Quotation Prepared for Plover Trip Pte Ltd

UIUX Design and Mobile APPs Development

Company Name	Plover Trip Pte Ltd
Company Registration No.	
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Proposal No.	Q2018103012210
Version	4.2
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Date of Quotation: 06-Nov-18

Quotation validity: 90 days

Confidentiality and Non-Disclosure

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WELCOME TO VERZ DESIGN

First of all, thank you for sharing your project and vision with us.

When it comes to Custom Programming, the acid test is in Delivery and not Promises. It takes an entire team from Sales to Project Manager, from Designer to front-end developer, from back-end developer to tester, to ensure delivery of a custom web development. We are honored to be selected for your initial qualification and please feel free to visit our office to witness our team in action.

At Verz, we are not just web design practitioners, we also practice what we preach. From design and programming to copywriting and internet marketing, we also employ the same processes and techniques in our website, making sure that you get the best of what we have to offer. We **pride ourselves in being internet-savvy**, offering you proven techniques in SEO, SEM and Social Media Marketing. Don't just take our word for it. Go to Google and search for "web design Singapore", or even "web designer". You will find that we are ranked on page 1 of organic search, right at the top! We are also the only agency in Singapore to share our most recent designs quickly on Facebook, giving client the added security that our designers are still awesome.

As an **ISO certified company**, we take clients' feedback seriously, and this gives client the assurance of customer service.
- Your feedback is gathered via e-questionnaire after you meet with our Sales Consultant
- Another e-questionnaire for feedback will be sent at the end of the project
- You may contact feedback@verzdesign.com at any point during the project to alert management of any pressing issues or service gap.

An award-winning web design agency.

Here's a quick overview of our milestones:

Year	Award
2010 - 2011	Chosen as Industry Service Provider for SIP Grant, working in conjunction with IDA and DP Bureau
2012	Incorporated as a GST Registered Company
2013	Promising SME 500 (Business Luminary)
2014	ISO 9001:2008 Certification
2015	Google Partnership Badge, HR Excellence Award Nominee

Custom Programming – the acid test is in Delivery, not Promises!

Let us build a long-lasting relationship together!

Yours truly,

Henry Ng,
Managing Director

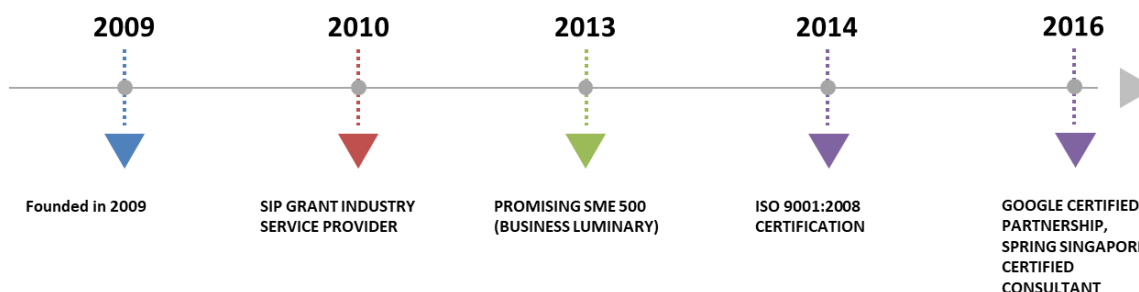## 1. Company Profile

Who We Are

Verz Design is a leading Web Design and Web Development agency in Singapore. Our seasoned professionals have diverse backgrounds in design and marketing. With a docket of close to 3000 active clients spanning across government, education, healthcare, beauty, and insurance, our core strength lies in the design and user expertise of custom, corporate, and ecommerce websites. Verz Design also helps businesses to improve their online exposure via digital marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Social Media Marketing (SMM).

In recognition of Verz Design peerless methodologies, we have been awarded "Promising SME 500", "Best in Search" by an international ranking body, ISO9001-Certification, Spring Certified Consultant and Google Partner status.
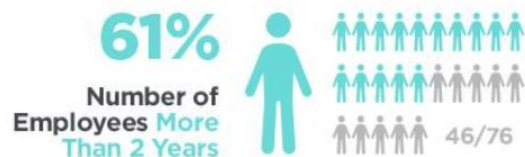
VERZ DESIGN KEY MILESTONES

2009	2010	2013	2014	2016
Founded in 2009	SIP GRANT INDUSTRY SERVICE PROVIDER	PROMISING SME 500 (BUSINESS LUMINARY)	ISO 9001:2008 CERTIFICATION	GOOGLE CERTIFIED PARTNERSHIP, SPRING SINGAPORE CERTIFIED CONSULTANT

Our Commitment

We strive to exceed your expectations, so we are never too busy to return a call or e-mail. That means you will always know the status of your project. Our experience in dealing with various business industries coupled with our love of creative design help us deliver truly outstanding results for our clients on time and on budget.

