



Fluper Ltd.

Taxi App Proposal

Name of Our Client: **Djibril Sall**

Submitted by: Ms. Akansha Pandey (Sales Head)

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Development Centers

Noida, India

Employee

80+

Clientele

Over 80% repeat customers across Dubai, Saudi Arabia, Qatar, Israel, USA, Brazil and many parts of Europe

Global Presence

U.S.A , UK, Dubai, Qatar, Korea, Malaysia, Singapore, Brazil, India

Date	Project Proposal	Reason of Revision	Version	Author	JD
25/09/2017	Taxi App		1.0	Akansha Pandey	Sales Head

Cover Letter

Dear Djibril Sall,

Warm Wishes from **Fluper Ltd.**

We are delighted to present our company Fluper Ltd. Top Rated Web & Mobile Application Design and Development Company in Noida, India as one of the end-end complete 360-Degree Services and Solutions Provider for IT Sector.

We after a very warm and friendly discussion about project as led to further collaboration and we are proposing application project proposal document for your consideration. Our Commitment is to serve you and your business exceptional growth, revenue by designing and developing project which is seamless in performance.

We would be delighted and honored if our company is considered by you for your project, we assure you to deliver maximum success and optimized project with maintenance and support and marketing services as well.

Sincerely

Ms. Akansha Pandey

Fluper Ltd.

Table of Contents

Cover Letter	3
Executive Summary	4
Highlights.....	4
Mission Statement	5
Services.....	5
Disclaimer.....	5
Company Description	6
Fluper Strengths to consider.....	6
Distribution Personnel	6
Copyrights.....	7
Methodology & Architecture	7
Facts to be noted.....	8
Our Approach	8
Our Process.....	11
Step-Step Process	11
Phase 1: Initiation:.....	11
Phase 2: Release Planning:	11
Technologies proposed to be used:	12
Front End Designing:.....	12
Development:.....	12
Unit Testing: Junit Framework Quality Assurance Testing:.....	12
Sprint Wise Distribution of Modules:.....	12
Milestone Wise Planning.....	12
Project Proposal Introduction	13
Important Terms for Delivery	14
Payment Plan	17
Cost Breakdown according to platforms.....	17
Timeline:	18
Support	18
Assumptions.	18
Total Team Allocation	19
Pre-requisites from client.....	20
Change Request.....	20

Executive Summary

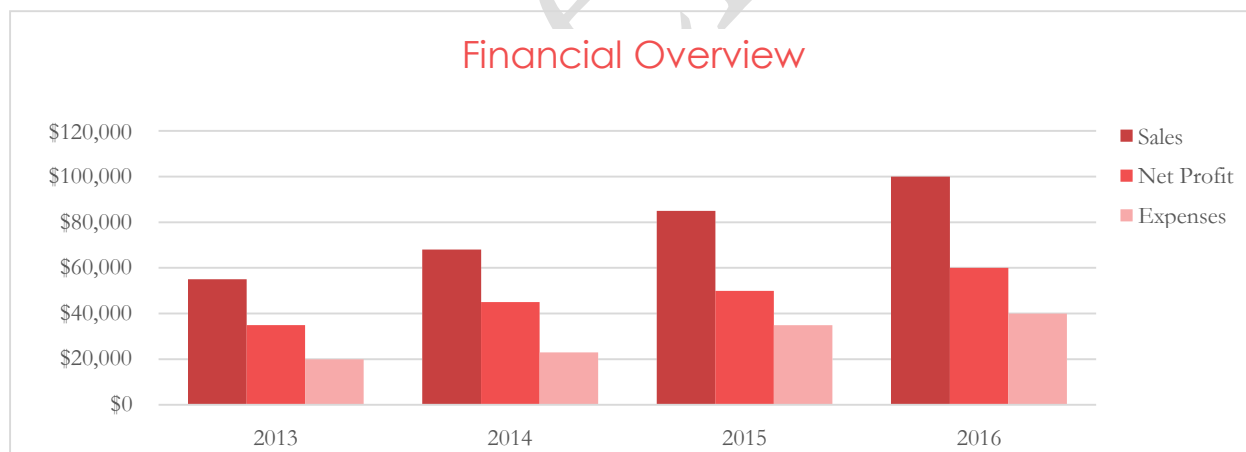
Fluper Ltd. (skype.fluper) is among the "Leading, Authentic & Committed" Web & Mobile Application Design & Development Agency having a successful, authentic track record of delivering 150+ Apps in span of 4 Years. We provide authentic client testimonials with contact specific to every client's vertical or project in order to certify our experience and work. Surrounded by exceptional talent of 50+ Strategist, Marketers, Designers, Developers named Fluid Performers have led our presence in web & mobile across Globe especially in Asian Countries like India, Saudi Arabia, Qatar, Dubai etc.

