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PROJECT PROPOSAL

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FARMERS MARKET SHOP

E-COMMERCE MARKETPLACE

PROPOSED BY

mobikasa

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ABOUT MOBIKASA

MOBIKASA AT A GLANCE

🪪 200+ Employees   🏭 Founded in 2011   📍 3 Locations   🗒 1000+ Clients

A top rated custom website, mobile application development company. Mobikasa has become a dynamic, agile and fast-moving company focused on client solution management within the Information Technology domain.

Mobikasa has established a global footprint and serves clients from diverse industry verticals: Government, Education, Healthcare, Food Beverage & Hospitality, Retail, E-Commerce, High Fashion & Luxury, Industrial Supply Chain, Automobile, Textile, Financial Services, Social Networking, Information Technology, Weather Forecasting Services, Media & Entertainment & Digital Accessibility.

We place great emphasis on scope discovery to accurately identify client goals and objectives. Our team meticulously plans, develops and delivers solutions as a long term Technology Solutions partner.

Our priority is to ensure your business goals are in sync with latest technologies and at the same time offer holistic solutions. At Mobikasa, our innovation focussed and professional staff, consisting of project managers, engineers , programmers & graphic designers will always create deeply enriching and brand enhancing solutions that truly engage your target audience.

SERVICE CAPABILITIES

LOCATIONS

Mobikasa has three office locations across the world. With head office in New York and field offices in London and New Delhi.

We have project managers, software design and development team working from our offices and we offer our clients 24-hour support.

CORE SERVICES

We offer custom web design and development, mobile application development (iOS / Android), e-Accessibility testing, digital marketing, graphic design, web analytics, A/B testing.

TECHNOLOGIES USED

Software Teams	Solutions
ReactJS	Custom Development - Web & Mobile Apps
NodeJS	Graphic Design
WordPress	DevOps
PHP	Quality Assurance Testing
AngularJS	e-Accessibility Testing
Python	Digital Marketing, Web Analytics, A/B Testing
Swift	Hosting
Objective C	E-commerce
Java	Consulting

ACCESSIBILITY TESTING

USER GROUPS

Blindness, Low Vision/ Visually-Impaired, Deafness /Hard-of-Hearing, Cognitive Disabilities, Motor Disabilities, Other Disabilities.

SCOPE OF WORK

A dedicated team can perform Accessibility testing for: Websites / Mobile Apps / Word Documents /PDFs / Images / Videos.

ACCESSIBILITY TESTING

Accessibility testing checks are performed using: Screen readers, Keyboard only scenarios, High contrast mode, Zoom testing, Automated tools.

ARTIFACTS AND REPORTS

Testing artifacts that are delivered: Accessibility Audit Reports, Accessibility Bug Reports, VPAT Reports, Accessible PDFs, code level recommendations on the issues identified, remediation of the issues identified during testing process.

TRAINING AND CERTIFICATIONS

CPACC, WAS, CPWA provided by IAAP (International Association of Accessibility Professionals)

CRITERIA / e-ACCESSIBILITY STANDARDS

We meet all U.S. Federal Government ADA requirements. Standards followed include:

- American with Disabilities Act (ADA) - Across USA
- Section 508 of the Rehabilitation Act - Across USA
- Web Content Accessibility Guidelines (WCAG): WCAG 2.0, WCAG 2.1, WCAG 2.2
- Accessibility for Ontarians with Disabilities Act (AODA) - Across Canada
- PDF/UA (PDF Universal Accessibility) - Worldwide
- EN 301-549 - Across Europe

OVERVIEW AND GOALS

- Farmers Market Shop (Client) would like to build an online marketplace which provides an opportunity for farmers to sell their products online.

- The application will support 3 user types:

  - Administrators: This is the FMS team managing the entire application.

  - Vendors: Looking to sell their products to the customers.

  - Customers: Looking to purchase fresh products from the vendors.

- Marketplace would be functional initially for the California region then scale across the USA. In future phases, it will be launched internationally.

SCOPE OF WORK

OVERALL

Brand Logo & Guidelines

- Mobikasa team will be responsible for creating the brand logo and design guidelines. This will be the first step in the graphic designing phase and the output will be used for the website designs.
- Upto 3 iterations / revisions to the logo / guidelines are covered. Detailed discussions will be held before the designs are prepared to understand client needs to avoid revisions.

Graphic Designs / Planning

- Graphic designing services will be provided for building graphics for the customer facing website (ecommerce site), vendor portal and admin portal (FMS staff members).
- Custom designs will be created for the ecommerce website based on the logo, brand guidelines, features offered, client preferences and competitors / reference websites.
- Vendor and admin portal designs will be based on a pre-built admin HTML template. This template would be customized as per client preferences and offered features. The vendor and admin portal will be responsive as well so it can be used on mobile devices.
- For the ecommerce website, designs would be created for both desktop and mobile resolutions. A mobile first approach would be followed as maximum traffic would be on the mobile site.
- For the vendor and admin portal, all screens would be designed for desktop resolution and only few screens for mobile resolution. Most of the screens on the vendor / admin portal would have similar structure so only screens with a different layout would be designed for mobile screens to save some effort.
- Graphic designing phase would also act as a planning phase for the website as flows for the features would be discussed in detail and accordingly designs created. Technical team would be a part of this phase too. As features are finalized, details for it would be noted down as tasks on the project management team to follow during the development phase.

- Clickable prototypes will be generated using tools like Figma so it's easy to review and provide feedback.
- Graphic design hours are capped at 300 hours. These hours exclude time spent on meetings / discussions and plannings. Mobikasa feels these hours are sufficient for the job and would only exceed if there are too many iterations. In such cases, the client would be informed about such a probability in the early stages to avoid it.
- Mobikasa is not responsible for generating content (photographs / images & content copy). These would be shared by the client.