Our Employees

Our Team

25 Singapore	**18** Philippines
76 Total Headcount	
16 Ho Chi Minh	**17** India

91% Number of Confirmed Staff — 69/76

65% Number of Employees More Than 1 Year — 49/76

61% Number of Employees More Than 2 Years — 46/76

* Statistics accurate as of 31st January 2018

Our Expertise

Verz Design is a leading Web Design & Development company in Singapore, with regional exposure to Malaysia and Australia markets. We specialize in the following areas:

- Graphic Design
- Web Design
- Ecommerce Development
- Web Based Application Development
- Mobile Apps Development
- Internet Marketing (SEO, SEM, Social Media)

Our Key Strengths

Originality Design

- Fully Customization Design Concept
- Intuitive Navigation and Graphic User Interface (GUI) • If You Look Good, We Look Good Too

Strong Technical Knowledge

- We are specialized in PHP Technology Experienced In House Development Team
- Our team is comprised of experienced, well-seasoned project managers and trained team leaders and developers who are result driven
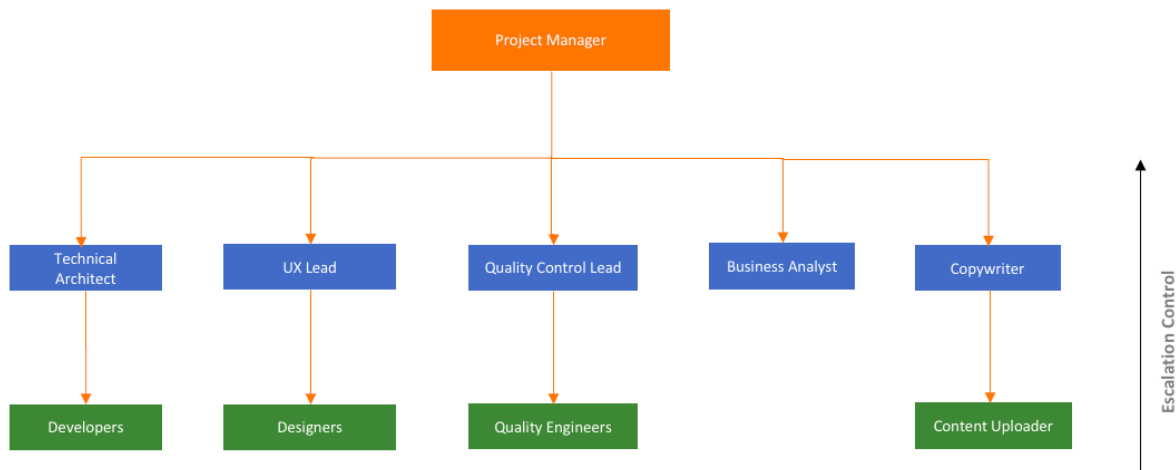
Customer Service Support

- Our customers are the root of our existence

- After service support is critical for online business to ensure business continuous
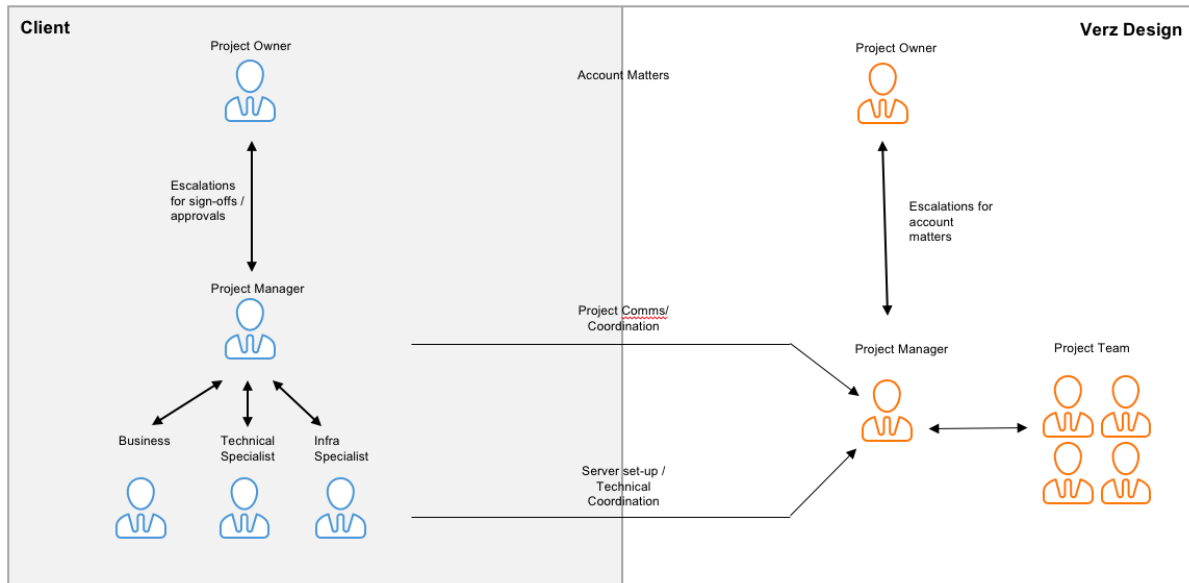- At Verz, we ensure our customer with the best support from Verz with flexi plans

Our Certificates & Awards
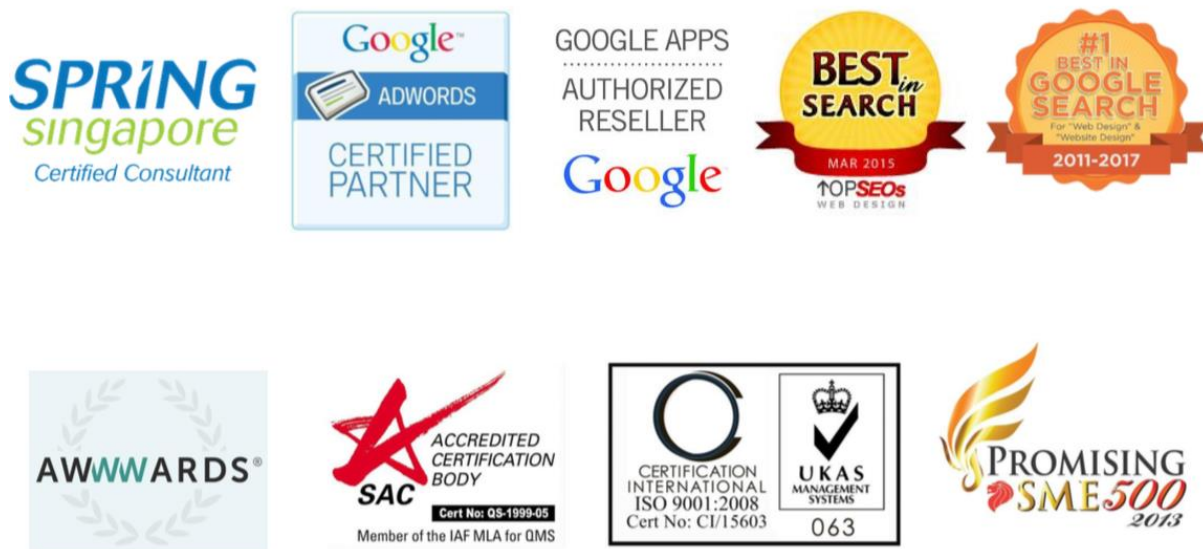
Verz Team Structure

Steering Committee

2. Team Members' Details

Project Manager

Name: **Abhishek Roy Choudhury (Glenn Cross)**

Role Assigned in this Company: **Project Manager**

QUALIFICATIONS:

Bachelor of Tech (Electronics Engg.) from West Bengal University of Technology, India

TECHNICAL SKILLS:

MS Office, PowerPoint, MS Excel

Axure Software, Snagit Editor

Knowledge in SDLC and Agile methodologies

Manual Testing, Writing Test Cases

MS Access/SQL Server

EXPERIENCE:

Possesses more than five years of industrial experience in client handling and project management.

Certified in Manual and Automated Testing by Webtek Labs (Under IBM), Kolkata, India, 2011

Software Development, Resource Planning, Business Analysis, Project Management

Client Testimonial

"Glenn has been most professional and helpful with our project, taking the time to explain the processes thoroughly as we are unfamiliar with IT terms and such. I appreciate his prompt response to our queries. I would definitely recommend him as Project Manager to my contacts as I know that they would be in good hands. I look forward to working again with Glenn, should I have any future enhancements to my website. On a separate note, I also thank Mr Hou for his prompt replies to my enquiries."

Corrine, B & Lee Electronics

Partial List of Projects Managed By Glenn:

No.	Client	Project Description	Services Delivered
1	Kian Hua Motors	Kian Hua Motors is a top tier auto body parts supplier. Their site featured a listing of products with function of sorting by product type or brand. Customers are also able to search by keyword. Additionally, Verz carried out ERP and payment gateway integrations for the site.	• Custom web development • UI/UX design • Responsive web design • Site content / Copywriting • Web maintenance support

2	Milton Exhibits (Singapore) Pte Ltd	Milton Exhibits is an event design and management specialist servicing locales in Singapore, China and India. Its site allowed for user registration for events, with auto notification when events is full. Site was also integrated with payment gateway as well as abandoned cart email alerts to users.	• Custom web development • Web design • Responsive web design • Web maintenance support
3	EU Holidays	EU Holidays is a travel specialist focusing on Europe and US long haul tours. Its site features a listing of tours, including individual details pages, enquiry forms and downloadable itinerary. Site also has a 2-tired admin structure, where agents are able to register for access to the agency dashboard and gain access to booking status and history.	• Custom web development • Web design • Responsive web design • Web maintenance support
4	Business Continuity Planning Asia Pte Ltd	Business Continuity Planning Asia is a regional leader in business training and consultancy. The was developed with a 2-tier admin structure which allowed trainers to register. Upon approval by admins, trainers may upload profile information and add to their editable schedule of events.	• Custom web development • Graphic user interface (GUI) design • Hosting • Web maintenance support
5	Venture Cars	Venture Cars is a car dealer specializing in parallel import cars. Its site was built with a vehicle listing, with each vehicle receiving an individual description page with images and features. For the convenience of customers, a vehicle comparison feature was also added. In addition, the site offered a financial calculator accounting for factors like insurance, tax and depreciation.	• Custom web development • Web design • Responsive web design • Hosting • Web maintenance support

Total Price (SGD)

Scope of Work	Price (SGD)
System Architecture Design	$35,000.00
Project Management	$14,000.00
Business Requirements Gathering and Business Analysis	$25,000.00
UI/UX Design for Mobile First Web Portal and Mobile APPs	$37,000.00
Corporate Website Design	$4,000.00
Two Animation Videos Production	$10,000.00
Third Party Service Purchase	$35,000.00
User Workflow Development	$13,130.00
Mobile APP Development – iOS and Android	$98,750.00
Sub Total before GST	$271,880.00

Scope of Work

System Architecture Design	• Designing, describing, and managing the solution to Plover Trip business problems.
	• Leading the practice and introducing the overall technical vision
	• System Architecture Design covers:
	    o Solution architecture design
	    o Technical architecture design
	    o Database schema and architecture
	    o Infrastructure architecture design
		$35000.00

Project Management	**Project Manager**
	• Verz will appoint a dedicated Project Manager to oversee the development and deployment of this custom project.
	• Project Manager will be the main contact between client and Verz.
	• Project Manager will cover the duties below:
	    a. **Project management of both UIUX workscope and the Mobile APPs Development workscope**
	    b. Initiate and conduct Business Requirements Gathering meeting
	    c. Provide time schedule and update client on Weekly completion status
	    d. Provide consultation and guidance to achieve the project objectives, time schedule and budget
	    e. Understand the desired look and feel for the corporate website and mobile platform (iOS, Andorid and Desktop Web)
	
	Agile Methodology
	• Agile Methodology will be used during the APP Programming Phase. Under Agile Methodology, the programming will progress via a series of iterations, commonly known as Sprints. Each sprint is approximately 2 weeks.
	Programming will officially start once the Business Requirements Document is accepted and signed off by the client.
		$14000.00

Business Requirements Gathering and Business Analysis	**Business Requirements Analysis and Business Analysis**
	
	• In-depth discussion between Client and Business Analyst to understand the objectives and detailed requirements.
	• A <u>Business Requirements Document (BRD)</u> will be submitted for approval, which includes:
	    ✓ Project scope and objectives
	    ✓ Functional requirements to technical requirement
	    ✓ System Wireframes
	    ✓ System Analysis
	    ✓ APP Architecture Design
	• Up to 2 rounds of revisions are allowed for BRD, and Client has to sign-off the final BRD. Note that the final BRD will then be submitted for our programming team to verify if the programming man-days is still within the quoted contract.
	• After confirmation of BRD, any changes in terms of programming requirements may result in Rework for Business Requirements Gathering, and this may result in separate fees chargeable and extended project schedule.
		$25000.00

Technology Deployment	**Design and Programming Tools** • Adobe Dreamweaver CS6 or CC • Adobe Photoshop CS6 or CC • Adobe Illustrator CS6 or CC • Notepad ++ • Eclipse IDE **Technologies and Process** • Virtual Server - XAMPP (Cross Platform Web Server, Linux, Apache, Maria DB (MySQL), PHP, Perl) • HVMC – Hierarchical Model View Controller - YII Framework / CI • Native Mobile APP Development: Swift for iOS and Java for Android • Agile Software Development: Scrum – Icescrum • System Analysis and Design: Business Requirements Analysis • Prototyping / Wireframes – Axure Rapid Prototyping, MS Office Visio, PowerPoint • Live / Demo Server – Linux server under Vodien Hosting	Inclusive

	Standards and Compatibility • The website will be best viewed at 1366x768 resolution • The website will be compatible with the latest 2 versions of the 5 major web browsers: Internet Explorer, Mozilla Firefox, Google Chrome, Safari and Opera. • The website's front-end will be mobile responsive.	
UI/UX Design for Mobile First Web Portal and Mobile APPs		
Mobile App Requirements & Insights (Discovery)	**Current Website Analysis** Heuristic evaluation of existing/competitive website UI/UX. *What's missing, what's broken?* • Evaluation of existing site by UX Specialist • Identify any problems with the design of the interface, based on best practices **Internal User Study** • Discover typical user behaviour, expectations, challenges • The team will self-immerse and put themselves in the shoes of users, to test and identify any user frustrations • Team used for study will be random members and not part of the project team associated with this project	$2,500
	Requirements Workshop with Key Stakeholders • Understand the nature of business *(I.e. industry, best practices)* • Understand the brand *(I.e. Values, Mission/Vision, Audience, Personality)* • Research on Market Segmentation to discover the Geographics, Demographics, and Psychographics of customers/users • Understand from brand/business perspective, the purpose of the project, motivations, business goals, digital goals/objectives	

	• Summarise stakeholders' perspectives of the project **Requirements Gathering:** Up to 2 workshops not more than 3 hours each	
	Target Group Persona Studies • Develop archetypal personas with specialised characteristics, behavioral patterns, goals and expectations. • They help us to imagine how a certain user would behave and react in specific scenarios when using a website/app. • Up to **2** key personas with sub personas Verz UX Team to facilitate and recommend on target personas to study	

Mobile App UX Strategy (Define)	**Pain Points Analysis**
	
	• Summarize insights from stakeholders and users to determine pain-points to help define project objectives
	• Identify the scenarios in which user frustrations surface
	• Pain Points are ranked with a hierarchy system, prioritising between least impactful to most impactful user frustrations
	
	Affinity Mapping
	
	• Compile all insights and research data from interviews and user studies
	• Apply the *"Roses, Thorns and Buds"* methodology to map out:
	    o **good points** to maintain/learn from;
	    o **negative points** to avoid/improve;
	    o **potential points** for improvement;
	• Develop links and affinity clusters from insights to establish UX strategy for important factors to consider in the project
	
	User Flow Mapping + Strategy
		$2,500

	• Develop up to **2** Key User Experience journeys based on Key User Personas defined in Discover phase • Sub personas' user journeys will be weaved into the Key Persona User Flows • User Experience Journey will map out a scenario wherein Persona will interact with the product • Using this study, we can have a clearer picture on top of speculations to define touch points and pain points • Using the above study, we can define strategies for user experience, and plan the user interface **Priority/Requirements Matrix** • Summarize key stakeholders perspective/objectives vs user perspective/expectations • Using a "2 by 2" Priority/Requirements Matrix, we compare User Needs vs Business Needs side by side to weigh against each other • Determine key objectives/recommendations to tackle for problem/objective definition in the next stage • Define "Must Haves" and "Good to Haves"	
Mobile App UX/UI Development (Design)	**Core Pages Wireframes (Lo-Fi)** Lo-Fi sketches are the 'skeleton' of the functionality and basis for visual design. They help to bring functionalities into visual form, without diving into full-fledged visual design. They are easy to visualise, easy to edit, and form the basis of any ideation. • Development of **40** Core Screens Wireframes (based on reference expedia, agoda and booking app) • Excludes simple content pages or pages that can share the same layout • Up to **3** times revisions	$5,000

	Rapid Prototyping (Lo-Fi) Rapid Prototypes turn visual wireframes into functional mockups for interactions and navigation. They are highly effective for usability testing and validation, which gives the project team a good idea of interaction and navigation before frontend development. • Interactive Lo-Fi mockups to test the functionalities of user interaction before proceeding into hi fidelity designs • Based on approved Wireframes (40 Screens) • Inclusive of additional Sub-Screens (pop-ups, notifications, loading screens etc) which are not included in the 40 Screen Wireframes • Mobile/App Version only • Low-Fidelity interactive prototype (interactive wireframe) with simple boxes, text (not drawn to scale) • Using Invision, Adobe XD etc • Up to **3** times validation tests & revisions	$6,000
Mobile App UX Guidelines (Deliver)	**Technical guidelines for Frontend development:** • Interactions, consisting but not limited to: buttons, menu, navigation, feedback • Visual effects / Animations • Transition animations • Any other requirements to enhance User Experience on website **Deliverables:** • UX Guideline PDF	Inclusive
Mobile Hi-FI UI Design and Translation to Native iOS UI	**Mobile App High Fidelity User Interface Design Mockups** Hi-Fi sketches are the product ready visual design in photoshop PSD format. They help to finalize the visuals and get ready for publishable design concept.	$10,000

- Design in bootstrap HTML5 Compatibility, but from Mobile-First approach
- Up to 2x customised and professional mock up ideation for the Main Page, based on UXD Study in Discover and Define phase and Low -Fi Prototype/Wireframe
- Design of **40** Core Pages
- Inclusive of additional Sub-Screens (pop-ups, notifications, loading screens etc) which are not included in the 40 Pages Wireframes
- Up to 2 rounds of revisions based on chosen mock-up.
- Proof-reading / Sorting / Propose improvement for contents
- Up to 2 rounds of photo and contents revisions
- Copyright ownership of 50 quality photos from our photo banks.
- At date of this quotation, we are subscribed to istock and shutterstock. The photo banks may be changed by our management and client will be duly informed.
- Original photos and design concepts will be given to client at end of project.
- The website will be designed in bootstrap responsive technology. As a Mobile Web and Native App have differences in design and software requirements, the Mobile App designs will need to be adapted to be compatible with Web & HTML5 standards.
- iOS and Android Apps have different design requirements, which is dependent on how both mobile operating systems work. One noticeable difference is the existence of the Navigation bar (back, home, recent) on Android devices, and the 'Back' button on the top left of iOS Apps.
- Translate all screen designs for Mobile-First Web into iOS App Compatibility
- Translation of designs to only be done after approval of all Mobile-First Web designs

Reports Function UI Design (Mobile Web)	**Provision of additional UI Design Pages/Screens for the "Reports" Function** • Design in bootstrap HTML5 Compatibility, but from Mobile-First approach • Design of **10** Core Pages based on UXD Study in Discover and Define phase and Low -Fi Prototype/Wireframe • Customised designs for reporting charts & tables	$2,000
Translation UI Design (Mobile Web) to be Desktop compatible	• Reverse the traditional Desktop-to-Mobile process of designing websites to scale the Mobile-First designs to Desktop, so as to ensure a lossless transition • Translation all Core Screens from Mobile App to full desktop designs • Designs will be Mobile Responsive ready to ensure fluidity in different devices • Only require the UI/UX design in PSD for the desktop web version	$6,000
Translation UI Design (iOS) to be Android App Compatible	iOS and Android Apps have different design requirements, which is dependent on how both mobile operating systems work. One noticeable difference is the existence of the Navigation bar (back, home, recent) on Android devices, and the 'Back' button on the top left of iOS Apps. • Translate all screen designs for iOS App into Android App Compatibility • Translation of designs to only be done after approval of all iOS app designs	$3,000
Corporate Website Design	• 2x Customized Homepage Design from 2 Designers • 10x Inner Pages Full Customization Design • Google Analytics Integration • Responsive Web Design • 50 High-Resolution Photos	$4,000

	• CMS Training and User Guidance	
Two Corporate Videos Production	• Two Videos Products • 1st video: Plover Trip Value Proposition Video 1-2mins • 2nd video: How to use the Mobile Portal & APP Portal Video 1-2mins • Whiteboard animation video production • Voice Over – English Male/Female • Script Writing from professional producer • Storyboard from professional producer • Video editing, output and background music	$10,000
Third Party Service Purchase	• Purchase Flightstats, Airhex service fee • PBX voice and chat service fee • Upto 35k credit to be used • All other third party APIs as required	$35,000

User Workflow Development	• User Workflows to be developed:
	   o Traveler
	   o Arranger
		$10,630

	• Develop 3 backend users workflow based on the existing workflow developed for travelers
	• 3 users Workflow shall be development
	   o Plover Admin workflow
	   o Travel Manager workflow
	   o Approver workflow
	• Standard 2 rounds of revisions
	• Review and Enhancement of all workflows
		$2,500

Mobile APP Development – iOS and Android – (Total SGD98750)		
iOS & Android App Development	• OS support – Support iOS 11.x version and above, and Android 8.x version and above (development will be based on the latest released version upon time of endorsing). • Web Service / API to consumed with client's existing backend processing engine API	Inclusive

Account Registration & Login	• Integration of API to validate company, travelers' emails and if company is on paid/free • version • User role is identified based on API return results upon login • Login fields: Work email, password and biometric • Forget My Password & Reset Password functions • First-time sign-ups are required to fill in basic profile and passport fields • Users will be permanently logged into account unless they intentionally sign out	$7200
Trip Request Interface	• Integration of Air, Hotel & Car Rental APIs • Allow users to + New Trip Request <Trip Name field> • Users can choose Air, Hotel & Car Rental: • Air: Air Search workflow processes, Search parameters & filters to be provided and adapted from Plover Engine • Hotel: Hotel Search workflow processes & Search parameters to be provided and adapted from Plover Engine • Car Rental: Car Rental Search workflow processes & Search parameters to be provided and adapted from Plover Engine • Ticketing time-limit data will be provided by API • Prompt alert to user for acknowledge that PNR may be cancelled if ticket is not issued before ticketing deadline • Bookmark/Save Trip: Travellers can have a Bookmark/Save function at when creating their trips to capture the origin, destination, class of travel, airlines and refundable fare selection as a template • Note: Necessary APIs to be provided by the client	$36000
Trip Approval Function	• Approval & ticket issuance workflows to be provided by Plover Engine • Interface Design will display up to 3 approval levels • Specified user types will have access to Trip Approval module – Pending • Requests / Approved Requests	$6000

	• Approving Managers will be alerted when there are new trip requests and will be able to Accept/Reject trip request Approving Managers are able to view trip request details e.g. Flight, Hotel or Car Rental • Note: Necessary APIs to be provided by the client	
My Trip Module Functions	• User can access all trips based on Upcoming Trips and Past Trips	$3600
Upcoming Trips	• Real-time display of airport information, flight departure/arrival information via integration of API • Users can download e-Invoice and e-ticket via API provided in PDF format Users will not be allowed to add overlapping bookings on the same service (validation through dates of travel) • Cancel My Trip: Travelers can cancel an upcoming trip and will be prompted if ticket is refundable/non-refundable • Cancellation workflow to be provided by Plover Engine • If ticket is non-refundable, to prompt traveler to confirm if he/she wants to proceed with cancellation • If ticket is refundable, to prompt traveler to confirm if he/she wants to proceed with refund or keep for next use. If traveler chooses to keep ticket for next use, ticket will be displayed under Unutilized Tickets module. • Past Trips: • User to view past trips details • Users can download e-Invoice and e-ticket via API provided in • PDF format • Users can submit reviews and ratings for past trips • Note: Necessary APIs to be provided by the client	$3000
My Profile Interface	• User to view/add/edit Traveller's Profile i.e. Name, Date of Birth, Nationality, Passport Details, Credit Card Details, Frequent Flyer	$1800

	Memberships <Up to 5 on mobile and 10 on web>, Hotel Memberships and Car Rental Memberships – Based on API availability • Integration of API to POST/GET travellers' data, travel policy, card • details, credit card details etc • Able to display up to maximum of 3 credit cards • Note: Necessary APIs to be provided by the client	
Travel Tools Interface	• Currency Exchange • Integration of Currency Exchange API to display ROE • Visa Application Assistant • Static form submission of up to 15 fields • Submission will be routed to specified email address • Submission will be stored in cloud database • Seat Map Display • Integration of Flight Seat Map API to display seat map – viewing only • Note: Necessary APIs to be provided by the client	$4800
1-Click Support Function	• Enabling Live Chat, Offline Messaging & Call Functions with 3CX • Allowing of rating after a live chat session • Trigger Call function via 3CX (Necessary APIs to be provided by the client) • Trigger Chat function via Mconnect (Necessary APIs to be provided by the client) • • Note: Client to provide one of the following SDKs for development and integration • https://www.counterpath.com/sdk/ • https://www.zoiper.com/en/voip-sdk	$7200
Unutilized Tickets Interface	• Users can view and download e-tickets that are unutilized • Users can view the expiry of each of the e-tickets • Expiry date of ticket to GET from API • Users can request to cancel unutilized tickets and send for refund	$3000

	• Cancellation workflow to be provided by Plover Engine • Alert to inform users that cancellation and refund are subjected to airlines terms and conditions • Note: Necessary APIs to be provided by the client	
Travelers' Location Tracking Interface	• View travellers' locations based on continent and country level • Search for travellers by registered name • At country level, users are able to see the number of employees at that country as of present date and also the list of employees at that country • Users will be able to view trip details of the selected employee and download e-ticket and e-invoice • Users will be able to view emergency contacts of the selected employee	$6000
Alert & Notification Interface	• Users can view/delete notifications from inbox • Users can turn on/off notifications • Users will be redirected specific Trip Approval request from notification Users will be able to view emergency contacts of the selected employee	$4800
Reviews Interface	• Users are able to leave reviews after every trip completion on each of the services booked i.e. Flight, Hotel, Car Rental • Notification will be sent to users after every trip completion to remind them to submit ratings and reviews • Users can access Past Trips to leave reviews on trips previously • Up to 3 questions/factors to rate for each service • Users can view/edit reviews submitted previously	$4800
Customizing Frontend Based on User Roles	• Up to 6 levels of frontend user roles enabled • Integration of API to validate user roles based on user's registered email: • Global Admin	$350

	• Regional Admin	
	• Country Admin	
	• Entity Admin	
	• Travel Arranger	
	• Traveler	
	• Up to 12 levels of backend user roles	
Advertisement Banner Placement in Frontend	• Strategic placements of ad banners at mobile • Banners images & links to be returned from API	$1800
Google Analytics	• Strategic placements of ad banners at mobile • Banners images & links to be returned from API	$3000
Google Maps & Google Places	• Integration of Google Maps and Google Places SDK	$1800
Calendar Integration	• Enabling access to Calendar Function and integration of Google Calendar & Reminders API for Approved Trips • Integration of Outlook, iOS and Google Calendar	$3600
User Acceptance Test (UAT)	• UAT Test Cases will be developed together with client, prior to completion of site. Verz in-house testers will test the completed site based on this approved UAT Test Cases and the approved BRD. • Up to 2 rounds of UAT will be conducted; feedback and bug fixes will be applied where appropriate following each round. • New functional requirements or changes to BRD will be quoted separately and this will result in changes in time schedule too.	Inclusive

App Warranty and Maintenance	• 3 Months Warranty and Maintenance for Apps including:
	    o Debugging
	    o Issues and bugs fixing
	    o Existing contents update and modification
	• Noted: Warranty and Maintenance does not cover app version upgrade due to iOS/Android newer versions
	• Additional Annual Warranty is charged at 20% of app design and development value
		Inclusive

Timeline	• Estimate lead time: 4months lead time for programming of APP	Inclusive
Project Deliverables	• 1set Low Fi UI Design • 1set Hi Fi UI Design • 1set Desktop Design in PSD • 1set iOS Design • 1set Android Design • 5users Workflow • 1x Corporate website • 2x Corporate animation videos • 1x iOS App • 1x Android App	Inclusive

verzdesign
DESIGNING WEB EXCELLENCE

LVMH
MOËT HENNESSY · LOUIS VUITTON

SINCERE
fine watches
ESTD 1954

Giant

imation

sota
SCHOOL OF THE ARTS SINGAPORE

SEIKO

BREAD & BUTTER

BUFFALO

MAS
Monetary Authority of Singapore

SINGAPORE AIRLINES

LKH
PRECICON

ValueMax
PAWN SHOP

mediacorp

Singtel

unitydenticare
care for life

OWL
SINCE 1956

SMRT

NEO GARDEN CATERING
We deliver the restaurant to you

LHN GROUP
SPACE OPTIMISED

BEE CHENG HIANG

CITYSPRING
Infrastructure Trust

Singapore Technologies

CITYGAS
Warming hearts in the city

Agency for Science, Technology and Research
SINGAPORE
CREATING GROWTH. ENHANCING LIVES.

NUS
National University of Singapore

UOL
华业集团

First Campus
ntuc

NANYANG TECHNOLOGICAL UNIVERSITY

lenovo

MITSUBISHI
FORKLIFT TRUCKS

Raffles
Academy of Continuing Education

OTO
BODYCARE

SEAGER Inc.

pigeon

ParkwayHealth

Wildlife Reserves Singapore Group

JURONG BIRD PARK

NIGHT SAFARI

River Safari

Singapore Zoo

RE&S

iHub

Eu Yan Sang

OSMOSE

mayer
The heart of your home

DR.WU
CLINICAL SKINCARE

STAR living
Your Ultimate Lifestyle Choice

spigen

SERVCORP

HYPERGRAND

hardwareonline
we are selling convenience!

TREK

EOG PLATFORM

StationGo

1 CARE GLOBAL
REAL protection for REAL needs

CPG CORPORATION

65doctor.com

SLS

pure commerce

Deliverables and Estimated Schedule For Mobile APP

	Plover Mobile App Development																							
	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6			
Activities/Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	20
Kickoff Meeting & Questionnaire	█																							
Business Requirements Gathering	█	█																						
Design		█	█	█	█																			
Programming					█	█	█	█	█	█	█	█	█	█	█	█	█							
UAT																		█	█	█				
LIVE																				█				

Estimated Schedule For Corporate Website: 6-8weeks

Estimated Schedule For Corporate Videos: 5-6weeks

Custom Programming – Handling of Business Requirements

Client has Custom Programming in mind

Sales understands the project requirement from client.

Sales provides project requirements to Programming Team for estimate of man-days

Sales provide Quotation to Client & client confirms Quotation.

Project Manager (PM) & Business Analyst (BA) meet client to understand and consult client on Business Requirements.

Business Requirements Document (BRD) is created based on this thorough discussion.

The "BRD" may have Features or Requirements which are not originally covered during initial Sales meeting.

This is because, over time, new ideas evolve, and our PM and BA may have provided some further input during the kick-off meeting.

CONTINUOUS IMPROVEMENT PROCESS
PM will explain to **Sales** on the extra man-days required, based on the BRD. This will ensure that our Sales Team is knowledgeable and reduce the chance of having BRD exceeding the Quotation.

NO

Programming Team to check if the requirements from BRD can be covered within original Quotation's Programming man-days?

YES

PM to proceed with the project

Proceed using a Simplified BRD

PM to check with Client: Do we proceed with a simplified BRD (reduce some programming requirements / features) or to proceed with original requirements with additional cost made known to client?

PM to proceed with the project using Simplified BRD

Client accepts quotation of additional man-days required due to additional features

PM to proceed with the project using new Quotation and BRD.

Why this is important to you?

Verz developed this methodology to prevent a common problem faced by other agencies: the inability to deliver on all Business Requirements due to add-on features not covered during original consultation.

Terms and Conditions

1. Payment Terms

Below is the following payment terms:

- 30% deposit payable upon acceptance of this quotation. Work will commence upon receipt of deposit
- 50% payable upon completion of Corporate Website, Desktop, Mobile App programming and ready for 1st UAT
- 20% payable upon signing off on Final User Acceptance Tests and System Commission

Invoice will also be sent upon completion of each phase described above, payment is to be made by client within 30 days of Verz's submission of invoice.

