



NewBrands Project Proposal

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Acquaint Softtech Pvt. Ltd

<https://acquaintsoft.com/>

203,204 Shapath-II, Opp. Rajpath Club, SG Highway
Bodakdev, Ahmedabad, Gujarat, India - 380054



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Document Sign Off

Sign below this line with the date of signing and business name/stamp



How Acquaint Works?

At Acquaint, you won't have to throw product requirements over a wall, deal with multiple middlemen managing your team, or a fresh graduate from college. Instead, you will be connected with a superb remote Senior Engineer, who will interface with your team as an internal engineer working from the homeworld.

Proposal Description

This document represents a preliminary understanding of the project. Your comments and feedback will ensure that we fully understand your goals and take the right approach. Taking this important step will enable us to deliver a project on time and satisfy your requirements.

Scope Of Development

- The scope of this project includes all requirements outlined here.
- The Design/Development process for the project.

Technologies Stack

- FrontEnd - Angular JS and HTML
- BackEnd - Laravel framework based on PHP
- Database - MYSQL

Team Members

1. Project Manager
2. Sr. Web Developer
3. Quality Analyst
4. Graphics UI/UX designer



Test Environments and Test Devices Covered

Testing will be carried out in the following:

- Inner functionality - Functional testing
- System Crash / Force Close
- Chrome - Latest on Windows, Mac, and Linux
- Firefox - Latest on Windows, Mac, and Linux
- Safari Browser - Latest on Macintosh only
- Microsoft Edge on Windows

Business Goals and Objectives

To develop a market place platform for a new generation with the key idea of combining the best innovative solutions for market places. An online marketplace is an e-commerce website that hosts numerous third-party providers of goods, services, and information, and is owned by a marketplace operator who profits off of every process transaction.

In an online marketplace, the operator's goal is to manage the marketplace, attract suppliers and guarantee that these suppliers (retailers, wholesalers, etc.) deliver and fulfill consumer orders and purchases.

The business goals and objective for this project will focus on implementing the Platform that:

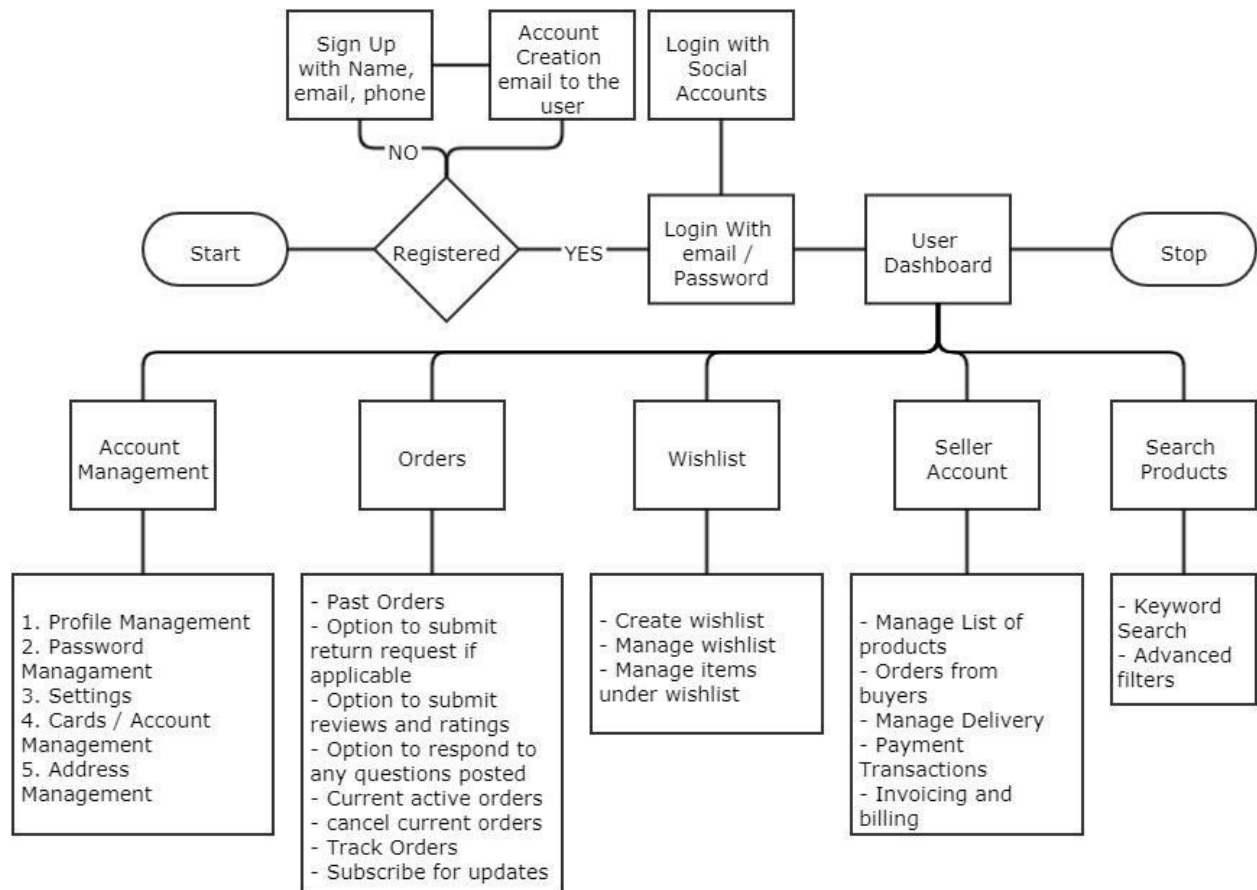
- Content management capabilities
- Promotion and discount code tools
- An easy-to-use checkout
- Search engine optimized code and layout
- Reporting tools
- An integrated blog or articles section
- Email marketing integration
- Multiple payment options (Credit card, PayPal, debit card, Apple Pay, etc.)
- The ability to scale up with platform as Zendesk



