Shadow Technology
Beyond The Imagination

Proposal Document
For
Ecommerce
SaaS based Web Application

Submitted to:

<Molecule Global (Pty) Ltd >

By

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1. Executive Summary

15th April, 2021

Dear <Client> ,

Thank you for the opportunity to provide you SRS for your SaaS Web based ecommerce Application. As this platform is all about SaaS ecommerce web Applications where merchant will able to purchased and create customized portal for user. User will able to login into the web application and order from the merchant portal. Admin will able to manage the merchant and subscription plan.

SRS Document Submitted On: 14/04/2021

2. Project Description and Objective

Client Objective:

Client Objective is to develop a SaaS based ecommerce web Application. This system will allow merchant to purchase the subscription from the general web site. Based on the purchase subscription plan merchant will able to customize the merchant website from pre-defined 8 templates. Merchant will able to manage the users, Products, Order, promo-code, Invoices, Payment, CMS and blogs. Merchant will able to manage the content of website. User will able to register on merchant website, Search, filter products, add product in cart and able to order.

Admin will able to control the subscription plan, merchant and complete CMS of the website. This complete platform will be SaaS based platform.

All 4 web application of general user, merchant application, Admin panel and user application will be developed in the PHP Technology with respective framework.

Development Process

We here at Shadow technology follow the industry standard procedure with appropriate methodology:

- Requirement Gathering
- Requirement and Market/Business analysis
- Solution and Application structure Define
- Wireframe and Prototype Design
- Graphic(UI/UX) Design
- Application Development/Web services Development
- Unit Testing
- Complete Testing of Mobile Application
- Development
- Support and Maintenances

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3. Project Description & Scope of Work

3.1. Scope of Work- General Web Application (PHP)

Note: This is a general website through Merchant will able to purchase the Subscription plan and Create store details

3.1.1. Registration & Sign-In

Note: Merchant will able to access the web Application without the Registration and Log in. But to purchase the plan and create store merchant will require registering or logging in into the web application

Once the user opens the Web Application for the first time user will be able to see the two option of registration and sign in as follow:

Registration/Sign-Up

- Enter the First Name
- Enter the Last Name
- Enter your mobile number/email address
- Enter password
- Confirm password
    o Verification of user
    o User will receive the OTP(one time password) in the entered mobile number/email address
    o Enter the OTP and verify the user successfully
- Click "***Sign Up***" to sign up into the application.

Login/Sign-In with mobile number

- Enter mobile number /email address
- Enter Password
- Click "Sign In" to Sign in into the Mobile Application
    o Forget Password
        ▪ OTP will be send to the Registered mobile number /email address
        ▪ Enter 4-Digit PIN code

▪ OTP will be verified and user will be able to set the New Password on successfully verification of OTP.

3.1.2. Subscription Plan

Merchant will able to see the subscription plans as follow:

- Able to see list of subscription plan:
  o Name of the Plan
  o Description of the Plan
  o Number of Product Allow
  o Validity of the plan
  o Price of the plan
  o Option to purchase the subscription plan
    ▪ Enter the Credit/Debit Card details or any of the subscription methods offered by Payfast
    ▪ Once the merchant pay the amount of the plan successfully it will be available in the subscription section
- Able to See the purchase plan details with the expiry Date
- Able to upgrade or downgrade plan
- Able to print invoices

Note: All require payment gateway APIs/SDKs will be purchase and provide by the client to company

Note: All plans will have the 14 Days of trial period. After that user will require to purchase the plan compulsory.

3.1.3. Store Creation

Merchant will able to create the Store as follow:

- Store Details

    - o Enter name of store
    - o Enter contact Number
    - o Enter email address
    - o Enter address of store
    - o Upload Photos of stores (Maximum 5)
    - o Enter description about the store
    - o Social media links
        - ▪ Facebook
        - ▪ Instagram
        - ▪ Linkedin, Twitter, YouTube
- Domain Details
    - o Enter Domain related details

- Payment Details (Bank Account Details)
    - o Merchant will enter the bank account Details Merchant will choose the payment gateways (multiple payment gateway can be chosen) or/and COD.

