

WOXVERS

PROPOSAL

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SUBMITTED TO
RUMAN JUICE
WORLD

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1.INTRODUCTION

We understand the scope of this project is to design and develop a professional delivery mobile app for RUMAN JUICE WORLD. We have received your specifications and requirements document and we will submit the best proposal to deliver on all functionality as described therein.

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We understand the importance of simplicity in user experience for any delivery application, as well as your need for high-end design and we propose to deliver on all fronts.

After going through the collected requirements in detail, we realized that the objective of the project is to emphasize on the delivery of food and juice.

2.PRIMARY OBJECTIVE

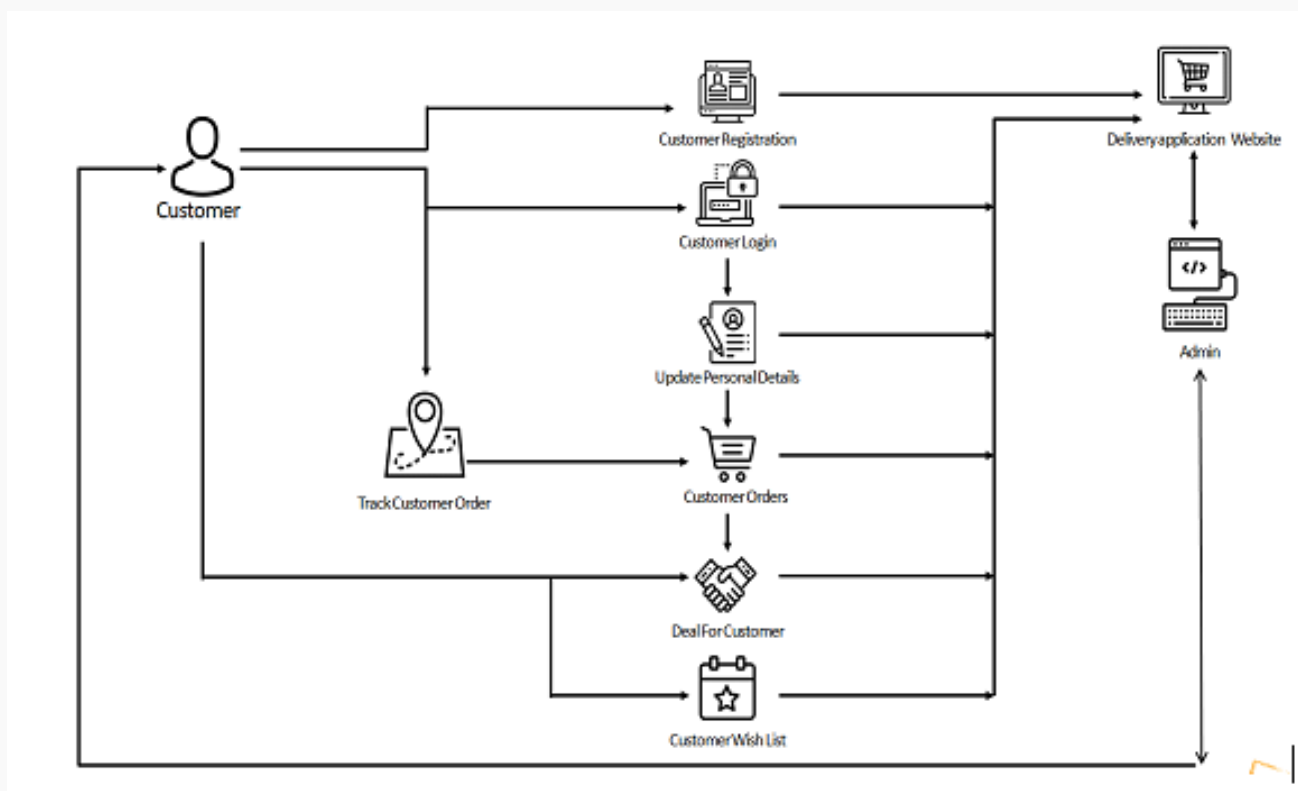
The primary objective of this document is explain in detail of the scope and requirements of each modules present in the project that integrates all spread across UAE in order to help the customers to order juice across the kingdom to find


3.PROJECT SCOPE

The delivery application along with the mobile application will contain the following sub modules.