Web Application Performance

- Built web application will be optimized for performance during the beta testing phase once the development phase is complete.
- Application's performance is a key factor for success so this would be considered right from the design phase where the technical team would evaluate all flows and ensure it's planned in the right direction.
- Performance would be tested using tools from Google, GTMetrix.

Training Sessions

- Training sessions will be provided to the FMS team on how to manage the entire platform and perform operations on it (product / order / vendor / configurations etc.).
- Documentations / Manuals will be created for the FMS team to refer to as needed. Documentations for the vendor portal will also be created as this will make the onboarding process smoother.

SEO Audit

- Built website would be audited during the beta testing phase to ensure it meets the best SEO practices and any issues as per this audit report would be resolved before production push.
- Website to have open graph tags implementation for ease of sharing content over social media channels.

Integrations

- Multiple 3rd party platforms will be integrated with the application depending on the requirements. Examples of integrations include: Tax platform, Shipping services, payment methods, email service etc.

- Open source codes can also be leveraged as applicable. These open source codes will not add any initial or recurring costs, also will not affect scalability / flexibility of the application.
- The entire list of integrations will be decided during the graphic designing phase based on the offered features. The Mobikasa team will first of all understand requirements, figure out applicable integrations and present to the client for final decision making.

CUSTOMER PORTAL (ECOMMERCE WEBSITE)

Website Designs

- Website designs will be based on the graphic designs created and look exactly similar to it (pixel perfect).
- It will be fully responsive and work seamlessly on all modern browsers and devices. Website designs and features would be tested on all major browsers and platforms (Chrome, Firefox, Apple Safari on Windows, Mac, Android phone and iPhone).
- HTML structure of the website will be structured as per best SEO practices and have all required tags for SEO and social sharing.

Informational / Landing Pages

- Website would have 8 - 10 informational pages in addition to the ecommerce related pages providing users with additional information like About Us, Refunds, Shipping, FAQs, terms and conditions, contact information etc. These pages will have 3 – 4 different layouts (graphical designs) to present the information.
- A couple of landing page templates would also be designed / implemented for marketing / SEO purposes.
- Content for these landing / informational pages can be easily modified using a WYSIWYG editor on the admin panel including images and metadata for SEO.

Email Newsletter

- Sign up using an email address. Form can include additional fields like location, preferences etc. for better user segmentation.
- Users don't need to create an account for subscribing to the newsletter.
- Third party applications like mailchimp / Klaviyo to be used for managing users and sending newsletters.
- Web application would sync new customers, order history, customers browsing history for better user segmentation and targeted marketing.
- Marketing SMS notifications to the customers. Mailchimp / Klaviyo supports this feature.
- These newsletter applications come equipped with simple to use email designers which can be used by the marketing team to design emails without need of a developer.

- All newsletters will have an option to view in a webpage and unsubscribe. Unsubscribe links are necessary to prevent users from spamming emails.
- Newsletter sign up options can be presented in overlays / popups to maximize the number of submissions.

Collections/ Categories

- Products to be categorized in collections / categories. No upper limit to the number of collections on the website.
- These collection pages would list products within the collection. It can either have pagination or infinite scroll.
- One product can be assigned to any number of collections.
- Collections to have different filtering options depending on the type of products in it.
- Strikethrough prices for products if it's offered at a lower price.
- Custom labels like 'New', 'Sale', 'Bestseller' etc. to be implemented based on tags.
- Mega menu navigation would be built to list out collections for easy traversing.

Product Filtering (Collection / Listing Page & Search Results Page)

- Filters would be set up based on the product attributes. Filters applicable to the products on the specific category / listing page and search results page would be displayed.
- Icons / images, sliders to be used as per the filterable option.

Search

- Free text search option would be provided to the customers. They can search for collections and products.
- Autocomplete and suggestions for the search would be provided.
- Option to filter products on the search results page for narrowing it down.
- Analytics on search usage would be available for the client to make necessary decisions.

Products Page

- Each product has its own individual page for detailed description. No upper limit to the number of products on the website.

- Products can have multiple URLs pointing to the same page depending upon the number of collections it's assigned to. Canonical URLs would be set up for SEO.
- Multiple images for product and zoom in capability.
- Page can have lifestyle images / videos for showcasing the product.
- Other color/size variants (if applicable) of the same products will be listed on the page.
- Out of Stock Feature. If the product is sold out, it can't be purchased.
- Related products.
- Product Reviews & Rating.
- Details about the vendor, ratings and option to view vendor's profile.
- Related products and previously viewed products would be listed for upsell and quick access respectively.

Product Purchasing Options

- A single product on the marketplace might be offered by multiple vendors, so in such cases the default 'Add to Cart' for the product will pick up the best value vendor. The best Value vendor would be decided based on the lowest price (product cost + shipping cost), fastest delivery time and vendor's reputation.
- Customers would have an option to choose from the different vendors selling the product and add a specific one to the cart.
- Option to pick up from the store if supported by any vendor.

Rating / Reviews

- Customers can rate and write detailed reviews for the products.
- Post purchase and product delivery a notification would be sent to them for reviewing all products from the order in bulk on a single page.
- Option for FMS staff and vendors to respond back to the ratings.

Chat Tool

- Customers can directly interact with the vendors via a chat option on the website. This can be triggered from the product detail page or the vendor's profile page.
- Customers would receive email alerts for unread messages in case they leave the website without reading the messages. The customer's email address will be used for the same.

Vendor's Profile

- Each vendor on the platform will have their own public profile. This profile page would contain details about the brand, its physical location, brand's logo, reviews and list of products offered.
- Option to trigger chat with the vendor.

