



CLASSIFIED MARKETPLACE WEBSITE

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Overview

This document will detail our understanding of the classified website development with market place .It includes Requirement Analysis, Solution Approach and Cost.

Requirement Analysis

Classified marketplace platforms help people list products and services for sale as well as purchase. Here are some major highlights of this business model:

Major Modules

There will be three major modules on this website each with particular functionalities.

- Admin
- Sellar/User

Design	Provide international UI/Ux for the website. The design provided by you will be implemented completely.
Ensure your website is responsive	Website will be responsive in browsers and mobile device
Pages	<p>There will be following pages:</p> <ul style="list-style-type: none">• Home page• About Us• Ad listing page• detail page• Contact us• Terms and conditions• Privacy policy• User profile• Dealer profile• Login/sign up• Sellar detail page• Marketplace landing page With filter• Motor landing page with filter• Property landing page with filter

	<ul style="list-style-type: none"> • Jobs landing page with filter • Auction landing page with filter • Services landing page with filter • Store landing page with filter
Ad/product listing page	Display the listing page for complete Ads with multiple filtering options
Ad/product detail page	This page will display the complete detail of the product with images and other features
Search	Able to search the car based on the multiple filters and price
Filter	Filter options to the users for streamlining the search of products of different categories uniquely.
Buy product	This will be similar like a typical ecommerce solution
Website Language	The website language will be English and Nepali only
Payment gateway integration	Desired payment gateway can be integrated to the website and all the payments will be received to the admins account only. and when someone buys a product , it will be taken to the payment gateways page.
Payment distribution between admin and seller	Admin has to make the payment to the seller outside the platform and have to add the accounts in the admin panel.
Wallet	There will be a wallet of virtual money associated to every seller , which he or she can encash by contacting the admin
Auction	While posting an ad/product user can set it for auction. Other users can bid with a

	desired price and bid history will be seen. When the time is finished, automatically the seller and highest bid user will receive emails of confirmation and after seller verification, the user will be provided the payment option.
Market place	While creating an account users will be asked ,whether it's Business or individual. If it's Business, they will be having a detailed seller profile with reviews, ratings and location of seller.
Google location API	Google location api will be integrated for precise performance.
Google Ads and Private Ads	There will be provision to add google ads and private ads for admin

Admin Panel:

The main highlight of the admin panel is the auto creation of categories, subcategories and filters . So there is no limit in categories and subcategories.

Manage the website	Website admin can manage the complete website.
Manage Categories	Admin can Add, Delete and Edit the categories from the admin Dashboard.
Add subcategories	Admin can add any subcategories from the dashboard.

Add Features	All the fields appearing in the form to sell a product and filter can be added from the admin panel. Eg - fuel type,transmission etc.
CMS (content management system)	Admin can add texts for English and nepali separately for every item in the website. Admin can also change banner images
Accept or deny products	Before the ad is made active on the platform, it should go through a screening process to eliminate spam products.
Email Template	Edit the emails that are sent automatically upon customer registration, password reset for customers.
Receive Enquiries	Admin will receive all the enquiries from the user.
General settings	Admin can set up title ,metadata and google analytics code.

User Module:

Registration & Login	Users can register and login to the website. <ul style="list-style-type: none"> • Login with Google • Login with Facebook
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	<ul style="list-style-type: none"> • Login with username & password
User dashboard	Users will be given an attractive dashboard where they can see the ads/products listed by them
Wishlist	Users can save the ads/products for later purchase.
Payment history and orders	Payments and orders will be displayed
Messages	Users can send offline messages for users to interact with each other.

