifying the identity of the company.

* **Users Registration/Forgot Password/Login**

The visitor can register on the app using following steps:

1. Register Using (Facebook/Google)
2. Entering Email/Password
3. Entering Personal Details
4. Successful Registration Page

In addition to above user can login and can recover the username and password.

* **Edit Profile/Account Settings**

User can edit their profile in the app.

* **App Content Screen For Users**
* Splash Screen
* Multilingual (Arabic / English)
* About Us
* Sign Up
  + Enter Email
  + By Facebook/Gmail
  + Enter Mobile Number
  + Enter Full Name
  + Enter Password
  + Confirm Password
  + Link Payment (Billing Information)
  + Address/Shipping Details
  + Country (currency will be based on it )
* Login
  + Email
  + Password
* Forget Password
  + Enter registered number/Email
  + Set Password
* My Accounts Control Panel For Users
* What’s New
  + Deals and News
  + Sales and Promotions
  + Browse by Store Names
  + New Stores/Products
  + Goods
* For You
* Browse by Offers
* Scan Barcode
* Browse by category
  + Browse by sub category
* Search
* Advance Search (via Filters)
* List of Products
* Product Details Screen
  + Images of Product
  + Brand Name
  + Material Type
  + Size Dimensions
  + Weight
  + Model Number
  + Fabric Type
  + Product Ratings and Feedback
  + Recomended Product
* Add to Favourite
* Add to Cart
* Shopping Cart
  + Manage Quantity
  + Address Details
  + Shipping Method
  + Color/Size of Product
  + Discout Available
  + Price Calculator
  + Save for Later
  + Remove Product
* Check Out
  + Cart Details
  + Currency Convertor
  + Total Price
  + Delivery Details
* Payment Gateway
* Cash On Delivery
* View Order History
* Order Details
  + Order Waiting Payment
  + Order Waiting Shipment
  + Order waiting confirmation
* Track Order
* Cancel Order
* Dispute Reasons
  + Defective Products
  + Different Products
  + Wrong Colour
  + Wrong Size
  + Damage Package
  + Missing Parts
  + Quantity Issue
  + Wrong Item
  + Product not as described
* Disputes
  + Open Dispute
  + Close Dispute
* Refunds
  + Refund Only
  + Return and Refund
* Submit Review And Star Ratings
* Referral Program
* E-Voucher
* Social Media Integration
* FAQs
* Contact Us
* **Features of Users (In the App)**
* User will be able to view splash screen in the app.
* Users will be able to view app in two languages Arabic and English.
* User will be able to view information about the company like text, images, etc. in the About Us section available in the app.
* User will be able to sign up/create their account by submitting their Email, Facebook/Google account, full name, Enter password, Confirm password, Mobile number, billing information (linking their card ) (not mandatory but will facilitate fast checkout), shipping details (users can also change or add new details in address details while checkout if they want delivery at any other place) in the app.
* User will be able to login by entering email and password in the app.
* Users will be able to recover the password by clicking on the forget password link and enter the registered phone number and Email and the password setting link will be send on both the things and user will be able to click on that link and set the new password and confirm it on the app.
* Users will be able to view their profile in my account panel in the app.
* Users will be able to view a section named “What’s new” and it will include new deals and news, various saling products and promotion,new added stores, new added products in this section in the app.
* Users will be able to view the “For you” section of the application that will show the list of the Products/Goods that they have searched in the past.Products/Goods displayed as per the their pre-selected categories along with name and basic description.
* Users (in for you scetion) will be able to select any product to view the complete details of the product. Recommended products based on last favorite selection ( For example buyer earlier bought a chair and is his favourite then we can display chairs in this section) in the app.
* Users will be able to browse by offers, by store name, by scanning barcode, by categories, by sub categories in the app.
* Users will be able to view a slider of images of top brands/stores and clicking on those leads us to a product list ( list of products will be in the format similar to instagram) in the app. The top brands/store will be decided as per the overall average of the brands/store.
* Users will be able to scan the barcode of the products to order it again and then they will see the listing of same product in the app.
* Users will be able select categories and their sub categories in the app.
* Users will be able to search for products by entering name of any store/product/goods in the searching option in the app.
* Users will be able to advance search using the filters like brands/stores, type, colour, size etc. available in the app.
* Users will be able to select number of products from the listing of various products mentioned in the app.Users will be able to add any these products to their favourite cart by pressing the heart icon, or they can share the image of the product on any social website by pressing the icon of share on the image of any product in the list.
* Users will be able to see product details like image of products, price, colour, brand name, size dimensions, material type, weight, model number, fabric type product raing and feedback and a list recomended products in the app.Recommended product is the similar products which not necessary from same store. Users will also be able to have a larger view of the product images by pressing and zooming into the images.There can be two or at most eight images of single product in a details screen of product in the app.
* Users will be able to add products to their favorites list by pressing the heart icon on the image of product either on the listing screen of various products or on the detailed product screen in the app.
* Users will be able to add the product to the shopping cart or favourite cart but only if they are registered users in the app. Users can later view the shopping cart and continue shopping or view shopping cart perform the remaining functionalities in the app.
* Users after adding their product ot favourite can transfer that product to shopping cart anytime they want to buy in the app. The favourite cart will also display manage quantity, view colour/size of the product, recommended products and check if any dicount coupon is available to choose or check if the payment method offering companies have applied some discount on the product in the app.
* Users will be able to go to shopping cart and can manage quantity, view address details or change/enter new details, select shipping methods, view colour/size of the product, check if any dicount coupon is available to choose or check if the payment method offering companies have applied some discount on the product, price calculator/total price of the cart, save product and continue shopping, remove product and continue shopping in the app.
* Users will be able to see their location in the google maps however they need to enter product delivery location/address details in the app.
* Users will be able to choose the shipping companies “for select shipping methods”whose api will be integrated and can choose from the available option.The shipping companies provided in the will be Saudi post, china post, emirates post group, DHL, EMS, Aramex, FedEx IE, Zajil, SMSA Express, Seller shipping Methods.
* Users after viewing the cart will be lead to a checkout screen on pressing confirmation button in the cart.In checkout screen they will be able to view cart details (including shipping details and total price to be paid.Users can change shipping address here also if they want delivery at some other place which might lead to changes in the shipping method and total price details inc. of shipping and there will also be a currency button for users if they want to view the details in currency of other country in the app.
* Users will be lead to the payment gateway once they provide confirmation on the checkout page and the payment can be made digitally on the app via Visa, Paypal, Master Card, American Express (Amex), Payfort and they can also use internet banking in the app.
* Users will also be able to view the option to save his credit card if required in the application
* Users will also be able to use cash on delivery option but this option will get active only when the user and store providing the product belong to same state else this option will be inactive in the app.
* Users will be able to view Order details which will be sent on the registered e-mail ID.Users will be able to view the delivery details like Order ID, Order name, List of Products in the order, customer name, customer address, shipping company name, seller name, arrival date, etc.in the app.
* Users will be able to view order details (this will also be available in the control panel) in three forms those are Order Waiting Payment, Order Waiting Shipment, Order waiting confirmation in the app.
* Users will be able to view under the Order Waiting Payment: Admin to wait confirmation from APIs to confirm payment moved to Admin account then confirm payment received by website will show the total number of orders that a user has placed but payment has not been confirmed yet, during this time buyer can cancel his order.note: If payment is to go to first admin account then to the sellers then it will be done manually in the website backend.
* Users will be able to view under the Orders waiting shipment: This will show the time when the store will take the item from his store to the shipping company which shouldn’t exceed 10 days by default, It will show the total number of orders that have not been shipped yet with following details (Should be by default maximum 10 Days):Order date, Order ID, Reminder (maximum time for the shipment or order will be cancelled), notification will be send once item shipped, Option to extend process time button, Cancel order (Only before shipping BUT if shipped then it will be open dispute), Contact seller: User can contact stores for any question about product or other query.
* Users will be able to view Orders waiting confirmation: This will show the total number of orders customer has placed with the details of tracking as follow: Order date, Order ID, Picture of order, Price, Quantity, Color & size, Product details in the app.
* Users will be able to view the Order Tracking with following information which will display Shipment date, Estimate delivery date, Counter showing days reduced every day to count how many days remain to receive order, Currier name details, Tracking number, Map of delivery timeline, Note about which company can visit their website to track order, Shipping address, Confirm order receive: as button.
* Users will be able to cancel the order any time before shipping of the product which can be performed using tracking option and if the users cancels the order after shipping company has shipped the product for delivery then it will open a dispute in the app.
* Users will be able to open dispute against the following reasons against the product company or shipment company regarding any issue like Defective Products, Different Products, Wrong Colour, Wrong Size, Damage Package, Missing Parts, Quantity Issue, Wrong Item, Product not as described, Missing Parts, quantity issue, wrong description of product etc. in the app.Users also need to mention if they need any refund or they want an exchange of product and there should be some valid proofs for open dispute like image of the damaged product etc. which should give a clear picture of the opened dispute or else the dispute will be closed by the company from backend in the app. Admin can close the dispute if the customer has no proof regarding the details for the product.
* Users can close the dispute in case the issue is sorted out in the app.
* Users will be able to get refund as per terms and condition of the mobile application company, they will decide the maximum amount of refund that any user can get in any case.Refund futher can be of two types: Refund only: If user didn't receive your order, they would like to refund your money back and Return and refund: If user is not satisfied with the product, they can return the product and can get refund. Some cases dispute will be cancel due to promises from Stores to solve the issues, therefore, if customer will cancel dispute, the functionality should remain for future option to re-open dispute in case store didn’t keep his promises. Refund: as a result of dispute we have the refund action. In this case I need to have refund functionality attached to the product with status map: 3 steps: 1. Refund confirmed amount and its Date 2. Refund process and its Date 3. Refund completed and its Date.
* Users will be able to submit the Review & Ratings once the order has been successfully delivered,users will notified of the same and will be requested to share their reviews on the products and can give ratings as well. Application will ask the user to rate the product out 5 stars and upload comments (if any) and upload picture (if any), rate the description of the product out 5 stars and upload comments (if any) and upload picture (if any), rate the satisfaction of communication with seller out 5 stars and upload comments (if any) and upload picture (if any), rate the packaging of product out 5 stars and upload comments (if any) and upload picture (if any) in the app.
* Referral program will have three Rewards level and users will be able to get these rewards in terms of points which can be converted into money as per company’s policy in the app. Point’s collection.Three level reward as per buyers: a) buyer completed 1000 $ shopping will have discount on some goods. b) buyer completed 3000 $ shopping will have discount on some goods and less time waiting for refund in case of order cancellation. c) buyer completed 10000 $ shopping will have discount on some goods and less time waiting for refund in case of order cancel and a 100 $ gift card which can be used on any next purchase.
* Users will be able to use E-voucher which is generated when the user enters the amount of money the gift card should be and pays for it and requests it to be delivered digitally to the other person whom users want gift the voucher and that gift will be used as a token of money which will be discounted from price of product the receiver(user) buys and can not redeem it in cash in the app. Users will also be able to view the e-voucher in the panel, if they have received from some one and can redeem for purchase of any product but can not redeem for cash.
* User will be able to view the Google Maps (using GPS) available in the app. App will integrated with Google Maps API.
* User will be able to share the link of the app on the social networking sites like Instagram, facebook, twitter, etc.
* Users will be able to view the frequently asked question screen in the app, where the users can ask any questions regarding the product, shipping, delivery, packaging in the app.
* Users will be able to share the images of products they like on any social networking site in the app.
* User will be able to contact the admin of the app by submitting Contact Us form available in the app.
* **My Account Control Panel for User**

