# Functionary Labs Pvt Ltd

## Proposal 0005041

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*Prepared By*

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# 1   Introduction

We are a digital Product Design company based out of Bangalore providing design and product development services for small and large business across the globe. We had helped startups like Furlenco, Gamezy, OnePageSpotlight, Duruper - in building and taking their hugely succesfull products to market.

# 2   Product Design

Our Product Design approach is a combination of Lean UX principles, and Google Design Sprint, resulting in quick outcomes, and faster validations.

Our design process is split into 3 major parts:

## 2.1   Discovery

Discovery involves conducting inquiry into types of potential users of the application. This involves Strategic Analysis and Planning, Information Architecture, Interaction with potential users and business owners, doing a competitive analysis of the product landscape, talking with stake owners to understand business objectives etc.

This includes, but not limited to following activities:

1. **User Research**
   We will hold discussions and interviews with business stakeholders and other relevant business user groups to clarify the business goals and identify supplemental user information. While also researching into various aspects of the users that we intent to cater.

2. **Competitive Analysis**
   We will review competitor apps to identify where LawStore needs to be positioned within the competitive landscape, work with the team to identify likes, dislikes, and opportunities in the space.

3. **Persona Development**
   Personas are documents that describe typical target users that helps making business decision easier. This is mostly derived out

of talking with different sets of users of the application, or on a hypothetical basis.

## 2.2 Define & Prototype

Based on the discovery, a usable interactive prototype of the application will be developed in close collaboration with LawStore. This enables both parties to put in thoughts and test practical implications and users perspective of the application. We'll test the applications flow, and usability in different aspects. This includes, but are not limited to following activities:

1. **User Journey Maps**
   A time-line of user actions that describes the relationship between your brand and your customers. We will visualise all of a user's interactions with your product, from their point of view.

2. **Information Architecture**
   With use of methods like Card Sorting, we will organise and prioritise contents within the application, making it easier for users to find relevant content.

3. **Wireframes & Prototype**
   We believe in early prototyping, and validating our assumptions from real users, with prototyping, we will have realistic understanding of how our users would interact with your application.

## 2.3 Design and Validate

This phase involves building a fully functional design system, Business owners and potential users are given this to test our interactions and the feed backs are validated, and applied on the next iteration.

1. **Identity**
   We will hold discussions and interviews with business stakeholders and other relevant business user groups to clarify the business goals and identify supplemental user information. While also researching into various aspects of the users that we intent to cater.

2. **Visual Design**
   Based on defined characteristics of the brand, we will come up

with different set of designs to put them into practice. To make design persistent - we build a system to bring in continuely - mostly through a set of scales for typopgraphy, spacing, and coloring. Our deliverable will include reusable, components, that makes future product design faster, and maintainable.

3. **Usability Testing**
   We will organise a set of potential users interact with the app, and take their inputs/feedbacks, also record their experiences.

# 3 Technology Stack

Our team follows Extreme Programming principles, were our developers emphasis on pair-programing, write testable code and maintaining strict style guides.
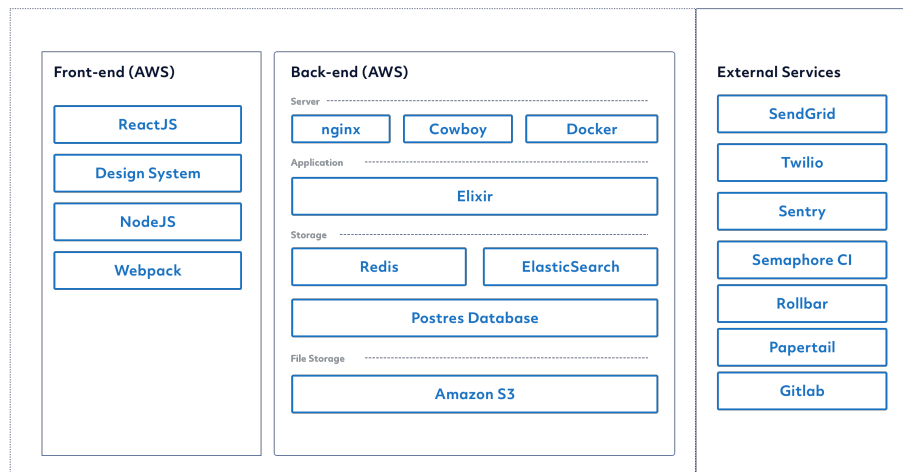
Our source codes are hosted at Gitlab and follow Semantic Versioning. You will be given access to the codebase from day 1, and would be able to access our commit logs.

## 3.1 Backend Development

We propose to develop the application as an API driven web app build with Elixir on top of Phoenix Framework - a dynamic, functional language de-signed for building scalable and maintainable applications - with PostgreSQL as the primary database.

Building an API-first will allow the company to make the data available to multiple devices/clients in the future, like mobile and tablet apps.

The backend will also consume couple of services like Elasticsearch, Redis, Cassandra, RabbitMQ/Kafka etc, for providing faster and safer experience to the end user.

**Front-end (AWS)**

- ReactJS
- Design System
- NodeJS
- Webpack

**Back-end (AWS)**

Server
- nginx
- Cowboy
- Docker

Application
- Elixir

Storage
- Redis
- ElasticSearch
- Postres Database

File Storage
- Amazon S3

**External Services**

- SendGrid
- Twilio
- Sentry
- Semaphore CI
- Rollbar
- Papertail
- Gitlab

## 3.2   Front-End Development

The customer facing part of the application will be built on top of React-JS - a battletested technology - along with Redux, styled-components, Sagas, Webpack etc.
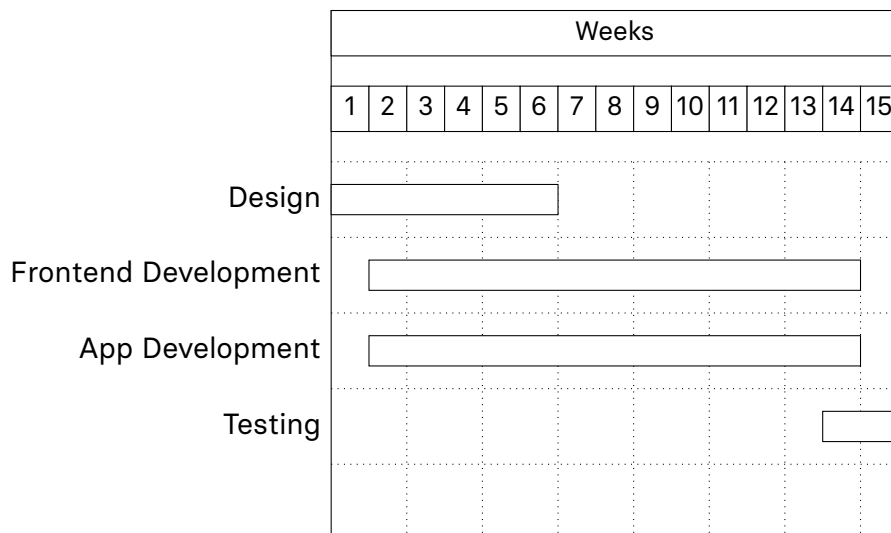
# 4   Deliverables

| Modules | Deliverables |
| --- | --- |
| Design | Design Guidelines / Sitemaps / Sketch Files of UI /Wireframes / Documentations |
| Front-end | Design System package hosted on npmJavascript based Code Repository hosted on Gitlab |
| Backend | Elixir Code Repository hosted on GitlabAPI Documentation (Postman/Swagger)Architectural DiagramsDevOps Architecture |

# 5   Schedule and Cost

This project can be estimated to be completed in 60 working days. A schedule will be agreed upon at the time an order is placed. *Functionary Labs* will schedule the work in consultation with you. Functionary Labs realizes the urgency of meeting the terms of this contract and will make its best efforts to complete milestones early.

## 5.1   Estimated Timeline

| Services | Man hours | Business Days |
|---|---|---|
| Product Design Services | 240 hours | 30 |
| Front-end Development | 400 hours | 50 |
| Application Development | 400 hours | 50 |
| Time to deliver | | 60 |



## 5.2   Investment

Our costings are calculated based on a hourly engagment fee amounting to $40 per hour for development services, and $50 per hour for design services.

Based on the input, we estimated that the total project cost would be

at $52,000.

| Services | Man hours | Pricing |
| --- | --- | --- |
| Product Design Services | 240 hours | $12,000 |
| Front-end Development | 400 hours | $16,000 |
| Application Development | 400 hours | $16,000 |
|  |  | $44,000 |

## 5.3 Additional Costs

All additional costs for third party services and licensing, should be borne by *Castles Plaza*. We'll send you e-mails with prices and details for you to approve each of the services/licenses.

## 6 Team

1. **Muneef Hameed** - Project Lead, React & Design
   Senior Product Designer with 10+ years of experience building for web. Worked with companies like Cleartrip, Gamezy, Furlenco, and DocEngage.
2. **Santhanu Mohan** - Product Design
   Senior Designer and Illustrator, Worked with OnePageSpotLight, LoudChilli.
3. **Shijith K** - Backend Developer
   2+ years experience in scalable applications using Elixir.
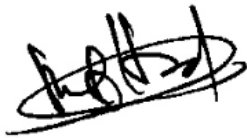
## 7 References

1. **Ahimanikya Satapathy**
   CEO, DocEngage
   ahimanikya@docengage.in
   098455 97005

2. **Safwan Erooth**
   CEO, Tridz
   safwan@tridz.com
   098455 97005

# 8   Taking it forward

1. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
2. Once you feel confident about everything and are ready to move forward, please revert back to us, by email.
3. Once we receive your acceptance, we'll contact you shortly to sort out next steps and get the project rolling, including contracts and details proj- ect delivery schedules.
4. We would initiate the project when contracts are signed, and initial payments are made.

I would like to thank you for taking time go through this proposal, Looking forward to your response

Regards, Muneef Hameed

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