Cart / Checkout

- Cart page to list all products in cart with quantity and option to remove them.
- Billing and shipping addresses once used will be auto saved to the user's address book for use next time if the user is logged in while checking out.
- Option to make a purchase online and pick it up from the physical store. This might not be applicable to all products and depends on whether the vendor provides this option.
- Option to checkout as guest, login, register and checkout.
- Option to make payment via credit cards.
- Customers can use discount coupons to get an additional discount on their cart.
- Order confirmation screen thanking users for their purchase.
- Cross sell item recommendations for increasing the order value.

Shipping Options

- Customer's cart might consist of items from various vendors so multiple shipment options would be provided for the same (one for each vendor).
- Depending on the carriers selected by the vendor, options would show up for expedited / regular shipping with cost and expected delivery time.
- They can also choose to pick up from store for eligible vendors.. The entire cart can either be picked from the store or shipped.

Tax

- Taxes will be applied to products automatically on checkout.
- Tax rates are calculated based on the shipping address.

Log In / Sign up

- Users can sign up and login using email addresses and social media accounts (Facebook, google etc.)
- Forgot password for users signed up using email address.

- Sign up form can include additional fields for better user segmentation for marketing.

My Account

- This section is accessible to logged in customers only.
- View address book, add/edit address.
- View order history and search by order number.
- Track orders and their status.

Notification emails

- Users would receive emails from the website automatically based on certain events like order placement, shipping, refund etc.
- Abandoned Cart notifications. This fires up when customers add products to cart but don't complete the checkout. A series of emails are triggered to remind customers about their incomplete purchase. Optional coupon code can be included on this to encourage checkout completion.
- All emails to be branded as per the brand guidelines
- Additional emails can be triggered via 3rd party apps like email marketing tools (Klaviyo)

Contact Us

- Users can get in touch with the company by filling a contact us form. Google Recaptcha or equivalent to be integrated to prevent spam submissions.
- Contact us form data will be sent via email to the administrator. A note would be displayed that one of the representatives will get back to them soon.

Sitemap

- Sitemap to be submitted to search engine bots for faster browsing of website content.
- Automatic sitemap generation to provide search engine bots with the latest updates to the website.
- Sitemap will be automatically created.

Social Sharing

- Website to have links to the social media platform for the company.
- Products, collections etc. to have features of sharing the content via social media platforms and email.
- All pages have relevant tags (open graph tags etc.) which show up the right content while sharing pages on social media.

SEO

- Product / Collection pages can have multiple URLs pointing to the same page / content. Canonical URL implementation on product pages for displaying only one URL on the google search result for product.
- Meta tag implementation and option to modify them via the admin panel.
- SEO optimized architecture as per best practices. Website would be audited for SEO issues before launch.
- Google Feed support for listing products on google.

ADMIN PORTAL (FMS STAFF MEMBERS)

Overview

- This admin portal would be dedicated to FMS's staff members to manage operations of the entire marketplace.
- Password protected portal only accessible to FMS's staff members.
- This would be hosted on a sub-domain to the ecommerce domain.

Staff members

- Initially an admin account (staff member with complete access) would be generated by the development team and assigned to FMS. This would be used to add other staff members.
- Admin account users can manage other staff member accounts (add / edit / revoke access). A minimum of 1 Admin account is required on the system.
- Privileges can be assigned to staff members while creating their accounts. The number of privileges would be discussed during the planning phase.
- Adding a staff member would trigger an email notification to the staff's email address and they need to click on the unique link sent on the email to verify their email address and complete set up of the account.
- Staff members cannot sign up on the portal, they need to be explicitly added by the administrator.
- List view for all staff members with status and option to search them.

Manage Vendors

- Vendors can sign up on the platform via the public website but they need to be manually verified by a FMS staff member and approved to use the platform.
- A Listing page for all vendors on the system will be provided with their status (Active, Verification Pending, Rejected, Inactive). Option to search vendors by email, brand name etc.
- Option to view details about each vendor and modify their profile if needed. Option to even log in to the vendor portal by clicking a link. This option is proven to be handy when providing support to the vendor on usage of the website and carrying on a particular operation on their behalf.

- Option to block vendors. Once blocked, the vendor won't be able to login to the account and their products will no longer be visible to the customers.

Customers

- View list of customers, number of orders, amount spent, last activity etc. and search through the list.
- All customer details would be synced with an email marketing tool for better user segmentation for marketing.
- Option to block customers. Once blocked, the customer won't be able to login to their account.

Collections / Filters Setup

- Collections / Categories for the products need to be defined by the FMS team. Vendors would be selecting the appropriate category when uploading products on the portal.
- A tree based categorization can be defined with multiple levels. This structure will be leveraged on the navigation on the ecommerce website.
- Filters against each category need to be defined. As each category is different, there would be different filters applicable. Subcategories will by default inherit filter options from the parent category.
- Filters Options and their values need to be defined by the FMS team. Vendors while uploading products can choose the respective filter values for their products.

Catalog Management

- A manual review of the vendor uploaded products is required by the FMS team to approve the listing. The same is applicable for edits too.
- Once a product is approved, the same can be used by other vendors. In this case, the vendor doesn't enter the product details / images and just enters inventory to start selling it.
- FMS team can also create products on their own.
- Option to disable the product. Once disabled, no vendor can sell it.
- The marketplace will support many product categories. However, each product category will follow the same layout on listing and detail pages. Also, each product type / category will have similar features.

Informational Content Management

- Content for the informational / landing pages on the ecommerce website can be managed via WYSIWYG editors. Even banners, images and metadata for SEO can be managed.

Reports / Analytics

- FMS team would have access to a set of reports to measure performance of the business like revenue reports, taxes, vendor performance, most selling products etc.
- Final list of reports would be finalized during the planning phase.
- Few of the reports can be displayed graphically via charts while others would be tabular ones with option to export as excel sheets.
- Dashboard would highlight the actionable items as in vendor accounts pending approvals, products to be reviewed / published etc.

Chats

- Chats between vendors / customers will be logged on the platform and can be viewed by the FMS team.