User will be able to operate a host of functions from their My Account control panel. The control panel will carry the following modules:

* My Profile
  + Users can fill in details like Profile image, name, dob, email, gender, contact number for OTP about them.
  + Users will also input shipping address.
  + Users can change any information anytime except email.
* My Orders
  + Users can view their previous orders.
  + Users can view orders not shipped.
  + Users can view their order in progress.
  + Users can view their cancelled orders.
  + Users can view order with pending payments.
  + Users can view their order details, like Order ID, Date of purchase, Amount paid, it will also include address of stores delivering the products.
  + Users can track the status of the orders placed, pending,processed, waiting shipment etc.
  + Users can view orders waiting for delivery confirmation.
  + Users can view orders waiting for feedback.
* Points
  + Users can view the points they earned.
  + Users can view the history of points redeemed.
* Invoices
  + Users can view their orders Invoices.
  + Users can view invoice by details like “Day, amount, per item, store and Item details
* FAQs
  + Users can view their frequently asked questions in the discussions.
* E-vouchers
  + Users can view the vouchers he got.
  + Users can send the voucher to any person regitered in the app.
  + Users can redeem his vouchers during purchase of any product.
* Disputes
  + Users can view their open disputes.
  + Users can file new disputes.
  + Users can close their disputes.
  + Users can view their closed disputes.
* My Payments
  + Users can enter their payment details in the app.
  + Users can change or add more payment methods in the app.
  + Users can view previous payment transactions.
* **App Notifications**
  + E-mail notification will be sent to the users once the order has been placed.
  + Users will be also notified at the time when the driver has been assigned and he is on the way to deliver the order to customer.
  + Customers will receive the notification of successful order delivery once the order has been delivered.
  + Users will also receive Invoice for the product via email. Users will receive notification for successful registration.
  + Users will receive notifications for successful addition of products either in cart or in favorites.
  + Users will receive notifications for addition of payment methods in the app.
  + Users will receive notifications if any product is out of stock in the list of favorites or cart.
  + Users will receive notifications for every order confirmed.
  + Users will receive notifications for every order cancelled.
  + Users will receive notifications for opening disputes.
  + Users will receive notification for closing disputes.
  + Users will receive notifications whenever delivery is about to arrive.
  + Users will receive notification if there are any messages from stores.
  + Users will receive notifications for every delivery confirmed.
  + Users will receive notifications for every payment transaction.
  + Users will receive notification via Email.
  + Users will receive notifications for every refund made by the company.
* **App Content Page For Sellers/Stores**
* Splash Screen
* Multilingual (Arabic / English)
* About Us
* Login / Sign Up
* Create Account for Sellers/Stores
* My Account Panel for Sellers/Stores
  + Enter Name
  + Login using (facebook/google)
  + Enter Email
  + Enter Store Name
  + Website (optional)
  + Instagram Account(optional)
  + Enter Phone Number
  + Password
  + Confirm Password
* Proof Form / Id
* Subscription Plans and Commission details
* Confirm Payment Details
* Admin Approval
* Login
  + Email
  + Password
* Forget Password
  + Registered Email/Number
  + Set Password
* Store Details Page
* Select Category
* Select Sub Category
* Add products
  + Product Name
  + Images of Product
  + Product Code
  + Price
  + Quantity
  + Size
  + Dimensions
  + Weight
  + Apply Barcodes
  + Buyer’s Protection (Yes/No)
  + Notify Out of Stock
  + Add Discount/Coupon
* Edit Product Attributes
* Order Requests
  + List of Requests
  + Order in Detail
* Order Details
  + Order to be shipped
  + Orders Shipped
  + Order Track
* Payment Details
* Send Delivery Details
* Confirm Delivery
* Disputes
  + Opened Disputes
  + Closed Disputes
* Seller Total
  + Weekly Earning
  + Weekly Payment Paid
  + Weekly Payment Received
* Ratings
  + Sellers Ratings
  + Product Ratings
  + Communication Ratings
  + Shipping Ratings
* Delivery Confirmed
* Feedback Details
* Terms and Conditions
* FAQs
* Contact Us
* **Features of Sellers/Stores (In the App)**
* Sellers/Stores will be able to view splash screen in the app.
* Sellers/Stores will be able to view app in two languages English & Arabic.
* Sellers/Stores will be able to know about the company in about us section and a terms and condition page will also be displayed which the sellers/stores have to accept in the app.
* Users will be able to Apply to become a Sellers/Stores in the app.
* Sellers/Store will be able to sign up/create their account by submitting their Email, Facebook/Google account, full name, Enter Store name, Website details(optional), Instagram account (optional), Enter password, Confirm password, Mobile number, banking information (linking their card) (mandatory for receiving payments of products), in the app.
* Sellers/Stores must wait for code to send for them by Admin to make sure they are really exist and the code to be filled in the their registration process. After the admin approves by viewing the Id proofs and code match, they can start working in the app.
* Sellers/Stores will be able to operate their accounts only after admin approval on their Proof Form & on Payment details in the app.
* Sellers/Stores will be able to login by entering email and password in the app.
* Stores/Sellers will be able to recover the password by clicking on the forget password link and enter the registered phone number and Email and the password setting link will be send on both the things and user will be able to click on that link and set the new password and confirm it on the app.
* Users will be able to view their profile in my account panel in the app.
* Seller/Stores will be able to view subscription plan available after registration in attached terms and condition mobile application company provides the rate used for commission.Also they will have option for subscription to one of categories as per predefined features or benefits, this can come with commission deduction or can be separated from commission deduction. Sellers/Stores will be able to purchase the subscription form the available packages. There will be multiple level of subscriptions with different benefits provided to each level and enjoy benefits according to the plan they enrolled for Sellers/Store will also be able to view all the details of subscription plan they enroll for in the app. If Sellers/Stores join the subscription plan there will be some minimal amount of addition of commission along with chosen subscription plan depending on the terms and condition of the mobile company and various other benefits like their product will be added to list of top product and will be displayed in the front page, help in sale ads and will be a priority for search among other products in the app, also more benefits will be provided if a higher subscription plan is chosen else they have to pay a huge fixed amount decided by the mobile app company as a weekly share of profit (commission to the company).
* Seller/Stores will be able to view their store screen with image of the store on the top and can view their followers, can view their feedback status, can view their average ratings which will be based on the rating of seller, product, communication, and shipping if the seller provides local shipping (only rating).
* Sellers/Stores will be able to select categories and sub-categories and add their respective products in the app.
* Sellers/Stores will be able to add the products attributes like Product Name,Images of Product,Product Code, Price, Quantity, Size, Dimensions, Weight, Apply Barcodes, Buyer’s Protection (Yes/No), Add Discount/coupon, Notify out of Stock in the app.
* Sellers/Stores will be able to edit the description of the product at anytime they require in the app.
* Sellers/Stores can add coupon/discount to the product or they can edit any product in the app via edit product attribute option in the app.
* Sellers/Stores will will be able to notify on the product details screen if any particular product is out of stock in the app.
* Sellers/Store will enter the detailed description by using pre-defined products from drop list identified by Admin and sub list that is linked to main list and provide Free Space to input description along with each added product in the app.
* Sellers/Stores for Buyer protection (If applicable): this will be seen as option, store should select (Yes, No) if no then the functionality shouldn’t be seen by buyer. if select YES, then another option will open is it (Free, or fill the cost) then must upload protection certificate. after that buyer will see this option, if it free then buyer will benefit from this option, if it is not free, then buyer will have the option to buy it with the his item or not buy it.It is NOT MANDATORY for buyer if it is costing money for this functionality.This functionality will be limited to some products in the app.
* Sellers/Stores will be able to see list of orders request received by them in the app.
* Sellers/Stores will be able to see detailed Request / Orders including order id, order items, customer name, customer address etc. in the app.
* Stores/Sellers will be able to view the following sections in the order details screen a)Orders paid: all the orders fully paid by users and Stores will be able to see all payments details or transaction details with respective order id in the app. b)Order Track:Sellers/Stores will be able to Follow & track the orders that the customers has placed form their store. Sellers can view the detail information on the order that has been placed.Sellers/Stores will be able to see detailed Request / Orders including order id, order items, customer name, customer address,shipping type selected by customer etc. in the app.
* Sellers/Stores will be able to notify the shipping companies via third party api which will be provided by the client.
* Sellers/Stores will be able to see all payments details or transaction details with respective order id in the app.
* Sellers/Stores will be able to view the disputes which are closed or opened against their products with all the valid proofs presented by the users. Sellers/Stores can also react and respond to this in case the users want refund or want to exchange their product/s.
* Sellers/Stores will be able to view their total earnings of the week and will be able to know the weekly payment paid to company for the profit percentage they hold in the sales if they have not brought any subscription plan from the concerned website company.
* Sellers/Stores will be able to view the confirmation of delivery in the app.
* Sellers/Stores will be able to view the rating given to them, given to their products, given to their communication, given to their (local) shipping by the users in the app. Sellers/Stores can view the these ratings in the store detail page too.
* Sellers/Stores will be able to view the Rating gate and Store will have the full view of rating system from buyers , Store will have another rating points collection from our Admin based on and will lose point from admin , Order canceled due un ability to ship the order within the 3 days of sipping , number of un resolved dispute (-10) , number of un-proper communication complains (-15 point) , every positive feedback from 1 client = +5 points and the store/seller will be able to view that in the app.
* Sellers/Stores will be able to read the terms and condition of the company which they have to accept in order to work with mobile application company and this will be available at a different page as well as there will be a separate terms and condition page for opting subscription which seller can view during the choice of the subscription plan in the app.
* Sellers/Stores will be able to view the discussions of FAQs by various users and can reply them in the app.
* Sellers/Stores will be able to view the feedbacks give to them and to their products in the app.
* Sellers/Stores will be able to contact the admin of the app by submitting Contact Us form available in the app.
* **My Account Control Panel for Sellers/Stores**

