**TECHNICAL PROPOSAL & FINANCIAL PROPOSAL**

For

**“Classified Website”**

**Technical Proposal for Classified Website Design and Development:**

**Classified Website Development Features:**

Log in page (username, google etc), password reset, 2FA, email confirmation, phone number verification (1. will you send phone otp when they will do registration ? or do you want only mail varification ?) – email for the usual user/seller registration, whenever entering the phone number we have to verify by OTP. (Okay, I will send otp)

**Header Pages:**

* Home
* Search
* Advance search?
* All Ads
* Contact
* Sign/Signup
* About Us

**Footer Pages:**

* Contact Us
* Sitemap
* Membership (admin will able to create different package so that dealer/business user can do registration under packge) **(YES)**
* Banner ads, promotions (third party advertisement) okay, I will give this features to add banner ads or 3rd party ads
* Terms and Conditions
* Privacy Policy
* FAQ
* How to post an ad (I will add this page) Yes
* How to sell fast (I will add this page also) Yes
* Promote Your Ad yeah, I will give promote your ads option and will you charge to customer for promoting their ads ? yes, payment applicable for ad promotion (Okay)

**Website Main Features:**

* Features Ads, premium/urgent/bumpup etc? okay, you will get feature ads, bump ads, urgent ads (Okay)
* Advanced Search
* Ads Details Page
* Ads Listing Page
* Ads pause, delete/edit (Yes, I will give this features) (Yes)
* Seller Own Shop Page (link to membership)
* Related ads on ads details page
* Ads posting feature to select ads as Selling, buying, renting and ect
* Job posting
* Social Media Integration to share ads
* Newsletters
* Pricing Plan
* User Dashboard (contents??) User dashboard means, user will able to handle their ads including ad statistics?
* User active/de-active module
* Ads Filter module
* Dynamic admin dashboard to control everything of website
* Earnings Reports
* Reports Strategy
* Role based admin user management
* Email notification module
* Payment gateway stripe, paypal, including manual payment system? okay, i will also give option to take charge offline
* Seller rating option
* Automatic Site backup
* SEO????

**Website Content Page:**

* Customers will also be able to easily search for ads by using different keywords like name, category wise etc and will be able to refine their results by using filters such as price, product type etc. on the website.
* Customers will be able to view the ads with details, images, zoomin option etc. on the website.
* Customers will have the ability to customize their ads by submitting the information on the website.
* Customers will be able to share the link of the website on the social networking website like facebook, twitter etc.
* Customers will be able to view FAQ on the website.
* Breadcrumb navigation (Breadcrumb navigation helps the visitors to easily browse through product categories.)??? yes, breadcumbs will help them to find ads by product category
* Google analytics, google adsence, google ads (Yes, you will get this features) **Yes**
* All browser, mobile display, yes, all browser will be responsive also all mobile will be responsive
* Compatible to develop app later? yes, you can develop apps later. we will make it apps friendly

**Search:**

Customers will also be able to easily search for ads by using different keywords like name, category, location (similar to ikman.lk) etc and will be able to refine their results by using filters such as price etc. on the website. They will be able to view list of content that match to their searched criteria. yes, customer will get ads filter option

**Advanced Search:**

In this section customers will be able to customize the search based on their choice. Customers will be able to select preference and will be able to view the list that matches with their searched criteria

**Ads:**

ads will also be sorted according to the categories and sub categories (what about location district, cities = yes, ads will be posted under location). Once a category is selected all the ads will come out listed along with the image and other necessary details. If a customer clicks on the product he will be taken to a page where the complete details about the product is listed. They can view different images of the particular product, read specifications about it and can add that product to the shopping cart. Admin will be able to manage this section from the backend (ads review, approval and communicate with user/seller) Yeah sure, admin will check the ads after post by user and admin will give final decision to publish this ads (**Yes confirm)**

**Ads Information:**

Ads page will carry information about the ads being displayed. The page will carry:

* Ads information
* Ads images (how many images?)
* Water mark for the images?
* View Full Size
* Zoom

**Social Media Integration:**

The website will be integrated with various social networking websites like facebook, Twitter etc. Customers can only share the ads of the website on these social networking sites.

**Contact us:**

The contact us page will list contact details of the Client along with a contact us from and FAQ search option. Features include:

* Contact us form
* Contact Us Form Fields
* First Name
* Last name
* Email
* Contact (Drop down menu options)
* Message and chat
* View Seller similar other products
* Generally similar products

**FAQ:**

This section will list out the FAQ’s listed on the site. The FAQ’s will be maintained by the administrator. In this section all the questions will appear category wise for the each of customers

**Administrative Panel:**

The back end of the website will be power packed with an administrative panel to manage the updating of data at the front as well as back end. Following are the key functionalities

* Content Management
* Reports Management
* Admin will be able to Manage the customers of the site
* Admin will be able to Add / Delete customers of the site
* Admin will be able to approve / reject the registration of the customers
* Admin will be able to View the list of all customers of the site
* Admin will be able to Activate or Deactivate the customers of the site
* Manage the Categories and Sub Categories of ads on the website.
* Add / Edit / Delete the categories and the sub categories of ads
* Activate / Deactivate the Categories and the Sub Categories of ads of the website.
* Add / Edit / Delete ads on the website, block / ban user? yes, you can block or ban user
* The customer will get notified via email once the ads is posted.
* Manage classified ads and approvals (including Both premium /sponsored/ featured and regular ads)
* List of Customers Reports
* Creating sub-user (staff) accounts?
* Payment Reports
* Sales Reports
* Sending emails to bulk user/ single user? sending mail to single user
* Data migration (small user data base available) Yes, you will able to export user data in excel format

**Staff Admin Panel**

* Manual approval of user profile
* Manual approvals of Ads
* Ad express
* Manage requests by users for Ads and ads extension
* And manage privileges provided by Admin

**User Panel**

* Posting ads
* Manage details
* Manage Ads
* See Report of view of Ads and Phone number
* Report (Ads History by type, category)
* View customer response/chat
* Payment history (if paid customers)

**Website Technology:**

Home page design / mockup- how many options will provide for review (Unlimited)

**Ads posting page need to agree**

**Frontend**: HTML5, CSS3, JavaScript, JQuery, Bootstrap Framework

SSL? yes, ssl will provide by hosting provider

**Backend**: Mysql, PHP/Laravel Framework

**I** need very user friendly and easiest way post an ads by user/ Admin. yeah, i will to to do form as simple as possible, (Okay I will follow their structure or I will design multistep form for better user experience )

**Financial Proposal For Classified Website Development**

|  |  |  |
| --- | --- | --- |
| **SL. No** | **Description** | **Price (USD)** |
| 01 | Classified Website Design & Development | 700 USD |
| **In words: Seven Hundred USD Only** | | **700 USD** |

**Website Service and Maintenance:**

* Six Months Free Service with minor changes
* Training (okay, on video call I will explain the project)

**Development Timeline:**

* 25 days for Development and 5 days for testing

Payment terms? you will give in two terms, i will show you full design of the website and you will give 250$ and once all are done then you will give rest 350$ (Frist 10 days you will get design and second 15 days you will get full functional website ) so total 30 days from starting day

1st payment 150 upon approval of all design.

2nd payment 200 upon mid of design development (upon submission of evidence).

3rd payment 200 upon website launch & handover.

4th payment 150 upon demonstration of the website operation.

Thanks & Regards

**Md Rony**

**Address??**

CEO & Developer

WEBDEVS