

**Proposal Date:**  
30 Aug, 2019

# MarketPlace Mobile App Development Proposal

Prepared for

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**Submitted by**  
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## About Us

Isoft Computers Pvt Ltd. Its process is unique, we deliver concepts in the form of a story narrated by awe inspiring visuals and engaging graphics. We understand that every client is unique; our projects are thus tailor-made and designed according to your requirements, your vision. We treat every project as an opportunity to experiment, to come up with something unique to present to you. The creative eggheads at Company name research, review, rethink and finally rediscover your brand. This process helps us elevate your brand

to more than what is used to be. Our relationship with our clients is professional with a personal touch, as we make your needs our priority. We understand your business and what it means to you. Our digital marketing agency helps you promote your beloved business and take it to new levels of success!

Since 2004, Isoft Computers Pvt Ltd. Ltd has been working with companies to build strong brands, which have driven increased market share, revenue growth and profits. We apply a proven, industry-agnostic brand development process that works for both business-to-business (B2B) and business-to consumer(B2C) companies.

## What we believe

We're a small company that helps our clients get impressive results from their A[[s. Our approach is simple. We believe what matters about a company's A[[ isn't how pretty it is or how clever the programming is, it's how successful the site is. And as any good business person knows, success doesn't come overnight. That's why we like to work with you over a reasonable period of time to gradually improve the results your A[[ achieves.

## Our Services

- Web Design
- Branding
- Internet Marketing
- Web development
- Content Writing
- Social Media
- Mobile App
- Ecommerce
- A[[ Maintenance

## Project Overview

- As Discussed to develop the [marketplace](#) Android App Development , same as the details provided by client.
- **Key Features >>**
- **Customer app**
- **Vendor App**
- **Delivery Boy App**
- **Webadmin**
- **>>**
- **Grocery**
- **Cloths**

- **Shoe**
- **same as the doc provided**
- **other feature**
- It will be High quality version with top ui , with all feature with smoothness and user friendly ,secure fast optin
- free play store setup,
- free international payment gateway setup
- fee analytics setup
- dedicated manager to support server
- encrypted coding
- expandable technology
- easy to manage
- low maintenance
- latest version covering option
- international mode

## Technical details:

- Design Tools: **Illustrator / Photoshop / UI**
- Frontend Designing & Development: **HTML5, CSS3, Java Script, jQuery android, android studio**
- **Development – laravel ,PHP,Angular js,**
- **Database: MYSQL**
- **CMS: Custom**
- **android Version : 4.0 to above**
- **compatible platform : Android & web admin**

## **Project Flow**

### **Research & Brainstorming**

This will be the most crucial part of the entire process where we shall do our research on what are the current trends in the market, check your competitors & how we can be better than the competitors with the look of our App. Moreover, we shall also try to put our ideas on paper by sketching so that we can visualise better. Once we put down all the ideas on paper, we shall work on the feasibility check of each idea as per the requirement and functionality.

### **Design and Content Approach**

Once all the think-tanks are done with their process, it is time for the real execution. This is the first step for making all the ideas come live. We shall organise and strategies the

execution of the entire project. The skeleton of the A[[ shall be worked on - Wireframes and Designs.

### **UX Strategy & Implementation**

Here we shall work on the functionality of various elements on the A[[.

### **Design Implementation**

This is the Front End UI design process where we shall search/create icons along with searching visual/images for better communication. Moreover, this is where we shall design the layouts of individual page of the A[[ which will give us the first look of the A[[ - Layouts for desktops and mobile.

### **Development & Programming**

Setting up ecommerce tools and inventory management system.

### **Quality Analysis**

Usability, Compatibility, Performance & Design check.

### **Live Development URL**

Setting & sharing A[[ for the client to have look & feel of the new development.