Incidents

- Incidents are issues raised by the customers against the orders.
- Incidents would be raised to the FMS team for review and address. FMS team can review details, reach out to the vendors and get back to the customer with a resolution.
- Against each incident, if the FMS team finds an issue on the vendor's end, they can raise a note regarding the same. These notes would affect the vendor's reputation on the platform.

Transactional Emails

- Emails would be triggered by the application based on various events (customer sign up, forgot password, order confirmations / updates, chats, vendor notifications etc.)

- Content for these emails can be managed via the admin portal. These content blocks will have placeholders for dynamic content which will be replaced with actual values when the email is sent out.
- All emails to be branded as per the brand guidelines.

Discount Code / Promotions

- FMS team can set up discount codes with set criterias (minimum amount, limited to products / collections / vendor etc.).
- Discounts would be distributed across products on the cart and reflected on the vendor's portal.
- Detailed discussions on how the discounts work in terms of distribution between vendor and FMS's commission would be discussed / decided during the planning phase.
- Coupons to offer free shipping, percent and fixed value discount.
- Start / End date can be set for promotions / coupons so sales automatically end at a specified date.

Order Fulfillment Flow

- Below is how we assume the order fulfillment flow to be. This would be discussed in detail during the planning phase and finalized.
  - Customer places an order in the store. Single order can contain items from multiple vendors.
  - Order is divided into multiple sub-orders on the platform and distributed between vendors for them to fulfill. An email notification would be triggered for them to accept the order and fulfill it.
  - Vendors review the order and accept it. In case, they can't fulfill the order they will mark for cancellation with a note that will be passed on to the customer with suggestions to purchase another product or maybe same product from a different vendor.
  - Vendor fulfills the order. They can fulfill the order at once or in multiple shipments. Customer would be notified as orders are fulfilled.
  - Post fulfillment, order would be tracked till it's delivered and order status updated accordingly.

Payment Flow

- Below is how we assume the payment flow to be. This would be discussed in detail during the planning phase and finalized.
  - Customer places an order in the store. Single order can contain items from multiple vendors. Customer's card would be 'authorized' for the amount at this point.
  - As vendors accept the order the respective amounts would be captured but not yet paid to the vendor.
  - Once orders are fulfilled by the vendor and on receipt of it to the customer, the payments will be made to the vendor's linked bank account.
  - The total amount paid by the customer would be split into multiple charges like FMS's commission, transaction fees (by the payment provider), shipment, taxes etc. The amount received from the customer will be deposited in 2 bank accounts: FMSs (commission) and vendors (product cost, tax, shipping etc.). The exact payout will be discussed and finalized during the planning phase.

Configurations

- FMS team would have access to a bunch of configurations. They would be related to the vendor's global commission rate, transaction fee, auto-approve rules (products), hours / days limit for accepting new orders etc.
- It will also have a global announcement bar. Content would show up on the vendor's portal on the very top to alert them about the announcement.
- The list of configurations would be decided during the planning phase.

Quality Control

- FMS team would have access to the following parameters to keep a check on quality:
  - Vendor's reputation score to decide if they should delist a particular one or not.
  - Access list of products with most negative reviews and decide if they should be unlisted or if there are issues with the product listing.
  - Access to chat history for review of customer's concerns and resolutions suggested by the vendor.
  - Incidents raised by the customers.

VENDOR'S PORTAL

Overview

- This admin portal would be dedicated to the vendors for operating their ecommerce business on the platform.
- Password protected portal only accessible to vendors.
- This would be hosted on a sub-domain to the ecommerce domain.
- Instructions / how to guide will be added to the screens and documentations provided to make the portal intuitive.

Log In / Sign Up

- The ecommerce website would have a set of landing / informational pages for the vendors on how they can benefit from the platform with an option to sign up.
- Sign up form will include basic fields like name, address etc. and also collect business specific information required by the FMS team to evaluate and approve the listing.
- Sign up would take place only via email addresses and not social media accounts.

Staff Members

- A primary vendor account will be initially provided access to the account. This account can be used to add other staff members with limited access.
- View list of staff members with statuses and option to block them.

Shipping Methods

- Vendors can choose the carriers they want to use for fulfillment. Application would integrate with a 3rd party system like ShipEngine to integrate with the carriers. Vendors can choose the carriers they would like to use.
- During checkout, dynamic real time rates would be calculated for this shipment based on the shipping address, vendors warehouse address and options presented to the customer to choose from.
- Vendors can also choose to provide customers an option to pick up products from the store. Vendors are assumed to have a single location and can mark specific products on the catalogue.

Manage Listing

- Each vendor would have a public listing on the website providing details about their brand / business.
- They can manage the content that goes on this page via the portal.
- Business hours and store location would be mentioned which customers can refer to for in-store pickup.
- They can choose their unique id (amongst all vendors) which will also become their unique URL on the store.

Catalogue Management

- Application would provide vendors with 2 options on creating / managing the catalogue.
  - **Form based Input:** Vendors can manually fill out forms to create new product listings, edit existing ones and deactivate some as needed. An option to duplicate products would be provided to ease out the job. Help tips would be added to various fields for assistance.
  - **CSV Upload:** Another option for them would be to download a CSV template, populate content on it and upload on the platform. CSV templates for existing products can be downloaded, modified and re-uploaded as well with limited columns as required by the update. A document explaining different fields would be provided for them to refer to.
- Vendors would also have an option to simply put their offer for existing listed products. So if ProductA is already listed by VendorA, VendorB can choose to search for this product and simply publish his offer (price, inventory) for the same. So now customers can see the listing and option to purchase between 2 Vendors.
- Products listing with option to filter / search them.

Order Management System (OMS)

- List of all orders with statuses (new, pending, partially fulfilled, fulfilled, delivered, completed), amount, customer etc. would be displayed. Option to search via various parameters.
- Detailed view of the order with complete information for fulfillment.
- View the shipment method chosen by the customer and accordingly prepare a shipping label for the same from the portal.