- Shipping Information
- Layout Selection
    - o List of layout option
        - ▪ Layout #1
        - ▪ Layout #2
        - ▪ Layout #3
        - ▪ Layout #4
        - ▪ Layout #5
        - ▪ Layout #6
        - ▪ Layout #7
        - ▪ Layout #8
        - ▪ Layout #9
    - o Merchant will able to select any one of the listed layout and store will be created based on selected layout option
- Merchant can customize the color of the layout and review customization on buttons, sliders etc.
- Other Contact Details
- Privacy Policy
- Terms and Condition details
- Option to Click **Save to create** the store of merchant
    - o Based on the entered Details store will be created

Merchant will able to edit the store and choose the different layout as per the plan.

3.1.4. Services Details

User will be able to see and read the services Details as follow:

- User will able to see the services details with the text and images of what are the services offer by the company.

3.1.5. Social Media links

User will able to manage the social media links:

- Facebook
- Instagram
- YouTube
- Linkedin, Twitter,

     o Set link for each social media

3.1.6. Contact Us

User will be able to Contact the Admin as follow:

- Enter Full Name
- Enter Email Address
- Write Message
- Click "*Send*" to submit the inquiry from the web application
- Email Address

3.1.7. About Us

User will be able to see and read the about us Details as follow:

- User will able see the about us details with images and text

3.1.8. Privacy Policy

User will be able to see and read the Privacy Policy Details as follow:

- User will able see the Privacy Policy details with images and text

3.1.9. Terms and Conditions

User will be able to see and read the Terms and Conditions Details as follow:

- User will able see the terms and condition details with images and text

3.1.10. Features Content Page
3.1.11. Plans and Pricing Content page
3.1.12. Home Page
3.1.13. FAQ Content Page
3.1.14. Knowledgebase Content page

3.2. Scope of work: User (Merchant Product Listing) web Application (PHP)

3.2.1. Registration and Sign In

Registration/Sign-Up

- Enter the First Name
- Enter the Last Name
- Enter your mobile number/email address
- Enter password
- Confirm password
    - o Verification of user
    - o User will receive the OTP(one time password) in the entered mobile number/email address
    - o Enter the OTP and verify the user successfully
- Click "***Sign Up***" to sign up into the application.

Login/Sign-In with mobile number

- Enter mobile number /email address
- Enter Password
- Click "Sign In" to Sign in into the Mobile Application
  - o Forget Password
    - ▪ OTP will be send to the Registered mobile number
    - ▪ Enter OTP
    - ▪ OTP will be verified and user will be able to set the New Password on successfully verification of OTP.

3.2.2. Home/Dashboard

As soon as user open web application,, user will able to see following details on the screen:

- **Search By Keyword**

  - o User will able to enter the keyword and application will show the results based on the keyword

- **Filter the results**

  User will able to filter down the result based on the following parameters:

  - o Product category
  - o Variants if available
  - o NOTES: Product category will only be visible if merchant adds category for products.
- **Product sorting on category pages, search result pages**
  - ● Popularity/Relevance

- Price: High to low

- Price: Low to High

- Top Rated

- Newest

Based on the search/Filter parameter user will able to see the following details of product as list view:-

o Product #1
   ▪ Thumbnails/Photo of the Product
   ▪ Name of the Product
   ▪ Price of the Product
o Product #2
   ▪ Thumbnails/Photo of the Product
   ▪ Name of the Product
   ▪ Price of the Product
o And so on…

By clicking on any of the product user will able to see following details

   ▪ Thumbnails/Photo of the Product
   ▪ Name of the Product
   ▪ Price of the Product
   ▪ Type of Product
      − Digital
      − Physical (If physical. No need to show user this)
   ▪ Description of the Product
   ▪ Variants of product if available (e.g. colors, size and so on)
   ▪ Mark product as favorite
   ▪ Reviews of the product if available and ability to review it.
   ▪ Quantity to add option
      − User can add multiple Quantity of the Product
      − By adding the Product, Product will be added to the cart.