Highlights

We are recognized as Top Rated Web & Mobile Application Design and Development Company in Noida, India by following Top Research Organizations:



Financial Overview



Objectives

Engaging & Disrupting IT Industry by provisioning "most affordable" IT Service & Solutions energizing Individuals, Startups, SMEs and Enterprises to transform all into Million Dollar Companies to reach the mission of Fortune 500 Companies with Our Specialized Consultation and Dedicated Guidance.



Mission Statement

Fluper Ltd. ensures class, quality and dedication. We don't believe in parallel project distribution and project overload as it degrades output of every project. Our track record is qualified with client testimonials in order to provide cutting edge web and mobile applications.

Services

Web App Designing, Mobile App Designing, Web App Development, Mobile App Development, E-Commerce App Development, CMS Development, ERP Apps Development, Android App Development, iOS App Development, PHP Development, .Net Development, Java Development.

Disclaimer

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Company Description

Our Company **Fluper Ltd.** claims to be Top Rated Website & Mobile Application Design and Development Company, Fluper Ltd. is collaboration of Expert Web and Mobile Application Designers , Developers and Business Marketing Analysts which are entitled for helping Businesses & Online Creators recognize the Unlimited Power of Technology & Innovation.

As a Professional Technical Business Company, We have completed more than 25 Web and Mobile Projects across Globe, and are focused to provide Innovative, Creative & Responsive Web and Mobile App Design & Development Services in an Economical way.

4 Years of Hard Work & Dedication in Technical Industry has given Us Opportunity to Prove Our Effectiveness and Efficiency in Designing and Development, Enriching Business, Innovative Thinking, Personal Dedication, Action Oriented Innovative Style of Work, Exceptional Delivery of Customer Satisfaction and Best Feasible Services & Solutions.

As an Experienced Applications Development Organization, We have successfully embarked our Impression across globe, we have successfully accomplished more than 150+ Applications for different Verticals whether **Augmented Reality, Chatting & Messaging , Transport, Health Care, m-Commerce, Entertainment , Real Estate, Logistics, Finance and Education** Vertical on **iOS, Android & Windows** platforms, by successfully reaching all the milestones & application projects which are completed only due to Our Squad's Prolonged Dedication, Exercised Hard Work, and Interactive Approach & Creativity with Exceptional Industry Experience.

Fluper Strengths to consider

- **70+** Hard Core Filtered Tech Expertise
- **250+** Successful App Designed & Developed
- Free Wire framing & MVP/Demo Design & Development
- **27001** ISO Certified Agency
- IBM Certified Partners
- Nasscom Certified Company
- Penalty Enforcement in case of Non-Delivery
- 100% Money Back Guarantee
- Dedicated Team Commitment
- Basecamp Project Management
- Agile Methodology
- Rapid Project Delivery
- Authentic Time framing & Effort Estimation
- Enriching User Experience

Distribution Personnel

- Mr. Raj Kumar Sharma, CMD | raj.kumar@fluper.com
- Mrs. Anita Raj Sharma, VP | anita.raj@fluper.com



- Mr. Anshul Sharma – CEO & Business Head | anshul@fluper.com
- Ms. Akansha Pandey- Sales Head | akansha.pandey@fluper.com
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Methodology & Architecture