Sellers/Sores will be able to operate a host of functions from their My Account control panel. The control panel will carry the following modules:

* My Profile
  + Sellers/Stores can enter various information about them and their store like name, store name, seller/store images, store logo images etc.
  + Sellers/Stores can use their account only after admin approval.
  + Sellers/Stores can view details about them.
  + Seller/Stores can update details about them.
* My Products
  + Sellers/Stores will be able to manage their products.
  + Sellers/Stores will be able to add/edit/remove category of products.
  + Sellers/Stores will be able to add/edit/remove details of products.
* My Orders
  + Sellers/Stores can view their orders requests.
  + Sellers/Stores can view their previous orders.
  + Sellers/Stores can view their order in progress.
  + Sellers/Stores can view their cancelled orders.
* Order Disputes
  + Stores/Sellers can view their open disputes.
  + Sellers/Stores will be able to check out the dispute if there would be any raised by the user.
  + Stores/Sellers will be able to view the disputes which are closed or opened against their products with all the valid proofs presented by the users. Sellers
  + Sellers/Stores can also react and respond to this in case the users want refund or want to exchange their product/s.
  + Sellers/Stores will see all disputes ended with refund.
  + Stores/Sellers will be able to respond to the users.
  + Admin will have the right to close it if dispute not proved by users.
  + Stores/Sellers will see the final decision of the disputes.
* Messages
  + Sellers/Stores See messages, questions from buyers and communicate with them
* My Payments
  + Sellers/Stores can check their all transaction or payment received by system.
  + Sellers/Stores can check the payments to be paid or is paid to website company as share of profit if sellers/stores have not subscribed for any plan.
* **App Notifications**
  + Sellers/Stores will receive notifications for registration.
  + Sellers/Stores will receive notifications about the subscription plans they choose.
  + Sellers/Stores will receive notifications for addition/removal of any product.
  + Sellers/Stores will receive notifications for addition/removal of any Category.
  + Sellers/Stores will receive notifications for every order request.
  + Sellers/Stores will receive notifications for every delivery request.
  + Sellers/Stores will receive notifications whenever delivery is about to pick up orders.
  + Sellers/Stores will receive notification for every delivery completed.
  + Sellers/Stores will receive notification if any dispute is filed against them.
  + Sellers/Stores will receive notification if any dispute is closed .
  + Sellers/Stores will receive notifications for every payment transaction.
  + Sellers/Stores will receive notification from Email.
* **Deliverables for Front End Website**
* **Page Templates**
  + Custom Web 2.0 Standard Design Responsive Templates
  + User Visibility research and Layout Engineering
  + Logos
* **Template Layout**
  + Banner
  + Size according to specifications
  + Logo Placement
  + Text
  + Graphics
* **User Visibility Content**
  + Information bar
  + Menu Bar
  + Tool bar
  + Side Bar
  + Header and Footer
  + Text and Graphics

#### Design Specifications

**Design tools and technologies**

The design and layout of the application will be SEO friendly. It will be constructed using CSS, HTML5, XHTML, DHTML and Bootstrap along with use of AJAX keeping in mind the latest web 2.0 trends. The application upon completion will be integrated with Google analytics for keeping an eye on the statistics of the site. It will carry tell a friend and printer friendly version at all pages. To help people bookmark the site easily; add this widget will be embedded at the top of the homepage.

