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## ReachIvy AI (Essay Editor)

Date: 10 May, 2024

### Disclaimer

This document serves as a **draft proposal** and is intended for preliminary discussion and planning purposes only. The cost estimates and project scope outlined herein are provisional and subject to refinement and finalization following the completion of Phase 1 (Planning and Requirements Gathering) of the project.

Jetbro is committed to delivering a high-quality product that aligns with ReachIvy's objectives and expectations. We understand the importance of flexibility in project management, especially in complex, technology-driven initiatives. Therefore, we will ensure that the project plan, including the features and functionalities of the ReachIvy AI Essay Editing tool, are prioritized according to budgetary constraints and timeline restrictions, if any.

Final details regarding the project scope, cost, and timeline will be mutually agreed upon at the end of the initial planning phase. Jetbro is dedicated to maintaining open and transparent communication throughout this process to ensure that all stakeholders are aligned and informed of any adjustments that may arise.

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# Project Overview & Scope

## Essay Editor AI service Web Application

Thank you for the opportunity to provide this document for the ReachIvy AI Project. This scope is based on our current understanding of the project and largely based on the brief shared during the discussion.

Jetbro, is an efficient team of Business Analysts, UI/UX Designers, Tech Leads, Q/A analysts & Project managers who will take on your project in an agile working methodology and help you design and develop a system within the crucial parameters of time, budget & scope.

Based on our preliminary discussion, we have identified the following scope of the project along with details regarding the functionality, process and pricing.

Jetbro proposes to develop the ReachIvy AI Essay Editing tool, a comprehensive platform designed to enhance the quality and effectiveness of academic essays through advanced artificial intelligence. This tool will provide grammatical and punctuation corrections, style suggestions, plagiarism detection, readability analysis, and more, ensuring a holistic improvement in written communications.

### Objectives

- To develop a user-friendly, AI-powered tool that significantly enhances the quality of essays.
- To integrate complex AI functionalities that provide real-time feedback and editing assistance.
- To support academic and professional writing with a robust, technologically advanced tool.