Reports / Analytics

- Vendors would have access to a set of reports to measure performance of the business like revenue reports, taxes, most selling products etc.
- Final list of reports would be finalized during the planning phase.
- Few of the reports can be displayed graphically via charts while others would be tabular ones with option to export as excel sheets.
- Dashboard would highlight the actionable items as in number of new orders, orders pending fulfillment, unresponded chat messages etc.

Incidents

- This section will show all incidents raised by the customers against the orders and notes from the FMS team. Vendors can respond back to the FMS team as comments.

Reputation

- Vendor's reputation on the platform would be calculated based on certain criterias (incidents, customer's review, timely delivery, order cancellations)
- Vendor's reputation would be taken into consideration to decide on the default vendor to be presented to the customer when purchasing it and also a bad reputation can lead to their account closure.

ACCESSIBILITY COMPLIANCE (OPTIONAL)

The built website would be AA compliant. Website Accessibility would be tested twice:

- **Graphic Designs:** Once designs are developed, they will be tested to ensure the color contrast ratio of the background and foreground passed the minimum threshold values.
- **Website Testing:** This will be carried out once the website modules / templates have been developed. Following tests are carried out:
  - **Screen reader testing using JAWS on Win 10/IE11 -** All website pages would be tested using JAWS screen reader to ensure all content such as name, role, state of elements are read accurately. TalkBack to be used for Android Phones using Chrome browser and VoiceOver for iPhone using Safari.
  - **Color contrast testing on Win 10/Chrome -** Ensuring the color contrast ratio of the background and foreground passes the minimum threshold values for regular as well as enlarged text.
  - **Browser zoom testing on Win 10/IE11 -** Ensure that the website works fine after zooming in to 200%.
  - **Keyboard-only on Win 10/Chrome -** Ensuring the website is functional using the keyboard only without using a mouse. Customer should be able to browse the site and checkout successfully. While navigating, focus should be clearly visible, and a correct focus order should be maintained.
  - **Testing using an automated tool on Win 10/Chrome -** We would be testing the website against few ADA testing tools to validate basic accessibility and HTML Protocols.
- **Remediation:** Post audit, the required fixes would be made to the website and re-audited to validate them. In case our development team is unable to fix reported issues with the integrated apps due to limitations, we will reach out to the app support team to figure out a workaround (if supported by app). If not, either the app needs to be replaced or a custom app needs to be developed (not part of current SOW).
- **VPAT Report:** Post validation, VPAT report would be created which can be presented as proof that website adheres to WCAG compliance.

NEW FEATURES (ADDITIONAL SCOPE)

- Pre-orders. Customers can preorder products which are currently unavailable. These items will be shipped in a future date.
- Customers can send gifts to others. Includes creation of curated gift boxes.
- Subscriptions. Customers can subscribe to products which are delivered to them on a regular basis.
- Blogs / Recipes. Option to create blog posts and recipes.
- One vendor can offer multiple pickup locations. They can define dates and times available for each location for order pickup.
- Affiliate program. Vendors can refer other vendors to join the marketplace and earn rewards / commission.
- Customers can mix pickup and shipping in one transaction.
- Vendors can define serviceable areas or zipcodes. Once the application scales to the entire US, it might not be possible for a vendor to ship their products everywhere. Customers in this case needs to first define the zip code they are looking to get the product delivered or picked up. Based on this zip code, products from serviceable vendors will only show up.
- Vendor Subscription Fees – Vendors need to pay a monthly / yearly fee to use the marketplace on top of the commissions on each order.

PROJECT EXECUTION PROCESS

Graphic Designs:

- Graphic designs and wireframes will be created by Mobikasa team.
- Graphic designs will be created based on the wireframes developed. It will be based on client preferences and best industry practices.
- For each design iteration, a meeting will be held with Client project team to discuss ideas and designs will be created.
- Designs will be created in batches consisting of 2 – 3 screens and re-work based on the feedback.

Meeting / Collaboration:

- Project manager will be the point of contact for Client project team. Technical lead can join the call as per needs. Weekly meetings will be scheduled to discuss progress and next steps. Closer to the go live date, meeting might be required twice a week.
- Google meet or equivalent tools to be used for screen sharing whenever required during meetings.

Code Management:

- Application code will be managed via a GIT repository.
- All code commits to have proper titles and description.
- Proper code commenting to make it easier for others to understand code quickly as it will be open source.
- Code will be pushed out to the repository on a regular basis.
- Code to the server will be auto-pulled via GIT repository.
- Multiple branches to be used on GIT. Each feature to have a separate branch so they are not independent of other changes/features and can be pushed to production whenever required.
- Database updates also to be stored on GIT with each feature specific branch to fasten the process of code deployment on server and avoid errors.

Deployment Process:

- During development phase, 2 environments will exist: Staging and UAT. Code updates from development system after unit test will be pushed to the Staging server for integration testing. Once done, it will be pushed to UAT for review.
- Code to be pulled directly from the GIT repository to make the deployment faster and error free.
- Database schema updates to be made if the features require so.
- Database backup before pushing code to production server for quick recovery in case of unexpected bugs.
- Note deployment date/time and feature list on a server health tracking tool to measure website throughput before and after code push to check if the deployment affected the website speed and efficiency.

Project Management Tools:

- Use of agile board tools like Trello.
- Multiple boards to be managed for task tracking, bug tracking and future improvements in pipeline.
- Track all tasks using the project management tool. This will minimize communication via email and have all notes at one place. This will save time for project managers at both ends.
- Agile board will quickly give a brief overview of all tasks, assignee, it's current state.