**Front End**

The front end will have following features:-

* **Header Pages**
  + Home
  + Login/Sign up
  + Search
  + Contact Us
* **Footer Pages**
* About Us
* FAQ
* Privacy Policy
* Terms and Conditions
* **Website Content Page**
* Multilingual (Arabic / English)
* About Us
* Sign Up
  + Enter Email
  + By Facebook/Gmail
  + Enter Mobile Number
  + Enter Full Name
  + Enter Password
  + Confirm Password
  + Link Payment (Billing Information)
  + Address/Shipping Details
  + Country (currency will be based on it )
* Login
  + Email
  + Password
* Forget Password
  + Enter registered number/Email
  + Set Password
* My Accounts Control Panel For Users
* What’s New
  + Deals and News
  + Sales and Promotions
  + Browse by Store Names
  + New Stores/Products
  + Goods
* For You
* Browse by Offers
* Scan Barcode
* Browse by category
  + Browse by sub category
* Search
* Advance Search (via Filters)
* List of Products
* Product Details Page
  + Images of Product
  + Brand Name
  + Material Type
  + Size Dimensions
  + Weight
  + Model Number
  + Fabric Type
  + Product Ratings and Feedback
  + Recomended Product
* Add to Favourite
* Add to Cart
* Shopping Cart
  + Manage Quantity
  + Address Details
  + Shipping Method
  + Color/Size of Product
  + Discout Available
  + Price Calculator
  + Save for Later
  + Remove Product
* Check Out
  + Cart Details
  + Currency Convertor
  + Total Price
  + Delivery Details
* Payment Gateway
* Cash On Delivery
* View Order History
* Order Details
  + Order Waiting Payment
  + Order Waiting Shipment
  + Order waiting confirmation
* Track Order
* Cancel Order
* Dispute Reasons
  + Defective Products
  + Different Products
  + Wrong Colour
  + Wrong Size
  + Damage Package
  + Missing Parts
  + Quantity Issue
  + Wrong Item
  + Product not as described
* Disputes
  + Open Dispute
  + Close Dispute
* Refunds
  + Refund Only
  + Return and Refund
* Submit Review And Star Ratings
* Referral Program
* E-Voucher
* Social Media Integration
* FAQs
* Contact Us
* Sell With Us
* Create Account for Sellers/Stores
* My Account Panel for Sellers/Stores
  + Enter Name
  + Login using (facebook/google)
  + Enter Email
  + Enter Store Name
  + Website (optional)
  + Instagram Account(optional)
  + Enter Phone Number
  + Password
  + Confirm Password
* Proof Form / Id
* Subscription Plans and Commission details
* Confirm Payment Details
* Admin Approval
* Login
  + Email
  + Password
* Forget Password
  + Registered Email/Number
  + Set Password
* Store Details Page
* Select Category
* Select Sub Category
* Add products
  + Product Name
  + Images of Product
  + Product Code
  + Price
  + Quantity
  + Size
  + Dimensions
  + Weight
  + Apply Barcodes
  + Buyer’s Protection (Yes/No)
  + Notify Out of Stock
  + Add Discount/Coupon
* Edit Product Attributes
* Order Requests
  + List of Requests
  + Order in Detail
* Order Details
  + Order to be shipped
  + Orders Shipped
  + Order Track
* Payment Details
* Send Delivery Details
* Confirm Delivery
* Disputes
  + Opened Disputes
  + Closed Disputes
* Seller Total
  + Weekly Earning
  + Weekly Payment Paid
  + Weekly Payment Received
* Ratings
  + Sellers Ratings
  + Product Ratings
  + Communication Ratings
  + Shipping Ratings
* Delivery Confirmed
* Feedback Details
* Terms and Conditions
* FAQs
* Contact Us
* **Features of Users (In the Website)**
* Users will be able to view website in two languages Arabic and English.
* User will be able to view information about the company like text, images, etc. in the About Us section available in the website.
* User will be able to sign up/create their account by submitting their Email, Facebook/Google account, full name, Enter password, Confirm password, Mobile number, billing information (linking their card ) (not mandatory but will facilitate fast checkout), shipping details (users can also change or add new details in address details while checkout if they want delivery at any other place) in the website.
* User will be able to login by entering email and password in the website.
* Users will be able to recover the password by clicking on the forget password link and enter the registered phone number and Email and the password setting link will be send on both the things and user will be able to click on that link and set the new password and confirm it on the website.
* Users will be able to view their profile in my account panel in the website.
* Users will be able to view a section named “What’s new” and it will include new deals and news, various saling products and promotion,new added stores, new added products in this section in the website.
* Users will be able to view the “For you” section of the website that will show the list of the Products/Goods that they have searched in the past.Products/Goods displayed as per the their pre-selected categories along with name and basic description.
* Users (in for you scetion) will be able to select any product to view the complete details of the product. Recommended products based on last favorite selection ( For example buyer earlier bought a chair and is his favourite then we can display chairs in this section) in the website.
* Users will be able to browse by offers, by store name, by scanning barcode, by categories, by sub categories in the website.
* Users will be able to view a slider of images of top brands/stores and clicking on those leads us to a product list ( list of products will be in the format similar to instagram) in the website. The top brands/store will be decided as per the overall average of the brands/store.
* Users will be able to scan the barcode of the products to order it again and then they will see the listing of same product in the website.
* Users will be able select categories and their sub categories in the website.
* Users will be able to search for products by entering name of any store/product/goods in the searching option in the website.
* Users will be able to advance search using the filters like brands/stores, type, colour, size etc. available in the website.
* Users will be able to select number of products from the listing of various products mentioned in the website.Users will be able to add any these products to their favourite cart by pressing the heart icon, or they can share the image of the product on any social website by pressing the icon of share on the image of any product in the list.
* Users will be able to see product details like image of products, price, colour, brand name, size dimensions, material type, weight, model number, fabric type product raing and feedback and a list recomended products in the website. Users will also be able to have a larger view of the product images by pressing and zooming into the images.There can be two or at most eight images of single product in a details screen of product in the website.
* Users will be able to add products to their favorites list by pressing the heart icon on the image of product either on the listing screen of various products or on the detailed product screen in the website.
* Users will be able to add the product to the shopping cart or favourite cart but only if they are registered users in the website. Users can later view the shopping cart and continue shopping or view shopping cart perform the remaining functionalities in the website.
* Users after adding their product ot favourite can transfer that product to shopping cart anytime they want to buy in the website. The favourite cart will also display manage quantity, view colour/size of the product, recommended products and check if any dicount coupon is available to choose or check if the payment method offering companies have applied some discount on the product in the website.
* Users will be able to go to shopping cart and can manage quantity, view address details or change/enter new details, select shipping methods, view colour/size of the product, check if any dicount coupon is available to choose or check if the payment method offering companies have applied some discount on the product, price calculator/total price of the cart, save product and continue shopping, remove product and continue shopping in the website.
* Users will be able to see their location in the google maps however they need to enter product delivery location/address details in the website.
* Users will be able to choose the shipping companies “for select shipping methods”whose api will be integrated and can choose from the available option.The shipping companies provided in the will be Saudi post, china post, emirates post group, DHL, EMS, Aramex, FedEx IE, Zajil, SMSA Express, Seller shipping Methods.
* Users after viewing the cart will be lead to a checkout screen on pressing confirmation button in the cart.In checkout screen they will be able to view cart details (including shipping details and total price to be paid.Users can change shipping address here also if they want delivery at some other place which might lead to changes in the shipping method and total price details inc. of shipping and there will also be a currency button for users if they want to view the details in currency of other country in the website.
* Users will be lead to the payment gateway once they provide confirmation on the checkout page and the payment can be made digitally on the website via Visa, Paypal, Master Card, American Express (Amex), Payfort in the website.
* Users will be able to view Order details which will be sent on the registered e-mail ID.Users will be able to view the delivery details like Order ID, Order name, List of Products in the order, customer name, customer address, shipping company name, seller name, arrival date, etc.in the website.
* Users will be able to view order details (this will also be available in the control panel) in three forms those are Order Waiting Payment, Order Waiting Shipment, Order waiting confirmation in the website.
* Users will be able to view under the Order Waiting Payment: Admin to wait confirmation from APIs to confirm payment moved to Admin account then confirm payment received by website will show the total number of orders that a user has placed but payment has not been confirmed yet, during this time buyer can cancel his order.note: If payment is to go to first admin account then to the sellers then it will be done manually in the website backend.
* Users will be able to view under the Orders waiting shipment: This will show the time when the store will take the item from his store to the shipping company which shouldn’t exceed 10 days by default, It will show the total number of orders that have not been shipped yet with following details (Should be by default maximum 10 Days):Order date, Order ID, Reminder (maximum time for the shipment or order will be cancelled), notification will be send once item shipped, Option to extend process time button, Cancel order (Only before shipping BUT if shipped then it will be open dispute), Contact seller: User can contact stores for any question about product or other query.
* Users will be able to view Orders waiting confirmation: This will show the total number of orders customer has placed with the details of tracking as follow: Order date, Order ID, Picture of order, Price, Quantity, Color & size, Product details in the website.
* Users will be able to view the Order Tracking with following information which will display Shipment date, Estimate delivery date, Counter showing days reduced every day to count how many days remain to receive order, Currier name details, Tracking number, Map of delivery timeline, Note about which company can visit their website to track order, Shipping address, Confirm order receive: as button.
* Users will be able to cancel the order any time before shipping of the product which can be performed using tracking option and if the users cancels the order after shipping company has shipped the product for delivery then it will open a dispute in the website.
* Users will be able to open dispute against the following reasons against the product company or shipment company regarding any issue like Defective Products, Different Products, Wrong Colour, Wrong Size, Damage Package, Missing Parts, Quantity Issue, Wrong Item, Product not as described, Missing Parts, quantity issue, wrong description of product etc. in the website.Users also need to mention if they need any refund or they want an exchange of product and there should be some valid proofs for open dispute like image of the damaged product etc. which should give a clear picture of the opened dispute or else the dispute will be closed by the company from backend in the website. Admin can close the dispute if the customer has no proof regarding the details for the product.
* Users can close the dispute in case the issue is sorted out in the website.
* Users will be able to get refund as per terms and condition of the website company, they will decide the maximum amount of refund that any user can get in any case.Refund futher can be of two types: Refund only: If user didn't receive your order, they would like to refund your money back and Return and refund: If user is not satisfied with the product, they can return the product and can get refund.
* Users will be able to submit the Review & Ratings once the order has been successfully delivered,users will notified of the same and will be requested to share their reviews on the products and can give ratings as well. website will ask the user to rate the product out 5 stars and upload comments (if any) and upload picture (if any), rate the description of the product out 5 stars and upload comments (if any) and upload picture (if any), rate the satisfaction of communication with seller out 5 stars and upload comments (if any) and upload picture (if any), rate the packaging of product out 5 stars and upload comments (if any) and upload picture (if any) in the website.
* Referral program will have three Rewards level and users will be able to get these rewards in terms of points which can be converted into money as per company’s policy in the website. Point’s collection.Three level reward as per buyers: a) buyer completed 1000 $ shopping will have discount on some goods. b) buyer completed 3000 $ shopping will have discount on some goods and less time waiting for refund in case of order cancellation. c) buyer completed 10000 $ shopping will have discount on some goods and less time waiting for refund in case of order cancel and a 100 $ gift card which can be used on any next purchase.
* Users will be able to use E-voucher which is generated when the user enters the amount of money the gift card should be and pays for it and requests it to be delivered digitally to the other person whom users want gift the voucher and that gift will be used as a token of money which will be discounted from price of product the receiver(user) buys and can not redeem it in cash in the website. Users will also be able to view the e-voucher in the panel, if they have received from some one and can redeem for purchase of any product but can not redeem for cash.
* User will be able to view the Google Maps (using GPS) available in the website. website will integrated with Google Maps API.
* User will be able to share the link of the website on the social networking sites like Instagram, facebook, twitter, etc.
* Users will be able to view the frequently asked question page in the website, where the users can ask any questions regarding the product, shipping, delivery, packaging in the website.
* Users will be able to share the images of products they like on any social networking site in the website.
* User will be able to contact the admin of the website by submitting Contact Us form available in the website.
* **My Account Control Panel for User**