3.2.3. Shopping Cart

User will able to see the Product added to the cart on this screen/module. User will able to see the Product details as follow:

- o Name of the Product (Product #1)
  - ▪ Product Details
  - ▪ Price of the Product
  - ▪ Quantity of the Product (Editable)
- o Name of the Product (Product #2)
  - ▪ Product Details
  - ▪ Price of the Product
  - ▪ Quantity of the Product (Editable)

- o And So on…..

- ● Enter promo-code to avail the discount
- ● Shipping Price (according to shipping rules as per merchant)
- ● Total Price of the Cart

- ● Enter Delivery location (Capture by What3word) if delivery is offered.
- ● Enter info for any additional info for the fields merchant wants
- ● Check Out
  - o Once the user finalized the Products, User can process for the check out by clicking on this option.
  - o User need to pay the amount by entering the Credit/Debit card details or available payment methods on the selected available payment gateway, or COD if offered.
  - o User will able to Pay the amount through following way also:
    - o Payfast
    - o Yoco
    - o PayPal

- ●   Notes: If merchant offers delivery and collection, user can select. If no delivery, then user get a message after payment confirming they will receive an email when order is ready.

Note: All require Payment Gateway APIs/SDKs will be purchased and provide by the client to the Shadow Company.

3.2.4. My order

User will able to see the order details as follow:

Pending/Current order

User will able to see the list of pending order details as follow
- Order Details
    - o Order Date and Time
    - o Order Number
    - o Product name and price
    - o Total Amount
- Status of Order
    - o Pending
    - o In Process
    - o Shipped
    - o Ready
    - o Exchange
    - o Refund
    - o Cancelled
- Notes: Depending the status, user will be able to see relevant details when the merchant updates the status accordingly. E.g if merchant updates shipped, user will be see tracking details.
- Able to request cancel the order (subject to merchant offering this and acceptance)

Past order

User will able to see the list of past order details as follow
- Order Details
    - o Order Date and Time
    - o Order Number
    - o Product name and price
    - o Total Amount
- Status of Order
    - o Pending
    - o In Process
    - o Shipped
    - o Ready
    - o Exchange
    - o Refund
    - o Cancelled

- Notes: Depending the status, user will be able to see relevant details when the merchant updates the status accordingly. E.g if merchant updates shipped, user will be see tracking details.

- Able to View and Download the Invoices

3.2.5. Favorite Product

User will able to see following details on the screen:

3.2.6. Report (in small text) on footer for user to report store to us Simpefy.

- Able to view all products mark as favorite
- Able to Remove the product from favorite list

3.2.7. Bill/Invoice, & Transaction History

User will able to see the bill/Invoice, Earning and transaction History as follow:

- Ability to view the transaction history (for online payments Only)
  o View transaction id
  o View transaction amount
  o View date & time of the transaction
  o View Order Details

3.2.8. Blog

User will able to see blog details as follow (if merchant enables blog):

- Able to see list of blog will following details

  o Title of Blogs
  o image of Blogs
  o Description of Blogs
  o Blog Home
  o Blog Category pages

3.2.9. Profile

User will be able to see the profile Details and manage as follow:

- **Account Information**

  Users can view the personal information and edit as follows:

  - Edit Profile image
  - Edit First Name
  - Edit Last Name
  - View Mobile Number
  - Edit Email Address
  - Click on '*Save'* to save the changes made

- **Saved Address**

  User will able to save 3 addresses in the account

  - Able to Add/Edit the delivery/Shipping Address

3.2.10.   Settings

User will be able to Navigate and manage the following Settings:

3.2.10.1.   Change Password

Users can change their password as follows:

- Enter Old Password
- Enter New Password
- Re-enter New Password
- Click on '*Save'* to save the changes made

3.2.10.2.   Contact Us

User will be able to Contact the Merchant as follow:
- Enter Full Name
- Enter Email Address

- Write Message
- Click "**Send**" to submit the inquiry from the web app

3.2.10.3.   About Us

User will be able to see and read the about us Details

3.2.10.4.   Any Content Pages that Merchant had added

3.2.10.5.   Privacy Policy

User will be able to see and read the Privacy Policy Details

3.2.10.6.   Terms and Conditions

User will be able to see and read the Terms and Conditions Details

3.2.10.7.   Log Out

By clicking on the log Out Option User will be logged out from the web Application

3.3. Scope of Work- Merchant Panel (PHP)

Once the Merchants Open the Merchants panel, Sign in option will be available to sing in into the Panel. Merchant will also be introduced to a guided tour on first sign into the panel.

3.3.1. Sign In

Merchants will be able to Sign in into the Panel as follow:

- Enter your Username
- Enter Password
- Click "**Sign In**" to Sign in into the Merchants panel

3.3.2. Dashboard

As soon as the Merchants log in, He/she will be landed on the dashboard screen and able to see the following details

- View numerical data regarding no of user registered
- View numerical data regarding no of order Completed
- Number of orders pending
- View numerical data regarding total earning
- View numerical data regarding no of order Conversation rate
- View numerical data regarding no of order Cancelled
- View numerical data regarding the no of order total return sub data on (exchanges/refunds).
- View Numerical data regarding number of abandon Cart
- View Numerical data regarding the total amount of all abandon cart
- Number of coupons used

3.3.3. User Management

Merchant will be able to manage the users as follow:

- Merchant can Manage the **Customer/User** as follow:
  o Able to See the Complete List of user registered with the web Application.
    − Name of the User
    − Mobile Number / Email Address
    − Orders for the particular user
  o Able to **search** the particular user
  o Able to **Inactive** the particular user and **Active** the user again
  o Able to **delete** the particular user
  o Able to Export the Details in csv and excel format.

3.3.4. New Product Category Management

Merchant can navigate to this tab as follows:

- Create/Post/Add New Categories of New Products
- Edit/Delete/Active/In-Active Existing Categories of New Products

3.3.5. Product Management

Merchant will able to see and manage the product details as follow:

- Able to add new product as follow:

    o Choose Category of product
    o or add product without category
    o Enter the title of product
    o Enter description of product
    o Upload Images of product
    o Enter any variants and pricing for the variant.
    o Enter available quantity
    o SKU/ Barcode
    o GTIN
    o Enter price of product in currency set (per month/annual, , quarterly, bi annual - if subscription)
    o Digital or Physical
    o File upload (max.25mb) File link will automatically be sent when merchant selects "ready" status for digital order.
    o Require Shipping or Not? (if digital this won't be displayed)
    o Best Seller? This can also be determined on the sales of product
        ▪ Yes
        ▪ No
    o Weight (Kg)
    o Feature on homepage
    o Feature on category page
    o Click add to add product
- Able to Edit/Inactive/Active and Delete the already added products
- Able to import products and export products to CSV
- Manage Categories
- Search for the product
- Sort product lists for merchant own use according to price, ratings, popularity (best sellers)
- Featured product on homepage or category page (This lists the products on top of the normal listed products)

3.3.6. Order Management

Merchant can manage orders as follows:

Pending order / Sales

Merchant will able to see the list of pending order details as follow
- Name of User
- Contact Details of the user
- Order Details
  - Order Date and Time
  - Order Number
  - Product name and price
  - Total Amount
- Delivery address
- Status of Order
  - Pending
- Able to Cancel order
  - In case of cancel enter the reason of cancellation.
- Able to change the status of order
- Shipping Label Creation
- Manage Subscriptions orders
  Notes: a pop up shall appear for each, this will send user a notification. All statuses from shipped to cancelled will require merchant to enter further details accordingly).
  - Pending
  - In Process
  - Shipped/Fulfilled
  - Ready
  - Exchange
  - Refund
  - Cancelled

Past order /Sales

Merchant will able to see the list of past order details as follow
- Name of User
- Contact Details of the user
- Order Details
  - Order Date and Time
  - Order Number
  - Product name and price
  - Total Amount
- Delivery address
- Shipping Label creation
- Status of Order

Notes: a pop up shall appear for each, this will send user a notification. All statuses from shipped to cancelled will require merchant to enter further details accordingly).

- o Pending
- o In Process
- o Shipped
- o Ready
- o Exchange
- o Refund
- o Cancelled
- ● Able to see and download invoice.

- ● Able to Export the Details in csv and excel format.
- ● Manage Subscriptions orders

3.3.7. Promo-code management

Merchant will able to see and manage the promo-code details as follow:

- ● Able to add new promo-code as follow:

  - o Enter the promo-code
  - o Enter Description
  - o Enter percentage of Discount
  - o Enter if fixed rate of discount
  - o Enter if specific to product
  - o Enter validity
  - o Enter number of times used or infinite.
  - o Click add to add promo-code
- ● Able to Edit/Inactive/Active and Delete the already added promo-code

3.3.8. Blog Management

Merchant will able to see and manage the Blogs details as follow:

- ● Able to add new Blogs as follow:

- o Enter the title of Blogs
- o Enter Description of Blogs
- o Upload Images
- o Click add to add Blogs
- o Category of blogs
- o Featured on home page of blog
- Able to Edit/Inactive/Active and Delete the already added Blogs

3.3.9. Payment Option Management

Merchant will able to manage the payment accept online as follow:

- Online Payment Accepted for each specific payment gateway

    - o On

    - o Off

- Payment Method to allowed

    - o Cash On delivery

    - o PayPal - Credit/Debit Card, PayPal account

    - o PayFast Credit or Cheque card, Instant EFT, Masterpass, Mobicred, Masterpass, Snapscan,Scode, Zapper

    - o YOCO Credit/Debit/ Cheque card

3.3.10.   Ratings & Review Management
Merchant can navigate to this tab as follows

- **Select product**

    - o merchant can manage ratings and reviews given by users to selected product (*View/Delete*)

3.3.11.   CMS / Pages
   - ▪ Merchant can create, edit and delete created pages, cannot delete contact us, privacy   policy and, terms and conditions.

- o merchant can add templated pages like FAQ, About Us or Gallery.
- o Banners – Create by uploading and crop to size. Edit and delete. Show on homepage, category page or product page. Add link to banner.
- o Banner types: Popup or ribbon (on top of site)
- o Sliders – Create (crop to size), Edit and delete. Add link to slider.
- o Slider types: homepage or category page

3.3.12. Marketing

Control, Manage, Enable or Disable

- o Mailchimp (control, manage, also enable or disable newsletter sign up on site)
- o Google Analytics
- o Facebook Pixel
- o Google Shopping Feed
- o Facebook /Instagram Shop Feed
- o SEO
- o WhatsApp Chat widget

3.3.13. Shipping

Manage the shipping costs

- o Location/Zone
- o Cost per location/zone
- o Cost per weight barrier
- o Free shipping enable/disable:
- o rules: specific product, over certain weight, certain cart value, specific location/zone.

3.3.14. Bill/Invoice, & Transaction History

Merchant will able to see the bill/Invoice, Earning and transaction History as follow:

- ● Ability to view the transaction history (for online payments Only)
  - o View transaction id
  - o View transaction amount
  - o View date & time of the transaction

     o   View Transaction Details

3.3.15.   Profile

Merchant will able to see and manage the profile as follow:

- Add/Edit the store Details

- Add/Edit contact details

- Able to Upload/Edit Store Logo

- Able to upload the photos of the store

- Phone Number (Show/hide)
- Email Address (Show/hide)
- Address (Show/hide)
- Click "Save" to save the changes made

3.3.16.   Change Password

Users can change their password as follows:

- Enter Old Password
- Enter New Password
- Re-enter New Password
- Click on '*Save'* to save the changes made

3.3.16.1.   Social Media links

Merchant will able to manage the social media links:

- Facebook
- Instagram
- YouTube
- Linkedin, Twitter,

     o   Set link for each social media

3.3.17.   Setting

Merchant will be able to navigate and manage the following Settings:

3.3.17.1.   Change Password

Merchant can change their password as follows:

- Enter Old Password
- Enter New Password
- Re-enter New Password
- Click on '*Save'* to save the changes made

3.3.17.2.   Contact Us Messages,

Merchant will be able to see the contact us details received from the users as follow:

- List of Contact Us Details
    - Name of the User
    - Mobile Number of the user
    - Received Message from the user
- Merchant will also get an email notification

3.3.17.3.   About Us (This can be in CMS)

Merchant will be able to Add and edit the about us Details

3.3.17.4.   Privacy Policy (This can be in CMS)

Merchant will be able to Add and Edit the Privacy Policy Details

3.3.17.5.   Terms and Conditions (This can be in CMS)

Merchant will be able to Add and Edit the Terms and Conditions Details

3.3.18.   Domain Manager

Merchant can choose any of the one option as follow for domain:

- Use Free .co.za Domain (on paid plan only)

- User Default Unique Domain

  - Mystore.simpefyshop.co.za.< User need to enter the unique Address

- User own domain

  - Enter the Domain name

  - Copy the TXT Code of the domain

3.3.19. Site Customization and Control Option

Merchant will able to see and manage/customize the website as follow:

- Choose Layout of the 8 available, overall site color

- Able to Add 404 page contain

- Tax rate input percentage or (enable or disable)

- Favicon

- Choose the Cart label and color of button rgb

  - Add to cart

  - Add to trolley

  - Add to basket

  - User can choose any one of them

- Order Button color

- Order button title

- Product button color

- Product Filter option

- On

- Off

- Product sorting option on/off

- Number off Product on Home page to display

  - Drop down with pre-define value

- Header color

- Footer Color

- Add Html Code

- Custom Information Fields to collect info from customer

- Pricing: USD or ZAR

- Click "save" to save the changes

3.3.20.   Email Notifications

Merchants can enable or disable these notifications

- New order

- When user registers

- In Process

- Shipped

- Ready

- Exchange

- Refund

- Cancelled

- To merchants: Stock of product is lower below _define number

3.3.21.   Log Out

By clicking on the log Out Option Merchant will be logged out from the web Application

3.4. Scope of Work- Backend Admin Panel (PHP)

Once the Admin Open the admin panel, Sign in option will be available to sing in into the Backend Panel.

3.4.1. Sign In

Admin will be able to Sign in into the backend Panel as follow:

- Enter your Username
- Enter Password
- Click "***Sign In***" to Sign in into the admin panel

3.4.2. Dashboard

As soon as the admin log in, He/she will be landed on the dashboard screen and able to see the following details

- View numerical data regarding no of Merchant registered with the application
- View numerical data regarding no of order Completed
- View numerical data regarding total earning for the Subscription
- View numerical data regarding no of order Conversation rate
- View numerical data regarding no of order Cancelled
- View Numerical data regarding number of abandon Cart
- View Numerical data regarding the total amount of all abandon cart
- Number of coupons used

3.4.3. *Merchant* Management

Admin will be able to manage the users as follow:

- Admin can Manage the **Merchant** as follow:
  - Able to See the Complete List of user registered with the web Application.
    - Name of the Merchant
    - Mobile Number of Merchant
    - Domain details
  - Able to **search** the particular Merchant
  - Able to **Inactive** the particular Merchant and **Active** the Merchant again
  - Able to **delete** the particular Merchant

3.4.4. Bill/Invoice, & Transaction History

Admin will able to see the bill/Invoice, Earning and transaction History as follow:

- Ability to view the transaction history (for online payments Only)
  - User Details
  - View transaction id
  - View transaction amount
  - View date & time of the transaction
  - View Subscription Details
- Able to Generate Invoice and export in PDF format

3.4.5. Promo-Code Management

Admin will able to manage and navigate the Promo-code details as follow:
- Able to Add new Promo -code as follow:
  - Enter the Promo code
  - Enter the Discount percentage
  - Click "Add" to add new Promo Code
  - Enter if fixed rate of discount
  - Enter if specific to product
  - Enter validity
  - Enter number of times used or infite.
  -

- Able to Edit the existing Promo Code details
- Able to Inactive and Active the Promo Code Details
- Able to Delete the existing Promo Code details

3.4.6. Subscription Plan management

Admin will able to see and manage the subscription plans as follow:

- Able to see Already added list of subscription plan
- Able to add new subscription plan
    - Name of the Plan
    - Description of the Plan
    - Number of Product Allow
    - Validity of the plan
    - Price of the plan
    - Click add to add plan
- Able to Edit/Inactive/active and delete already added plans
- When merchant buys subscriptions or registers for trial, add details to mailchimp contact book

3.4.7. Blog Management (Knowledgebase)

Knowledgebase will able to see and manage the Blogs details as follow:

- Able to add new knowledgebase articles as follow:
    - Enter the title of Blogs
    - Enter Description of Blogs
    - Upload Images
    - Click add to add Blogs
    - Category of knowledge
    - Featured on home page of blog
- Able to Edit/Inactive/Active and Delete the already added Blogs

3.4.8. Notification Management

Admin will be able to send the notification to the users as follow:
- Select user
    - Single user
    - Multiple user
- Enter the Message

● Click "Send" to send the notification in user web Application.

3.4.9. Social Media links

Admin will able to manage the social media links:

- Facebook
- Instagram
- YouTube
- Linkedin, Twitter,

  o Set link for each social media

3.4.10.   CMS / Pages

▪ Can create, edit and delete created pages.

o add templated pages like FAQ, About Us or Gallery.
o Banners – Create by uploading and crop to size. Edit and delete. Show on homepage, category page or product page. Add link to banner.
o Banner types: Popup or ribbon (on top of site)
o Sliders – Create (crop to size), Edit and delete. Add link to slider.
o Slider types: homepage or category page

3.4.11.   Marketing

Control, Manage, Enable or Disable

o Mailchimp (control, manage, also enable or disable newsletter sign up on site)
o Google Analytics
o Facebook Pixel
o Google Shopping Feed
o Facebook /Instagram Shop Feed
o SEO
o WhatsApp Chat widget

3.4.12.   Setting

Admin will be able to navigate and manage the following Settings:

3.4.12.1.   Change Password

Admin can change their password as follows:

- Enter Old Password
- Enter New Password
- Re-enter New Password
- Click on '*Save'* to save the changes made

3.4.12.2.   Contact Us

Admin will be able to see the contact us details received from the users as follow:

- List of Contact Us Details
    - Name of the User
    - Mobile Number of the user
    - Received Message from the user

3.4.12.3.   Services

Admin will be able to Add and edit the service Details with images

3.4.12.4.   About Us

Admin will be able to Add and edit the about us Details

3.4.12.5.   Privacy Policy

Admin will be able to Add and Edit the Privacy Policy Details

3.4.12.6.   Terms and Conditions

Admin will be able to Add and Edit the Terms and Conditions Details

3.4.12.6.1. **Log into WHM to access functions including:**
Nameservers etc.

3.4.12.7. **Payment Gateway Management (Yoco, Payfast, PayPal)**

3.4.12.8. **Shortcut to Log into domain manager, domains.co.za**

3.4.12.9. **Access to control and edit Merchant setting.**

3.4.12.10. Terms and Conditions

3.4.13. **Email Notifications**

Admin can enable or disable these notifications

- New subscriber/merchant

- When subscription is cancelled

- When subscription is upgraded/downgraded.

- Before trial expire, send reminder to upgrade.

- If merchant doesn't complete setup.

3.4.13.1. Log Out

By clicking on the log out option admin will be logged out from the admin panel.

Client notes:
1) Admin Application design can be very similar to Merchant to save time and separate design.

2) Simpefy is built on simplicity and the aim to make creating and managing an online store as simple and easy as possible.

3) All Layouts and Web Applications must have a modern UI and be mobile optimized.

4. Important Points to be noted for the Application

- Web Application for general Website Customer/User, Merchant Panel and Admin Panel will be in the English language only.

- Any type of server and storage purchase will have to be done by client.

- All the required Domain and account will be purchased by the client and provide it to the Shadow Technology Company for the Deployment.

- Mobile, Tablet & iPad apps are not considered in the current scope of work of the project.

- Payment Gateway, SMS Gateway or any other account creation will be done by the Client. Our Team will help in setting up different credentials once the project is finalized by the client

- All the statics Information and Images will be provided by the client to the Shadow Technology Company.

- All development will be done as per the feasibility of the technology and Data available.

- In case client stops responding in middle of the project development and it crossed its discussed timeline due to non-response, we won't be responsible to complete such project

- All require APIs/SDKs for the Capture current location of User will be provided by the client

- All require APIs/SDKs for the Location capture will be provided by client

- Time to time client have to share their feedbacks for the work over E-mail

- Standard design is considered for the **PHP Web-panel** for *Merchant*

● Standard design is considered for the **PHP Back-end Web-panel** for *Admin*

● Standard design is considered for the **PHP general Web-Site** for **User**

● Standard design is considered for the **PHP Web- Site** for *user*

5. Refund policy

● In case of project cancellation, refund is subject to delivered work

● In case we are not able to deliver the work, amount will be refunded.

● In case of client dissatisfaction payment will be deducted as per the work progress, and project will be handover to the client on that stage, so client could complete the remain work form any other company. The balance amount which is remaining after the deduction will be refunded.

● In case client stop responding at any stage of the project. In a such condition refund is not possible.

6. Project delivery and deadline policy

● We always try to deliver the work on time. But for work completion client involvement is equality important. In case client stop responding we are not liable for timely delivery of such project.

● In case of revised multiple changes in the designs or functionality this may cause in delay delivery and cost increment. It is recommended to the clients to review the work properly in draft approval phase, after completion of the design and functionality changes in the core design or functionality are subject to delay delivery, additional charged or both.

7. Project Costs Estimation

- The Project execution will be strictly based on the Scope of work and will be closely following the features written in this proposal document. There will be a fixed cap on the Effort and Cost of the Entire Application Development

- Any change in those features would initiate a Change Request (CR). The changes will have to be estimated again and upon mutual consent, will be added to the Scope.

7.1.Project Costs & Estimate

Title: SaaS based Ecommerce web Application.

Sr No	Modules	Prices
1	General User web Application	$00USD : /-
2	Merchant Panel and Backend Admin Panel	$00USD: /-
3	User website of Product buying	$00USD: /-
4	Deployment & testing	Free
5	Total budget	$USD: 000/-
6	Estimated Timeline	90-100 Days

7.2.Support & Maintenance

- Our Company will provide free bug-fixing support for 1-months (it will start after deployment or 1 week from completion of the Development, whichever is earlier).

- Support & Maintenance doesn't include any **Change Request** (**CR**)

7.3.Technology Specification

We prefer to use Open Source technology and Respective framework for web services and Web Development.

Design Specification: -

For Applications, we will follow standard design.

Sr No	Module Name	Technology	Version Support
1	General and user website	PHP	All the Major Browser
2	Merchant and Backend Admin Panel	PHP	All the Major Browser

7.4. Payment Method

Milestones (Payment terms) of this project will be as follows:

Milestone No	Milestone Name	Milestone Payment
1	After SRS Document, DFD and Project Plan sheet	**$USD 00/-**
2	Wireframe, Workflow and UI	**$USD 00/-**
2	50% work Complication as per project plan sheet	**$USD 00/-**
3	After customer, admin and merchant beta version	**$USD 00/-**
4	After Deployment and Support	**$USD 00/-**

7.5. Deliverables

Once the Project manager will be allocated for this project with a team of experienced developers and they will implement this project by keeping in mind all the points which were covered in earlier sections

The deliverables will include:

1. **PHP Web site for the general user** Along with the Source Code

2. **PHP Web site for the user** Along with the Source Code

3. **PHP Web Panel for the merchant**   Along with the Source Code

4. **PHP backend Web Panel for the Admin** Along with the Source Code