**Delivery** on client server or File sharing.

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### **Project security :**

The client will get a very high quality bug free A[[ , as a long term partner i-softinc , provide a very high secure and bug free product . for high security we recommend to use our server(or recommend one as per the configuration required ) and some security certificate like ssl etc. apart from it double backup system , encrypted technology will be used to ensure the all the data will be secured

### **Project Schedule**

#### **For the app :**

Milestone 1 : requirement analysis and design , ui : 1-2 weeks

Milestone 2 : database development , backend , static layout , web services development : 2-3 weeks

Milestone 3 : frontend programming , integrating with ui and web services . : 3-9 weeks

Milestone 4 : bug fixing , testing , beta launch : 9 weeks

Milestone 5 : delivery to playstore : 10<sup>th</sup> week

### **Key Milestones**

- Project start.
- Formatting of Documents
- Analysis of the Requirements and Specifications
- Sign-off of technical design document including the data structure
- Final Project Planning
- Development
- Testing and Implementation
- Bug fix release
- Up gradation / Further Phases

Stage	Description	Milestone
M1	Preliminary Investigation	Understanding Client's requirements Project Proposal Approved
M2	Requirement Analysis	System Requirement Specifications Approved Design Approved by the Client
M3	System Design	System Architecture and Database Design developed Functional Document Approved
M4	Detail Design	Program Specifications and test scripts developed.
M5	Coding	Programming according to the Program Specification Documents Begins
M6	Integration and System Testing	Module integration and application testing. Documents reviewed.
M7	Deployment	Project deployed in the client's server.
M8	Acceptance Testing	Complete approval from the client
M9	Support	Technical support on Phone

M10

Sign OFF

Successful closing of the project

We would like to maintain regular communication with the client during the entire development period so that the client can see the development happening with sneak reviews and assist us in whatever way they can.

### **Project Testing levels :**

Project testing and bug fixing will be very high level:

Manual testing

Device level testing

Load testing

Server testing

Code testing

Version testing

### **Maintenance and support :**

Project fee which will cover any kind of bugs or issues come on the app A[[ on the existing version . this may be flexible as per negotiations or need. isoft will make sure to provide the best possible assistance with very less cost and good quality results .. 15% on a yearly basis or on demand basis customer can hire

### **Project Implementation Process and Client Responsibility :**

Project will be built into following steps :

Scope analyzing agreement and first payment release.

Project plan with scrum will be given with each date with the given timeline .

Handmade mockup creation ,once approve complete wireframe creation

In wireframe each and every thing about the ui and functionality will be displayed , how it will look like , client can also give suggestion ideas feedback , to make it the best .

Along with wireframe , a complete technical doc with each and every page will be given

Once done with it , UI color , theme , as per client choice or the target customer , our UI team will suggest some good option which customer can choose , after the approving the UI there won't be any further changes will happen in the UI side

Once UI , design approved , next step will be done static version of the app which client can run on his device , once static approved , project will update as per the milestone wise , weekly basis client will get the update or before that as per the scope or requirement of the project , once client is okay with complete product ,make the final final will make it live .

In case any kind of bugs of issue come after live , i-softinc will make sure to fix it .

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Client has to make sure to provide quick response within the same day of the update ,

Client would have to provide skype id , email id , and phone no. where our team will update

All the conversation will with the project head during the project ,

A dedicated account manager going to assign to you for development update , payment ,support services .

Any kind of conversation and update will be provide by i-softinc , within our working business hours 10 am -7 pm , monday to friday , (Except holidays as per govt of india or in case we not available intimate before 1 week ) on online mode only .

Client need to make the payment upon the approval every milestone on time , delay in payment or feedback more then 1 week can cost .

Client need to provide , PAN no. GST no. , company name , address (for the invoice purpose)

Client need to provide the device name and version on which he will going to test

Client need to provide the payment gateway , server(in case you have already , else we will suggest the best one ) , ssl , sms gateway (we provide it) , appstore ,, playstore account , content , logo , any message that need to give within the app , color combination , or any reference app .

## **The Project Cost & Timeline**

### **Cost :**

**Android app + web Admin + web services api integration , database, testing  
bug fixing :**

**Total : 5.25 Lakh+ gst**

**Time 10-11 Weeks**

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**Other >>**

**server : 4k/month or you can provide**

**playStore: \$25**

**paymentgateway**

**SMS gateway**

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**(gst extra)**

**Note :**

**Apart from development we will provide**

Free Play Store setup

Free Analytics setup

Free setup of ASO

free security tool setup

making a high security and easy going downloaded app

**Expertise:**

**2 android developer : 3 year exp.**

**3 backend ,api Developer : 5 year exp.**

**1 designer : 6 year exp.**

**1 tester : 3 year exp.**

**1 project manager : 5 year exp.**

We shall be working Monday to Saturday on this project excluding public and bank holidays.