Testing Process:

- QA will take place throughout the project, and then again prior to launch.
- User stories will be tested. The project will be reviewed in supported browsers to test visual and functional conformity (Cross-browser testing and functional testing). QA prepares screenshots with comments, hands over to developers, and this step will be iterated until all bugs will be resolved.
- Unit testing to be carried out by the developers on their local machine.
- Integration testing to be carried out by internal testing team to make sure
    - New features work as expected
    - Existing features are not affected by the latest code push.

- After integration test is successful, modules will be pushed to UAT server for client review. Demo sessions can also be arranged to facilitate the process.
- If during acceptance testing further modifications to the module seem necessary, they will be made by the developer and the entire process will be followed again until the module doesn't meets the requirements or further improvements seem necessary.

Training & Documentation:

- Client's Staff members will be provided training sessions by the Project manager after each module is rolled out on UAT server.
- Help docs / documentation will also be provided which Client project team can refer back to when needed.

TECHNOLOGIES USED
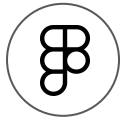
Figma
Graphic Designing and collaboration tool.
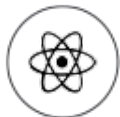
ReactJS
For front-end UI/UX development.

NodeJS
For back-end development.

Git
For managing application code and versioning

MySQL
For storage application data

Trello
For project management

AWS
Hosting service for the website.

PROJECT TEAM

Project Manager x 1

Coordinate internal resources and third parties/vendors for the execution of the project.

Technical Lead x 1

Senior developer responsible for keeping a quality check of the project, build architecture and task management for the team.

Creative Head x 1

Responsible for auditing the designs and providing recommendations for improvements.

Graphic Designer x 1

Responsible for creating graphic designs for website.

ReactJS Developers x 2

Responsible for building the responsive UI and API integration for the ecommerce website and admin / vendor portal.

NodeJS Developer x 2

Responsible for backend coding and business logic for the application.

Application Tester x 1

Responsible for testing the application after each module completion on multiple platforms to make sure no bugs exist.

Server Architect x 1

Responsible for setting up and maintaining the server for hosting the website.

SEO Specialist x 1

Responsible for reviewing the website architecture and ensuring that the best practices are followed.

Accessibility Tester x 1 (Optional)

Responsible for testing the application for compliance with WCAG 2.1 AA standards.

PROJECT TEAM STRUCTURE

FMS

Project Sponsor

Point of Contact

Subject Matter Expert

Support Groups

MOBIKASA

Creative Head

Lead Project Manager

Dev Team Lead

Graphic Designer

Server Architect

Frontend Dev team

Backend Dev Tester

Application Tester
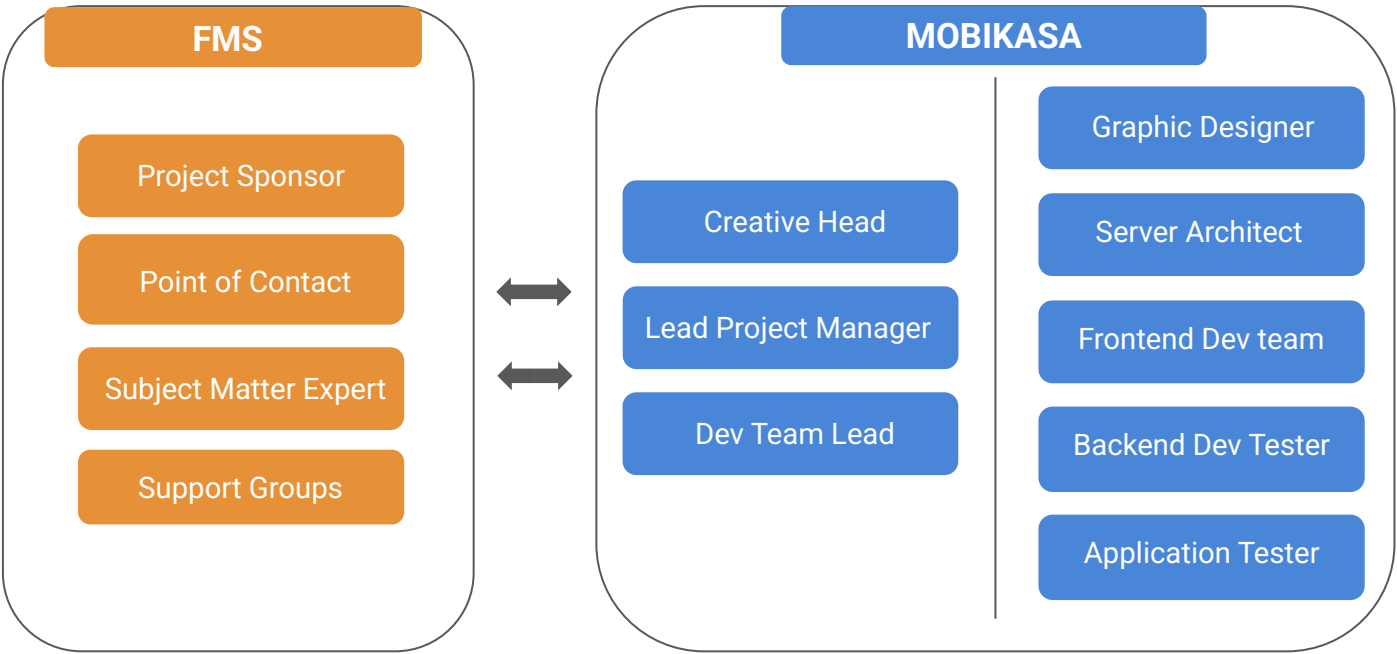
PROJECT SCHEDULE

OPTION 1 - (INCLUDE NEW FEATURES IN INITIAL LAUNCH)

Phase	Timelines
Graphic Design Phase	2.5 months
Development Phase	6.5 to 8 months
Accessibility Phase (Optional)	1 month
New Features (Additional Scope)	Included

