



DOCUMENTATION FOR

Web Application MATCHING PLATFORM

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Cover Letter

Hi,

Thank you for providing us an opportunity for working us together for the project.
We are very enthusiastic in completing the project as per the specification provided by you.

Kartiksystem, a pioneer in offshore development and consultancy services, has been creating various software & web solutions, as per the industry & business requirements, since its inception. Our organization, offering efficient solutions, is always keen on learning & implementing new technologies in the most innovative manner, for better performance and savings. Located in the heart of Chandigarh, the most beautiful city of India, it was duly registered in Mar 2013.

Our core strengths of working as per the client's requirements, reasonable & affordable pricing, and high quality of services offered, enables us to build a long-term relationship with all our customers. The multifarious approach towards each project completed in the past, has helped us improve our productivity & image.

We are available to respond to all your queries. You may contact us via Elance, Email, Skype, Yahoo Messenger, Google Talk .

Looking forward to work with you not only for this project but for all of your projects.

Regards,
Prakash C Mishra

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Project Overview

We need website developer/coder to build a custom Seller and Buyer Matching Platform. We will provide front end specification such as content, interface design, web page layout and navigation while developer will need to work on back-end structure of the platform until the platform is finally uploaded and launched in web hosting provider's server.

FRONT END :-

Design will be provided by you.

BACK END :-

user management
Buyer management
Seller Management
campaign management
application form management
blog mangement
tools management
messages
notifications
conent management system
email management system
payment management
email management
blogs management

Scope of the Project

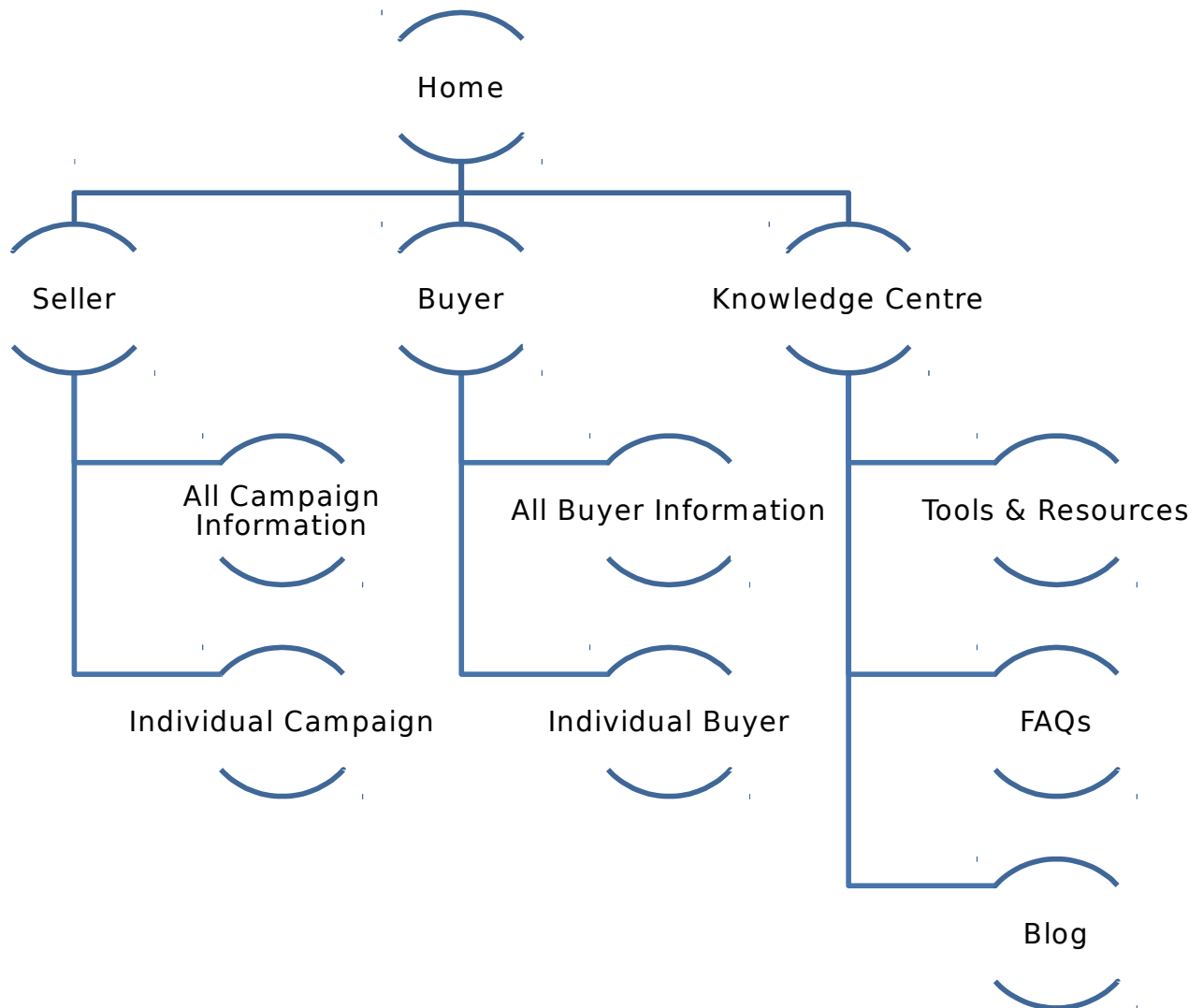
- _ UI Designing and implementation
- _ SRS preparation
- _ Development and Coding
- _ QA and Testing