3.1 CUSTOMER PANEL MOBILE APP

The delivery application along with the mobile application will contain the following sub modules.





The features of the mobile app are given below.

User Login: - This section allows user to enter the application by adding login details created during registration.

- Enter authenticated email address and password to login.
- Forget Password link.
- Recover password through mail.
- New User? Sign up link available.

User Registration:- This section allows New Users to create new registration account on the application.

- Fill the registration form with all required fields
- Enter Profile details like name, email id, password
- Enter other address details and Submit Form

Choose Products :- Using the global search features the customers can search a specific product and then select a product to view the details.

Add to Cart :- Customers can add the interested products to their cart.


Order Juice :- Ordering food in 4 simple steps; view the menu, select the food, place the order and get it delivered. Order delivery can be scheduled for the user's convenient time.


Shopping Cart :- View the list of all the food items available in the shopping cart along with their price, apply promo code if any and check out.

Search & Filter :- Search for different restaurants and filter the result using location filter, food category filter, price filter etc.

Check out :- Order confirmation and check out process will be enabled in the app

Payment Process :- Customers can choose their payment methods from the list and complete the payment process.





Order Confirmation :- Once the payment process is successfully completed, the customer will receive order confirmation message through app or e-mail.

Track Order :- Track and locate the order status right from the kitchen and once it is out for delivery, track the location of the delivery boy.

Transaction History :- Here the customers can view all the previous completed transactions with all the details like ordered date, item name, qty, price, discounts etc.

Contact Store :- Using this options the Customers can contact the store for any queries.

Order History :- View past orders and cancel orders.

Offers & Coupons :- User can get discount by applying available coupon codes.


Rate & Review :- Rate & review after delivery successfully completed.


3.2 DELIVERY BOY APP

Login :- Delivery boys can login using their mobile number and password.

Delivery Dashboard :- Delivery dashboard displays all the consolidated details for the delivery such as delivery status, latest order details, latest customer details, etc.

Update Profile :- Delivery boy can edit his/her profile.





Manage Orders :- View & manage orders for their products and will supply products directly to customers.

- **View order:** Delivery boy can view the order.
- **Edit Order:** Delivery boy can receive, cancel, delete etc. the order.
- **Confirm purchase:** Delivery boy will confirm the purchase.

Track customer :- Delivery boy will track the customer using Google map.

Status :- This is for delivery boy indicating their availability for getting delivery orders. If it's "ON", delivery request will be received which can be accepted or rejected, in case of "OFF" request won't be received

Transaction Details :- The Delivery boy will have the transaction details of delivered products.

Notification :- The whole notifications will be displayed here.

3.3 Store Panel

Dashboard :- View various order status like all the pending, upcoming, delivered & cancelled orders.

Categories :- Search, Sort and Manage categories. Option for adding thumbnails and images. Option for setting active and inactive categories.

Menu Management :- Manage menu by adding/deleting various Juice items in different categories.



Restaurant Profile :- Create restaurant profile with all the required information.

Juice Order Management :- Manage (add/edit/delete) products.

Order Cancellation :- Orders that can be cancelled by the restaurant admin.

Order History :- View past orders with the date and complete order summary.

3.4 Admin Panel

Analytics: Management :- Real-time revenue reports, areas where the app is used widely and time period of maximum revenue generation (using 3rd party analytics tool)


Payments :- Payment management with restaurant owners.

Menu Management :- Manage menu by adding/deleting various food items in predefined categories.

Order History :- View the transaction id, order summary, order id, transaction date and method of payment for the particular order.

Push Notification :- send push notification to the customer, restaurant admin and delivery driver regarding any system related news/offers.

Offer & Coupons :- Generate new offers and coupons which can be availed by the customers while placing orders



Slideshow Management:- Admin can add images to the banner slide show. Able to View/Edit the images in the banner slide show. Admin can delete the images in the banner slide show.

Product Management :- View details for upcoming orders and can update status.

Categories :- Search, Sort and Manage categories. Option for adding thumbnails and images. Option for setting active and inactive categories.

User Management :- Admin should be able to view all customer user lists. View/Edit the customer user profile details and passwords.