OPTION 2 - (INCLUDE NEW FEATURES POST LAUNCH)

Phase	Phase 1 (Initial)	Phase 2 (Post Launch)
Graphic Design Phase	2 months	1 month
Development Phase	5 to 6 months	2 to 2.5 months
Accessibility Phase (Optional)	1 month	0.5 month

COST

OPTION 1 - (INCLUDE NEW FEATURES IN INITIAL LAUNCH)

Phase	Cost
Graphic Design Phase	$ 26,500
Development Phase	$ 126,000 to $ 147,000
Accessibility Phase (Optional)	$ 21,000
New Features (Additional Scope)	$ 43,000 to $ 50,000

OPTION 2 - (INCLUDE NEW FEATURES POST LAUNCH)

Phase	Phase 1 (Initial)	Phase 2 (Post Launch)
Graphic Design Phase	$ 26,500	-
Development Phase	$ 126,000 to $ 147,000	-
Accessibility Phase (Optional)	$ 21,000	-
New Features (Additional Scope)	-	$ 55,000 to $ 62,000

PAYMENT TERMS

100% Graphic Design on contract signing

25% of Development cost on Development start

25% of Development cost on 30% completion

25% of Development cost on 60% completion

25% of Development cost on completion before launch

PAYMENT LINK - CLICK HERE

ABOVE COST DOES NOT INCLUDE:

1. Content writing services

2. Third party apps and Plugins, Themes, Softwares

3. Server and Hosting

4. Taxes, Vat etc

5. Server and Hosting Fees

Mobikasa will provide limited time support warranties as a consideration to the Client for the award of this project, and at no additional cost. For this project we will provide full support for any bugs/issues in our completed development work until 12 weeks after the launch date.

Discover
Feature List
Scope of Work

Design
Wire-framing
Mock-ups

Development
Agile Approach
Regular Updates

Launch & Test
Though Testing
Release app/Publish Site

Ongoing Support & Enhancements
Maintenance
Adding New Features
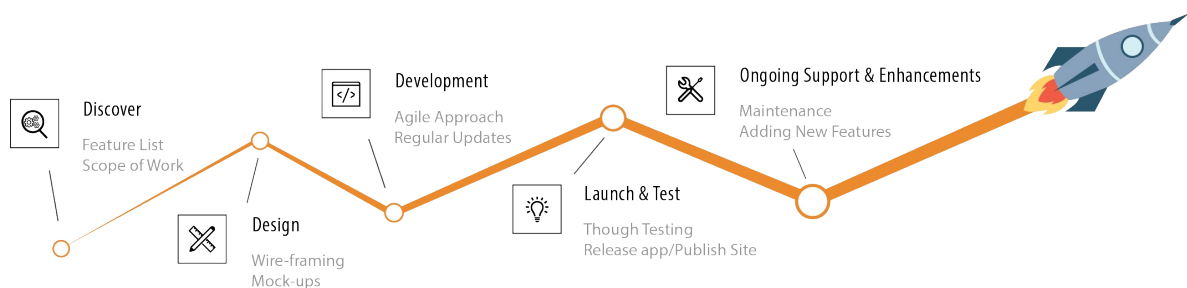
MAINTENANCE PLANS

MAINTENANCE PLAN (ANNUAL)	
100 hrs (Valid 1 yr)	$ 5,000
250 hrs (Valid 2 yrs)	$ 10,000
600 hrs (Valid 2 yrs)	$ 20,000

MAINTENANCE PLAN (MONTHLY)	
150 hrs per month	$ 6,000
325 hrs per month	$ 12,000
600 hrs per month	$ 20,000

Services: All maintenance plans offer the following services:

● Project Management.

● Development support.

● Graphic designing support.

● Testing support.

● Cloud Ops Support.

● Content entry support / CMS or Admin Management.

● Research for new features, understanding business problems and finding solutions.

How are efforts tracked: We will maintain a shared google sheet tracking the balance hours, tasks and efforts spent on each task. A project management tool will be used to track all tasks.

Flexibility

We are completely flexible with our maintenance plans and can upgrade / downgrade as needed. There's no commitment to stick with the same for any period of time.

Also, the balance hours from the monthly maintenance plans gets rolled over to the next period automatically so you don't lose any unused hours.

Maintenance Plans

Adhoc Plans (100 hrs for $5,000, these are valid for 12 months)

Consider this as a support team that gets into action when you need / want them to. We don't have a dedicated team assigned on the project and the process looks like this:

- You reach out to the team with a task that needs execution.
- We get on a call or discuss over email to completely understand the same and prepare a SOW.
- On approval, a team is allocated to execute the task. It takes around 2 - 4 business days for the same.
- We will execute tasks, ask you to review and push to production.

Monthly Plans (150 hrs for $6,000 per month)

We assign a dedicated team to the project, not every team member absolutely spends their full time on this project but are the ones to work whenever there's work so we don't end up spending time on training new personnel. Process looks like the same as Adhoc plan with the following differences:

- We will have ongoing work on the project, sometimes less sometimes more.
- At least one weekly meeting will be set to discuss the ongoing tasks and new ones.
- The team is ready to pick up the tasks almost immediately (compared to the 2 - 4 business days delay with the Adhoc Plan).

DIGITAL MARKETING SERVICES

SEO MONTHLY COST	
20 Keywords	$ 800 per month
40 Keywords	$ 1,000 per month
60 Keywords	$ 1,500 per month
Unlimited Keywords (Max 100 hrs / month)	$ 4,000 per month

PAY-PER-CLICK SERVICES	
Upto 2 platforms (Monthly)	$ 600 or 10% of ad spend, whichever is higher

SOCIAL MEDIA MANAGEMENT (SMM)	
Per Platform Fees (Meta - Insta + FB)	$ 800 per month
Additional Platform Fees	$ 200 per month
TikTok	$ 500 per month

CONVERSION RATE OPTIMIZATION (CRO)	
25 hrs	$ 1,000
50 hrs	$ 2,000
100 hrs	$ 4,000

OUR CLIENTS

TESTIMONIALS

We are very pleased because of the speed, quality, and innovation that MOBIKASA offers.