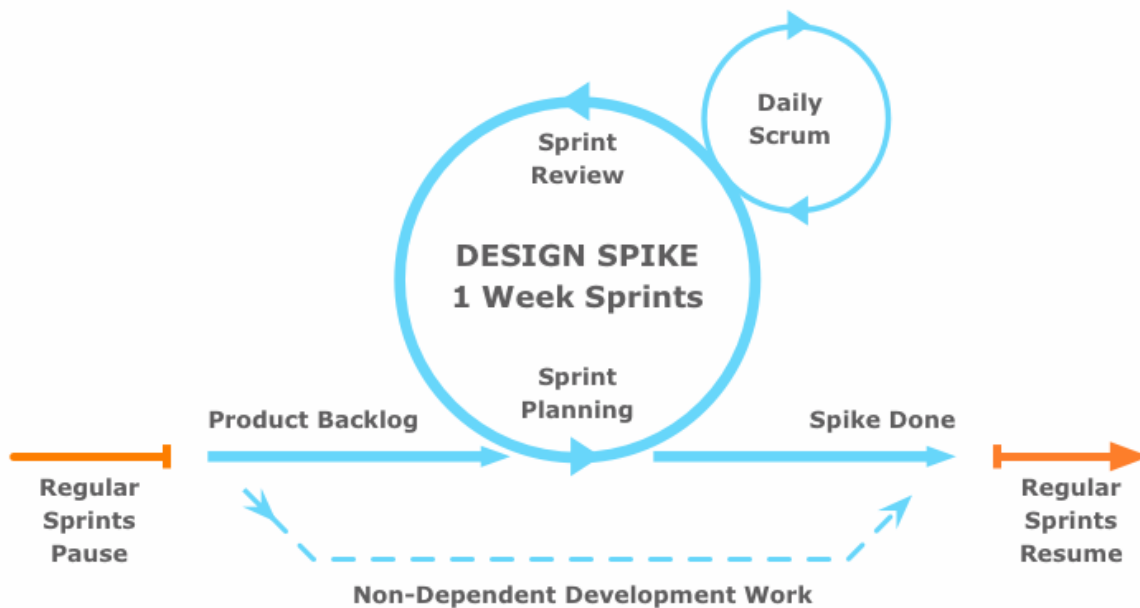
- **Adaptive Agile Methodology** for Software Development: Where we work on sprints (a sprint of 10 days) and you get to see the development progress with each day and get your feedback incorporated with the next sprint.
- **Multiple communication channels** to communicate via Skype, phone and emails with daily team stand-up, weekly status call and a monthly management review call to make sure there are no loopholes during the complete effort.
- **Use proper Project management** tool for setting up the milestones and bug tracking on Zoho, JIRA and Unbundle, to give access of dashboard to clients to view progress of work.
- Strategy Designing & Planning
- **Wireframes** of Entire Application Designing
- Application Technical Aspects Complete Understanding & Consultation provided.
- **24X7 Real Time Tracking** possible by Client – What Team is doing by a Platform named Base camp, Jira and Unbundle.
- **Daily Feedback & Complete Review** possible on daily basis for any Technical Feedback & Change
- **Dedicated Team** allotted to Every Project we perform. No Side Work. No Excuses laid out.
- Honest Response & Results
- Back- End Support
- Front End – UI/UX Complete Designing & Development- Creative Graphics, Logo & According to Understanding of Business & Market Place.
- Starting with Android Platform (If multiple Platforms Application to be design & developed) - Feedback is taken then Other Platforms Apps are designed.
- Project Hierarchy Designed – Every Project has Project Manager & Team Leader allocated to.
- Task Hierarchy Designed- Deliverables decided according to Clients Understanding & Vision
- Follow rigorous testing techniques and test plans, and use latest devices to catch every possible bug.
- Handover source code, graphics and web services post successful deployment.