Proposed Solution

LARAVEL and Vue.js	Developing a website from scratch. This will be a complete and scalable solution. Back end and frontend will be developed for you accordingly.
Hosting	<p>-preferred Production website environment to be implemented will be your AWS account.</p> <p>-Web server operating system is the latest Ubuntu Server LTS.</p> <p>-HTTP server is Apache.</p>
Versioning Tool	Source code repo will be on github account to which you too will be added

Database	-DB is MySQL via AWS RDS.
Transactional emails	Transactional emails will utilize Mandrill account or other similar third party providers
Payment Gateway	-All financial transactions in website will be utilizing the support of payment gateway Api that you provide
CDN	-Preferred CDN is Cloudfront.
	-All environments will be dockerized.

Project Specification

Sitemap, Page Planning	Design
Mockup Designs	Design
Frontend Development (Mockup design Coded)	Development
Backend Content Management System Development	Development

Mockup Designs

Once the wireframes have been completed it's time to turn the sketches into coded designs, during this stage the client will get a clear idea of how the site will look. We will create a full mockup of the homepage and several key inner pages. The client then has the opportunity to offer feedback.

Responsive Layout

Smartphone and tablet usage has skyrocketed in recent years, and is overtaking desktop traffic for many websites. When designing a website, we must think about the user experience for smaller screens and develop a design that works across all devices and platforms. For this reason, we recommend the Client Company design their site placing a strong focus on mobile optimization i.e. responsive web design. We build all sites on a responsive framework which offers optimal performance on tablets and mobile devices as currently 50-60% of all website traffic is from mobile devices

Frontend Development (Mockup design Coded)

Front-end development is the part where we code the front-end user interface for the website. Here we deal with colors, fonts, images, layout, informational structure and organization, navigation, etc. We use HTML, JQuery, Javascript and CSS.

Front-end web development can be split into many areas and a typical and basic web development might consist of:

- Ajax: Asynchronous JavaScript provides new methods of using JavaScript
- JavaScript: JavaScript is an ubiquitous client side platform for creating and delivering rich Web applications.
- jQuery: Cross-browser JavaScript library designed to simplify and speed up the client-side scripting of HTML.
- HTML5 and CSS3: Latest HTML proposed standard combined with the latest proposed standard CSS.

Backend Content Management System Developments

Once you've signed off on the design and functionality requirements of your new website, we'll get to work making it a functional presence. Our developers use semantic, clean code to ensure accessibility to all members of the community.

Advanced Strategic Goals

Heatmaps are a powerful way to understand what users do on your website pages like where they click, how far they scroll, what they look at or ignore. It visualizes **the most popular (hot) and unpopular (cold) elements of a webpage** using colors on a scale from red to blue. Using heatmaps, you can determine if people are:

- Reaching important content or failing to see it
- Finding and using a page's main links, buttons
- Getting distracted by non-clickable elements
- Experiencing issues across devices

Upon the completion of the development, we can analyse it using heat mapping. And once your heat map is live, you need to wait for people to visit your web page.

Milestone

Milestone	Description	Activity Duration in Days
	Agreement and mobilization	<i>T - 2 days</i>
M0	Project Kick	<i>T</i>
M1	Development <ul style="list-style-type: none"> • confirmed design of admin panel • SRS Development with Flow • Database Design and Architecture Deign (parallel working) <ul style="list-style-type: none"> • 10 % of HTML conversion 	<i>T + 3days</i>
M2	Development (Admin panel) <ul style="list-style-type: none"> • Creation of Category, subcategory, features and data • User list • Product/Ad List • Email templates • Admin authentication Deign (parallel working) <ul style="list-style-type: none"> • 70 % of HTML conversion (design should be 	<i>T+ 10 days</i>

	provided from the client side)	
M3	Integration Of HTML and Vue in front end	<i>T + 15days</i>
M4	Development (Front-end) <ul style="list-style-type: none"> • User dashboard • Ad/product Listing • Editing • Ad/product listing page • Ad/product detail Page Deign (parallel working) <ul style="list-style-type: none"> • 30 % of HTML conversion • Vue integrations 	<i>T + 25 days (Parallel Working)</i>
M5	Development (Front-end and Admin panel) <ul style="list-style-type: none"> • Auction • Completion of ecommerce functionalities • Payment gateway integration • Other pages (landing pages and static pages) • CMS with multi language • Review and rating • Wishlist • Messages Deign (parallel working) <ul style="list-style-type: none"> • Design supply and integration for required elements • Responsive fixing 	<i>T + 38 days (Parallel Working)</i>
M6	Testing and bug fixing of all website	<i>T +40 days</i>
M7	Delivery of the Project	<i>T + 41 days</i>