Deliverables




- _ Complete source code
- _ Design
- _ Development documents
- _ Project Plan
- _ Software Requirements Specification
- _ Prototype: Designed in HTML. At each phase prototype is sent for approval to the client.
- _ Database Diagram
- _ Help manual

_Deployment of the Application.


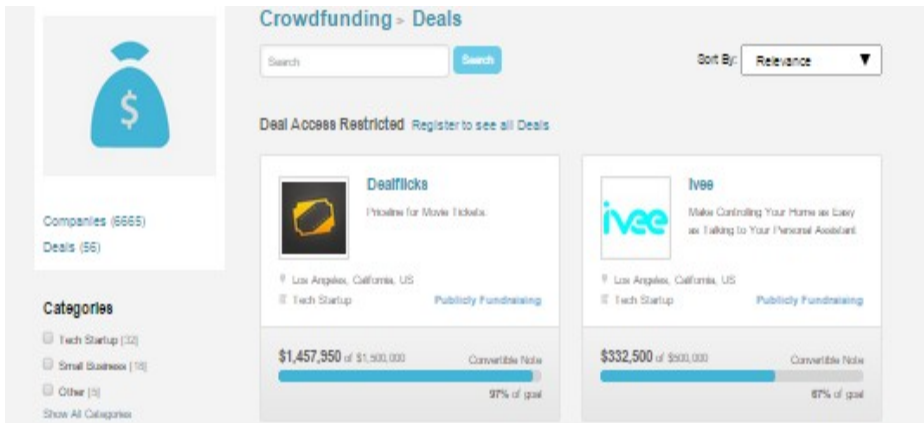
SITE MAP







FEATURES REQUIRED







No	Page/Part	Description/Features Required
1	Home	Reference site : www.crowdfunder.com
	a. Latest Approved Campaign Information [2 weeeeks]	<p>■ Once the Administrator clicks Published, the Approved Campaign Information will appear in the Home Page, All Campaign Information Page and Individual Campaign Page. The Approved Campaign will appear in the first column as below. A few lines/info bar extracted from the Campaign Application Form will appear also.</p> <div><p>Once Approved, appear here automatically</p></div> <div><div><p>DEALFLICKS Priceline for Movie Tickets.</p><p>\$1,457,950 of \$1,500,000 97% of goal</p><p>Surpassed a \$2M annual revenue run rate</p></div><div><p>IVEE Make Controlling Your Home as Easy as Talking to Your Personal Assistant</p><p>\$332,500 of \$500,000 67% of goal</p><p>745 Retail locations in Q4 2014 including Best Bu...</p></div><div><p>ASCENERGY The Paradigm Shift in Private Investments</p><p>\$4,261,000 of \$5,000,000 85% of goal</p><p>A 2 Billion dollar public company soliciting us for...</p></div></div> <div><p>A few lines extracted from the Seller Campaign Application Form will appear here</p></div>
	b. Latest Approved Buyer Information	Same as Item 1a, Latest Approved Campaign Information

