

Babyverse Website Development Agreement

Website Development for WordPress Platform

Prepared by Khawar Aziz Hypabeez West Wing 2/F, 822 Lai Chi Kok Road, Cheung Sha Wan, Kowloon	Prepared for Lam Diana Ka Wan Babyverse UNIT 907B, CHINA MERCHANTS TOWER, NO. 168-200 CONNAUGHT ROAD, CENTRAL, HONG KONG
--	--

Main Features

Stage 1: Planning

- UX/UI Audit
- Sitemap restructure Recommendation
- Finalize Design for these 3 pages and UX/UI improvement for all other pages
 - a. Landing page
 - b. Our Vision
 - c. Sell with Us Page

Stage 2: Development

- Website development on WordPress CMS with UX/UI improvement from recommendations, proper coding and removing unused plugins.
- Max 25 Pages (Each page after will be charged HK\$=500/page)
- Development (1 minor iterations)
- Responsive across all devices
- Chatbot functionality
- Site search functionality
- Contact us form
- 2 levels of header menu navigation
- Gift Packaging for checkout
- Product page - Keep the same level of filtering and add summer/winter filtering
- Out of stock and pre-order button if the item is sold out
- Multiple size guides in backend for each brand and connect with products
- Email subscription for newsletter/news
- Blog and other info pages setup (FAQ, Terms and Conditions, Contact us, About us etc)
- Product Catalog Page (Resolve Problems)
 - a. Sold Out Products are shown first

- Sell with Us Page (Resolve Problems)
 - a. Return Insurance and NT area charges aren't being applied/paid
 - b. Add a payment gateway to collect the payments from this form
 - c. Payout Estimator Category has duplicated items
- Payment Integration
 - a. Stripe
 - b. Payme
 - c. Alipay
 - d. Wechat
- Auto Seller Payout Calculation Feature
- Will setup and automate email sequences
- POS/Offline stock quantity integration with online stock quantity (Dokan POS plugin)
- Our Lookbook/Blog redesign inner pages
- Connect 3rd party online delivery service app
 - a. SF Express
- A new Vendor page for lead generation (Main Focus: Initiate Contact)
- Product Catalog Page - Keep 3 level filtering
- Seller & Buyer Account Dashboard (resolve/should have these functionalities)
 - a. If you have a buyer account previously and create a new seller account, your buyer account won't have the seller functionality. You can only sell from your seller account. (Need a way to resolve this issue) - Currently, admins have to spot duplicate seller and buyer accounts manually and delete the buyer accounts (Duplicate all info into seller account)
 - b. Needs better UX design and optimization - can have some of their information combined into one tab. (Buyer & Seller)
 - c. If payout information is changed, no email notification is sent to the admin/backend isn't updated (Buyer & Seller)
 - d. Buyer seller dashboard info and shop credits can be consolidated
- Client and Order Data Export and Integration

Stage 3: Post-Live Development (items to be completed after website is live)

- Multilingual (Eng and Trad Chinese)
- Multi Currency (HKD & USD)
- Utilize membership score/credit system. (Spending over a certain amount turns into credits in the buyer's account to be used for purchasing products.)

*Invoices unpaid for more than 7 working calendar days will result in paused development.

*Content (Images, Videos etc) ,Copywriting and Content in Eng and Chinese will be provided by the client.

*Web dev iterations are defined as color, text, web page sections adjustment (either vertically or horizontally), and removing page sections. It does not include adding new designs, designs from another page or extra functionalities to the page after UX design is finalized and approved.

*This is a template based WordPress project. All costs of template purchase and plugin purchase will be chargeable to the client.