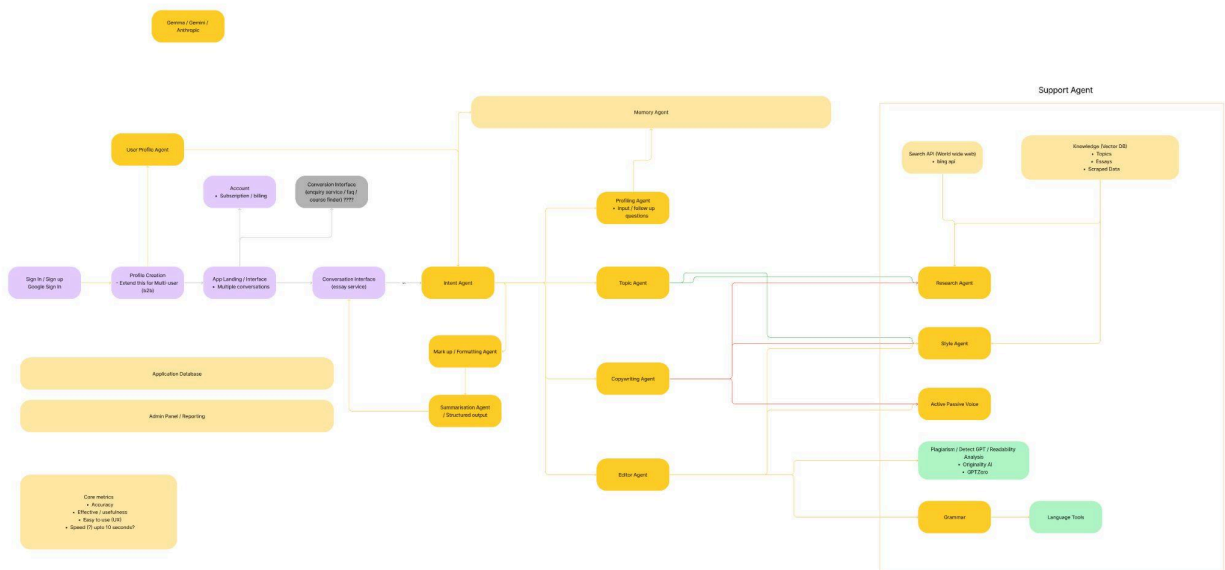
### Project Scope

- **AI Model Development:** Building and training custom AI agents for grammar, style, plagiarism, and other functionalities.
- **User Interface Design:** Creating an intuitive interface that accommodates all levels of users.
- **System Integration and Testing:** Integrating various AI agents and tools, followed by comprehensive testing.
- **Deployment and Support:** Rolling out the tool for user adoption and providing ongoing support and updates.

# Scope

The ReachIvy AI Essay Editing tool will incorporate several specialized AI-driven components and functionalities to support a broad range of editing needs:

- **Grammar and Punctuation Correction:** Automated AI Agent for error correction.
- **Style Suggestions:** AI-driven recommendations for enhancing essay style and consistency.
- **Plagiarism Detection:** Advanced detection systems like GPTZero or Originality AI.
- **Readability Analysis:** Tools to assess and improve the readability of essays.
- **Intent, Topic, Copywriting, and Editor Agents:** AI agents designed to understand user intent, manage topics, assist in copywriting, and oversee editing processes.
- **Memory Agent:** An AI component that retains context to ensure consistency throughout the document.
- **Research and Style Agents:** For supporting detailed research and maintaining a consistent writing style.
- **Knowledge (Vector DB), Scraped Data, Search API (Bing API):** Utilization of extensive databases and APIs for fact-checking and content enrichment.
- **Language Tools:** Integration of tools for linguistic analysis and optimization.
- **Support Agents:** AI-driven support systems for user assistance and query handling.
- **Markup / Formatting Agent:** Automatic formatting tools to enhance document presentation.
- **Summarisation Agent / Structured Output:** Summarization capabilities to provide concise versions and structured outputs of essays.



Link to draft: <https://www.figma.com/file/4LG96l3EmO9btwuAWPPISz/ReachIvy-Ai?type=whiteboard&node-id=0%3A1&t=sPnOlOnECobNv05G-1>

# User Journey Breakdown

The ReachIvy AI Essay Editing tool is designed to provide a seamless, intuitive, and highly effective user experience from start to finish. Here is the step-by-step journey a user will typically undergo:

## Step 1: Sign-Up

- **User Action:** Users initiate their journey by registering on the platform. This can be facilitated through traditional email/password signup or more convenient methods like Google Sign-In.
- **System Response:** The system acknowledges registration and prompts users to proceed to profile creation.

## Step 2: Profile Creation

- **User Action:** After signing up, users create their profiles by entering relevant personal and academic information.
- **System Response:** The User Profile Agent processes and stores this information, setting up a personalized user experience tailored to the user's academic and professional needs.

## Step 3: Account, Billing, and Subscription Setup

- **User Action:** Users select and set up their preferred subscription plan and enter billing details.
- **System Response:** The system confirms the subscription and provides users with access to the full suite of editing tools and features based on their selected plan.

## Step 4: Start New Essay Conversation

- **User Action:** Users begin a new session by creating a new essay document and engaging with the AI for assistance on topic selection, copywriting, and initial drafts.
- **System Response:** The Intent Agent, Topic Agent, and Copywriting Agent collaboratively assist the user in formulating a well-structured essay, providing suggestions and content as needed.

## Step 5: Manage Essay Conversations

- **User Action:** Users can manage multiple essay drafts, switch between different essays, or continue editing previous conversations.
- **System Response:** The Memory Agent helps retain the context of each conversation, enabling seamless transitions and consistent editing sessions across different user visits.

## Step 6: Access Additional Information

- **User Action:** Users explore other sections of the platform such as "Contact Us," "About Us," and additional resources.
- **System Response:** The system provides informative details, support contacts, and additional resources, enhancing the user's understanding of the platform and available support.

