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Design, Development & Deployment of Website: [www.Palcura.com](http://www.Palcura.com) No Pet Left Behind!

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**Proposal Document**

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# Project Overview

The objective of the project is to design, develop & deploy awww.PalCura.comwebsitewith the features listed below in this document.

**The idea is to build an aesthetic, robust, secure, seamless, fully functional and scalable market place that connects Pet Owners, Pet Renters and Pet Sitters. The platform will eventually be a one stop ‘shop’ for everything related to Pets. The admin should have an ability to extract information for future analysis and efficient marketing.**

1. The website to have a good mix of high performance & visual appeal
2. Secure, robust & reliable.
3. Designed specifically for the business therefore making it easy for customers to use & navigate around.
4. Effectively address each TG by showcasing what they want to see
5. Idea is to keep the website professional to represent the key values associated with the brand.
6. To bring out the organization positioning in the target market.
7. To develop features and functionalities that bring out better and qualitative engagement with the website visitors.
8. Easy & quick to update, maintain and manage from the administrator’s perspective.
9. Built with a SEO friendly structure for effective online promotion.
10. Website to be designed in a modular fashion so as to be able to incorporate different features / functionalities as and when required by the brand.

# Scope of Work and Website Features List

The main features targeted for the website are listed below. The website will be developed using **YII Framework (MVC 3-Tier Architecture).**

## Brand Logo

* Includes up to 3-5 Original Logo Concepts by 2 Different Logo Designers
* 100% original & unique Logo Designs. No use of Clipart!
* Deliverables in all formats for web, stationery & print mediums
* FREE Transparent Background Version of your new logo
* Unlimited design revisions will be offered to the client on the selected concept
* Complete ownership rights with lifetime files support

## Web Design

* Custom Built Homepage Design. No use of templates!
* Stock Images for Home Page included
* HTML/CSS implementation of the approved pages
* Responsive design for mobiles & tablets
* Unlimited design/mockup revisions
* Online Enquiry Form (with SPAM protection features)
* Up to 10 Static Informational Pages manageable through the CMS.

## Frontend

### Website Pages

#### Landing Page Elements

There will be a three step process for the landing page:

Three “boxes” representing three types of users (a) “Service requestor – Pet Owner” (b) “Service provider- Pet Sitter”(c) “Future Owner or Pet Renter”

Veterinarian/Trainer is under TBD and will be covered in Phase 2.

If user selects 1.a, a second bigger rectangular place holder with “Select your Pal Type” as the header and “Dog”, “Cat”, “Other” would show up

Once the user selects Pet Type, he/she will get the “search” box, with options to select Pet Service type, date (optional, we provide an option named “Date undecided”), Pet weight, and hit the search button. They will also see a sign up box (not within search section)

If the user selects 1.b, they will need to sign up or sign in.

If the user selects 1.c, they will get same option as “pet owner”, except pet service type will not be available.

Sign in/Sign up default option would be available in the header section (top right corner).

Rest of the information such as ‘About PalCura, How It works, Vision, Mission etc. will be a scroll down option within the home page. Reference website: plated.com, care.com, blueapron.com

There will be a ‘read more’ button under each section, clicking on which will redirect the user to their respective pages.

The “text” titles, headers etc. will also be manageable from the backend by the website administrator.

* Search Services/Find a sitter - on the left right section
  + When user clicks on ‘Find a sitter’, a small window within the same page would open up asking the requestor to select Pet type
  + After selecting the pet type, field to select the service type and dates would appear.
    - Pet owner can also choose the option of “Dates undecided” and all sitters in the area sorted by proximity and ratings (if available) will show up. This is in the case of an owner wanting to look at options available for any future travels. Zip code or geo location would be mandatory.
  + Upon clicking on ‘search’, the page should list near-by sitters (sorted by Dog, cat and bird in order), provide the rate and pictures (quick view and navigation without leaving the page) with the right section providing a map, top section providing the options to filter results.

#### Teaser Page

* Teaser page will be designed separately during the main website development phase since this page will go live precisely before x days of website’s launch.
* We will have a x days countdown timer on the teasers page to garner more excitement within the users and community. This will indirectly send message to all about the date of the launch of an amazing website which people can look forward to.
* We will have a short description on the teasers page on how fascinating the website is going to be as well as educate users on the USD 5 credit bonus for first x sign ups. The short description text will be provided by the client.
  + The design team will first create the teasers page layout and share with the client.
  + Once approved, we will convert the same into HTML.
  + Post which, development team will do the coding, write the script and set the parameters for USD 5 bonus to the first ‘x’ signups. Client to share the number (x) of signups before it reaches development team.
* We will have a button or a form on this page to invite the users to subscribe/sign up.
* Since the teasers page is going to be a temporary module (for one month), we will keep it simple as well as highly user friendly to keep the users interested to sign up.

The user will be provided below options to choose from:

Pet owner

Pet sitter

Pet owner + sitter

Pet renter.

Post their selection, they will be required to provide their first name, last name and email ID. All these details will be captured in the database.

However, we will match the email ID provided during the teasers subscription when the same user signs up on the website (once live), to be eligible for USD 5 auto credit.

* The subscribers who won USD 5 credit gets a confirmation email whereas the subscribers who did not win also gets a separate ‘thank you’ email. The email text will be provided by the client.
* They will be precisely informed to use the same email ID used for subscription during the future website registration as well.
* Once the main website is live, these very users will be required to undergo the sign-up process on the website by using the same email for USD 5 auto credit into their wallet.

Please Note: Client will not be provided with a backend to manage the teasers page.

## Features

#### Pet Owners and Pet Sitters

* Pet Sitters would board Owner’s pet’s in their house (Sitters house) or Pet Sitters would be given permit by Owner to visit their pets at regular intervals, provide food, meds (per permit), and take them for a walk (dog only) at Pet Owner’s house (in presence or absence of owner per the agreement) – ad-hoc concierge service
* Pet Sitters can also provide additional services such as grooming, training, bathing, taking pets (dogs only) to Dog Park as separate services or as add-on.
* Sitters can set service offerings, pricing, during initial profile set up.
  + In addition to that, sitter can also change their pricing during an active request from owner upon which the owner will get notified and will have to accept the change before proceeding and booking.
* Manual approval process for Sitters.
  + Capturing all the relevant details from sitters that will allow admin to manually review and approve. Post approval, a verification stamp should be applied (Verification stamp/flag is key during dispute resolutions).
  + It will also be at admin’s discretion to remove the verification stamp from the sitter in case of any dispute.
* Pet Owners needing services will be required to upload pet vaccination details, pet name and emergency contact # as mandatory requirements before confirmed booking.
  + We will only auto notify the users on the expiring vaccination if they enter the date and/or validity. However, we cannot auto notify the users if they only upload the image because our scripts can set the parameters based on the entered date and cannot identify text/data mentioned on the image.
  + Auto reminders will be sent to the users before 30 days (or you can suggest) of vaccination expiration.
* Meet & Greet services, with Live Video call (embedded feature) call focusing on video meet compared to an in-person “Meet and Greet”.
* Price will be set by Sitters and charged to the Owner as soon as Owner pays for the boarding/service. Credit & disbursement services to the Sitter/Service provider will be set post completion of the service.

Credit will be an automated service; however, disbursement will be manual and will require the sitter to select the option of disbursement. Until the Sitter clicks on disbursement, admin can “hold” the amount and show as credit on Sitter’s dashboard.

* Provide Owners with a timeline tracking report of their pet.
  + Provide these (below) 7 fixed options to the sitters to post an update for the owner which will be visible in their dashboard
    - Woke up, Ate food, Walk done, Playing, Sleeping, ‘At Pet Park’ and “On couch/bed”).
    - Once the Sitter/Service provider clicks on the radio button, the time is recorded and the Owner’s dashboard is updated.
* Pet Owners will also have additional filter options on Sitters with their profiles set based on age group, weight group, and breed type.
  + These filter options will appear on 'search results' that pet owners get. It is at their discretion to further filter a best match pet sitter.
  + Pet owners can simply choose a sitter (without using any filter options) and move ahead towards reservation.
* Ideally, these will be the steps:
  + Search results shown
  + Choose
  + Request
  + Get confirmation from sitter
  + Reserve
* Once reservation is finalized, Owner will be able to see the actual home address of the Sitter/Service provider and vice-versa if Owner has requested for In-home service.
* Pet Owners/Service requestor will connect with Pet Sitter/Service provider through messaging (Direct message inbox system).
* One day prior service, a reminder should be sent to Service Requestor/Service provider about the Event day and to fill any notes necessary (e.g. pet details, food habits, sleep hours etc.). If the Service requestor has filled the details then the Service provider should get a notification with the details of the pet to prep.
* Ability to access requestor location to provide listing of near-by sitters/service providers. If the requestor refuses to allow access to their location, then the requestor’s zip code will be used to provide nearby sitters/service providers.
* For the additional services/add-on for pet sitters, the sitters will set pricings for each service separately and owners will see the pricings based on the services selected.

#### First time Renters with Pet Owners

* “Sitters” who have never owned a dog and are simply interested in boarding dogs to prepare themselves for future dog Ownership can “rent” dogs to get the experience.
* This will be a separate service and ideally not be mixed with the usual Pet Owners & Sitters
* Will require an understanding between Pet Owners & Sitters and Pet Owners will be required to be on call if Sitters need help.
* Pet Sitter will be charged and not the Owner.
* Pet owners who are willing to rent their dogs to pet renters will be able to set pricing for renting services and renters will be charged on per day basis (not hourly).

#### Pricing:

* Prices will be set by Pet Sitters on a Per day, per night, Per Hour basis (as chosen by the Sitter)
* In-case of change in # of days/hours of chosen service/boarding, a request for change can be initiated by Pet Owner, and Post acceptance by Sitter (either on same pricing or extra charge).
* Fees: – 15% of the total booking charge (set by Sitter/Service provider) will be taken out and remainder will be paid/credited to the Sitter/Service provider. In order to encourage Owner’s/Service Requestors and Sitters/Service providers to book/service for longer duration, a x% discount (instant) off the total charge will be provided to the owner and a x% credit will be provided to Sitter for every booking that exceeds or equals 10 days (1 day is also equivalent to 1 walk or one hour of service). If the total cumulative # days equal 50 days then both parties will become a part of “PalCura Family” and the default charge of 15% will no longer apply. (The attached sheet provided by the client will be benchmarked for logic and scenarios with assumed transaction fees) :



* The credit will only be used towards PalCura services and will not be available to transfer into cash.
* The above discounts will only be applied for users that have verification badge
* In addition the automated discounts/credits provide an offline option to provide ad-hoc discounts/coupons/credits. The admin will be able to select users based on # of bookings, days, zip code etc. to provide coupons/discounts (i.e. credits). The offline option will also allow to credit in-case of any disputes etc.
* A Teaser discount will be applicable for early sign on users.
* There will be a scope for price negotiation on the website. Pet sitters and pet owners will have an option to mutually finalize the hourly/day price for the services.
  + Pet sitters will be able to set the final price for the services.
  + Pet owners will make the booking as per the negotiated price.
  + Admin fees will be applied on the final price which the pet owner pays.
* Payments to Service providers/Sitters will be disbursed 48 hours post service completion assuming disbursement request is placed by Service provider/Sitter. Sitters/Service providers can request to transfer the payment to their PayPal account or request a check for a fee (PalCura admin will send a check for $2 for each check disbursement). If the disbursement request is not placed, then the amount will appear as a credit in Service provider/Sitter’s dashboard and will be a liability for admin.
* Sitters/Service providers will require connecting their PayPal account to PalCura Account for disbursement.

#### Dispute Resolution:

* The word ‘dispute’ will not be used on the website as it will encourage the pet owners to file dispute on petty issues. We will instead term it as ‘Connect with Palcura Admin’ (this text can be changed as per admin’s discretion).
* There will be a link/button (Talk to Admin) provided with each booking and by clicking on the same, a contact form will open.
* Pet owners can fill in the details in the form with their suggestions, concerns, experience and questions. The form once submitted will show a ‘Your message is received by Palcura. We will get back to you within 24 hours’ (this text can be changed as per admin’s discretion) message to the pet owner. The same details will also be listed in the backend for admin review.
* Post which, PalCura will review the dispute offline and if required seek further details via offline message and once satisfied provide partial refunds or if it’s a repeated dispute for the same provider then PalCura will have the option to remove the verification badge from the provider or charge 20% for their next booking instead of 15% and will not be eligible for discounts and be a part of “PalCura Family”
  + Website admin will have an option to provide the verification badge to the same sitter in the future.
  + Once the verification badge is added to this sitter, he/she will be eligible for discounts and be a part of PalCura family again.

#### Verification Requirements for all Users:

* Initial sign up will be simple for all: Name, Zip, email and phone (all fields mandatory).
* Once the sign up is complete, a service requestor will be allowed to search for service provider and send a message; however, the service requestor (except for “renter”) will require to enter their pet info (name, breed- smart search with IntelliSense; we will provide the list of pet breeds, weight, Age, sex) and a message block to send message to the provider.
* Before the request acceptance, requestor will require to add additional details.

Please note that for the first time Owner seeking pet service, the sign up is only once they determine if there is availability. If they are not in hurry and simply want to sign up, by default we have the option on the top right corner, as well as within search section. Sign up will be mandatory before a brand new user requests for a service.

* Basic Requirements (Pet Sitter/Pet Renter)
  + Name
  + Address (will require auto USPS or Local country address look up \*)
  + Upload of driver’s license (if available) else SSN# (or Pan card once client scales to countries like India)
  + Pictures of themselves with their house, and at-least 1 room
  + Pictures of themselves with their own pets where applicable.
  + Types of services & price set
  + # of Pets that they can board at the same time.
  + Upon offline approval of the Pet Sitter/Service provider, a “verified” stamp will be set and displayed on the Sitter/Service provider’s home page. The Sitter/Service provider will also get notified on verification.
  + Additional **optional** info : “My household”:
    - Income (<$25,000, $25,000-$49,999, $50,000 - $74,999, $75,000 - $99,999, $100,000-$149,999, $150,000+)
    - Country (auto-detect)
    - Residential status( Live with Parents/relatives, Couch surfing, Renting with friends, Renting by myself, Campus housing, I own a condo, I own a house)
    - Household size : 1, 2, 3, 4, 5, 6+ adults, children : 0, 1, 2, 3, 4, 5, 6+
* Basic Requirement (Pet Owner)
  + Name \*
  + Address (will require auto USPS or Local country address look up \*)
  + Email \*
  + Phone \*
  + Question: Do you own more pets? If yes, what type & breed? (**Optional**)
  + Question: Would you be interested in “renting” your pet to future pet owners and help them gain confidence?
  + Additional **optional** info : “My household”:
    - Income (<$25,000, $25,000-$49,999, $50,000 - $74,999, $75,000 - $99,999, $100,000-$149,999, $150,000+)
    - Country (auto-detect)
    - Residential status(Live with Parents/relatives, Couch surfing, Renting with friends, Renting by myself, Campus housing, I own a condo, I own a house)
    - Household size : 1, 2, 3, 4, 5, 6+ adults, children : 0, 1, 2, 3, 4, 5, 6+

**Note**: Sensitive information such as SSN, PAN card etc. will require encryption

#### Post Registration Requirements:

* Upon registration, Pet Owner will receive a link & onetime code via email. Upon clicking the link and entering the code the Owner will be registered and forced to enter a permanent password.
* Upon registration/verification, Owner/Service requestor can search for specific service and enter their zip code, or allow the site to track their geo location.
* Once Owner/Service Requestor selects a Sitter/Service provider, then he/she will send a request through direct message/inbox system to initiate “meet & greet” or Video call or simply ask for availability. If the request is the first request and if the requestor is a Pet Owner; an additional form should pop up for the Owner to enter Pet Details, upload Pet vaccination (mandatory) and hit submit to move on to the next step (i.e. place a request).
  + The pop-ups in discussion would open within the same page and not take the user to another page.
  + The idea is to keep the user engaged and not distract him away by taking him to a different page.
* Once Owner/Service requestor decides to “book”, and is the first time placing the request he /she will be asked to enter their account information, address that will be linked to PalCura’s account. If the Owner has already made a transaction before and chosen to save their credit information, then the website should be able to pull the existing information and ask to confirm payment.
* The question on renting a pet will allow connecting future Pet owners (service requestors) to connect with existing Owners 1 who are willing to share/rent their pet.
* Pet details form : Emergency contact #(mandatory), Upload photo of the pet (optional), Vet/Doctor (optional) contact, feeding instructions (optional), “Funny Habits” (optional), sleeping instructions (optional)
* If sitter wants to become owner, he/she does not have to create a new profile and vice versa. Only the “incremental” inputs will need to be entered. Below will be the user journey:

We will have a ‘button’ or ‘checkbox’ on user dashboard.

‘Become a sitter’ option will be given to the pet owner in his dashboard and vice versa for the sitter on his dashboard.

By checking or clicking the same, incremental/additional fields will display, requesting the user to fill in the same.

If pet owner wants to become a sitter, a notification will be sent to the admin for approval.

Only once their profile is approved, they will appear as a sitter.

If the sitter wants to promote himself to the pet owner, the admin will receive the notification but no verification will be required.

#### Dashboards:

* Owners/Service Requestor
  + Timeline “Tracking”: For an active boarding, post login page of owner should show timeline “Tracking” activity for their dog: Walk done, ate food, sleeping, playing, woke up etc. These pre-defined options should be available for sitters in a very simple, one click fashion and each of the clicks will be recorded with timestamp to provide summarized dashboard for Owners (similar to Domino’s pizza tracking activity)
  + Pics and videos uploaded by Sitter, service provider
    - Provide Pet Owner with a dashboard containing summary of their daily pet activity in addition to summary of charges/credits (credits if they provide their dog for Pet Renting) and Videos or images uploading by service provider.
  + Reminder of upcoming reservations (& holidays to remind owners to book)
  + Past reservations & payments.
  + Bookings – This page will show the list of past and current bookings.
* Sitters/Service Provider
  + Select current active boarding profile
  + Active boarding profile : uploaded pics, videos, upload additional pics, videos
  + Timeline Activity tracking buttons (button clicks to update dashboard for owners)
  + Upcoming reservations & reminders of timeline activity or reminders on uploading pics, videos
  + There will be a daily friendly reminder for Pet Sitters/Service providers to update timeline; however, if they do not update timelines, the Owner’s dashboard (timeline section) will be empty or have a default message “No Activity updates”. It is also possible that the Sitters/Service providers will upload pictures and videos and not update timeline, so the Dashboard on Owner/Service requestor’s side would have the Videos/pictures section display the content.
    - Reminders will be sent as instant message, for e.g. “A friendly reminder to update timeline for “Aden”).
  + Past and future sitting activities, pet name, pet pic, and service provided in a Calendar format

#### User Interaction:

* Owner/Service Requestor AND Sitter/Service Provider:
  + SMS interaction feature and live chat between the users is not required at this stage (can be added later since we are building a scalable solution).
  + internal messaging communication between the owner and sitter will work as follows:
    - Users will communicate with each other using internal messaging feature.
    - Also, whenever a new message is sent from the messaging feature, the website will also send an email notification to the user.
    - Further, users will be able to reply to service requester from their dashboard using internal messaging.
      * This will be saved in the dashboard.
      * The message read in the email will not be auto marked as ‘read’ in the website. However, if they reply via email, while saving this reply in dashboard, we will mark message as ‘read’ in the website.
  + Regarding the masked email communication, the users will be assigned a masked email and whenever they receive or send any message from their email address, they will only see the masked email address of the other user.
  + Video chat:
    - To provide online meet and greet feature we will have an integrated video feature for the communication between the users. We will restrict the video call to 10 minutes per booking/service request and will be activated only after the initial request. The Date/time of Video call will be provided by the service provider. The requestor will have the option to propose new date/time or reject the Video Call request and provide preference (reason) of in person meet & greet. Both parties will be notified/reminded of the Video call session on the day of the set date and if there are changes in the schedule both parties will be notified. The Video call button will be activated for the day and if the service is not used during the set day then the “session” will expire automatically and a new request will need to be placed. The active Video call will be restricted for 10 minutes and both parties will be notified before-hand as well as during the session if the time is about to expire. Post expiration the session will end and a message will be displayed to encourage them to meet in person if required or proceed with the booking.
    - There will be a timer displayed on their respective screens which will enable them to plan their 10 minutes call.
    - Opentok (TokBox) is the video calling platform which will be integrated. The client will purchase the API which we will successfully integrate.
      * Development team will require this API after client’s website design approval and before start of programming phase.
      * We will provide an option to the admin in the backend to change video time limit.
    - Here is the API pricing structure: <https://tokbox.com/pricing>
    - **This solution will work on mobile devices as well.**

#### Payments and Disbursements:

* PayPal will be used as the payment gateway.
* Pet owners will make the payment for the services they require and all payments will be sent to admin’s account.
* On successful payment, pet owners will see the debit amount on their dashboard and pet sitters will see the credit amount (less the transaction fee).
* Pet sitters can ask for the money disbursement after service is completed from their dashboard and notification will be sent to admin for the same.
* Payment disbursements to the sitters will be done offline by the admin within 24 to 48 hours.
* We will store users’ credit card details in the encrypted format in the database and entering CVV number before every transaction will be mandatory.

## Backend

* Manage user accounts and reset passwords.
* Manage user profiles.
* Manage pricings, payments and transactions.
* Manage bookings.
* Manage content on informational pages.
* We will provide an option to the admin in the backend to download the reports (CSV file) for each module like user details, transaction history etc.
* Manage reports.

# Assumptions

The following are the standard assumptions made while estimating the costs and timelines

* We will design major pages of the website i.e. Home Page and important inner pages.
* The remaining pages will follow the same theme and each page will not be custom designed.
* The content and images will be provided by the client.
  + Images that are a part of the design and its sections will be covered by us.
  + Images that are a part of the content; for e.g., ‘about us’ etc. will be provided by the client.
* Cost of buying a 3rd party tool, if any, will be borne by the client
* Content pouring for 5 pages of the website is included in the scope.
* The content pouring task will only include pouring of content as per blocks designed in the standard content layout. Creation of new blocks for content enhancement is not included in the cost and can be handled at additional cost.
* Any feature other than the ones listed under “Website Feature List” are not included in Phase 1 development and can be included in future development phases
* We will add google analytics code to track user activities after the website is live.

# Deliverables& Non Deliverable

The Project would have the following deliverables & non-deliverables.

## Deliverables

* Complete source code of the project
* Development Documents & Database Design
* One time deployment on client’s hosting
* **Walkthrough of the backend for site administration via Skype or other video conferencing tools as suited to both parties.**

## Non-Deliverables

* Multiple installations of web application on different locations.
* System administration & configuration of client’s hosting plan.
* Resolving any problems with your ISP, hosting provider or any other third parties.
* Interaction with third parties not related to the scope of this project.
* Follow up of any support tickets not directly related to this project.
* Multiple Payment Gateway Integration unless included as a part of the scope.
* Content Writing for the website.
* Data Entry or Data Migration from previous website.
* Compatibility of code with any W3C level unless included as a part of scope.
* Translation or development of site in any other language unless agreed upon separately.

# System Architecture

* Backend: PHP, YII Framework (MVC 3-Tier Architecture)
* Database: MySQL
* Frontend: HTML5, CSS, JavaScript, jQuery

# Browser Compatibility & Screen Resolution

The site would be designed for Canvas - 1366 and Grid Size - 1170 resolution. Also, the website would be tested for compatibility on the latest versions of following web browsers:

* Microsoft Edge
* Internet Explorer
* Mozilla Firefox
* Google Chrome
* Safari
* Opera

Please note that in case there is a major browser version release during the course of the project, there may be extra costs involved to test and fix any compatibility issues.

# Why Webworld Experts?

Webworld Experts India Pvt. Ltd., a fully owned subsidiary of Adreno Technologies India Pvt. Ltd., is an established web design & development company based in India. Our customers are companies & organizations of all sizes ranging from startups to large enterprises who want to use the Internet as a platform to expand their business.

Since our inception, we have delivered high quality & cost effective web solutions to over 450 clients from diverse industry segments in over 20+ countries worldwide. We have around 6+ years of experience in the field of web design & development, 30+ business partners and around 70% repeat business. We are an ISO 9001:2008 certified company with extreme focus on quality of work we do! Our ethos is quality over quantity & we always aim to deliver every new project with higher quality standards as compared to the previous one delivered.

We are good at what we do, but most importantly, we focus all our efforts on understanding our clients & their needs! This focus has always helped us in building & delivering end-to-end web solutions for our clients which bring them nothing but Results!

We are proud of what our customers say about us and we always strive to improve the quality of our work and showcase that through our portfolio! Please take a look at the links below to find out more.

1. Our Portfolio: [http://www.webworldexperts.com/portfolio.php](http://www.webworldexperts.com/portfolio.php?utm_source=wwe&utm_medium=email&utm_campaign=enq&utm_content=proposal)
2. Customer Testimonials: [http://www.webworldexperts.com/testimonials.php](http://www.webworldexperts.com/testimonials.php?utm_source=wwe&utm_medium=email&utm_campaign=enq&utm_content=proposal)

# Design & Development Process

The project would be started with a creation of a combined design & development brief by filling up a design questionnaire. This will allow both the client & the team to gain full understanding of the project, to both make recommendations and to ensure the final plan is in line with the original strategy.

## Phase I – Mockup Design

Once the team has a complete design & development brief, the next stage will be to start the design of home page and major inner pages of the website. Photoshop Mockups will be created for your perusal based on the information in the original brief. The mockups would be further revised based on your feedback to get the final design/artwork for the website. Your feedback would be very important to design & programming team during this phase. This phase will require the client’s approval & sign off.

## Phase II – HTML Programming

This phase will involve conversion of the approved mockups from the last phase into XHTML, CSS & JavaScript. There is normally no output sent to the client in this phase and conclusion of this phase normally results in instant start of the next phase. This phase require least or no feedback at all from the client.

## Phase III – User Interface (UI) Design

This phase will involve creation of an HTML Prototype or complete User Interface of the whole website to demonstrate the flow of the website. The team will also seek all content for static pages in this phase and will complete all pages of the site using the content provided.

The HTML Prototype will not be linked to database at the moment & there would be no dynamic features available but the overall flow of pages would be visible and also actual static text on the pages would be available for your review & proofreading. This phase will require the client’s approval &sign off.

## Phase IV – Programming & Testing

Once the User Interface or HTML Prototype is finalized, we would start with database design and would subsequently move to the programming for the dynamic features for the website which will cover full functional programming of website.

During this phase we will continually update you on the progress of the project and would finally submit a full working demonstration of the site for your review. This would then be revised based on your feedback and will be finalized up to your complete satisfaction. All demonstrations will be set up on our testing servers so nothing is required from your end in this regard.

This Phase will also involve functional testing which is one of the most crucial parts of any website development process. All work endures rigorous quality assurance testing before demonstrations are sent to you for review. This will be followed by a User Acceptance Testing phase where the client will be able to test the website on the demo server.

## Phase V – Final Deployment

Upon the client's complete satisfaction, final approval and payment, we shall upload/install the website to your hosting/server. We would guarantee that the website you will see on your server would be “exactly” same as the website you approved on our testing server.

# Price Quote, Payment Terms & Estimated Time Required

**Price Quote:**

Based on the details mentioned in this document, the cost to design, develop and deploy the website is **USD 7310** (Includes Logo Design)

**Payment Terms:**

Payment 1 (30%) – Advance – **USD 2193**

Payment 2 (40%) –Upon completion of the design phase – **USD 2924**

Payment 3 (30%) - On completion of the website development and upon acceptance by the client for the website to be meeting the functionality as per the scope – **USD 2193**

**Estimated time required**: A time period of **70-77 working days** (Design revisions and client’s feedback turnaround time is not included in this time estimate)

**Please Note:**

For your convenience, we have different modes of payment such as PayPal, Bank wire transfer and Western Union transfer. PayPal is the fastest mode of payment as it transfers the money instantly and enables us to commence the project immediately, whereas, bank transfer takes 3 – 5 business days for the transfer.

Please follow this link <http://www.webworldexperts.com/payment/> for all payment options and choose as per your convenience. Please note that we start working on any project once the advance payment is received.

# Terms & Conditions

* All copyrights on the source code developed for the project would belong to the client. The Company shall transfer all rights & ownership of the source code to the client after successful completion of the project and receipt of the final payments.
* Delivery of any final files or source code to the client shall be possible only after the final payment for the project has been made
* The Company shall expect the client to carry out sufficient research before proceeding with a website. This will include ensuring that the website/business will operate legally and the Company cannot be held responsible for any such legal issues whatsoever.
* At the beginning of every project, we will send a communication protocol document to the client that will have the contact details of the project manager and overlapping hours between the client and the team. This ensures smooth flow of communication between the client and the project manager/team.
* The Company will provide the client with a dedicated project manager for the project who will try to respond to all requests within a maximum time period of 2 working days. In the event that the project manager is not available another employee of company will stand in as project manager to ensure continuity of service.
* It is important for the client to keep in contact with company throughout the entire project. Loss of contact for an extended period of time may result to archival of the project which might fetch additional costs to recover.
* The Company will only commence work on a project after receipt of the deposit payment from the client. The deposit is non-refundable and should you wish to cancel at any point during the process you shall remain liable for the work that has taken place and shall be invoiced accordingly.
* The final payment for the project is to be made on completion of the website. The website will be switched to ‘Live Mode’ once the remaining balance is paid in full by the client.
* The Company will use “email“ as the primary mode of communication although Phone & Skype will also be used from time to time during the project. Hence, the Company shall expect the client to check email on regular basis to keep track of project progress which will be communicated via email.
* A final project brief will be sent to the client prior to commencement of work and any changes during the process could incur additional charges.
* During the development of the project the Company shall require the client to sign off various phases of the project. Failure to sign off any phase within 10 working days of issue will lead to the assumption that the client is happy to continue to the next phase of the project.
* Once a project phase has been ‘signed off’ all work within that phase will be considered final and fully approved by the client. Any further change to work that has been signed off might fetch additional charges.
* The client shall provide all text, copy & images for the website. If the copy is not provided and delays the project, the company may populate all text areas with 'dummy text' and continue as if the text was provided. Further, the company shall assume that the text/copy provided as final and will not be liable for any spelling or grammatical mistakes in the text.
* Any image editing or enhancement for product photographs etc. would be at additional charges.
* The Company has the right to refuse any material which may be deemed offensive, abusive, defamatory, or in any sense breach of the copyright law. It is the duty of the client to establish the rights to any material supplied for inclusion in the project. The Company cannot be held liable for any breaches in copyright or privacy as a result of images or content supplied.
* The Company will not be liable for any loss that may occur before, during or after the development of this project. This includes but is not limited to financial loss, human injury, or reputation.

Please take your time to fully read the contract & ensure that you understand it thoroughly. We will be happy to elaborate on anything if you have any queries.

# Conclusion

The above is a gist of how we plan to take the project further. But, we are flexible enough & will work with you on the project until you are happy.

Thank you very much for the opportunity! We hope to work together with you in order to build your business!