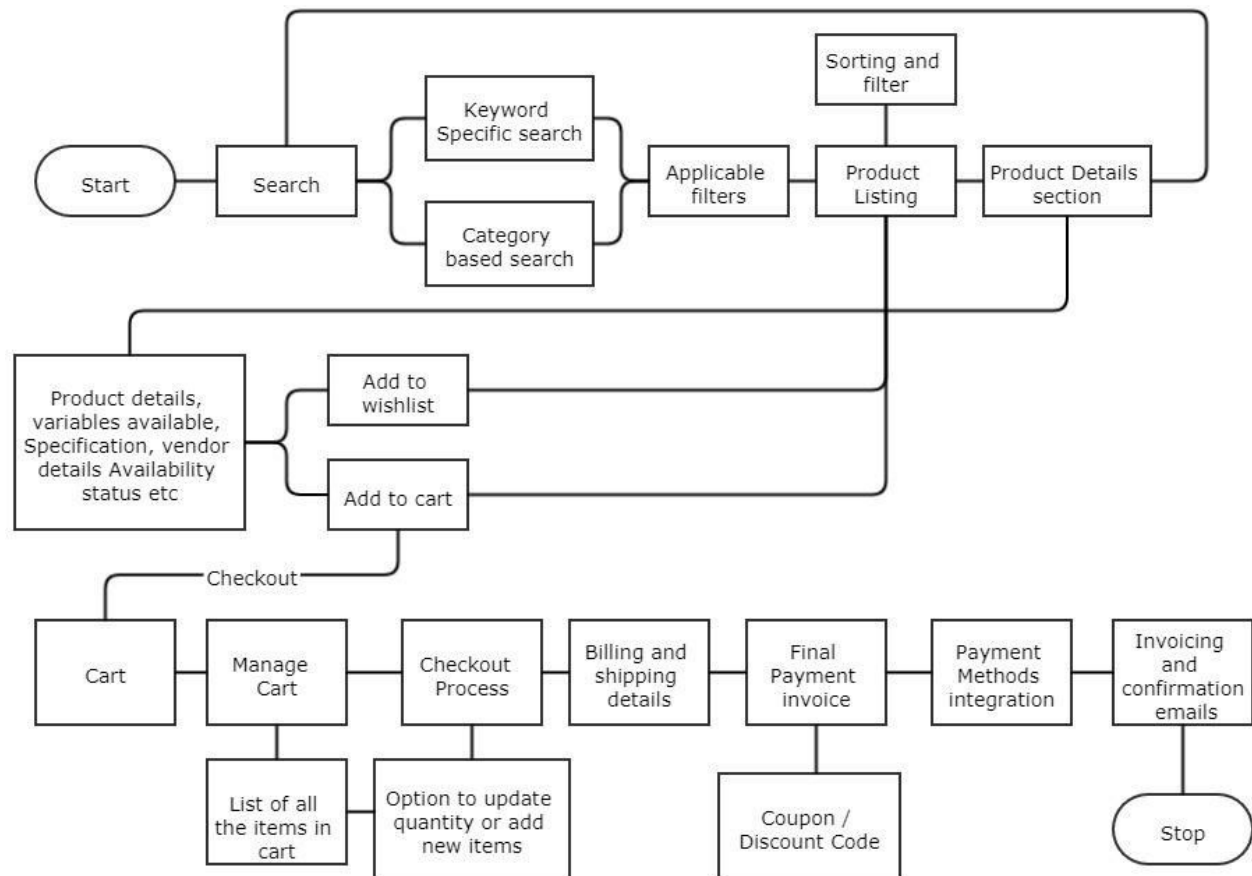
Project Goals and Objectives

- Pixel-perfect UI with smooth animations
- Make the process of purchasing as simple as possible
- Develop UX, that any user would easily understand – particularly for creating new auctions
- Create a simple and easy-to-use filter system
- Fast and simple tools for searching and filtering
- Social media integration
- Accomplish business goals and objectives within the defined budget and time parameters