# Admin Panel

The Admin Panel for the ReachIvy AI Essay Editing tool will be designed to provide comprehensive control and insight over the application's operations. Here are the key functionalities:

## 1. User Management

- **View and Manage Users:** Admins can view the list of registered users, their profiles, and manage their access rights. This includes activating or deactivating user accounts, resetting passwords, and editing user information.
- **User Activity Tracking:** Monitor user activity, including login frequency, usage statistics, and history of interactions with the AI. This helps in understanding user engagement and identifying potential improvements.

## 2. Content Management

- **Essay Management:** Admins can access all essays submitted to the platform, review their status, and intervene if necessary. This could include actions like archiving old essays or addressing copyright issues.
- **Feedback Review:** Collect and review feedback provided by users on the AI's performance and suggestions, helping to refine and enhance the AI models.

## 3. AI Model Management (if required)

- **Update and Upgrade AI Models:** Admins can manage the AI models used for editing, including updating existing model's settings or 3rd party settings
- **Performance Monitoring:** View detailed analytics on the performance of different AI components, such as accuracy, response time, and user satisfaction.

## 4. Billing and Subscription Management

- **Subscription Plans:** Manage different subscription plans, set pricing, and adjust features available in each plan.
- **Payment Processing:** Oversee billing processes, manage invoices, and handle user payment issues.

## 5. Reporting and Analytics

- **Usage Statistics:** Generate reports on overall platform usage, including number of essays processed, common grammatical errors, and feature utilization.
- **Performance Metrics:** Detailed metrics such as load times, system uptime, and error rates to ensure the platform meets performance standards.

## 6. Support and Communication Tools

- **Alert System:** Implement a alert system for handling issues efficiently.

# Tech stack

The ReachIvy AI Essay Editing tool will be built using a modern and scalable technology stack to ensure high performance, reliability, and ease of maintenance.

## Web Application

- **Frontend:** The user interface will be developed using **React** along with **NextJS** for server-side rendering. This combination will provide a robust framework for building a fast, interactive, and SEO-friendly web application.
- **Static Site Generation:** **NextJS** will also be used for static site generation to enhance the loading speed and performance of public-facing pages like "About Us" and "Contact Us."

## Back-end / API Service

- **Application Framework:** The backend will be developed using **Python Django**, a high-level Python web framework that encourages rapid development and clean, pragmatic design.
- **Database:** **PostgreSQL** will be used for relational data storage due to its strong reputation for reliability, feature robustness, and performance. For vector data management, which is crucial for AI functionalities, we will use **VectorDB** solutions like **AstraDB** or **Weaviate**, depending on specific project requirements and performance benchmarks.

## Source Code and Deployment

- **Version Control:** All source code will be managed using **Git** with **GitHub** as the repository management service. This will facilitate collaborative development, version tracking, and code review processes.
- **Containerization:** **Docker** will be used to containerize the application, ensuring consistency across local development, staging, and production environments.
- **Environments:** Separate **staging** and **production** environments will be established to manage deployments smoothly and ensure robust testing without affecting live users.

## Deployment and Hosting

- **Cloud Services:** The application will be deployed on a major cloud platform, with options including **AWS**, **GCP** (Google Cloud Platform), and **Azure**. The final choice will be made based on the specific services and pricing models that best fit the project requirements.
- **Scalability:** Cloud services will be configured for scalability to handle varying loads and to ensure high availability and fault tolerance.

## AI Models and Tools

- **AI Integration:** We will evaluate and integrate various AI models from **OpenAI**, as well as specialized models like **Gemini Pro** and **Gemma**, to handle different aspects of the essay editing process, such as grammar checking, style improvement, and plagiarism detection.
- **Model Selection:** The choice of AI models will be driven by specific feature requirements and performance criteria, ensuring the best fit for the tool's capabilities.

## Additional features

Following additional features are our general practices, some feature may or may not be relevant for this project.