User Permissions:-The admin can set the user permissions with the following features

- Admin can create different roles dynamically
- Each role permissions can be assigned individually
- Users can be assigned to a single or multiple roles

FAQ/Testimonial Management:- Admin can view all the FAQs and Testimonial. Admin can add any number of FAQs and Testimonial. Able to edit/delete the existing FAQs and Testimonial. Can publish/unpublished the existing FAQs and Testimonial. Admin can change the order of existing FAQs and Testimonial display in the front end

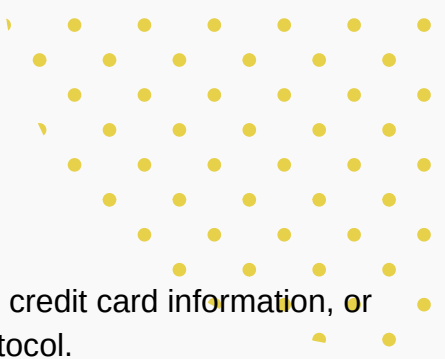
4. GENERAL FEATURES

4.1 Common Features of the project

- Design – Clean and Professional, Grid System, Intuitive Navigation, Slideshow featuring products.
- Multi Language support (Arabic and English)
- Interactive slide show that features its latest products on the homepage.
- Provide search function across the application.
- Integration with online payment such as MADA, VISA, MasterCard, Amex, and PayPal etc.
- Shall be integrated with GPS service such as “Google Map”.
- Live Chat integration - Using third party chat module Customers can interact with the application admins.

4.2 Security Features

- High level of authentication and encryption.
- Strong firewall and layers of security on login and contact forms.
- All passwords in the database are encrypted using application level AES 256 bit encryption format.
- All operational access passwords are encrypted using AES 256 bit encryption with SHA3 as algorithm for hashing passwords.

- 
- All pages that transmit sensitive data such as customer login details, credit card information, or sales order information, etc. are always transmitted over HTTPS protocol.
 - Multi-factor authentication is used when providing access to card data and other payment application systems.

PROJECT MANAGEMENT

We are using Agile methodology for project scheduling and delivery with the following benefits to our customers

4.4 Stakeholder Engagement

Agile provides multiple opportunities for stakeholder and team engagement – before, during, and after each Phase. By involving the client in every step of the project, there is a high degree of collaboration between the client and project team, providing more opportunities for the team to truly understand the client's vision. Delivering working software early and frequently increases stakeholders' trust in the team's ability to deliver high-quality working software and encourages them to be more deeply engaged in the project.



5. TRANSPARENCY

An Agile approach provides a unique opportunity for clients to be involved throughout the project, from prioritizing features to iteration planning and review sessions to frequent software builds containing new features. However, this also requires clients to understand that they are seeing a work in progress in exchange for this added benefit of transparency.

EARLY AND PREDICTABLE DELIVERY

By using time-boxed, fixed schedule Sprints weekly, new features are delivered quickly and frequently, with a high level of predictability. This also provides the opportunity to release or beta test the software earlier than planned if there is sufficient business value.

6. PREDICTABLE COSTS AND SCHEDULE

Because each Sprint is a fixed duration, the cost is predictable and limited to the amount of work that can be performed by the team in the fixed-schedule time box. Combined with the estimates provided to the client prior to each Sprint, the client can more readily understand the approximate cost of each feature, which improves decision making about the priority of features and the need for additional iterations.



ALLOWS FOR CHANGE

While the team needs to stay focused on delivering an agreed-to subset of the product's features during each iteration, there is an opportunity to constantly refine and reprioritize the overall product backlog. New or changed backlog items can be planned for the next iteration, providing the opportunity to introduce changes within a few weeks.

FOCUSES ON USERS

Agile commonly uses user stories with business-focused acceptance criteria to define product features. By focusing features on the needs of real users, each feature incrementally delivers value, not just an IT component. This also provides the opportunity to beta test software after each Sprint, gaining valuable feedback early in the project and providing the ability to make changes as needed.

IMPROVES QUALITY

By breaking down the project into manageable units, the project team can focus on high-quality development, testing, and collaboration. Also, by producing frequent builds and conducting testing and reviews during each iteration, quality is improved by finding and fixing defects quickly and identifying expectation mismatches early.