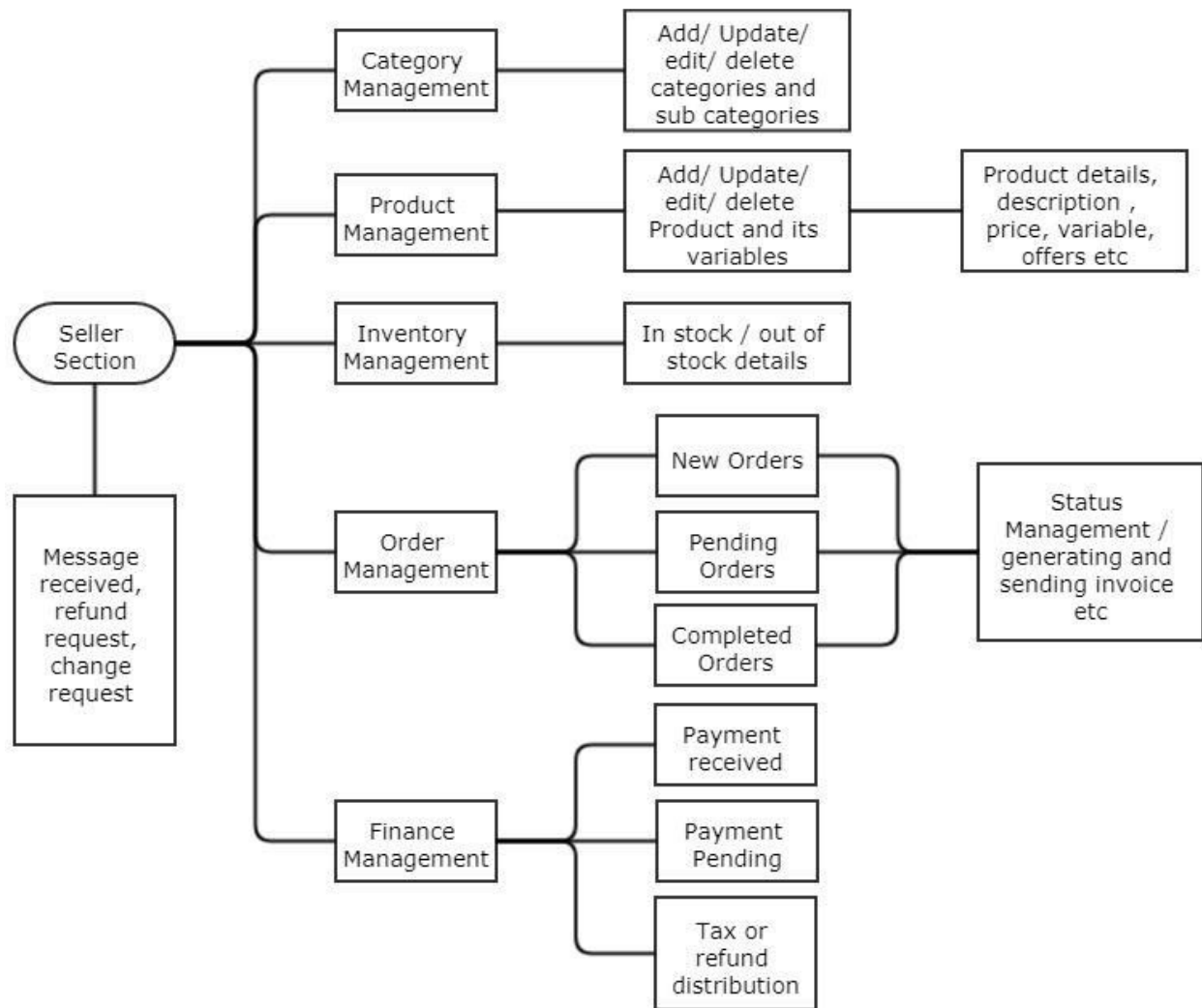
The flow of the application



- User will have the option to register themselves on the platform
- User can register using their Name, Email, and Phone with a password.
- Account creation email would be sent to the registered email address
- User can manage his profile details, can change password, Manage all the cards and account associated within
- Check current order details, give feedback on past delivered order, track order status
- Wishlist – list comprising of the shortlisted items
- Seller account wherein user can list and sell their own products