### Security Checklist

#### 1. SSL/TLS Encryption:

- **Description:** Implement SSL/TLS to secure the connection between users' browsers and your server, ensuring that all data transmitted is encrypted.
- **Benefit:** Protects sensitive data from being intercepted during transmission.

#### 2. Web Application Firewall (WAF):

- **Description:** Deploy a Web Application Firewall to monitor and filter incoming traffic to your website, blocking malicious requests and attacks.
- **Benefit:** Prevents common attacks such as SQL injection, cross-site scripting (XSS), and others.

#### 3. Secure Authentication:

- **Description:** Implement strong authentication mechanisms including multi-factor authentication (MFA) for accessing administrative areas.
- **Benefit:** Enhances security by requiring multiple forms of verification.

#### 4. Regular Software Updates (in maintenance):

- **Description:** Ensure all website software, including the server operating system, CMS, and plugins, are kept up-to-date with the latest security patches.
- **Benefit:** Reduces vulnerabilities by applying the latest security fixes.

#### 5. Data Backup and Recovery:

- **Description:** Implement regular automated data backups to secure storage locations. Plan and test recovery procedures.
- **Benefit:** Ensures data integrity and availability, allowing quick recovery in case of data loss.

#### 6. Secure Configuration:

- **Description:** Harden your servers, databases, and other critical infrastructure by following security best practices and reducing unnecessary services.
- **Benefit:** Minimizes potential entry points for attackers.

#### 7. Access Control:

- **Description:** Enforce least privilege access controls for users and administrators to ensure they have only the permissions necessary to perform their tasks.
- **Benefit:** Limits potential damage from insider threats or compromised accounts.

#### 8. Security Monitoring and Alerts:

- **Description:** Implement security monitoring tools to detect suspicious activities and configure alerts for anomalous behaviors.



- **Benefit:** Provides early detection of potential security incidents, allowing for swift response.

#### 9. HTTPS Enforcement:

- **Description:** Use HTTP Strict Transport Security (HSTS) to enforce secure connections on the site and prevent downgrade attacks.
- **Benefit:** Ensures traffic between your server and clients is encrypted and secure.

#### 10. Content Security Policy (CSP):

- **Description:** Implement Content Security Policy to prevent cross-site scripting (XSS) and data injection attacks.
- **Benefit:** Adds an extra layer of security to detect and mitigate certain types of attacks, including XSS and data injection.

#### 11. HTTP Host Header Injection Prevention:

- **Description:** Validate and sanitize incoming host headers to prevent host header injection attacks.
- **Benefit:** Protects against attacks that could redirect users to malicious sites or interfere with password reset functionalities.

#### 12. SnykIO Scanning (Free Plan):

- **Description:** Integrate SnykIO's free scanning service to automatically scan for vulnerabilities in your dependencies and code.
- **Benefit:** Helps maintain a secure codebase by identifying and suggesting fixes for known vulnerabilities.

### SEO Checklist

1. **Meta Tags:** Optimize all meta titles and descriptions to ensure they are unique and include targeted keywords.
2. **Header Tags:** Use header tags (H1, H2, H3) strategically to structure content and emphasize key points.
3. **Alt Text for Images:** Ensure all images have descriptive, keyword-rich alt text to improve visibility in search engine image results.
4. **URL Structure:** Implement user-friendly, keyword-rich URLs.
5. **Mobile Optimization:** Ensure the site is fully responsive and mobile-friendly, which is crucial for both user experience and SEO.
6. **Loading Speed:** Optimize site loading times with efficient coding and server settings.
7. **Internal Linking:** Use internal linking to help search engines and users navigate your website and understand the relationship between different content.
8. **Sitemaps and Robots.txt:** Create and optimize XML sitemaps and robots.txt files to guide search engine crawlers.