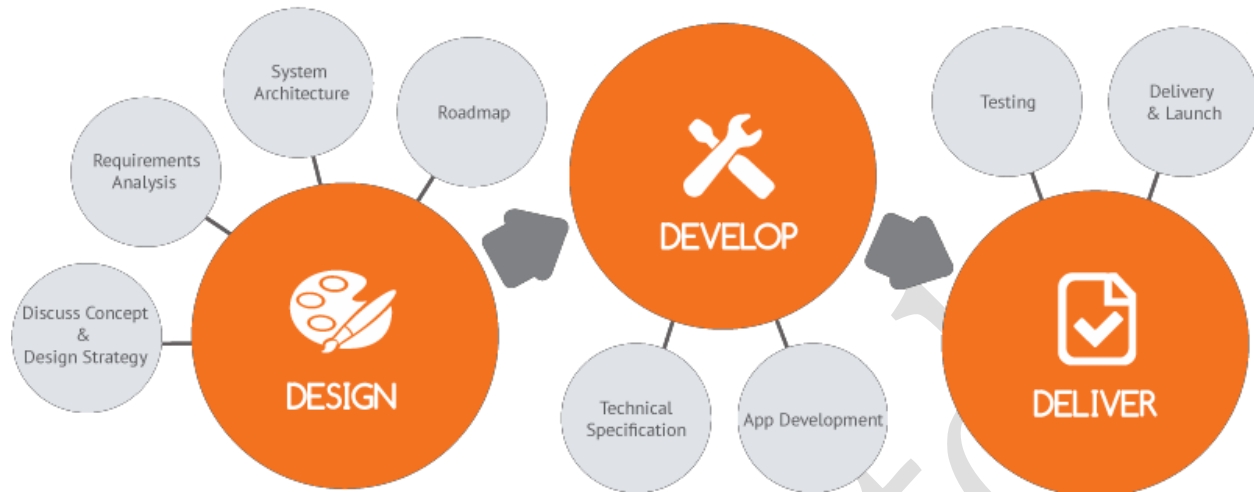
Facts to be noted

- **Stringent Architecture Designed:** Our Business Architecture is very Strict & Hard Core designed to accommodate Solutions Not Problems and excuses.
- **Quality & Before Deadline Commitment:** Quality Assurance Certificate to each & every Client as a symbol of Authenticity & Client Satisfaction. Delivery 7 days before Tentative Delivery Committed.
- **"Guaranteed Initial 50K Impressions"** on Applications for Instant Revenue (App Pump Strategy)
- **10 Years** of Industry Experience
- 150+ Applications (Android & iOS Specialized)
- 50+ Hard Core Filtered & Trained Professionals
- Applications developed according to Audience Intelligence- to map the metrics & mind set of Audience in every targeted area of demographics.

Our Approach



Our Process



Step-Step Process

Phase 1: Initiation:

- **Flow diagram and Wireframes Creation:**
In this activity our business analyst team members will be working together with clients (product owners) to gather all detailed level requirements covering all user flows within the app and create a detailed Wireframes describing all screens and features within it.
- **High Level Designing:**
In this activity our app architecture team members will draw a high level design architecture which will describe the technical modules and components and technology and libraries/ frameworks required to implement those modules.
E.g. Network Module, Storage Module, View Manager, Resource Manager, Cache Manager Background Services.
- **Test Case Creation:**
In this activity of initiation phase our QA leads will be listing down all use cases and test cases for every modules derived from the flow diagram and wireframes. Detailed test plan will be created highlighting device compatibility and coverage including OS compatibilities.

Phase 2: Release Planning:

Modules wise Release Planning Distribution in which we will be focusing on Phases, Modules and Deliverables of Application Project.

Release is the end user product module which are usable and testable from User's Perspective.

- **Key Point of Release Planning:**
Modules wise break up
Modules distribution in terms of semi modules, deliverables and tasks.
Modules Technical Resource Planning & Requirements.

Technologies proposed to be used:

Front End Designing:

- UI/UX - Adobe Photoshop, Adobe Illustrator & Corel Draw
- Wireframe Designing: Balsamiq & Marvel Application
- Strategy Designing: Business Analysis Tools, SRS Planner-Upedu

Development:

- IDE'S - Android Studios.
- Version Control: Github Repository
- Conceptual Architecture Designing: StarUML, Rocket Pd Uml
- Automation Tools: Monkey Runner, Robotium.