7. TECHNOLOGY

Platform	Technology
Food & Juice Delivery App	Android Native/Flutter/React native + IOS framework
Delivery boy App	Android Native + Android SDK
Admin Portal	Angular & Node js / Php
Database	SQL/ MongoDB
Project Management	Agile Methodology
Project Management Tool	Zoho Sprint &
Source Code Management Tool	GIT Lab

MIDDLE WARE APPLICATION /SERVER CODING

We are using the .Net Core with Web API's for the communication with the database that contains the following advantages.

Web API :- Web API in simple language is one kind of service that can serve us information from the server. It is also a tool to push data to the server that can be processed by server code or may be saved in any persistent layer.

Why Web API?

Web API works on HTTP/HTTPS. It can be called or consumed by any kind of application like Mobile App, Desktop App, and Web Application etc. Thus, Developing Web API will give you a broad range of the Interface application, which can consume your Web API and fetch information to show the users. Web API is not limiting you to stick with specific interface or technology in order to interact with users.

MOBILE APPLICATION TECHNOLOGIES

Android Mobile Application Development

Every entrepreneur needs to compete with creativity to capture the attention of more potential customers. It is because the ultimate goal of any business is to generate revenue. Further, the evolution of the Android development platform offers entrepreneurs with a cost-effective and scalable opportunity to develop apps.

Android mobile applications have influenced most of the industries as part of the digital revolution today. The Android software development kit (SDK) includes a comprehensive set of development tools. Enhancements to Android's SDK go hand-in-hand with the overall Android platform development. Android applications are packaged in .apk format and contains .dex files (compiled byte code files called Dalvik executables), resource files, etc.

The main advantages of Android Application are:

- **High RoI with Lower Costs:** One of the key advantages of Android app development is the easy availability of the Android SDK. The development teams can use the material design from these SDKs to build interactive apps. However, the developers/development teams are required to pay a one-time registration fee for application distribution. After that, they can leverage any computer device to build and test the product for their smartphones, ensuring low investment and increased user engagement. In turn, the end users, are benefited by an interactive app, and the enterprise gains a higher return on investment.
- **Faster Deployment:** Android apps for business have a rapid development cycle lasting a few hours. It offers a competitive edge to companies who wish to have a quicker go-to-market for their new idea. Reduced Time to Market (TTM) is, thus, one of the best benefits of Android development.
- **Versatility and Scalability:** With the arrival of Android Studio, the OS has scaled up on flexibility and adaptability. It integrates with the entire Android ecosystem including smartphones, tablets, wearables, and Android TV.
- **Enhanced Security:** Android P introduced several additional and in-built security features. It will help with the protection against malware and viruses. Thus, safety and reliability are exceptional benefits of android application development.



IOS Mobile Application Development

iOS (formerly iPhone OS) is a mobile operating system created and developed by Apple Inc. exclusively for its hardware. It is the operating system that presently powers many of the company's mobile devices, including the iPhone, iPad, and iPod Touch. It is the second most popular mobile operating system globally after Android.

Advantages of IOS

- iOS has easy to use interface: Apple's iPhone becomes the dream of many smartphone users, providing high customer service and become a market leader for offering unmatched devices. These special flexible User Interface of the features of the iOS app can make your business application more desirable and boost up their sales and earn maximum benefits.
- iOS has more security: iOS platform offers its users stay safe from external threats which is the best part and advantage of this platform. While developing an app for the business, providing a powerful shield against malware, virus and other internet threats for an app development of a business. iOS applications are secured applications, allows effortless transaction facilities app without spending more time on testing different devices.
- iOS applications are innovative and latest technology used globally and this can help your business to expand most secure way. With smart app development is accepted globally, you may transforming traditional business processes in a modern way and find customers from every part of the world.

8. PROJECT PHASES AND DELIVERABLES

The project will be divided into different phases and each phase will be described in detail in this section.

PHASE 1

Project Kick off, Study, Design and documentation

- **Conduct kick off meeting :-** In this meeting team will be introduced along with the point of contacts, mode of communications and will conduct base level discussion
- **System study:** In this stage the analysis and design person will study the project in detail.
- **Preparation of SRS:** Software Requirement Specification document (SRS) is a description of a software system to be developed. The software requirements specification document lists sufficient and necessary requirements for the project development. To derive the requirements, we need to have clear and thorough understanding of the project. This is achieved through detailed and continuous communications with the project team and client throughout the software development process.
- **Preparation of Database Design:** Storing of data is a vital part in every project, so we are following the database normalization min to 3rd level.