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N o	Page/Part	Description/Features Required
	c. Press	<p>Same as below.</p> 
2	Seller [2 weeks]	<p>When seller wants to launch a campaign, they will need to,</p> <ul style="list-style-type: none"> i. Fill in Seller Profile Form (Not Approved required, automatic publish and viewable by all Visitor) ii. Fill in Campaign Application Form (Approval from administrator required) iii. Wait for approval from Administrator, once approval obtained, Seller will need to make payment to Webmaster (Payment will require only after Beta Stage) iv. Publish campaign v. Monitor and track campaign
	a. All Campaign Information [2 weeks]	<ul style="list-style-type: none"> ■ Sorting ■ User can select criteria for search (similar to Elance) ■ Search according to category ■ Search feature 

N o	Page/Part	Description/Features Required
	b. Individual Campaign	<p>■ When Seller wants to launch a campaign, they will need to fill in Campaign Application Form.</p> <p>■ Approved Campaign information will appear in the Home Page, All Campaign Information Page and Individual Campaign Page.</p> <p><u>Campaign Application Form</u></p> <p>■ Attached the sample form containing most of the features required.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Form - 1/4 </div> <div style="text-align: center;">  Form - 2/4 </div> <div style="text-align: center;">  Form - 3/4 </div> <div style="text-align: center;">  Form - 4/4 </div> </div> <p>■ Access on Campaign Information :</p> <ul style="list-style-type: none"> ◦ Level 1 - Seller can choose if their information is open to all visitors, or only Approved Buyer (when Buyer log-in) ◦ Level 2 - Within the Campaign information that opened to all Approved Buyer, Seller can opt if some particular information will remain Confidential. If Approved Buyer wants to access it, they need to request Seller/Campaign owner's permission to access the Confidential information. <p><u>Individual Campaign Front Page</u></p> <p>■ Almost similar to www.crowdfunder.com/dealflicks/invest</p> <p>■ Follow feature</p> <p><u>Individual Seller Admin Page</u></p> <ul style="list-style-type: none"> ■ Dashboard ■ Inbox/Outbox <ul style="list-style-type: none"> ◦ Seller will not able to contact the Buyer, except for the Buyer who Follow them. ■ Notification ■ Edit Individual Seller Profile ■ Setting ■ Log-out <p><u>Individual Campaign Admin Page</u></p> <ul style="list-style-type: none"> ■ Track the progress of campaign with parameter such as Total Campaign view, Unique Campaign View and so. ■ Control Approved Buyer access to Confidential information. Seller will able to select Approved Buyer's Degree of Access

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No	Page/Part	Description/Features Required																													
		<p>such as (i) Full Access (ii) Pending or (iii) Rejected</p> <ul style="list-style-type: none">■ Edit Campaign information <div><div>AboutActivityTeamFollowersFundraising</div><div>Edit CompanyEdit DealAdmin Panel</div><div><div>1 Deal Progress</div><table><tr><th>Total Deal Views</th><th>Unique Deal Views</th><th>Committed</th><th>Raised</th></tr><tr><td>516</td><td>149</td><td>\$4,500,000</td><td>100%</td></tr></table></div><div><div>2 Investor Access</div><p>Grant investors access to your public or confidential information. You may also reject their request.</p><table><tr><th></th><th>Name</th><th>Commitments</th><th>Self-Accredited</th><th>Referral Source</th><th>Access</th><th>Details</th></tr><tr><td></td><td>Bob Smith CEO, GoStart</td><td>n/a</td><td>Yes</td><td>crowdfunder Network</td><td>Full Access</td><td>View Details</td></tr><tr><td></td><td>Joe Kelly Partner, SmartConcepts</td><td>n/a</td><td>Yes</td><td>crowdfunder Network</td><td>Full Access</td><td>View Details</td></tr></table></div><div><div>3 Degrees of Access</div></div></div>	Total Deal Views	Unique Deal Views	Committed	Raised	516	149	\$4,500,000	100%		Name	Commitments	Self-Accredited	Referral Source	Access	Details		Bob Smith CEO, GoStart	n/a	Yes	crowdfunder Network	Full Access	View Details		Joe Kelly Partner, SmartConcepts	n/a	Yes	crowdfunder Network	Full Access	View Details
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3	Buyer [2 weeeeks]	<p>Only Approved Buyer (via-log in) able to view the Approved Campaign Information. Buyer who interested will need to register with us,</p> <p>i. Fill in Buyer Profile Form (Approval from administrator required)</p> <p>ii. Wait for approval from administrator, once approval obtained, Buyer will need to make payment to Webmaster ((Payment will require only after Beta Stage)</p> <p>iii. Once approved, Buyer will able to view the Approved Campaign Information</p> <p>iv. Follow campaign and contact Seller</p> <p>v. Buyer can choose to receive notification when the new campaign that fulfill their requirement is published.</p>																													
	a. All Buyer Information [2 weeeeks]	<ul style="list-style-type: none">■ Sorting■ User can select criteria for search (similar to Elance)■ Search according to category■ Search feature <p>Almost similar as 2a. All Campaign Information</p>																													