Unit Testing: Junit Framework

Quality Assurance Testing:

- Automation Tools: Monkey Runner, Robotium.
- Manual Testing: Zoho
- On Device Testing: AWS Device Anywhere Service
- Performance Testing: Profiling & Memory Tools

Sprint Wise Distribution of Modules:

- Sprint: Releases are hierarchy wise distributed in terms of semi module and semi deliverables named as sprints.
- Design Modules- Slicing
- Development Modules- Programming
- Testing Modules- Manual, Automated

Project Closure: Feedback Generation & Deliverables Submission on Application Stores.

Milestone Wise Planning

- Projects are broken down into modules based on their features and functionality
- Task are broken down into small sprints (iteration)
- Both customer and developers are stayed connected through project management and exchange status as and when required.
- Customers verify each sprint output and nod for proceed to the next iteration.
- New requirements are welcome and managed with high-level accuracy and efficiency.

Project Proposal Introduction

Djibril Sall (Henceforth referred to as “**Djibril Sall**” in the document) the client. **Fluper Ltd.** (henceforth referred to as “**Fluper**” in the document) is the IT Application Services Providers in Noida, India and will be the supplier/app designer, developer & marketer. This Proposal defines detailed Business & Project Objective, Features & Functionality, and Development Methodology, Client’s role, Fluper Ltd. role, Development Period, Company Background, Cost & Payment Structure, and General Terms & Conditions.

Project/Application Server	The client will provide application server detail. Fluper Ltd. will use its development servers while application is being created. Client is required to submit application server credentials once design is approved from the client’s end.
Server Environment	LAMP
Deployment Environment	Client needs to inform Project Manager regarding any existing deployment environment before commencing the project. Project Manager would also suggest the deployment environment as per the requirement and need of project.
Project Management	Zoho Projects PMS (www.zohoprojects.com)

Platforms	iOS	Android
Programming Language	Objective C,Swift	Core Java
IDE	Xcode 5.0	Eclipse
Supporting OS	iOS 7.0 to latest	Android 5.0 to Latest
Backend Programming	PHP, Laravel	
DB	My SQL, Mongo DB	
Designing Tools	Photoshop CSx, Adobe Illustrator CSx, Dream Viewer CSx,	
	(* x= the latest & established version of particular software)	
ProjectOrganizationTool	Zoho	

Software	Software Product
Programming Lang	PHP 5.x
Server	Apache 2.x
Database	MySQL 5.1.x or greater than MySQL 5.5.x
Operating System	Linux
Framework	Laravel Cake Zend
Web Format Service	JSON, REST API

Important Terms for Delivery

- Timely and Proper KT (knowledge transfer) shall be provided by client to project team about low level details of projects, business need, expectation on different levels etc.
- Strategy Designing & Planning
- Wireframes of Entire Application Designing
- Application Technical Aspects Complete Understanding & Consultation provided.
- 24X7 Real Time Tracking possible by Client – What Team is doing by a Platform named Zoho,Basecamp, Jira and Unfuddle.
- Daily Feedback & Complete Review possible on daily basis for any Technical Feedback & Change
- Dedicated Team allotted to Every Project we perform. No Side Work. No Excuses laid out.
- Honest Response & Results
- Back- End Support
- Front End – UI/UX Complete Designing & Development- Creative Graphics, Logo & According to Understanding of Business & Market Place.



- Starting with Android Platform (If multiple Platforms Application to be design & developed) - Feedback is taken then Other Platforms Apps are designed.
- Project Hierarchy Designed – Every Project has Project Manager & Team Leader allocated to.
- Task Hierarchy Designed- Deliverables decided according to Clients Understanding & Vision
- Follow rigorous testing techniques and test plans, and use latest devices to catch every possible bug.

Components to be included in Delivery:

Components	In-Scope/Out of Scope
Consulting – Wire framing, HLD, Project	Both
Design	Yes
Web Services/Backend	Yes
Admin/Control Panel	Yes
Android	Yes
IOS	Yes
Promotional Website-Responsive	Yes
Testing	Yes
Project Management	Yes

Payment Plan

Cost Breakdown according to platforms

Platform	Cost
Upfront Payment	USD 750
UI/UX Designing	USD 550
Android Development	USD 1000
iOS Development	USD 1200
Web Services/Admin Panel	USD 800
Testing/ Quality Check	USD 300
After Final delivery & client satisfaction	USD 400
TOTAL	USD 5000

[NOTE: Milestone plan will be created by our technical team with the exact amount of payment attached with successful completion of every milestone by our client which will be delivered after the project initiation. For kickoff client needs to pay only 15% as mentioned above]



Timeline:

Timeline of project would be: 45 working days

Support

The end of the product life-cycle at **Fluper Ltd.** does not just end with the sign-off of the work order. We care about your success and ability to gain the highest level of value from your product, so we stay with you for a period of **2 Years Complete Mobile App Support** to support your product incase complications arise.

Assumptions.

- Client will provide the access, environment of existing application if applicable and required for project.
- Client will provide the development license/access of third access tools, proprietary tools and APIs. Client will primarily coordinate with provider of third party tools in case of project team requires any support or clarification.
- Client has to borne the license cost of images, specific graphics required for GUI design.
- Client will provide development environment credentials and test the BETA application as per the schedule. Fluper Ltd. will not be accountable if delay is at client end and hence client cannot have held the payment
- Client has to carry out the required data entry in productions environment.
- Fluper Ltd. will help client upload and launch application iTunes & Play Store.
- Client shall provide Apple Developer account& Google Play Developer Account, <https://play.google.com/apps/publish/signup/> , <https://appleid.apple.com/account>



Total Team Allocation

Identified Resource	No. of Resource
Project Manager	1
Business Analyst	1
Tech Lead – Web	1
Sr. Backend Developer	1
Tech Lead – Mobile	2 (Android & iOS)
Creative Designer	2
Sr. iOS Developer	1
Sr. Android Developer	1
QA	2

Role	Responsibilities
Project Manager	<ul style="list-style-type: none"> Overall accountability for delivery and execution of the project Project Planning and Execution – Communication planning, Schedule, Manage Resource Requirements, Process Adherence Project Tracking – Timelines, Budget, Resource Burnout and Reporting Participate in reviews and workshops to detail out and manage requirements Risk Management
Technical Lead	<ul style="list-style-type: none"> Responsible for all Application/Technical Design issues Ensure application and infrastructure design meets functional and non-functional requirements Ensure optimal end-user experience Ensure robust integration between the web application and mobile Client Ensure code re-usability and componentization
Mobile Developer	<ul style="list-style-type: none"> Develop applications on mobile platforms Ensure development is performed per best practices Ensure optimal integration with the web-application Ensure all mobile development standards are met Unit Testing
QA Tester	<ul style="list-style-type: none"> Prepare the system test cases Ensure all client requirements are met Test & add issues to the bug tracking system



	Regression Testing Ensure all mobile development standards are met
Graphic Designer	Develop wireframes based on client input Develop UI components working with the client & understand the scope of the – project Ensure the developed product design matches the design aspects of the client

Pre-requisites from client

“Fluper” ensures the highest level of confidentiality in regards to project information. All details shared between **“Fluper”** and the client shall only be used for development purposes, and shall be returned to the client. Followings are the information that we shall require from the client.

- ✓ Point of contact for delivery updates and reviews
- ✓ Timely feedback
- ✓ Developer accounts to submit the app on various app stores
- ✓ Hosting server FTP details to host the web component.

Change Request

The essential changes required during or after the project duration need to be intimated to Fluper in change request form as in when provided by Project Manager. A change would be defined as those, which were not defined in earlier agreed scope of work either in terms of addition, deletion and/or change in Functionality (Business Logic), User Interface, the database and/or any other such aspect of the system. Fluper Ltd. will charge the Work to be done on an hourly or fixed cost basis mutually agreed by both parties. Depending on the severity of change, additional time and cost for the changes would be provided to client.