Phase 1 responsibilities from RUMAN JUICE WORLD

1. Providing all the minute details about the project and clearing all the doubts in the system study phase.
2. Approval of the SRS document, since the SRS document is the base of the project approval of this document is mandatory to start the next Phase.
3. Approvals of design layout.

PHASE 2

Food and juice delivery app design and development

- **Design all the page layouts :-** In this section we will design all the pages layouts (prototype) for Customer panel/ Delivery boy/ Admin panel/ Store panel.
- **Identify each fields in the layout:** In this section we will identify the position of each fields in all the pages
- **Front end coding:** In this section we will do the HTML Conversion and Client side coding of all the pages
- **Back end Coding:** In this section we will do the Web API code along with the database programming.
- **Testing :-** Here we will complete the Unit Testing and module integration testing
- **Hosting in the test server:** Here we create a test hosting server, for hosting the mobile app

Phase 2 responsibilities from RUMAN JUICE WORLD

- Testing the mobile app and send us the feedback and confirmation.
- Provide images and static contents.

PHASE 3

Android App design and development

- **Design the UI :-** In this section we will design all UI of mobile app
- **Front end coding:-** In this section we will do the Client side coding of all the pages
- **Back end Coding :-** In this section we will do the Web API code along with the database programming.
- **Testing :-** Here we will complete the Unit Testing and module integration testing
- **Building and Packaging :-** Here we create the out put file for the Android platform

PHASE 4

iPhone App design and development

- **Design the UI :-** In this section we will design all UI of mobile app
- **Front end coding:-** In this section we will do the Client side coding of all the pages
- **Back end Coding :-** In this section we will do the Web API code along with the database programming.
- **Testing :-** Here we will complete the Unit Testing and module integration testing
- **Building and Packaging :-** Here we create the out put file for the iOS platform

PHASE 5

iPhone App design and development


- **Design the UI :-** In this section we will design all UI of mobile app
- **Front end coding:-** In this section we will do the Client side coding of all the pages
- **Back end Coding :-** In this section we will do the Web API code along with the database programming.
- **Testing :-** Here we will complete the Unit Testing and module integration testing
- **Building and Packaging :-** Here we create the out put file for the iOS platform

Phase 5 responsibilities from New Ideas Co. Ltd

- Complete the trial run of the admin side & Mobile App
- Verify and confirm the hand over files and documents
- Signing the Project Sign Off contract.

9. ESTIMATED TIME AND SCHEDULE

No	Mile stones	Deliverables	Approx .Days
1	Phase 1	SRS Document, DB Design, Layout designs	15
2	Phase 2	Testing link of Web App	15
3	Phase 3	Testing package of Android app	15
4	Phase 4	Testing package of iPhone app	15
6	Phase 5	Hosting the application to the live server, uploading mobile apps to the stores, completion of training and delivering the project files, passwords and source code.	10
		Total Days	70



The above schedule is an estimated time based on the initial scope of the project and it may change after the detailed system study. After the preparation of SRS document, the exact delivery date of the deliverables of every phase will be published at regular intervals.

Also the following factors will be contributed towards the change in the delivery schedule

- Delay in the approvals from the clients, during different phases of the project.
- Delay in receiving the feedback and information's required from the client's part.
- Delay in receiving the resources and details from Third party vendor used in this project on various changes.
- Delay in receiving the payments after the completion of each mile stones.

MANPOWER PROFILE & RESOURCE DEVELOPMENT

<u>N</u>	<u>Profile</u>	<u>Experience</u>	<u>Function</u>	<u>Total</u>
1	Project Manager	9+years	Overall In charge of the project. This person shall validate Architectural design and Development procedure.	1
2	Technical Head	8+ years	Responsible for solving high end technical problems	1
3	Project Leader	5+years	Would be responsible for the day to day managerial and technical aspects of the project	1
4	Business Analyst	3+years	Responsible for document creation of the project	1
5	Software Engineers	4+years	Software development and coding	4
6	UI Designers	3+years	Responsible for design and UI of the project	1
7	Test Engineers	3+years	Testing & QA Activities	1
8	Implementation & Support	2+years	Would be responsible for Training and Support	1

10.COMMERCIALS


10.1 Cost Estimate of the Project

Modules	Cost in INR
Cost for the development of Web app	300000
Cost for the development of Delivery boy	100000
Cost for the development of Android Mobile App	300000
Cost for the development of iPhone Mobile App	350000
Total Cost of the Project	1050000

Note :- This cost does not include any Taxes and if any taxes like UAE withholding tax applicable for this project, it will be added extra.