With an office in India and New York, someone from their team can be reached at any time. They are responsive, personable, and helpful. They also have exceptional service and troubleshoot problems easily. Throughout the engagement, they delivered what was requested within the expected timeframe.

Sumantro Das, Marketing & Mobile Manager, 1800 Flowers

They're as good as it gets when it comes to performance.

They are extremely responsive partners who have gained a solid understanding of the needs of the platform and its users. Their debugging skills are excellent, and they openly work to improve based on feedback, while contributing their own informed, helpful suggestions.

Spiro Papathanasakis, Director, Essenstial Accessibility

They really listened to us when we explained our goals, which gave our engagement a personal touch.

Development work yielded a 30% increase in Black Friday sales, and mitigated customer stock case issues. Working within severe budget limitations, MOBIKASA offered global support, personalized direct engagement, and generated a robust, fully scalable solution that maximizes

Global Supply Chain & eCommerce Supervisor, Mavi

They are always on top of the work and make sure that issues are resolved quickly.

While the project is still in the testing phase, the work thus far has met the functionality needs and goals of the internal team. MOBIKASA communicates regularly with the client to ensure an effective collaboration. The team provides a high level of customer service.

Israt Ahmed, Digital Media Manager, The City University of New York

I'm very satisfied with their work …. They're fast and they know what they're doing.

Mobikasa is an experienced team with quick turnarounds. Their work resulted in higher acquisition and retention rates, as well as new business goals in terms of digital projects. They communicate frequently to counter the time difference, and they share valuable expertise on industry best practices.

Dayvonne Smith, Digital Strategy Director, NYC College line

They are capable of completing projects satisfactorily and to our specifications.

MOBIKASA successfully delivered a live website with all design specifications met and no major bugs. Communication has been mostly smooth despite a language barrier and significant time difference.

Jake Coburn, Head of Marketing, LebaTex, Inc

TERMS AND CONDITIONS

SCOPE LIMITATIONS

Vendor will not be responsible for the following:

- It's the Client's responsibility to adhere to all the copyrights and trademarks.
- Client must keep up with any paid fees (reoccurring or not) on third party apps/services, for integrating.
- If the third-party apps change its services/policies, it is beyond Vendors control.

CLIENT RESPONSIBILITIES

- Be actively involved in testing. All deliverables would be internally QA'ed by Mobikasa before seeking client approval but we expect client to review it on their end too.
- Mobikasa should not be held responsible for financial losses resulting due to unexplored use cases or bugs including bugs from 3rd party integrations
- Provide timely inputs, feedback and approval via email as required.
- Provide graphics, text and design inputs.
- Be available for calls as needed to answer questions.

CODE OWNERSHIP

All work done under this contract will be owned by the client post completion of the project and remittance of scheduled payments. Client will have no dependency on the Mobikasa team for any future upgrades.

TERM

The term of this agreement shall commence after the payment is received from the client and lasts till the duration required.

SUPPORT

Vendor will provide complete support for all development tasks carried out and provide free service in case of unexpected bugs/issues discovery for a period of 12 weeks after the website is ready/live. This free service will not be provided if the bugs come up due to changes to the theme files by client's end or any changes introduced by 3rd Party apps/integrations. Any new task out of the work scope mentioned above even during the 12 weeks support period will be carried out at extra cost.

INDEPENDENT CONTRACT STATUS

The parties intend this Agreement to create an independent Contractor relationship. Neither Contractor nor its employees or agents are to be considered agents or employees of Customer for any purpose, including that of federal and state taxation, federal, state, and local employment laws, or employee benefits. This agreement also binds Customer to not hire any of the contractor's employees or ex-employees for a minimum period of 5 years post completion of this contract term.

COMPLIANCE WITH LAW

All services rendered by Vendor and its employees pursuant to this Agreement shall confirm with and be in full compliance with all applicable Laws. If there is any legal issue that arises in future, the Customer or Contractor can file a case in New York courts. This agreement shall be governed, construed, and enforced in accordance with the laws of New York, without regard to its conflict of laws rules.

ENTIRE AGREEMENT

This agreement constitutes the entire agreement with respect to subject matter herein and supersedes all prior or contemporaneous oral or written agreements concerning such services.

TERMINATION

- Client can terminate the contract if the services provided by Vendor are not aligned with the needs of the client. In this case, all working hours for the vendor shall be paid in full.
- Either Party may terminate the Agreement at any time upon 10 days prior written notice to the other Party.
- In the event the agreement is terminated, the Client shall still remain obligated to pay the Vendor for any services performed up to the date of termination. Services include completed and "in progress" tasks for which the Vendor has already invested efforts.
- Depending on the payments made so far, either Vendor will refund unused hours or Client needs to pay the outstanding balance.

CONFIDENTIALITY

Vendor agrees to keep confidential all business related Information/data disclosed by the Client and to use such Confidential Information only for the purposes of performing its obligations under this Agreement.

AUTHORIZATION

You acknowledge that you have read this agreement and agree to all its terms and conditions. You have independently evaluated the desirability of the service and are not relying on any representation agreement, guarantee or statement other than as set forth in this agreement. You have legal authority to execute this agreement. In witness whereof, each of the parties hereto has caused this Agreement to be duly executed as of the date below.

For Vendor (Mobikasa LLC)   **For Client (**)

By: _DocuSigned by:_ Prateek Sachdev
949F27C15F294CA...

By:

Name: Prateek Sachdev

Name:

Title: Managing Partner

Title:

Date: 9/25/2025

Date:

Address: 135 Madison Ave, 8th FL, New York, 10016

Address