- User can visit the website and will be able to search for different products
- User can perform keyword-specific search and can browse from different product category
- User can select a product to view the complete details, description, vendor details price point, variable available, etc
- User can add the product to cart, Add to or select multiple products to add to the comparison.
- User can purchase the products added by making the payment and applying any coupon available



- Seller will be able to manage all the product that one has entered into the system
- The seller would be able to manage and update the tracking status of all the order received
- The seller would be able to track all the payment coming in and going out.
- Will be able to manage and respond back with any queries or feedback that one would receive



Functional Overview

Based on the understanding and analysis of the requirement, the feature-wise the breakdown for the platform is as listed below:

- UI design
 - Homepage
 - Login
 - Forget password
 - Registration form
 - Profile management
 - Change password
 - Profile evaluation submission
 - Search page
 - Filter
 - Search listing
 - Feedback
 - Wishlist
 - My order
 - Order details
 - Product Category
 - Product listing
 - Product details
 - Shopping cart
 - Checkout
 - Billing & Address
 - Contact Us
 - About Us
 - Contract
 - Social Responsibility
 - Press Releases
 - Media Coverage
 - Showrooms
 - Trade Partners
 - Privacy Policy
 - Site Map
 - CRM
 - Product
 - FAQ
 - Care and Cleaning
 - Returns
 - Warranty

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- PSD to HTML Conversion
 - Responsive and cross-browser compatible
 - Project Setup Phase
 - Application architecture & Layout
 - DB Design, Setup and Customization
 - Compliance and Security Implementation
 - User Section
 - Login
 - Using the Email address and Password
 - Login with Facebook / Google + / Twitter
 - Forget Password
 - To reset password
 - Registration / Sign Up
 - Enter email/username, name, phone, and password verification email sent to the account
 - Social Network Integration
 - Integration with facebook, google, twitter for sharing and commenting
 - Settings
 - Manage Profile
 - Add/Edit/ Update - profile information - name, profile image, address, URL etc.
 - Manage Account
 - Add/edit/update - email, password, alerts and notification
 - My Order
 - View details of all the past orders
 - Past orders - Submit rating and feedback
 - Queries and answer posted by different users
 - Submit a refund request if applicable
 - Current active orders
 - Option to cancel an order
 - Track the order status
 - Message to the supplier or admin
 - My wish/favorite
 - List of product user has selected but yet to purchase
 - Create a new wishlist
 - Manage wishlist
 - My Wallet
 - If one has received any cashback into the wallet
 - Option to use the wallet balance at the time of purchase

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- Product
 - Product Management
 - Product Category
 - Name of the product
 - Description of the product
 - Price of the product
 - Add product to cart
 - Add product to wishlist
 - Search
 - Basic Search
 - Advance search using the filter
 - Filter by a category, price, style, material, color, size, etc
 - Assuming around 15 sets of filters to be implemented
 - Result Page
 - Based on the parameter and filters list down the search results
 - Shopping Cart
 - View
 - List of all the selected products which are in the cart
 - Change quantity
 - Remove the product
 - Confirm
 - View complete invoice with all the details and the final amount
 - Address details
 - User to provide billing and shipping address
 - Pay
 - Using PayPal/ Credit card/ debit card and net banking
 - Apply Coupon
 - Apply coupon code if available
 - Wallet
 - If wallet balance is available, the user can use the same to make a purchase
 - Other Informative Pages
 - To be managed through CMS - informative pages
 - Contact Us
 - About Us
 - Contract
 - Social Responsibility
 - Press Releases
 - Media Coverage
 - Showrooms
 - Trade Partners
 - Privacy Policy

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- Site Map
 - FAQ
 - Returns
 - Warranty
 - Around 25 Pages in total will contain text and images

SELLER SECTION

- Product Management
 - Categories
 - Search and sort to easily find categories
 - Manage categories and sub-categories
 - Set categories as “active” or “inactive”
 - Manage categories thumbnails and images
 - Products
 - Search and sort to easily find products in certain categories or with specific attributes
 - Easily manage and edit products
 - Product fields include name, product details, additional details, list price, weight, stock, minimum quantity order amount, handling fee and more.
 - Add and manage the main product image and additional product images
 - Set categories as “active” or “inactive”
 - Add products to a single category or multiple categories
 - Inventory Management
 - In- stock and Out of stock details
- Customer Management
 - Customers
 - Search and sort to easily find customers by first name and last name
 - View customer details and previous orders
 - Export customers to Excel
- Order Management
 - Order
 - Search and sort to easily find orders by specific variables
 - Manage and updated order status
 - View order number and all customer information
 - View order information and purchase details (products, tax, shipping, addresses,etc.)
 - View shipping and billing address maps
 - Create and manage custom order statuses
 - Receive an email when order is placed
 - Export orders to Excel

- Refund / Cancellation Request
 - List and manage all the request received
- Financial Management
 - Complete sales data
 - Pending / received payment details
 - Taxation/ refund distribution and service charges payment
 - Billing and invoice generation
 - Coupons and discount offers
- Report
 - User can generate up to 4-6 reports- sales, order, product, inventory, etc
 - Rating & Reviews Management
 - feedback and ratings received

Web-Based Backend Features for Admin

The Backend will comprise these features:

- Manage login/ logout/ forget password/change password
- Manage Profile
- Product Management
 - Categories
 - Search and sort to easily find categories
 - Manage categories and sub-categories
 - Set categories as “active” or “inactive”
 - Manage categories thumbnails and images
 - Products
 - Search and sort to easily find products in certain categories or with specific attributes
 - Easily manage and edit products
 - Product fields include name, product details, additional details, list price, weight, stock, minimum quantity order amount, handling fee and more.
 - Add and manage the main product image and additional product images
 - Set products as “active” or “inactive”
 - Add products to a single category or multiple categories
- Content Management
 - Pages
 - Manage content pages and create new content pages
 - Add images and manage uploaded image library
 - Set page as “active” or “inactive”

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- Customer Management
 - Customers
 - Search and sort to easily find customers by first name and last name
 - Manage customer accounts
 - View customer details and previous orders
 - Delete customer accounts
 - Reset customer passwords
 - Export customers to Excel
 - Export customer subscribed to the email newsletter to Excel (import capabilities for 3rd party email systems)
 - Order Management
 - Order
 - Search and sort to easily find orders by specific variables
 - Manage and updated order status
 - View order number and all customer information
 - View order information and purchase details (products, tax, shipping, addresses,etc.)
 - View shipping and billing address maps
 - Create and manage custom order statuses
 - Receive an email when order is placed
 - Export orders to Excel
 - Reporting
 - Reports
 - Interactive administrative dashboard with charts and statistics
 - Ability to change dashboard statistics to reflect specific date ranges
 - Dashboard date-range reports include store sales by amount, store sales order volume, new customers vs. returning, top-selling products, top-selling brands, most used discount codes
 - Dashboard general reports (not based on the date range) include low inventory reporting, total products, total categories in-store, customer count, lifetime orders and lifetime revenue
 - Single reports include sales by date range, top-selling product by date range, low inventory by the quantity and new customer by date range.
 - Financial Management
 - Complete sales data
 - Pending / received payment details
 - Taxation/ refund distribution and service charges payment
 - Billing and invoice generation
 - Coupons and discount offers
 - Create and manage offers
 - Set offers count – times one can use it

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- Ratings and reviews Management
 - Customer /Seller/product rating and reviews management
 - Help Centre
 - List
 - Listing of all the messages received from different users option to respond back to the user
 - Contact Us
 - List
 - Listing of all the messages received through the form option to respond to the customer
 - Third-Party Integration
 - For Payment, Messaging System, SMS notification

Warranty Period and Validity

- A bug in the code or blot in UI graphic design will be fixed by Acquaint Softtech.
- A feature that was specified in the original project specification, but missed while the development process will be developed by Acquaint Softtech.
- The warranty covers only the services, provided specifically by our team. Third-party libraries and code modules, made by other developers, or graphic design, created by other designers, are not covered by our warranty.
- The warranty period covers 75 days from the date of project deployment.

Project Schedule and Delivery Dates

The Vendor shall deliver the work to the Client, in the form of original assets files.

The Client will respond to any queries and provide graphics files required for the vendor to complete the work in a timely manner to enable the completion of the work within the project schedule.

Estimate Validity

This document is valid up to 2 weeks of the date of creation until signed with changes.

Costing and Payment Method

We will be using Bank Transfer as a payment method. Any additional charges to be borne by clients. Domain and Hosting cost will be paid by the client separately as that is not included in the project scope and cost. Structure of payment depends on the efforts made by milestones respectively, Breakdown structure of payment is as below:

SR NO.	DELIVERABLES	COST	TIMELINE
1	Web application	\$5000	55 working days
2	Admin panel		



Confidentiality Notice

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