MATCHING PLATFORM

N o	Page/Part	Description/Features Required
	b. Individual Buyer	<ul style="list-style-type: none"> ■ Only Approved/Registered Buyer able to view the campaign information, unless the Seller opt to open the campaign information to public. ■ Approved Buyer information will appear in the Home Page, All Buyer Information Page and Individual Buyer Page. <p><u>Buyer Application Form</u></p> <ul style="list-style-type: none"> ■ Simpler compare to the Seller Campaign Application Form. ■ Buyer can choose to receive notifications for the SELECTED type of campaign. <p><u>Individual Buyer Front Page</u></p> <ul style="list-style-type: none"> ■ Simpler compare to Individual Campaign Front Page <p><u>Individual Buyer Admin Page</u></p> <ul style="list-style-type: none"> ■ Dashboard ■ Inbox/Outbox ■ Notification ■ Edit Individual Buyer Profile ■ Setting ■ Log-out
4	Knowledge Centre [2 weeks]	<ul style="list-style-type: none"> ■ User able to search information from Tools & Resources, FAQs and Blog ■ Reference site : www.crowdfunder.com/learn
5	Administrator [2 weeks]	<ul style="list-style-type: none"> ■ Dashboard ■ View, edit, add and delete all registered users information, i.e. contact, activity, notification selection etc. ■ Approve/reject/pending all the Campaign/Buyer Application ■ View, edit, add and delete all the information in the Campaign/Buyer Application Form ■ All Campaign view, unique campaign view etc ■ Import & export information to and/from excel

Effort Estimation Time :-

The time estimation for the project : 3 months.

Effort Estimation Cost :-

\$6000.00

Development team:-

I myself will work on this project and i have around 10 yrs of development exp. in php technology.

Development Framework:-

Purchased theme with CODEIGNITER framework for back end
front end design will be provided by you.

Development environment and tools

The system will be developed using following technologies

- _ PHP/MySQL Server/HTML/AJAX (proposed technologies)
- _ Server Side scripting: PHP 5.X
- _ Database: MySQL 5.x
- _ Programming Style: Object Oriented, N Tier
- _ Client Front-end: HTML, DHTML
- _ Client side scripting: JavaScript
- _ Servers: Red Hat Linux

Development Process:-

We follow the basic rooted mantras of software engineering practices - Analysis, Planning, Design, Development, Testing and Deployment.

Define: - First is to define detailed scope of the requirements. This is done through a detailed study by the project manager to know the requirements. This process starts even before the project is awarded to us as our estimates are based on the amount of work involved and technological challenges. To estimate these we keenly study the project and the application scenario in real world before giving a quote

Plan and design: - Once the project is awarded to us, a SRS (Software Requirements specifications), Prototype with supporting High Level Designs (HLD), User Interface, Class Diagram and Database Diagrams are prepared. These design documents and prototype are sent to clients for approval.

Develop: - Upon approval, we start coding. All our codes are well commented and follow naming conventions. We have a well defined multi-tier architecture and each developer adheres to it.

Test: - Testing phase begins with the planning. As soon as HLD is frozen, we prepare test plans and cases. Application is tested parallel to development making sure that there are no errors. Once the development is completed, the application is tested from scratch to make sure all modules are well integrated.

Debug: - The testing results are then converted in actions for debugging and solving the bugs. Once all the bugs are fixed by the developers Quality team verifies the bugs and reports any reproduced bugs. This process continues till all bugs are fixed.

Deployment: - Project leader reviews the application and makes sure that the application fulfils the Service Level Agreement (SLA) and is in line with other functional and non functional requirements. Upon approval application is deployed to the production server.