User will be able to operate a host of functions from their My Account control panel. The control panel will carry the following modules:

* My Profile
  + Users can fill in details like Profile image, name, dob, email, gender, contact number for OTP about them.
  + Users will also input shipping address.
  + Users can change any information anytime except email.
* My Orders
  + Users can view their previous orders.
  + Users can view orders not shipped.
  + Users can view their order in progress.
  + Users can view their cancelled orders.
  + Users can view order with pending payments.
  + Users can view their order details, like Order ID, Date of purchase, Amount paid, it will also include address of stores delivering the products.
  + Users can track the status of the orders placed, pending,processed, waiting shipment etc.
  + Users can view orders waiting for delivery confirmation.
  + Users can view orders waiting for feedback.
* Points
  + Users can view the points they earned.
  + Users can view the history of points redeemed.
* Invoices
  + Users can view their orders Invoices.
  + Users can view invoice by details like “Day, amount, per item, store and Item details
* FAQs
  + Users can view their frequently asked questions in the discussions.
* E-vouchers
  + Users can view the vouchers he got.
  + Users can send the voucher to any person regitered in the app.
  + Users can redeem his vouchers during purchase of any product.
* Disputes
  + Users can view their open disputes.
  + Users can file new disputes.
  + Users can close their disputes.
  + Users can view their closed disputes.
* My Payments
  + Users can enter their payment details.
  + Users can change or add more payment methods.
  + Users can view previous payment transactions.
* **Email Notifications for Users**
  + E-mail notification will be sent to the users once the order has been placed.
  + Users will be also notified at the time when the driver has been assigned and he is on the way to deliver the order to customer.
  + Customers will receive the notification of successful order delivery once the order has been delivered.
  + Users will also receive Invoice for the product via email. Users will receive notification for successful registration.
  + Users will receive notifications for successful addition of products either in cart or in favorites.
  + Users will receive notifications for addition of payment methods in the app.
  + Users will receive notifications if any product is out of stock in the list of favorites or cart.
  + Users will receive notifications for every order confirmed.
  + Users will receive notifications for every order cancelled.
  + Users will receive notifications for opening disputes.
  + Users will receive notification for closing disputes.
  + Users will receive notifications whenever delivery is about to arrive.
  + Users will receive notification if there are any messages from stores.
  + Users will receive notifications for every delivery confirmed.
  + Users will receive notifications for every payment transaction.
  + Users will receive notification via Email.
  + Users will receive notifications for every refund made by the company.
* **Features of Sellers/Stores (In the WebSellers/Stores for Buyer protection (If applicable): this will be seen as option, store should select (Yes, No) if no then the functionality shouldn’t be seen by buyer. if select YES, then another option will open is it (Free, or fill the cost) then must upload protection certificate. after that buyer will see this option, if it free then buyer will benefit from this option, if it is not free, then buyer will have the option to buy it with the his item or not buy it.It is NOT MANDATORY for buyer if it is costing money for this functionality.This functionality will be limited to some products in the website.**
* **site)**
* Sellers/Stores will be able to view website in two languages English & Arabic.
* Sellers/Stores will be able to know about the company in about us section and a terms and condition page will also be displayed which the sellers/stores have to accept in the website.
* Users will be able to apply to become a Sellers/Stores in the website.
* Sellers/Store will be able to sign up/create their account by submitting their Email, Facebook/Google account, full name, Enter Store name, Website details(optional), Instagram account (optional), Enter password, Confirm password, Mobile number, banking information (linking their card) (mandatory for receiving payments of products), in the website.
* Sellers/Stores must wait for code to send for them by Admin to make sure they are really exist and the code to be filled in the their registration process. After the admin approves by viewing the Id proofs and code match, they can start working in the website.
* Sellers/Stores will be able to operate their accounts only after admin approval on their Proof Form & on Payment details in the website.
* Sellers/Stores will be able to login by entering email and password in the website.
* Stores/Sellers will be able to recover the password by clicking on the forget password link and enter the registered phone number and Email and the password setting link will be send on both the things and user will be able to click on that link and set the new password and confirm it on the website.
* Users will be able to view their profile in my account panel in the website.
* Seller/Stores will be able to view subscription plan available after registration in attached terms and condition mobile website company provides the rate used for commission.Also they will have option for subscription to one of categories as per predefined features or benefits, this can come with commission deduction or can be separated from commission deduction. Sellers/Stores will be able to purchase the subscription form the available packages. There will be multiple level of subscriptions with different benefits provided to each level and enjoy benefits according to the plan they enrolled for Sellers/Store will also be able to view all the details of subscription plan they enroll for in the website. If Sellers/Stores join the subscription plan there will be some minimal amount of addition of commission along with chosen subscription plan depending on the terms and condition of the mobile company and various other benefits like their product will be added to list of top product and will be displayed in the front page, help in sale ads and will be a priority for search among other products in the website, also more benefits will be provided if a higher subscription plan is chosen else they have to pay a huge fixed amount decided by the mobile website company as a weekly share of profit (commission to the company).
* Seller/Stores will be able to view their store page with image of the store on the top and can view their followers, can view their feedback status, can view their average ratings which will be based on the rating of seller, product, communication, and shipping if the seller provides local shipping. If Sellers/Stores use their local shipping they have communicate the order verbally at their end.
* Sellers/Stores will be able to select categories and sub-categories and add their respective products in the website.
* Sellers/Stores will be able to add the products attributes like Product Name,Images of Product,Product Code, Price, Quantity, Size, Dimensions, Weight, Apply Barcodes, Buyer’s Protection (Yes/No), Add Discount/coupon, Notify out of Stock in the website.
* Sellers/Stores will be able to edit the description of the product at anytime they require in the website.
* Sellers/Stores can add coupon/discount to the product or they can edit any product in the website via edit product attribute option in the website.
* Sellers/Stores will will be able to notify on the product details page if any particular product is out of stock in the website.
* Sellers/Store will enter the detailed description by using pre-defined products from drop list identified by Admin and sub list that is linked to main list and provide Free Space to input description along with each added product in the website.
* Sellers/Stores for Buyer protection (If applicable): this will be seen as option, store should select (Yes, No) if no then the functionality shouldn’t be seen by buyer. if select YES, then another option will open is it (Free, or fill the cost) then must upload protection certificate. after that buyer will see this option, if it free then buyer will benefit from this option, if it is not free, then buyer will have the option to buy it with the his item or not buy it.It is NOT MANDATORY for buyer if it is costing money for this functionality.This functionality will be limited to some products in the app.
* Sellers/Stores will be able to see list of orders request received by them in the website.
* Sellers/Stores will be able to see detailed Request / Orders including order id, order items, customer name, customer address etc. in the website.
* Stores/Sellers will be able to view the following sections in the order details page a)Orders paid: all the orders fully paid by users and Stores will be able to see all payments details or transaction details with respective order id in the website. b)Order Track:Sellers/Stores will be able to Follow & track the orders that the customers has placed form their store. Sellers can view the detail information on the order that has been placed.Sellers/Stores will be able to see detailed Request / Orders including order id, order items, customer name, customer address,shipping type selected by customer etc. in the website.
* Sellers/Stores will be able to notify the shipping companies via third party api which will be provided by the client. If Sellers/Stores use their own shipping for local delivery then they have to verbally communicate everything to the delivery person and get check at their end.
* Sellers/Stores will be able to see all payments details or transaction details with respective order id in the website.
* Sellers/Stores will be able to view the disputes which are closed or opened against their products with all the valid proofs presented by the users. Sellers/Stores can also react and respond to this in case the users want refund or want to exchange their product/s.
* Sellers/Stores will be able to view their total earnings of the week and will be able to know the weekly payment paid to company for the profit percentage they hold in the sales if they have not brought any subscription plan from the concerned website company.
* Sellers/Stores will be able to view the confirmation of delivery in the website.
* Sellers/Stores will be able to view the rating given to them, given to their products, given to their communication, given to their (local) shipping by the users in the website. Sellers/Stores can view the these ratings in the store detail page too.
* Sellers/Stores will be able to view the Rating gate and Store will have the full view of rating system from buyers , Store will have another rating points collection from our Admin based on and will lose point from admin , Order canceled due un ability to ship the order within the 3 days of sipping , number of un resolved dispute (-10) , number of un-proper communication complains (-15 point) , every positive feedback from 1 client = +5 points and the store/seller will be able to view that in the app.
* Sellers/Stores will be able to read the terms and condition of the company which they have to accept in order to work with mobile website company and this will be available at a different page as well as there will be a separate terms and condition page for opting subscription which seller can view during the choice of the subscription plan in the website.
* Sellers/Stores will be able to view the discussions of FAQs by various users and can reply them in the website.
* Sellers/Stores will be able to view the feedbacks give to them and to their products in the website.
* Sellers/Stores will be able to contact the admin of the website by submitting Contact Us form available in the website.
* **Statistics**
  + Admin can view the detail information on the orders that has been placed from the system
  + Sellers will be able to view their total earnings of the week and will be able to know the weekly payment paid to company for the profit percentage they hold in the sales if they have not brought any subscription plan from the concerned website company .
  + Note: Payment will be withhold until item received by client with no dispute
  + Admin can track the orders placed with the following details for each order:
  + Order ID(link)
  + Order status(in transit/pending/delivered)
  + Total Amount Paid
  + Date of Order Placed
  + They can also sort out the order on the basis of following
  + Date From/To
* **My Account Control Panel for Sellers/Stores**