*Please note that the days mentioned are working days. We are having holidays on Saturdays and Sundays.

Pricing

Approximate pricing for the above sections will be.

Item	Cost
• Multi language Classifieds Website with Admin panel	2650 USD
• Ecommerce marketplace with payment gateway integration and Auction	1500 USD
• Total Discount	750 USD
• Upwork commision	450 USD
Grand Total	3850 USD

**The price may vary according to the extra requirements that are not mentioned in this proposal

Payment Milestones

SI No	Payment Milestone	Percentage & Amount
1	After implementation of M2	35 % 1350 USD
2	After completion of M4	30 % 1150 USD
2	After successful implementation of the Project (M7)	35 % 1350 USD

Hosting:

You can purchase the hosting directly and we can help to maintain it completely for you. The best hosting that we could suggest is AWS which is scalable as per the traffic increase. All the hosting services are providing free SSL now. We can activate that and complete the https process.

Note:

- Clients should bear all the third party services including cost for Hosting, Domain Name Registration, and Payment Gateway etc.
- Client has to bear any additional tax applicable.

System Maintenance

Yarddiant brings you its system maintenance services that are carried out by the highly skilled professional team to give you and your visitors a seamless experience. Our team makes sure that all the pages are running smoothly, and the information collected in the forms reaches you intact.

Training and Documentation

We will work with you to ensure that your team fully understands how to use the content management system and are comfortable utilizing the system to its fullest capacity. We will provide the user manual for you with screenshots and diagrams so that you get to know the working of the platform.

Client Deliverables

- Signed purchase order
- Statement of confirmation for the site map
- Statement of confirmation for the design layouts
- Existing domain/server details, if any
- Basic contents and images
- Timely clarification and approvals
- Final confirmation mail for beta version of the project
- Open Feedback about our service
- API details if needed any sections should have to be purchased and provided from client's end

- Required Branding Elements, Logo, Images for the system.
- Third Party Software/Services like Payment Gateway, SMS Gateway, Hosting, Google Developer Account etc

Terms And Conditions

- Client has to facilitate third party product/services required, including Hosting, Payment gateway, SMS gateway, etc.
- Client has to provide all the content including the branding elements required for the Project.
- Data Entry/Migration is not in the scope of the Project.
- Delay from the Client side in facilitating the services will have a direct impact on schedule.
- The project will be carried from Yarddiant India Office.
- Any changes in the scope of the engagement will be treated as Change Request (CR) and will be priced accordingly.
- The source code will be handed over to Client only after receiving the full amount.

Warranty

Yarddiant warrants that the applications built under professional services shall be in good operating condition and shall conform to the Specifications for a period of **Six Month** after the deployment. This Warranty Period begins the first day after the Acceptance Date. After this warranty period we will also provide full support for the platform by purchasing working hours depending upon your system nature, so that our team will work with these hours.

Conclusion

We understand your concern in ensuring the highest possible talent, experience and price competitiveness for executing this project. Yarddiant has an impressive track record in delivering and executing web application projects. We are confident of delivering the same

high standards of quality and execution excellence to you. Hope the above will be to your satisfaction and we are looking forward to working with the project and a better business relationship.

For: Yaddiant Weblounge Pvt Ltd	For: Eethas Group
	
Name: Neeraj RK	Name:
Date: 30 August 2021	Date:
Place: Calicut, Kerala, India	Place: