

ABSTRACT

This project, titled "Daraz Mobile App Development", focuses on creating a user-friendly and efficient mobile app for Daraz, a major e-commerce platform. The app is designed to improve the online shopping experience by offering features like easy product search, secure payments, real-time order tracking, and seller tools for managing products and sales.

The project was completed in four main stages: planning, design, development, and launch. The app was designed to work smoothly on both iOS and Android devices, with a focus on making it easy to use for customers and sellers. Our goal was to increase user engagement by 20% and boost sales by 15% within the first six months.

This app is expected to help Daraz grow its business and improve the overall experience for its users.

Keywords: Mobile app, e-commerce, Daraz, user-friendly, Android, iOS, shopping experience.

ACKNOWLEDGEMENT

We would like to express our heartfelt gratitude to all those who contributed to the successful completion of the Daraz Mobile App Development project. This endeavor would not have been possible without the support, guidance, and collaboration of numerous individuals and teams.

First and foremost, we extend our sincere thanks to Mr. Farees Shah and Mr. Muneeb Maayr from Daraz, for their invaluable leadership, vision, and direction throughout the project. Their continuous feedback and insightful suggestions were pivotal in ensuring that the project met its objectives and delivered a high-quality e-commerce platform.

We also extend our appreciation to the entire Daraz team for their cooperation and active involvement during the requirements gathering and testing phases. Their input helped shape the design and functionalities of the app, ensuring it aligns with the needs of both sellers and buyers.

Furthermore, we are grateful to the development, design, and quality assurance teams at GoalCraft, whose expertise, dedication, and hard work brought this project to life. Their tireless efforts and commitment to excellence were essential in building an app that is robust, scalable, and user-friendly.

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Our Company Name: GoalCraft

Project Quotation:

Client Information:

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1. Project Overview

- **Project Title:** Development of the Daraz Mobile App
- **Project Description:**
This project involves development of Daraz. Designed to provide a comprehensive e-commerce platform for users. The app will feature user-friendly navigation, advanced search capabilities, secure payment processing, and real-time order tracking. The primary objectives are to build a robust, scalable app that supports high traffic volumes and provides a seamless shopping experience. Expected outcomes include a successful launch on both iOS and Android platforms, with a goal of achieving a 20% increase in user engagement and a 15% boost in sales through the app within the first six months.

2. Scope of Work

Phase 1: Project Planning & Requirements Gathering

- **Task 1:** Collaborate with Daraz stakeholders to define project requirements, user stories, and app features.
- **Task 2:** Develop a project plan including timelines, milestones, and deliverables.
- **Deliverables:**
 - Project Requirements Document
 - Project Plan and Timeline

Phase 2: Design & Prototyping

- **Task 1:** Create wireframes and design mockups for the app, focusing on UI/UX to ensure an intuitive user experience.
- **Task 2:** Develop a clickable prototype for user feedback and iterative design improvements.

- **Deliverables:**
 - Wireframes and Design Mockups
 - Clickable Prototype
 - User Feedback Reports

Phase 3: Development

- **Task 1:** Develop the app's core functionalities, including user registration, product search, shopping cart, and payment processing.
- **Deliverables:**
 - Fully Developed Mobile App

Phase 4: Testing and Quality Assurance

- **Task 1:** Conduct thorough testing across multiple devices and platforms to ensure functionality, performance, and security.
- **Deliverables:**
 - Testing and Quality Assurance Reports

Phase 5: Deployment & Post-Launch Support

- **Task 1:** Deploy the app to the App Store and Google Play Store, ensuring compliance with all guidelines and requirements.
- **Task 2:** Provide post-launch support, including monitoring, bug fixes, and updates based on user feedback.
- **Deliverables:**
 - Live Mobile App on App Stores
 - Post-Launch Support Plan
 - Performance Analytics Reports

3. Timeline

Phase	Start Date	End Date	Duration
Phase 1: Project Planning & Requirements Gathering	September 10, 2012	September 30, 2012	3 Weeks
Phase 2: Design & Prototyping	October 1, 2012	November 15, 2012	6 Weeks
Phase 3: Development	November 16, 2012	January 20, 2012	9 Weeks