9. **Search Console Setup:** Configure Google Search Console to monitor and maintain your site's presence in Google Search results. It helps in identifying issues, understanding your site's Search traffic, and optimizing your search performance.
10. **Canonical Tags:** Implement canonical tags to prevent duplicate content issues and help search engines understand which versions of similar pages should be indexed.
11. **Structured Data Snippets:** Use structured data to help search engines understand the content of your site and provide rich snippets in search results, such as ratings, prices, or availability.

## Additional Features

### 1. Alert/Monitoring System

- **Description:** Implement a robust monitoring system to track the health and performance of the website, alerting the team to any issues in real time. Includes, Uptime monitoring, Budget alerts & form submission failures
- **Benefits:**
  - **Immediate Issue Detection:** Quickly identifies downtime, performance issues, or security threats.
  - **Response Time:** Reduces the response time to issues, mitigating potential negative impacts on user experience and SEO.

### 2. Analytics with Google Analytics 4 (GA4)

- **Description:** Integrate Google Analytics 4 to track user interactions, site traffic, and behavior analytics, providing insights that are crucial for continuous improvement.
- **Benefits:**
  - **User Insights:** Gain deep insights into how users interact with the site, which can be used to refine marketing strategies and improve content.
  - **Performance Metrics:** Track key performance indicators such as page views, user engagement, and conversion rates.
  - **Data-Driven Decisions:** Empower decision-making with comprehensive analytics on user demographics, device usage, and more.

# UI/UX Approach

## Design systems

At core of UX, we believe in building and maintaining a design system. These include and are not limited to:

- Typography and scale
- Colors
- Grid system
- Components
- Layouts

## Screen Designs and UI

All screens are based on design systems. Each screen will be for Desktop and mobile at minimum and be available for approvals.

## Wireframing

For new features, low fidelity wireframes may be designed to explain and get confirmations on user flow.

## Information architecture and data flow

For new features, with wireframes information architecture may also be documented.

# Working with Jetbro

## Communication

Constant communication is the key to delivering successful projects. Following this, Jetbro has adapted to multiple modes of continuous communication methods:

- Emails
- Whatsapp
- JIRA Project Management Software
- Calls (documented in emails)

Jetbro used JIRA, a next-gen project management tool to follow an Agile working methodology and effectively collaborate between both the teams. It also operates as a service desk for IT support.

For media sharing, we strictly adhere to using Google Drive or other such devices.

## Meetings & Updates

- Weekly and monthly goals
- Once a week progress meetings
- Workshops and discussion meetings are separate

## Periodic Reviews

Following can be done by client's IT team, Jetbro or third party services

- AWS cost management (once a quarter)
- Security review (once a month)
- Page speed/load review (once a week)
- Site-wide user acceptance testing (once a fortnight)
- SEO reviews

## Team/Roles

- Project Manager (8-10 hours a week)
- Product manager /analyst
- Tech lead - responsible for architecture, code quality and deployment
- Server setup / maintenance
- 2-3 Programmers / Engineers (Full stack + backend + frontend)

## Service availability

- Working hours 9:30 AM to 7 PM
- Monday - Friday
- Always available for critical requests like downtime

## Documentation

Jetbro will document the following areas (enough for relevant skilled resource' understanding)

- Deployment and architecture
- Code repository understanding/files/folder structures
- Database documentation
- Feature understanding /logics/key pointers

# Project Timeline and Milestones

## Milestones

### Phase 1: Planning and Requirements Gathering

- **Duration:** 2 Weeks
- **Key Activities:** This initial phase involves gathering detailed requirements, defining project scope, and finalizing the project plan. Stakeholder meetings and documentation of the system requirements will be critical.

### Phase 2: Design and Architecture

- **Duration:** 4 Weeks
- **Key Activities:** Design the system architecture and user interface. This includes creating wireframes, design mockups, and the system's technical architecture to ensure scalability and robustness.

### Phase 3: Development

- **Duration:** 8 Weeks
- **Key Activities:** This phase involves the actual coding of the application. The backend, frontend, and AI integration tasks will be conducted, with initial features being developed and integrated.

### Phase 4: Testing and Quality Assurance

- **Duration:** 2-3 Weeks
- **Key Activities:** Comprehensive testing including unit testing, integration testing, and user acceptance testing (UAT) to ensure the software is reliable, secure, and meets all requirements.

### Phase 5: Deployment and Go-Live

- **Duration:** 1 Week
- **Key Activities:** Initial deployment in a staging environment followed by migration to a production environment. This phase includes the setup of cloud infrastructure and final security checks.

### Phase 6: Post-Deployment Support and Iteration

- **Duration:** Ongoing
- **Key Activities:** After going live, the phase focuses on providing support, gathering user feedback, and making necessary adjustments. Regular updates and new features based on user feedback and technological advancements will be implemented.

## Timelines

Phase	Duration	Key Activities	Project Week
1. Planning and Requirements Gathering	2 Weeks	Gather requirements, define scope, finalize project plan, stakeholder meetings.	1-2
2. Design and Architecture	4 Weeks	Design system architecture and user interface, create wireframes and mockups.	3-7
3. Development	6 Weeks	Backend, frontend, and AI integration; coding of initial features.	3-9
4. Testing and Quality Assurance	2-3 Weeks	Conduct unit, integration, and user acceptance testing (UAT).	5-9
5. Deployment and Go-Live	1 Week	Deploy in staging, then in production environment; setup cloud infrastructure, perform security checks.	10
6. Post-Deployment Support and Iteration	Ongoing	Provide support, gather feedback, make adjustments, and update with new features.	-

Overall project is estimated to take 10 weeks / 2.5 months. It can be reduced post Phase 1 (Planning)

Team/Resources Required Against Milestones (Table Format)

Milestone	Resources Required	Responsibilities
1. Planning and Requirements Gathering	Project Manager, Business Analyst, Client Stakeholders	Gather requirements, define project scope, document specifications, and finalize project plan.
2. Design and Architecture	UI/UX Designer, System Architect, DevOps Engineer	Design system architecture and user interfaces, create wireframes, and ensure technical scalability.
3. Development	Frontend Developers, Backend Developers, AI/ML Engineers, DevOps	Develop frontend and backend systems, integrate AI models, and manage continuous integration/deployment.
4. Testing and Quality Assurance	QA Engineers, Backend Developers, Frontend Developers	Conduct various tests including unit, integration, and user acceptance testing; ensure all features work seamlessly.
5. Deployment and Go-Live	DevOps Engineer, System Administrator, Backend Developers	Set up staging and production environments, ensure security protocols are in place, and manage deployment.
6. Post-Deployment Support and Iteration	Customer Support, Backend Developers, AI/ML Engineers	Provide ongoing support, gather user feedback, implement system adjustments, and develop new features.

# Cost Estimates

## Project costs

Deliverables	Cost in INR
Planning & Requirements Gathering / Product Development	50,000
Design (UI/UX)	1,00,000
Development (Frontend Developers, Backend Developers, AI/ML Engineers, DevOps)	6,00,000
QA / Deployment	1,00,000
<b>Total</b>	<b>INR 8,50,000 + 18% GST</b>

\*Any third party costs, like cost of domain, server, photography, videos, printing, etc. are not part of the cost estimate above. All cost estimates are base costs and may vary as per the requirement of the project. This estimate was calculated using a reduced flat hourly rate.

### Retainer costs

Retainer service includes both tech and non-tech requirements post launch. These are on a monthly basis and evaluated based on work hours and efforts.

Cost per hour for tech and non-tech support is **INR 2,000 per hour** on demand (it will be discounted for monthly committed hours). Non-tech support includes meetings, project management, product management, manual audits, QA and documentation.

**ReachIvy will have 100% access to the code and entire project.** Source code will be delivered as a git repo. Source code will also be available on the production server. Source code will be provided after handover only.



## Payment Schedule

The following payment schedule adequately allocates payments to occur over the project timeline.

Milestones	On Start of Milestone (excluding GST)
Planning and Requirements Gathering	INR 50,000
Design and Architecture	INR 50,000
Development	INR 1,00,000
Testing and Quality Assurance	INR 2,00,000
Deployment and Go-Live	INR 3,00,000
Completion / Handover	INR 1,50,000

Invoices to be paid within 10 days of generation

# Terms and Conditions

## Terminology

'We', 'our' and 'us' refers to Jetbro Private Limited

'You' and 'your' refers to ReachIvy

## Briefing

A written brief is agreed on and discussed before any work is started.

## Quotes

Quotes are based on the job as briefed. Before the commencement of any work the quote must be signed by you and returned to us, or a purchase order or email (quoting our reference number and the total cost) supplied. Your signature on the quote or our receipt of your purchase order or email acknowledges your acceptance of the quote and these terms and conditions and gives us your authorization to proceed with the work.

## Online Content

We will not be liable for any illegal or prohibited content uploaded to the new web hosting server. Uploads will be carried out specifically in relation to website updates and development. Content uploaded via the Content Management Admin section will be the sole responsibility of you. In the event you request us to carry out updates via the Content Management Admin section, this will be charged at the Ongoing Jetbro Design Support Rates.

## Completion Date

The Developer and the Client must work together to complete the project in a timely manner. We agree to work expeditiously to complete the project as per estimated schedule mentioned under Project Delivery. The completion date delays caused by material change, web server's vulnerability, or the Client's actions, the Developer shall have no responsibility for delays.

## Payment

Unless a Payment Scheduled has been outlined, upon acceptance of the proposal we request the client pay an advance of 50% of the total fee to confirm each project. A 25% Progress payment can be requested throughout each project. The balance of each project will be payable upon completion. Payment is strictly 7 days from the date of invoice, or by the dates/weeks outlined in a Payment Schedule. Any queries arising from the invoice should be made in writing within 7 days of the invoice date. Expenses such as couriers, postage, authorized travel and accommodation, print and film, specialist artwork and material will be billed separately.

## Cancellation

If the job as briefed does not proceed after acceptance of the quote, a cancellation fee will apply. The fee is the number of hours we have applied to the brief prior to the time of cancellation, plus any costs applying to the brief that have been directly incurred by us on your behalf.

## Changes

Every quote includes provision for two redesigns after initial presentation. Changes outside of the original brief are not included in the quote and will be charged at the appropriate hourly rate. Standard

Hourly Rate will be charged depending on the expertise required. However, all charges would be discussed prior and no charge will be unexpected.

**Content**

Unless outlined all content in the form of text, image, video, illustrations, vector and related media is to be provided by the client. In case we are required to prepare the content it would be charged separately.

**Code**

ReachIvy will have 100% access to the code and entire project. Source code will be available only after handover. Some parts of source code may be from existing codebase in open source communities or reusable components.

**Approval**

Final deliverables are approved and signed off by you before proceeding to production. While we take all care to ensure final deliverables are accurate, the ultimate responsibility for its accuracy rests with you, so please check all deliverables thoroughly before giving your approval to proceed to production.

Please see the final page of this Cost Estimate document to complete the Cost Estimate Approval.

If you would like to proceed with this estimate, please sign, scan and return by email to Jetbro.

Should you have any queries regarding this estimate, please do not hesitate to contact us.

**Termination**

Each Party shall have the right, at its option, to terminate a particular Project Agreement if the other Party breaches any of the material terms, obligations, covenants, representations or warranties under such Project Agreement and the breaching Party fails to cure such breach within thirty (30) days from receipt of written notice from the non-breaching Party identifying the breach; provided, however, that if the breach is capable of cure but not reasonably capable of cure within such thirty-day period, the breaching Party may avoid termination of such Project Agreement by promptly commencing efforts to cure the breach and diligently prosecuting the cure to completion as soon as practicable, but not later than one hundred twenty (120) days from the receipt of notice from the non-breaching Party.

Warm regards,

A handwritten signature in dark blue ink, reading "Jetbro" in a cursive, stylized font.