**Timeline** given is just an estimated time taken to complete the process and doesn't include approval time taken.



Complete code and idea will be ownership will be with client and will handover to the client at the complete payment.

## Terms & Conditions

### 1. Proposal

The terms of the Proposal shall be effective for 30 days after presentation to Client. In the event this Agreement is not executed by Client within the time identified, the Proposal, together with any related terms and conditions and deliverables, may be subject to amendment, change or substitution.

### **Project payment terms :**

a) Advance	-	30%
b) Specification , wireframe , design , UI finalization	-	20%
c) static version completion	- -	20%
d) Mid Way delivery	-	20%
e) complete feature complete.	-	10%

### 3. Additional Work

Additional work requested by Client outside the scope of the Services will be billed separately. Isoft Computers Pvt Ltd. Ltd will submit a Change Order outlining the additional work and estimated costs for Client approval before any additional work is performed. We may extend or modify any delivery schedule or deadlines in the Proposal and Deliverables as may be required by such changes.

### 4. Additional Costs

Any and all outside costs including, but not limited to, equipment rental, photographer's costs and fees, photography and/or artwork licenses, prototype production costs, talent

fees, music licenses, and online access or hosting fees, will be billed to Client unless specifically otherwise provided for in the Proposal.

## 5. Rights to Final Art

Exclusive license, with modification rights: For print, online/interactive, and three-dimensional media: we hereby grants to Client the exclusive, perpetual and worldwide right and license to use, reproduce, adapt, modify and display the Final Art solely in connection with the Project as defined in the Proposal and in accordance with the terms and conditions of this Agreement. These rights do NOT include full copyright or master files..

## 6. Client Responsibilities

Client acknowledges that it shall be responsible for performing the following in a reasonable and timely manner:

- (a) Coordination of any decision-making with parties other than Isoft Computers Pvt Ltd. Ltd;
- (b) Provision of Client Content in a form suitable for reproduction or incorporation into the Deliverables without further preparation, unless otherwise expressly provided in the Proposal ;and
- (c) Final proofreading and in the event that Client has approved Deliverables but errors, such as, by way of example, not limitation, typographic errors or misspellings, remain in the finished product, Client shall incur the cost of correcting such errors.

## 7. Accreditation and Promotions

All displays or publications of the Deliverables shall bear accreditation in Isoft Computers Pvt Ltd. Ltd name in the form, size and location as incorporated by Isoft Computers Pvt Ltd. Ltd in the Deliverables, or as otherwise directed by Isoft Computers Pvt Ltd. Ltd. Isoft Computers Pvt Ltd. Ltd retain the right to reproduce, publish and display the Deliverables in our portfolios and A[[s, and in galleries, design periodicals and other media or exhibits for the purposes of recognition of creative excellence or professional advancement, and to be credited with authorship of the Deliverables in connection with such uses. Either party, subject to the other's reasonable approval, may describe its role in relation to the Project and, if applicable, the services provided to the other party on its A[[ and in other promotional materials, and, if not expressly objected to, include a link to the other party's A[[.

## 8. Confidential Information

Each party acknowledges that in connection with this Agreement it may receive certain Confidential or proprietary technical and business information and materials of the other party, including without limitation Preliminary Works ("Confidential Information"). Each party, its agents and employees shall hold and maintain in strict confidence all Confidential Information, shall not disclose Confidential Information to any third party, and shall not use any Confidential Information except as may be necessary to perform its obligations under

the Proposal except as may be required by a court or governmental authority. Notwithstanding the foregoing, Confidential Information shall not include any information that is in the public domain or becomes publicly known through no fault of the receiving party, or is otherwise properly received from a third party without an obligation of confidentiality.

#### 10. Warranties and Representations

Isoft Computers Pvt Ltd. Ltd hereby represents, warrants and covenants to Client that Isoft Computers Pvt Ltd. Ltd will provide the Services identified in the Agreement in a professional and workmanlike manner and in accordance with all reasonable professional standards for such services.