Sellers/Sores will be able to operate a host of functions from their My Account control panel. The control panel will carry the following modules:

* My Profile
  + Sellers/Stores can enter various information about them and their store like name, store name, seller/store images, store logo images etc.
  + Sellers/Stores can use their account only after admin approval.
  + Sellers/Stores can view details about them.
  + Seller/Stores can update details about them.
* My Products
  + Sellers/Stores will be able to manage their products.
  + Sellers/Stores will be able to add/edit/remove category of products.
  + Sellers/Stores will be able to add/edit/remove details of products.
* My Orders
  + Sellers/Stores can view their orders requests.
  + Sellers/Stores can view their previous orders.
  + Sellers/Stores can view their order in progress.
  + Sellers/Stores can view their cancelled orders.
* Order Disputes
  + Stores/Sellers can view their open disputes.
  + Sellers/Stores will be able to check out the dispute if there would be any raised by the user.
  + Stores/Sellers will be able to view the disputes which are closed or opened against their products with all the valid proofs presented by the users. Sellers
  + Sellers/Stores can also react and respond to this in case the users want refund or want to exchange their product/s.
  + Sellers/Stores will see all disputes ended with refund.
  + Stores/Sellers will be able to respond to the users.
  + Admin will have the right to close it if dispute not proved by users.
  + Stores/Sellers will see the final decision of the disputes.
* Messages
  + Sellers/Stores See messages, questions from buyers and communicate with them
* My Payments
  + Sellers/Stores can check their all transaction or payment received by system.
  + Sellers/Stores can check the payments to be paid or is paid to website company as share of profit if sellers/stores have not subscribed for any plan.
* **Email Notifications**
  + Sellers/Stores will receive notifications for registration.
  + Sellers/Stores will receive notifications about the subscription plans they choose.
  + Sellers/Stores will receive notifications for addition/removal of any product.
  + Sellers/Stores will receive notifications for addition/removal of any Category.
  + Sellers/Stores will receive notifications for every order request.
  + Sellers/Stores will receive notifications for every delivery request.
  + Sellers/Stores will receive notifications whenever delivery is about to pick up orders.
  + Sellers/Stores will receive notification for every delivery completed.
  + Sellers/Stores will receive notification if any dispute is filed against them.
  + Sellers/Stores will receive notification if any dispute is closed .
  + Sellers/Stores will receive notifications for every payment transaction.
  + Sellers/Stores will receive notification from Email.
* **Google Maps API**

Maps will pin point to exact location as well as users will be able to choose current location accurately.It happens almost in all popular apps these days and with Google maps integration.

It can be switched off or on as per users requirement.

* **Automated Payments**

Client will buy Stripe payment gateway for this & This will be automated via split payment powered gateways. Whenever a customer pays via the system admin commission will be deducted and that will be reflected in admin account. The rest of the amount will be paid to the vendor.

* **NOTE:**
* How i can make sure the functionality of filling all required item will be accurate in the app ?

**Promatics Reply:**  We will build a check and a validator for checking the resolution of the image which will allow only those image to be uploaded whose resolution matched the validators' check resolution.

* For search by camera and search by upload image from the gallery

**Promatics Reply:** An api named Google visio can be attached to the app (additional feature) which we will discuss in the next phase. [ As discussed with the client ]

# Administrative Panel (Web Based Backend)

The back end of the website / app will be power packed with an administrative panel to manage the updating of data at the front as well as back end. Following are the key functionalities:

* **Users (Users/Sellers/Stores ) Management**
* **Categories Management**
* **Payments Management**
* **Sales Management**
* **Sellers Management**
* **Revenue Management**
* **General Management**
* **Order Management**
* **Sub Admin Management**
* **Content Management**
* **Subscription Management**
* **Advertisement Management**
* **Image Management**
* **Reports Management**
* **Users (Users /Sellers/Stores) Management**
* Admin will be able to manage the users into the System.
* Admin will be able to Add / Delete users of the System.
* Admin will be able to view the list of all users of the System.
* Admin will be able to Search the list of all users of the System.
* Admin will be able to Activate or deactivate the account of the users on the System.
* **Categories /Products Management**
* Admin will be able to manage the categories / sub categories / Products into the System.
* Admin will be able to Add / Delete categories / sub categories / Products of the System.
* Admin will be able to view the list of all categories / sub categories / Products of the System.
* Admin will be able to Search the list of all categories / sub categories / Products of the System.
* **Sub Admin Management**
* Admin will be able to generate login credentials for sub admin.
* Admin will be able to define access to different management modules for the sub admins.
* Admin will be able to
* **Revenue Management**
* Admin of the platform will receive commission any product purchased form the platform.
* Admin will also have earning via the subscription packages purchased by the sellers. He will also earn from the product that are rated as ‘Top Products’.
* Revenue would also be generated from Sale Ads, search priority & e-Vouchers.
* **Payments Management**
* Admin can view the payment orders wise received by the system.
* Admin can view the payment user wise received by the system.
* Admin can Search the payment received by the app via filters.
* Once payment done to the store, Admin will be able to send notification of payment transfer include the following: Amount, Date, Transfer ID, Free text.
* **Sales Management**
* Admin can view the items for sale which is provide by sellers.
* Admin can manage for eg. if sellers want only five out of his five items for sale on the app or website then the admin can allow users to view only the products approved by the seller.

* **Seller Management** 
  + Admin will be able to view the seller’s details from the backend.
  + Admin will be able to remove the sellers from the platform.
  + Admin will be able to select products for priority in search.
  + Admin will be able to validate the Flash request from store.
* **General Management**
  + Manage About Us
  + Manage Orders
  + Manage Content
  + Manage Payments
  + Manage Payment Methods
  + Manage Terms and Conditions
  + Manage Gift Cards
  + Manage Barcode
  + Manage Referral Program
  + Manage Contact Us
  + Manage FAQ
* **Order Management**
  + Admin can view the detail information on the orders that has been placed from the system
  + Sellers will be able to view their total earnings of the week and will be able to know the weekly payment paid to company for the profit percentage they hold in the sales if they have not brought any subscription plan from the concerned website company .
  + Note: Payment will be withhold until item received by client with no dispute
  + Admin can track the orders placed with the following details for each order:

1. Order ID(link)

2. Order status(in transit/pending/delivered)

3. Total Amount Paid

4. Date of Order Placed

* + They can also sort out the order on the basis of following
  + Date From/To
* **Content Management**

Admin will be able to add/delete text/images of the items on the app. The admin will be provided a rich interface editor which will enable him to create as many pages as required. Admin will be able to add text, images, links etc to the pages and those pages can be linked to any other pages on the same app.

* **Subscription Management**
* Admin can view the subscription of all the sellers/stores.
* Admin can manage the subscription of sellers/stores.
* **Advertisement Management**

At certain places admin can manage the ads & sell the space to anyone who wants to put a small ad there.

* **Image Management**

**At certain places admin can update the images itself in the app. At certain places it will be fixed and only developers can change it.**

* **Reports Management (Only Accessed At The Web Based Backend)**

Admin will be able to generate reports for the following:

* + List of Sellers/Stores / Users
  + Orders Reports
* Payment Reports
* **CEO Reports**:
*  Provide statistical report.
*  Buyers total, active buyers, payment size, rate level.
*  Stores revenue per period.
*  Revenue per period of time per product type.
*  Revenue per country of buyer and country of Stores.
*  Rating of stores, top stores, by location, revenue, size of stores etc.
*  disputes raise per store, per period of time.
*  Average of time stores send items shipping company.
*  Complains received by buyers to the Admin.
*  Refund amount based on disputes.
*  orders cancelled.

The admin will be able to apply filters date wise, wise etc.

* **Store report:**
* Report will show number of transaction per period of time
* Report of payment done and released by Admin during period of time (total earning per period of time)
* Report for dispute per period of time
* Store can download the report

# Standardizations

**Design Standards**

Contrary to the general perception designing web applications is much more than just putting in good looking graphics and UI components. It requires much expertise to able it to run smoothly. We ensure that by:

* Designing the web application to make sure that the web pages will appear without horizontal scroll bar in all resolutions.
* The website can be viewed on all mobile devices.
* The web site can be viewed on all the four popular browsers (Latest Stable Version) i.e.
  + Internet Explorer
  + Firefox Mozilla
  + Safari
  + Chrome
* Uniform Navigations in all the web pages of the application.

Delivery Standards

Promatics would promise to deliver the final project in the following ways:

* Directly hosting on to servers mentioned by Client and deploys the application and database.
* A document briefing all details of the files and Database structure will be released after the final payment.
* Deliver the complete source code along with the database structure scripts via Gitlab/Github or any other cloud storage application.
* All copyrights to the website and mobile application will be held by Client. [Top](#Table)

# Technology & Performance

# Technology Stack

**For iOS Native app:**

We will use Apple tools like Swift, Xcode and libraries for the development of iOS app.

**For Android Native app:**

We will use Eclipse Juno, Android Development Toolkit, Java development toolkit.

**For Web Services:**

We will use Node.Js to develop Web Services. All calls will be authenticated via OAuth 2.0.

In case after the complete knowledge transfer & requirements gathering we may purpose

another platform however we will get an approval for the same before assigning it.

**For Website :**The application will be built on open source platform. The tools used would be Laravel / Cake PHP (MVC Compliant), MySQL, PHP, AJAX, Bootstrap, Jquery, HTML5, XML and JavaScript. In case after the complete knowledge transfer & requirements gathering we may propose another platform however we will get an approval for the same before assigning it.

**Reasons for choosing Open Source platform**

One of the major reasons we are going in for Open Source is that this application needs to be efficient as well as cost effective and this platform ensures that the code is flexible which ensures that the modules can be easily integrated in it later on. The PHP / MySQL platform is a powerful way to build dynamic Web Customer interfaces and is much more secure and reliable than the other platforms.

**Regarding Post project support**

Promatics shall give a warranty for all its code, provided a third party does not alter the same. Any bugs shall be addressed absolutely free of cost until it does not involve adding new modules which will be billable. Warranty applicable for **SIX Months** from the date of going live shall be valid only after clearance of full and final payment of the project

[Top](#Table)