A service charge of S$200 per month is payable on all overdue balances. Client will also be responsible for legal fees resulting from legal action against default in payment.

One of our core values is in maintaining high integrity with our employees and staffs. You can rest assure that Verz will continue to support your project till it's completed, even if the full payment has been made. We value your trust in us.

2. Ambiguity & Managing Conflict

In terms of Customize Programming (or Software Development), each party understands that it is impossible to describe in full the functional requirement of each module. As such, each party has participated fully in the review and the final contract represents best understanding of client's requirements.

The contract is construed in a commercially reasonable manner, and **the working hours and fees quoted for each module represent the complexity in terms of functional requirement to be delivered**. If there are any particular module or functional requirement, which is of high importance to the client, this would have been highlighted and details will be included in this contract.

In view of conflicts (in terms of functional requirement of each module) arising after endorsement of this contract, the onus on Verz is to either provide a separate contract with details of agreed functional requirements or deliver a reasonable and industry acceptable standard for the module in conflict.

Client acknowledges that all changes or addition of project requirements will result in revisions to the timeline and cost of the project.

3. Maintenance

Verz Design supports the sustained growth of all our Clients by offering one of the most competitive maintenance packages in the industry:

3.1 Maintenance period as per contract

3.2 Free support provided from 9am to 6pm on work days.

3.4 Restricted to bug fixes and simple modification. Does not include major revamp of design and/or programming.

4. Authorization

By engaging Verz as an independent contractor to carry out specifications listed in this quotation, Client hereby authorizes Verz to:

4.1 Write and upload files to hosting facility provided by Verz or Client;

4.2 Set up Google Analytic account;

4.3 Submit the website to search engine for purpose of promoting Client website; and

4.4 Retain passwords for purpose of logging onto backend of Client's website.

4.5 Obtain agreement and approval from client for third party vendors engagement

5. Copyrights and Trademarks

Verz Design operates under a paradigm of <u>mutual trust</u> and <u>accountability</u>.

5.1 Verz only uses valid and original material in all design works. Client may request the originals of visual elements used as proof of validity.

5.2 Client guarantees that they have rightful permission to use all text, graphics, photos, designs, trademarks and other artworks sent to Verz for the purpose of inclusion in web pages or other collaterals. Client agrees to indemnify Verz Design from any claim or suit arising from these elements supplied by Client.

5.3 Ownership of assembled works, source codes and its intellectual property rights will be transferred to Client upon full payment of fees.

5.4 Verz retains the right to showcase client's name and logo as part of its marketing portfolio.

5.5 The Master IPR Agreement between Plover Trip Pte. Ltd. and Verz Design Pte. Ltd. dated <u>7th Nov 2018</u> shall be applied to this agreement

6. Work Schedule and Completion Date

The Verz system emphasizes efficiency through clear communication.

6.1 Verz will work expediently towards completing project and specifications within a reasonable timeline. However, at its option, Verz may extend the due date by a period not exceeding 21 days by submitting written notice to Client.

6.2 In the event that client has a specific deadline to meet, this deadline will be written into the quotation specifications and additional loading fees will apply.

6.3 A successful completion of website requires cooperation from client, as we require information, contents and approval at various stages of the development work. During any stage, if we are unable to get response or support from client, we will send out Weekly Reminder. The project will be put permanently on hold once we have sent out 3 reminders, and Verz will have the right to re-allocate resources when the client is ready to restart

the project. Verz also reserves the right to send out any invoices for work completed, but put permanently on hold due to client's non-support.

7. Changes in Project Specifications

7.1 Should Client desire to amend specifications after both parties have accepted the quotation, Client is required to submit a written request detailing the desired changes.

7.2 Verz Design will review and submit a written response to the request within 5 working days.

7.3 Client acknowledges that all changes from the quotation terms, including but not limited to additions and alterations to layout, design, text and content will result in revisions to the timeline and cost of the project.

8. Limited Liability

8.1 In no event shall Verz Design be held responsible for any damages, including but not limited to loss of revenue or profit in any way arising out of services performed by Verz.

8.2 Verz Design is not liable for any failure or delay resulting from physical impediments, national or industry-wide changes to business policy beyond the control of Verz.

9. Termination of Agreement

Notice of cancellation from Client is required to be delivered in writing.

9.1 There is a minimum cancellation fee of 20% total contract price should client opt to cancel the project after signing of contract. This takes into consideration the resources set aside by Verz as well as Administrative work done, including Website Questionnaire and Invoice.

9.2 Verz Design reserves the right to bill pro rata for work completed through the date of cancellation:

    9.2.1 $500 daily for design work.

    9.2.2 $500 daily for technical work

    9.2.3 $500 daily for other services, including but not limited to copywriting and marketing

9.3 LIQUIDATED DAMAGES: In the event Verz fails to meet the project commissioning dates (solely caused by Verz) after reasonable project schedule extension per clause 6, Verz will offer client liquidated damages as service credit at the rate of two percent (2%) of the Contract Price for each week thereof up to a maximum of ten percent (10%) project value.

Verz Design thanks you for your acceptance of the above quotation and terms. This acceptance represents mutual commitment and respect towards the completion of the project. We look forward to working with you!

ACCEPTANCE OF TERMS

The client acknowledges that he/she has read, understood and accepts the contract price, payment terms and the terms and conditions outlined above.

The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

Acknowledgement by client   **Endorsement by Verz Design**

Name: Name:

Designation: Designation:

Date: Date: