eCommerce

Website Development

Proposal

**Our Development Process:**

* **Initial Planning**

The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

* **Wireframing**

Wireframes are your first chance to visualize your website. While they’re not nearly as detailed as final site will be, they give us a visual representation of the site’s overall layout.

* **Mockups**

Once all site mockups are completed and approved, we’ll proceed with the site mockups. These add color and a bit more detail to initial wireframes, giving as a strong visual representation of the final product.

* **Copy & Graphics**

Once we’ve agreed on a final design based on the mockups, our team will proceed with the development, kicking off two phases in unison. The first involves creating your site’s copy and graphics. Our team will get to work performing SEO and competitive research and come up with the copy and images that will flesh out your final site.

* **Development**

At the same time, we’ll kick off the technical side of the website design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website’s analytics.

* **Testing**

Once our writers, designers and developers have finished their work, our Quality Assurance team will get to work testing your site’s performance and reliability. We’ll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.

* **Deployment & Optimization**

Once we’re sure that your site is ready to be released to public, we’ll deploy it on your public domain. Then we’ll shift into a monthly process that will continue 12months. During that period, we’ll create monthly backups of your site, update scripts, and plugins to maintain security and reliability, and perform layout and content updates at your request.

Technologies We Use

**Backend:**

* **Laravel**: PHP framework for building scalable and secure e-commerce applications.
* **PHP**: Server-side scripting language for developing dynamic web pages.
* **MySQL**: Relational database management system for storing product, user, and order information.

**Frontend:**

* **HTML5**: For structuring the content of the web pages.
* **CSS3**: For styling the website, including responsive and interactive designs.
* **JavaScript**: For client-side interactivity and dynamic functionality.
* **Vue.js**: JavaScript framework for building reactive and component-based user interfaces.

**APIs and Integration:**

* **REST APIs**: Used to manage communications between the frontend and backend.
* **Payment Gateway APIs**: For handling online transactions securely.
* **Shipping APIs**: Integration with providers for real-time shipping rates and tracking.

**Libraries and Plugins:**

* **jQuery**: Simplifies DOM manipulation and AJAX calls.
* **CKEditor**: Rich text editor for managing product descriptions and content.
* **Parsley.js**: Form validation to ensure data integrity.
* **Swiper.js**: For creating responsive sliders and carousels.

**DevOps and Hosting:**

* **Composer**: Dependency management for PHP.
* **Git/GitHub**: Version control and collaboration.
* **Docker**: Containerization for consistent development and deployment environments.
* **AWS/Google Cloud**: Hosting and scalability solutions.

**Testing and Optimization:**

* **PHPUnit**: For testing backend functionalities.
* **SEO Tools**: For optimizing search engine rankings.
* **Image Optimization Tools**: Ensures faster page loads and better user experience.

**Payment Merchants:**

* **PayPal**: Trusted online payment solution with options for credit cards, bank accounts, and more.
* **Stripe**: Modern payment gateway supporting multiple currencies and payment methods.
* **Razorpay**: Payment solution for Indian users, supporting UPI, cards, and wallets.
* **Authorize.Net**: Comprehensive payment gateway for credit card processing.
* **Square**: For handling both online and offline payments.
* **Apple Pay/Google Pay**: Digital wallet integrations for quicker checkouts.
* **Any local bank as per client request.**

Website Features

**User Features:**

* **User Registration and Login:**
* Email/password-based authentication.
* Social media login options (e.g., Google, Facebook).
* Guest checkout.
* **User Dashboard:**
* Order history and tracking.
* Saved addresses for quicker checkout.
* Wishlist for favorite items.
* Account details and password management.
* **Product Catalog:**
* Advanced search and filters (e.g., price range, category, brand, ratings).
* Product details page with descriptions, specifications, images, and reviews.
* Real-time inventory availability.
* **Cart and Checkout:**
* Add/remove items from the cart.
* Discount codes and coupons.
* Multi-step checkout process.
* Payment method selection (e.g., credit card, PayPal, UPI).
* Order summary before final confirmation.
* **Responsive Design:**
* Mobile-friendly UI for seamless browsing.
* Optimized for tablets and desktops.
* **Notifications:**
* Email and SMS notifications for order updates.
* Push notifications for promotions and deals.

**Admin Features:**

* **Product Management:**
* Add, edit, and delete products.
* Bulk upload using CSV/Excel files.
* Inventory tracking and low-stock alerts.
* **Order Management:**
  + View, process, and manage orders.
  + Update order status (e.g., pending, shipped, delivered).
  + Refund and return management.
* **User Management:**
* View and manage registered users.
* Reset user passwords.
* Deactivate accounts if needed.
* **Content Management System (CMS):**
* Manage banners, homepage content, and promotional messages.
* Add/edit blog posts or FAQs.
* **Reports and Analytics:**
* Sales performance dashboard.
* Popular products and categories.
* Conversion rate and user behavior insights.

#### ****Marketing Features****

* **SEO Optimization**
  + Meta tags and descriptions for all products and pages.
  + Schema markup for better search engine visibility.
* **Discounts and Coupons**
  + Generate and manage promotional codes.
  + Apply automatic discounts for specific categories.
* **Email Marketing**
  + Automated emails for cart abandonment and post-purchase follow-ups.
  + Newsletter subscriptions.
* **Social Media Integration**
  + Share products on social media platforms.
  + Display Instagram feeds or customer reviews.

**Other Features**

* **Multi-Language and Currency Support**
  + Translation for global customers.
  + Real-time currency conversion.
* **Customer Reviews and Ratings**
  + Allow users to leave product feedback.
  + Display average ratings on product pages.
* **Shipping and Delivery**
  + Real-time shipping rate calculations.
  + Multiple delivery options (e.g., express, standard).
  + Order tracking integration.
* **Security**
  + SSL certification for secure transactions.
  + Two-factor authentication for admin login.
  + Encrypted payment information storage.
* **Support and Help Center**
  + Live chat for instant customer support.
  + FAQ section for common queries.
  + Ticket system for issue tracking.

Project Pricing & Payment Terms

### **Project Pricing:**

#### ****1. Basic Development Package****

***Rs.130,000 - Rs.280,000***

#### ****2. Advanced Development Package****

***Rs.450,000 - Rs.680,000***

* **Payment Terms:**
* **50%** upfront payment before project initiation.
* **30%** upon completion of the development phase.
* **20%** after testing and deployment.