# Delivery Schedule

|  |  |  |
| --- | --- | --- |
| **Modules** | **Weeks** | **Key Deliverables** |
| 1 | 0-1 | Knowledge transfer, Working on the layout, Working on the functional requirements, Locking in the database design, Working on mobile devices compatibility, Workings on Specific requirements. |
| 2 | 1-6 | Development of module for Splash Screen, Multilingual (Arabic / English), About Us, Sign Up, Enter Email, By Facebook/Gmail, Enter Mobile Number, Enter Full Name, Enter Password, Confirm Password, Link Payment (Billing Information) , Address/Shipping Details, Country (currency will be based on it ), Login, Email, Password, Forget Password , Enter registered number/Email, Set Password, My Accounts Control Panel For Users, What’s New, Deals and News, Sales and Promotions, Browse by Store Names, New Stores/Products, Goods, For You, Browse by Offers, Scan Barcode, Browse by category, Browse by sub category, Search, Advance Search (via Filters), List of Products, Product Details Page, Images of Product, Brand Name, Material Type, Size Dimensions, Weight, Model Number, Fabric Type, Product Ratings and Feedback, Recomended Product, Add to Favourite, Add to Cart, Shopping Cart , Manage Quantity, Address Details, Shipping Method, Color/Size of Product, Discout Available, Price Calculator, Save for Later, Remove Product, Check Out, Cart Details , Currency Convertor, Total Price, Delivery Details, Payment Gateway, View Order History, Order Details, Order Waiting Payment, Order Waiting Shipment, Order waiting confirmation, Track Order, Cancel Order, Dispute Reasons, Defective Products, Different Products, Wrong Colour, Wrong Size, Damage Package, Missing Parts, Quantity Issue, Wrong Item, Product not as described, Disputes, Open Dispute, Close Dispute, Refunds, Refund Only, Return and Refund , Submit Review And Star Ratings, Referral Program, E-Voucher, Social Media Integration, FAQs, Contact Us, Sell With Us,with corresponding admin panel for website and iOS app & android app. |
| 3 | 6-10 | Development of module for Splash Screen, Multilingual (English / Arabic),Create Account for Sellers/Stores, My Account Panel for Sellers/Stores, Enter Name, Login using (facebook/google), Enter Email, Enter Store Name, Website (optional), Instagram Account(optional), Enter Phone Number, Password , Confirm Password, Proof Form / Id, Subscription Plans and Commission details, Confirm Payment Details, Admin Approval, Login, Email, Password, Forget Password, Registered Email/Number, Set Password, Store Details Page, Select Category, Select Sub Category, Add products, Product Name , Images of Product, Product Code, Price, Quantity, Size, Dimensions, Weight, Apply Barcodes, Buyer’s Protection (Yes/No), Notify Out of Stock, Add Discount/Coupon, Edit Product Attributes, Order Requests, List of Requests, Order in Detail, Order Details, Order to be shipped, Orders Shipped, Order Track, Payment Details, Send Delivery Details, Confirm Delivery, Disputes, Opened Disputes, Closed Disputes, Seller Total, Weekly Earning, Weekly Payment Paid, Weekly Payment Received, Ratings, Sellers Ratings, Product Ratings, Communication Ratings, Shipping Ratings, Delivery Confirmed, Feedback Details, Terms and Conditions, FAQs, Contact Us with corresponding admin panel for website and iOS app & android app. |
| 4 | 10-12 | Development of module for Orders Shipped, Order Track, Payment Details, Send Delivery Details, Confirm Delivery, Disputes, Opened Disputes, Closed Disputes, Seller Total, Weekly Earning, Weekly Payment Paid, Weekly Payment Received, Ratings, Sellers Ratings, Product Ratings, Communication Ratings, Shipping Ratings, Delivery Confirmed, Feedback Details, Terms and Conditions, FAQs, Contact Us with corresponding admin panel for website and iOS app & android app. |
| 5 | 12-14 | Development of module for Sellers Ratings, Product Ratings, Communication Ratings, Shipping Ratings, Delivery Confirmed, Feedback Details, Terms and Conditions, FAQs, Contact Us, Exhaustive testing, Ensuring mobile devices compatibility, Final delivery, publish app on IOS and android app store. |

[Top](#Table)

# Agile Process Flow

Analysis

Design

Review

Implement

Testing

Project Delivery

Support

*Agile Methodology… Best quality with the best design*

[Top](#Table)

# Requirements from Client

Promatics would require the following from **Client**. This information would be solely used for the project purpose.

* Detailed document in case any more features need to be added on the app.
* Point of contact to discuss the updates on a daily or a weekly basis as preferred by Client.
* Any proprietary images, content and any other assets that are require for the development of the application.

[Top](#Table)

# Promatics’ Commitment

**Promatics’** deliverables catering to mobile application development and custom web applications development space are as follows:

* Fully functional site with the aforementioned deliverables.
* ETA of the project would be 14 weeks. Further changes in the deliverables may extend or reduce the ETA.
* Promatics works on a strict schedule and promises to deliver as per the agreed time frame. However, we take a standard deviation of 10% due to force majeure.

[Top](#Table)

# Location of Work

The complete development process will be carried out of the development center of **Promatics** in Ludhiana, INDIA. The center is situated in Punjab, North India which is the one of the most prosperous state of INDIA.

[Top](#Table)

# Progress Reporting and Communication

We will be available for conference with you anytime and you can reach us to discuss regarding the project through any means apart from this we will be giving a formal weekly report on the progress of the project and the status via e-mail.

[Top](#Table)

# Engagement Model

**Promatics** has a GLOCAL engagement model that helps derive maximum value for our Clients and provide maximum return on their investments. The Engagement Model formulated **Client** is as follows:

**|| Intellectual Property ||**

**Promatics** guarantees high level of protection of information and intellectual property of its Clients and ensures a zero information leakage mechanism. This is also a part of our ISO and CMMi certification (Undergoing) process.

**|| Software Ownership ||**

**Client** would own the copyright on the application/service developed as a whole. Copyright ship is valid only after the full payments have been made and **Promatics** hands over a copyright release document to **Client**.

**|| Systems & Processes ||**

**Promatics** has highly evolved systems and processes for project management, work-flow management, time sheet management, bug tracking, milestone tracking, project execution and reporting and Client communication. **Promatics** is currently ISO 9001:2008 quality certified.

**|| Warranty Period and Maintenance ||**

**Promatics** shall give a warranty for all its code, provided a third party does not alter the same. Any changes or bugs shall be addressed absolutely free of cost until it does not involve adding new modules which will be billable. Warranty shall be valid only after clearance of full and final payment of the project for a period of **6 Months**.

**|| Terms and Conditions ||**

1. Deliverables listed in the proposal above will be referred to during the development of the project. Any new features, additional modules, major changes in work flow or any other element which is out of scope as per the above will attract a fresh ETA and quote which will be submitted separately by Promatics.
2. All content, images, texts, videos, Third party integration, services, API, Plug-in etc. information will be provided by the Client. If any of those attracts any cost to be acquired, same will be borne by the Client.
3. Promatics is not liable to write or publish the content on the project.
4. Promatics is not responsible for the delay of the project if the necessary information required by the Client like API’s information, third party plug-ins, Payment gateways and shipping gateways info etc. is not provided timely by the Client.
5. Promatics will provide design concepts as per the client’s request for Design work and there will be revisions which can be done as per Client’s remarks.
6. Promatics is not responsible for the delay caused by the malfunctioning of any third party software integrated with the project.
7. General features not described in detail will carry out as per industry standards and will be supported by open source scripts like for Google Ad Management, Email Management, Content Management, Newsletter Campaigns and Other features like live support chat like Tawk.to
8. Domain Registration & Hosting Server for the installation of final product will be bought by the Client and provided to Promatics.
9. Client will ensure that the hosting server provided is compliant to the requirements for hosting server provided by Promatics.

**|| Billing Rates ||**

**Promatics** has always had the advantage of best of the breed software programmers, analysts and functional consultants equipped with the state-of-the-art project management practices. We have always strived hard towards providing highly competitive pricing models. Our current talent pool comes with the below mentioned experience and cost to the **Client**.

|  |  |  |  |
| --- | --- | --- | --- |
| **SN** | **Profile** | **Experience** | **Billable / Hr** |
| 1 | Junior Programmer | 2 – 3 yrs | $ 12 |
| 2 | UI Designer | 2 – 3 yrs | $ 15 |
| 3 | Software Programmer | 3 – 5 yrs | $ 15 |
| 4 | Senior Software Programmer | 4 – 6 yrs | $ 18 |
| 5 | Testing / QA Engineer / Analyst | 2 – 3 yrs | $ 15 |
| 6 | Project Manager | 5 – 8 yrs | $ 21 |
| 7 | Functional Consultant | + 10 yrs | $ 30 |

The aforementioned hourly rates are for actual working hours. These do not include Weekends, Public Holidays, and Leaves etc.

These rates are offshore development rates for resources based at **Promatics’** development center in India.

**|| Proposed Team for the Project ||**

The proposed team to achieve the deliverables in a time span of 14 business weeks comprising of 40 hrs / week is as follows

Junior Programmers 2 Full-Time

Senior Programmers 2 Full-Time

Testing / QA Engineer / Analyst 1 Full-Time

Project Manager 1 Full-Time

UI/UX Designer 1 Full-Time

**|| Payment Schedule ||**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Amount (USD)** | **Percentage** | **Milestones**  **(Delivery Schedule)** | **Time** |
| 1) | 2958 | 30 % | Upon Initiation | Signing of contract |
| 2) | 2958 | 30 % | 1st & 2nd Modules | 6 Weeks from start |
| 3) | 1972 | 20 % | 3rd &4th Modules | 12 Weeks from start |
| 4) | 1972 | 20% | 5th Module | 14 Weeks from start |

\* ***Client*** *will release the payment after the milestones have been completely tested on Promatics’ test servers.*

**Promatics** would provide custom mobile Applications design and development to **Client** for **9860 USD**

[Top](#Table)

**Please Note The Following:**

We will design and develop the website & app with the following specifications:

We will provide responsive design of website. The website can be viewed on mobile devices.

Device Support: iPhone, iPad, Android Phone, Android Tablet.

iOS support: iOS 7 and Above

Android: 4.0 and Above

Orientation: Portrait