Phase 4: Testing	January 21, 2012	February 10, 2012	3 Weeks
Phase 5: Deployment & Post-Launch Support	February 18, 2013	April 15, 2013	8 Weeks

4. Cost Breakdown

Item	Description	Cost
Phase 1	Project Planning, Requirements Gathering	\$6,500
Phase 2	Design, Prototyping, and User Feedback Integration	\$9,000
Phase 3	Development	\$21,000
Phase 4	Testing, and Quality Assurance	\$6,000
Phase 5	Deployment, Post-Launch Support, Performance Monitoring	\$1,500
Total Estimated Cost		\$50,000

5. Payment Terms

- **Deposit:** 10% of the total cost (\$6,000) to be paid upfront upon project acceptance.
- **Payment Schedule:**
 - 13% (\$9,500) upon completion of Phase 1.
 - 18% (\$10,000) upon completion of Phase 2.
 - 42% (\$21,000) upon completion of Phase 3.
 - 10% (\$8,000) upon completion of Phase 4.
 - 07% (\$1,500) upon completion of Phase 5
- **Accepted Payment Methods:** Bank transfer, credit card.

6. Terms and Conditions

- **Confidentiality Agreement:** All project details and proprietary information will be kept confidential and will not be disclosed to third parties without Daraz's written consent.

- **Intellectual Property Rights:** All developed software, designs, and other deliverables will become the property of Daraz upon full payment.
- **Termination Clause:** Either party may terminate the agreement with 30 days' notice. In the event of termination, Daraz will pay for work completed up to the termination date.
- **Force Majeure:** Neither party will be liable for delays or failures in performance due to circumstances beyond their reasonable control, including but not limited to natural disasters, war, or other unforeseeable events.
- **Warranties and Guarantees:** GoalCraft will provide a warranty period of 90 days following the project's completion. During this period, Daraz will address any defects or issues in the app at no additional cost. This warranty does not cover issues caused by user modifications or external factors.
- **Support and Maintenance:** Post-launch support will be provided as specified in Phase 4 of the project. Any additional support or maintenance beyond the agreed period will be subject to a separate agreement and additional charges.

7.How many modules does daraz has?

Product Listing

- Sellers can upload product details, images, and descriptions
- Categorization and tagging options for easy organization
- Ability to manage inventory and stock levels

Search and Discovery

- Advanced search functionality with filters for categories, price, brand, etc.
- Personalized product recommendations based on user behavior
- Trending products and popular searches

Order Management

- Buyers can track order status and delivery timelines
- Sellers can manage orders, process shipments, and handle returns
- Integration with logistics partners for seamless delivery

Payment Gateway

- Multiple payment options including credit/debit cards, e-wallets, and cash on delivery
- Secure transaction processing and fraud prevention
- Seller payouts and commission management

Customer Support

- In-app chat and email support for buyers and sellers
- FAQs and troubleshooting guides

- Dispute resolution and refund management

Logistics and Delivery

- Partnerships with logistics providers for reliable delivery
- Real-time tracking and notifications for buyers
- Seller tools for managing pickups and returns

Seller Dashboard

- Comprehensive analytics on sales, traffic, and performance
- Ability to manage product listings, orders, and inventory
- Tools for marketing, promotions, and seller support

Marketing and Promotion

- In-app banners, push notifications, and email campaigns
- Seller tools for creating promotions, discounts, and flash sales

Analytics and Reporting

- Detailed reports on sales, traffic, and user behavior
- Seller insights on product performance and customer trends
- Business intelligence tools for strategic decision making

User Account Management

- Secure login and registration options
- Personalized profile settings and preferences
- Order history, reviews, and wishlist management

8. Acceptance

- **Client Signature:** Farees Shah and Muneeb Maayr
- **Date:** April 15, 2013
- **Authorized Signature :**GoalCraft
- **Date:** April 15, 2013