

Nozzmo

Distefano Crew 2.0

for **Sergio Kozina**

V1.00

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Our **Approach**

We create world-class digital products

We are a team of designers, researchers, engineers, and problem solvers that help companies design better products, websites, stores and services by putting the user first.

Different projects require a different approach, and we will adapt our process to meet each project's needs.

Our way of working is highly collaborative and iterative, meaning that we continue to go back to validate ideas and test assumptions and use those insights to refine and improve continually.

Your **Project**

Your Project

At Nomo, we understand the importance of providing exceptional experiences to your customers. That's why we're excited to present our proposal to enhance the "Distefano Crew" loyalty app.

Our proposal includes a range of improvements, such as the integration of shopping functionality, push notifications, and the ability to accept and accumulate points via Shopify orders. We'll also implement extra layers of security to ensure the safety of your customers' information.

To ensure an engaging and consistent experience for your customers, we'll improve the user interface to match the updated brand and mood of the Distefano Shop. Our team of experienced designers and developers will work closely with you to understand your business goals and create a seamless experience for your customers.

Additionally, we'll integrate Mixpanel to track conversion rates and events, giving you valuable insights into how your customers interact with the app. This will help you make data-driven decisions to optimize your customer experience and drive business growth.

We propose a comprehensive project structure that includes an initial implementation phase to kickstart the app and a subscription-based maintenance plan to ensure its long-term success.

We are one of the few agencies that can
take a product from **concept to launch**
and **from launch to scale**.

Your project deliverables, cost & timings.

Please note that the table below is an estimate based on the conversations we have had up to this point. This timeline, scope and budget may be subject to change based on the information we uncover during the first phase of research,.

Migration of Distefano Shop to Distefano Crew

Migrate Distefano Crew codebase to TypeScript

Update libraries and build fresh version for Distefano Crew

Add Sellflow fork to Distefano Crew

Integrate the build process for Crew and Store

Add consistent navigation between Crew and Store

Adjust Sellflow to achieve desired feature set and look

Push Notifications

Integrate app with Push Notifications Cloud provider.

Smart redirection for push notifications (deep linking) on Distefano Crew.

Define a comprehensive process for writing and sending a push notification.

Added new security measures and layers for redeeming points.

Research and architecture of solution.

Necessary endpoints, webhooks, and lambdas to support the proposed experience.

Updates to Distefano Crew UI to support the improvements.

Updates to iPad app

Necessary endpoints, webhooks, and lambdas to support the integration with Odoo. This does not include Odoo development.

Integration with Shopify Orders and Coupons

Research and architecture of solution.

Necessary endpoints, webhooks, and lambdas to support the desire experience and integration with Odoo. This does not include Odoo development.

Updates to Distefano Crew UI to support the improvements.

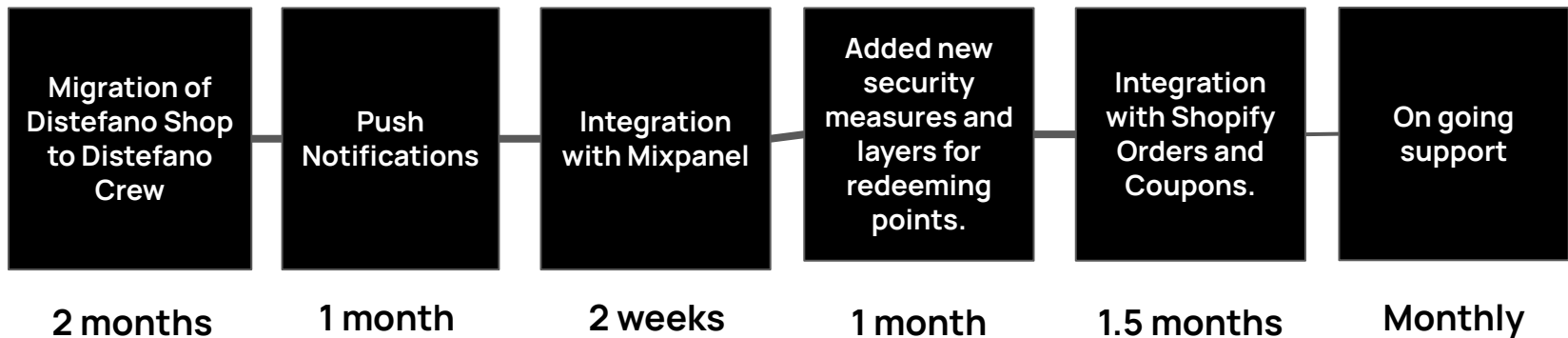
Integration with Mixpanel

Define the key metrics to track.

Track events in the mobile app and create dashboard to track the metrics and conversion rates.

Dashboard creation

Your timeline.



Implementation cost

3,500 USD

Service fee (2-year contract, no optional)

800 USD/month

Who we are and why you
should **work with us.**

Nozzmo is a multidisciplinary product design and development agency founded and led by **Samuel and Cesar** in 2010.

12

years in business

•


100+

projects launched

•


150+

clients



Our founders have advised a range of businesses, including well-known brands such as **Sweaty Betty, Arcteryx, Smartwool, and Skechers in the US.**

In addition, our founders and advisors have worked with local companies and Startups such as **McDonalds, Little Caesars, Corporación Multi-Inversiones, Cervecería Centroamericana, Distefano, and Banco Industrial** in Guatemala.



We do things **differently.**

Design is what we make possible for others. Through our work, we encourage and enable others to make meaningful things possible and, in doing so deliver, business results.

Creating the best work, requires the best people. We've grown and invested a lot into our team. Building a strong team and creating an environment that brings the best out of each other, putting out the best work, and in doing so, bringing out the best in our clients.



We focus relentlessly on the user:

We design products that are intuitive, easy to use, and make our users' lives better.

We embrace diversity and collaboration:

We believe that bringing together people with different perspectives leads to more creativity and innovation.

We simplify technology:

We create products that are so simple and intuitive that users don't have to think about the technology behind them.

We iterate constantly:

We know that the best products are the result of a continuous process of prototyping, testing, and refining.

We create sustainable value:

We design products that not only generate revenue in the short-term but also set the foundation for long-term growth and success.

Proposal acceptance

General Terms:

01. **Project proposals** are valid for a period of 30 days from the date of issue.
02. No creative or production work will commence **without an official written order** or signed project proposal.
03. To approve, please supply a returned **signed copy of the Project Proposal** to the specified email.
04. All materials produced will remain the sole ownership of the company **until the project fee is settled in full.**
05. Standard payment terms for **hourly packages require a 100% upfront payment**, while **project proposals require a 50% non-refundable deposit at the commencement of work and 50% upon completion**, unless otherwise agreed upon.
06. A **50% rejection fee** of the remaining balance applies to the above work.

07. The costs detailed above are based on the **originally agreed-upon brief** or scope of work. Any deviation from this may result in additional costs
08. Time frames and deadlines are **subject to client feedback** being within the allocated time.
09. This Project Proposal is **based upon certain assumptions** that could lead to a prejudicial variance in cost should the assumptions prove to be inaccurate during the documentation phase of the project.
10. The company retains the **exclusive right** to make use of the project for promotional purposes, including award entry submissions.
11. The company shall retain the **exclusive right** to make derivative works of the project. Any similarities between the client's project and future projects constitute the company's right and style and shall remain the right of the company. The company will, however, not reproduce the final form of the project for commercial means or means of making a profit.
12. The **terms** of this proposal will override any other terms and conditions which may be in place.

Disclaimer:

For the purposes of preparing this proposal and the provision of any oral advice in terms of this proposal, our company has relied and will rely on information made available to us. We give no opinion as to the accuracy of the information. In particular, we have made no, nor will we make any, independent investigations of factual matters or of the accuracy or the appropriateness of any financial, commercial, or business matters which have been disclosed to us unless specifically requested to do so in writing. The proposal is based on our company's interpretation and views of the current information that has been made available to us. Our company has no liability of any nature, whether in contract, delict or otherwise, for any losses, damages, costs or expenses ("losses") whatsoever and howsoever caused arising from or in any way connected with this proposal, except where such losses are caused by our company's gross negligence or wilful default. In any event, the aggregate liability, whether to you or any third party, of whatever nature, whether in contract, delict or otherwise, for any losses whatsoever and howsoever caused arising from or in any way connected with this proposal shall not exceed the fees levied in respect of the advice given in respect hereof. For the avoidance of doubt, nothing in this clause will have the effect of increasing our company's liability for any losses caused by its gross negligence or wilful default beyond those available under common law, nor will the presence of this clause preclude any defence that would otherwise be available to us. Nothing in this proposal will exclude or restrict any liability of our company for fraud or dishonesty or to the extent that it cannot do so by law.

Client: _____

On behalf of client: _____

Signature: _____

The Nozzmo logo is a white circle with the word "Nozzmo" in black text inside it, positioned in the top right corner of the slide.

Nozzmo

We believe in the **power
of collaboration** and the
potential of shared ideas.

Let's create something great together.

hi@nozzmo.com

www.nozzmo.com