10.2 PAYMENT TERMS

Payment Mile Stones	Payment in %	Cost in INR
Before Starting the project: Advance Amount with purchase order	30%	315000
Second payment: after development of UI/UX	30%	315000
Final payment: after signing off and app goes live	40%	420000



Since it is a big project, even if the payments are monthly we cannot give the deliverables on each month. The deliverable will be given on the completion of each mile stone/phases that is described on project phases and deliverables section.

Note :- All payments will be made to Woxvers Pvt Ltd account through online transfers. Also any delay in the payment will affect the project delivery.

BENEFITS FROM WOXVERS

- **Core team:** Even though we are a start-up company, our core team is having more than 10 years of experience in the different areas of software development like Latest technologies, Project Management, Client Management, Project delivery and Quality Management
- **Quality:** We are following industries best quality procedures in System Study, Documentation, Development and testing. For each area we have defined the process, formats etc and will be implemented the same in each projects.
- **Best price:** Since our company is in a growing stage we are focusing on building a good client base. So now we cover only the expenses in our price calculation and the initial clients can acquire our services with the best cost while comparing the standard market rates.
- **Like the own team:** We can provide a dedicated team for each projects, and the client have full privilege to control the team, just like their own.
- **Long-term relationship:** We are focusing on a long term relationship, so that we can work together in the future projects.



THIRD PARTY APPLICATIONS

In this project the following third party applications, licenses and API need to be purchased by RUMAN JUICE WORLD and the cost of the below list items is not included in this proposal.

Third party list Description	
Domain Registration	The main domains and sub domains need to be purchased. Yearly renewals
Server with storage	Need a high speed server with high store capacity for hosting the web portal. Monthly/Yearly renewals
SMS Gateway	API Used to send SMS to customer/Merchants etc.
ios- Apple developer Account	Used to upload to Apple store
Andriod - Google Play developer Account	Used to upload to Andriod Play Store
Google Map	Used to integrate location services
Payment Gateways	Used to do the payment process eg:- paytabs.com, payfort.com, CCAvenue, PayUMoney
Online Chat Services	Used to provide the chat facility in the portal.

11. TERMS & CONDITIONS

- **Validity of the proposal :-** 1 Month
- **Approvals and Confirmation :-** For a better project development we prefer to get approval or confirmation from client of each stage or where ever required prior to moving to the next stages of software development process mentioned in the Project Phase Schedule.
- **Confidentiality :-** The company would respect the confidentiality of the customer. The confidentiality will be met with respect to the customer's property and material given to Woxvers Pvt Ltd. Intellectual property rights will be taken care of, wherever applicable.
- **Handling Changes :-** Any Change in the scope of the project in terms of modules, functionalities, features from the scope defined (ie. through initial discussions and reference materials provided by the client) used to prepare the proposal will be handled through the proper change control process at a mutually agreed rate.
- **Business Process Re - Engineering :-** The scope of this proposal does not include any kind of business process re-engineering related activities.
- **Data Entry / Data Migration :-** This proposal does not include any type of Data Entry/Migration works or transfer of data from existing system (if any?) to our proposed software. If required, related terms and conditions are applicable and will discuss the same on demand.
- **On-site Support :-** If any onsite support required the client should provide visa, To and Fro Air Ticket, local travel, food & accommodation, Per-day salary of the personals during system study, implementation & training for our personals.
- **Third Party Services :-** All the third-party product and services (like domain registration, web space, web database, software license, hardware, networking and other related infrastructures, gate ways, third party integration facilities and interfaces etc.) required for the smooth functioning of the proposed software solution will have to be taken care by New Ideas.



ANNUAL MAINTENANCE CHARGE (AMC)

After 6 months of free service, you can purchase yearly AMC Pack (20% of the total project cost) to continue the service support and the AMC will cover the following.

- Telephonic, chat & e-mail support.
- New patches & updates as and when required.
- Training of personnel.
- Support & Maintenance.
- Minor modifications.
- Fixing minor errors.
- Documentation updates.
- Assisting users /answering questions online.