#### 11. Liability

For projects where there is a risk that another party can make a claim, Client shall take steps to register their intentions with the appropriate authorities and/or seek legal advice prior to publishing or first use.

Isoft Computers Pvt Ltd. Ltd will not be held responsible for any and all damages resulting from such claims and is not responsible for any loss, or consequential loss, non-delivery of products or services, of whatever cause. Client agrees not to hold Isoft Computers Pvt Ltd. Ltd responsible for any such loss or damage. Any claim against Isoft Computers Pvt Ltd. Ltd shall be limited to the relevant fee(s) paid by Client for the project(s) in question.

#### 12. Term and Termination

This Agreement shall commence upon the Effective Date and shall remain effective until the Services are completed and delivered.

If, for any reason, this agreement is canceled or terminated by the Client, Isoft Computers Pvt Ltd. Ltd will receive payment in full for the phases in progress.

Isoft Computers Pvt Ltd. Ltd may cancel or terminate Client for any reason. In the event that Isoft Computers Pvt Ltd. Ltd cancels or terminates this agreement, no further payment shall be due by Client other than compensation up to and including time already incurred.

#### 13. Copyrights and Trademarks

By supplying materials (such as text, images and other files/information) for use in a project, Client declares that they are the owner, or hold the appropriate copyright and/or trademark permission to use these materials. The ownership of these materials shall remain solely with Client, or rightful owner.

Should Isoft Computers Pvt Ltd. Ltd, or Client supply any materials for use in a project believing them to be copyright and royalty free, but then subsequently, it turns out to have copyright or royalty usage limitations, Client shall agree to allow Isoft Computers Pvt Ltd. Ltd to remove and/or replace the file.

Client agrees to fully indemnify and hold Isoft Computers Pvt Ltd. Ltd free from harm in any and all claims resulting from Client not having obtained all the required copyright, and/or any other necessary permission prior to submitting the materials.

#### 14. Data Formats

Text is to be supplied to Isoft Computers Pvt Ltd. Ltd in an electronic format (able to be copy, pasted and edited) as standard text (.txt), MS Word (.doc), or PDF via e-mail. Any text that will need to be retyped (such as a hand-written note) will be subject to additional charges to cover this process. Images shall be supplied in an electronic format, and are to be provided via e-mail or data storage device (CD, DVD, USB thumb drive, etc...). It is the Client's responsibility to ensure that any images supplied are of a quality suitable for printing (a minimum of 300dpi is recommended).

Isoft Computers Pvt Ltd. Ltd will not be held responsible for any image quality which Client later deems to be unacceptable. Isoft Computers Pvt Ltd. Ltd cannot be held responsible for the quality of any images that are scanned from printed materials.

#### 15. Proofs and Artwork

Designs should be checked carefully (at 100% size), as Isoft Computers Pvt Ltd. Ltd shall not accept any liability whatsoever for any losses, costs or expenses incurred by Client not checking any artwork prior to publishing. Client shall be aware that computer screens do not provide a true representation of color. Also, as computer monitors often display color differently, what Client sees on their screen may differ slightly to what Isoft Computers Pvt Ltd. Ltd sees on their screen.

#### **Vendor details :**

#### **Vendor details :**

**Name : I-SOFT COMPUTERS PRIVATE LIMITED**

**PAN : company Pan NO- AADC13335A**

**GST No.: 07AADC13335A1Z5**

**TAN: DELI09917F**

#### **Bank Detail.....**

**Account Holder Name : i-soft computers Pvt. Ltd.**

**A/C - : 113405500038**

**IFCS code : ICIC0001134**

**Bank Name : ICICI Bank**

## Dear Client

Thank you for considering Isoft Computers Pvt Ltd. Ltd for your A[[ redesign needs. We assure you that we can accomplish this project in a timely manner and within budget. Isoft Computers Pvt Ltd. Ltd has a history of identifying key A[[ redesign needs for clients and accomplishing those objectives.

This A[[ redesign proposal lays out the work that will be done and at what cost. If you have questions, please feel free to reach out via email or phone.

### **Acceptance & Authorization**

Jay Kumar, Isoft Computers Pvt Ltd

Mr. Ajay Jamwal

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Date:, 30 Aug 2019

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