

# Proposal

Alzaba (Animal App)

Dated: \_\_\_\_\_



WWW.TECHBAYPORTAL.COM

## Introduction:

Tech Bay portal is a website and mobile app development company in Dubai that provides a mobile app, web, and design solutions for small, medium, and large-scale companies. We also specialize Digital Marketing and promote business in the digital world. We design and build our client projects in-house without outsourcing our tasks to other companies to make sure our work stays high quality with minimum cost. This is how we provide great service with minimum cost. Our portfolio demonstrates our quality and flexibility. If you plan to design/redesign your website/mobile app or launch an e-commerce platform, we are the best team to give you design and development support.

“Our Goal” is to create products that you can be proud of and that helps your business. Mobile Apps can be absolute and they can also be colossal failures. This is the reason why Tech Bay Portal has developed a comprehensive approach to app development that takes the guessing out of the game. We are positive that you are considering doing business with us.

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# 1. PROJECT OVERVIEW

## 1.1. Project Description

- Client is looking for a technical solution that functions as an online market for animals where users have the ability to post and search for Animals they want to sell or purchase through Mobile Application.
- Users can search and select Animals that are posted on the platform for viewing. Once they selected an Animal, they will be provided with details and information including the price, location, age, type of breed and any other available information. Users will also be provided with the sellers details for further transaction.
- Users who want to sell Animals can create a post and upload it on the platform. Once the post is verified by the system admin, it will be displayed in the platform accordingly.
- The Mobile App will also have the ability to create an auction event where a user can post their Product (animal) which he/she wishes to sell and other users can participate in this event through bidding.
- The Project also includes an admin dashboard(Web panel) which will function as the controller of the mobile app including validation of post or auction of the users.
- The admin dashboard has all the reports including the number of posts (daily, weekly and monthly), the number of new users registered and etc.
- The admin dashboard also keeps a record of all activities performed on the platform.
- The Client will be providing all required system third-party APIs to integrate with the platform.
- The application will be available in both English and Arabic language.

## 1.2. Stakeholders

- **Users (iOS & Android):**Users can post their products(Animals) which they want to sell on the platform. They can also search and view details of posted products which they are interested in and may contact the seller for further transaction. With the same account, users may also participate in auction and bid with the best price among the other users.
- **Administrator (Web):** The platform owner will be able to manage the crucial data, post request, users account details and status.

## 1.3. Technical Solution

- A frontend native mobile applications for Users will be developed. A Web Admin panel for service owners would be developed to manage all stakeholders and other key operations.

### 1.3.1. Phase Tools/Technology

#### Designing

- Wireframes - Sketch & Adobe XD
- Prototype - Sketch & Adobe XD
- Design Screens for the stakeholders

#### iOS Development

- Swift
- IDE - XCode

#### Android Development

- Java/Kotlin
- IDE - Android Studio

#### Web Frontend Development

- html,css,jquery,bootstrap
- IDE – Php Strome

#### Web Backend Development

- Database: MySQL & Backend: Php Laravel

#### API Development

- Backend APIs
- Frontend App

#### Testing

- Bug Report
- Test Cases
- Unit Testing
- Module Testing

## 2. Project Scope of Work

### 2.1. User Mobile Application (iOS and Android)

#### 2.1.1. Splash Screen

#### 2.1.2. Sign up User:

- Email Address
  - Users have to provide a valid email address upon signing for account verification. Updates and notifications will also be sent through the email address registered in the platform.
  - Email address will be used as a credential for login.
- Password
  - Users have to provide a password for account security purposes. Password should be a minimum of 6 characters.
- First Name & Last Name
  - Able to provide First and Last Name for identification.
- City
  - Users will provide a city location as reference to his/her place of settlement.
- Country
  - Users will provide country information during login.
- Phone
  - Phone number will be used as an alternative credential for login
  - Users will provide mobile no. for communication purposes.

#### Account activation:

1. **Account activation via Email:** Users will receive the confirmation link in the email provided. Upon clicking the link, the account will be verified and activated for accessing the services.
2. **Account activation via One Time Password:** Users will receive a One Time Password (OTP) on the mobile number provided. When the OTP is verified as valid, the account will be activated for accessing the services.

#### 2.1.3. Log-in:

- Users have the ability to login via the activated email ID/Mobile Number and the account password.
- Users have the option to view or hide the password when filling up the password field.
- Users will have the option to tick/click the checkbox present on the screen to allow the platform to remember the login credentials. Their credentials will get saved to the backend and will automatically pop up whenever the User log-in

#### 2.1.4. Remember me (Default unless user logs-out)

- Users have the option to tick/click the checkbox present on the screen to allow the platform to remember the login credentials. This way, the user

doesn't have to enter their credentials every time they use the application.

### 2.1.5. **Forgot Password**

- User will have the option to reset his account password by clicking on this Button. The user will be asked to provide his/her email and a link will be sent to the email ID or a One Time Password (OTP) to the mobile for resetting the current password.
- Once the verification of the account is accepted, the User will be asked to provide the new password twice for confirmation.

### 2.1.6. **Profile:**

#### **View profile:**

- Users have the ability to view his or her profile details which he/she had registered during sign up (account name, mobile number, name, address, email ID, etc).
- Users can also view their Auction participation history on this page.
- Users can also view their Post (History and Current) on this page.

#### **Edit profile:**

- Users have the ability to edit/update the above parameters in this section.

#### **Post History:**

- Users have the ability to view his/her Post history in this section.

#### **My Bids:**

- Bid History
- Participated Bids
- On going
- Watch list

#### **My Documents:**

- **Able to upload documents for reference**

### 2.1.7. **Search:**

- Guests and Users can use this feature to search and explore products(animals) by typing the keyword of the animal in the search bar.
- Guests and Users have the ability to filter their search by;
  1. Price
  2. Location
  3. Date Posted
  4. Category (Kind of Animal)
- Guests and Users can sort the results of his/her search by;



1. Price (High to low/low to high)
2. Date Posted (Latest / oldest)

### 2.1.8. Users

- Refer to the end-users that have signed-up and created an account in the platform. Users will have the following ability in the mobile app.
  - View available Animals that are for sale in the platform.
  - View Animal information
  - Able to view seller information
  - Able to post Animals for selling
  - Add, edit delete their own post
  - View available Animals that are on auctions
  - View auction information
  - Able to participate in an auction
  - Able to create auction event
  - Search & Browse on the platform
  - Able to leave a comment or write a review in a post
  - Users can contact the seller directly using the App through the following;
    1. Chat - Mobile Feature
    2. Call - Telecommunication to the mobile number registered in the system.
    3. SMS - Telecommunication to the mobile number registered in the system.

### 2.1.9. Guest Users

- Refer to the end-users that haven't signed-up and created an account on the platform. Guest Users will have limited access and interaction with the mobile app such as:
  - View available Animals that are for sale in the platform.
  - View Animal information
  - View available Animals that are on auctions
  - View auction information
  - Search & Browse on the platform

### 2.1.10. Home Page

- Search
- Profile
- Popular
- Favorite
- Latest Post
- Price
- Category
- Auction
- Share on Social Media
- Notification

### 2.1.11. Animal Profile Page:

- Product page is where users can view the details and information of the animal.
  1. Type of animal
  2. Image
  3. Age

4. Gender
5. Price
6. Location
7. Description of the animal
8. Seller Info (only for Users)
9. Videos if available

#### 2.1.12. **Seller Page:**

- Users that are logged-in can view the Seller details.
  1. Seller Name
  2. Seller Contact Number
  3. Seller Location
  4. All products(Animals) that the seller posted
  5. Users are able to rate and write reviews about the seller.
  6. Users have the ability to report other users/sellers for a certain reason.

#### 2.1.13. **Posts and Posts Management:**

- Users can add a Post and this will come as a request to the admin. The admin will review this request and once the request is approved, the post will be published on the platform, otherwise the admin will notify the User for amendments.
- The charges for each post will be set by the admin. Please see example below.
  - 15 days - 50 AED
  - 25 days - 100 AED
  - 2 months - 250 AED
- Users can edit or delete their post within the period of time they have selected.
- When a User edits their Post, the admin will review the edited post before it is published on the platform again.

#### 2.1.14. **Auction Events:**

- This page is where potential buyers place competitive bids on animals that are available for bidding. In this section sellers and bidders can get a good deal for buying or selling animals.
- The system has the ability to show the countdown of the on-going Auction to the users and guest users.
- The system has the ability to show the upcoming Auction.
- The system has the ability to show the Favourite Auction.
- The system has the ability to show the Users watch list Auction on this page.

#### 2.1.15. **Auction Product(Animal) Page:**

- Auction Product(Animal) page is where users can view the details and information of the animal which is in auction.
  1. Type of animal
  2. Image
  3. Age
  4. Gender
  5. Current Price
  6. Location

7. Animal Description
8. Lot Number
9. Number of bidders
10. Other bidders prices
11. Seller Info (only for Users)
12. Videos if available
13. Auction date and time started
14. Auction date and time remaining

#### 2.1.15.1. Seller / User Auction

- Users can request the admin to post an Auction Event.
- Sellers will provide all the details of the animal they want to sell.
  1. Type of animal
  2. Image
  3. Age
  4. Starting Price
  5. Minimum Increment Price
  6. Location
  7. Animal Description
  8. Videos if available
  9. Start date and Time of the auction
  10. End date and Time of the auction
- The charges for each Event will be set by the admin. ex;
  - 15 days - 50 AED
  - 25 days - 100 AED
  - 2 months - 250 AED

#### 2.1.15.2. BIDDERS

- Users can tag an event as “Watching” and this event will be added to his/her watchlist.
- Users can contact the sellers directly using the App through the following;
  1. Chat - Mobile Feature
  2. Call - Telecommunication to the mobile number registered in the system.
  3. SMS - Telecommunication to the mobile number registered in the system.
- Users can participate in any Auction Event he/she wishes to register with a corresponding participation fee.
- Participation fee is non-refundable.
- The winning bidder will be the priority buyer of the asset.
- The winning bidder cannot cancel his/her bid. A violation of this rule will be reported and will be penalized by the system.

#### 2.1.16. Banner Advertisements:

- Ability to view the banner advertisements posted by admin on the platform. Banner advertisements will be in the form of images and slides.

#### 2.1.17. Payment Method:

- The system is integrated with Foloosi as a payment method.

- The system is capable of being integrated to other Payment gateways but requires APIs which will be provided by the second party.

NOTE: The payment method is used for Auction Events only.

### 2.1.18. **Notifications:**

- Users will receive notification as push, email or SMS
  1. Application Software Update
  2. Upcoming Events
  3. Users that have taken interest in your Post.
  4. Users that sent messages to the sellers.

### 2.1.19. **More:**

1. About Us
2. Contact Us
3. Help/ FAQ
4. Terms & Conditions
5. Privacy Policy
6. Share this App
7. Rate this App

## 3. **Admin Web Panel**

### 3.1. **Login/ Registration: Admin**

#### 3.1.1. **Log-in:**

- Admin have the ability to login via the account Name and the account password created from the DashBoard.
- Admin have the option to view or hide the password when filling up the password field.
- Admin will have the option to tick/click the checkbox present on the screen to allow the platform to remember the login credentials. Their credentials will get saved to the backend and will automatically pop up whenever the Users log-in.

#### 3.1.2. **Reset Password:**

- Admin will have access to the backend Dashboard to reset the account password.

#### 3.1.3. **Add Admin User**

- Ability to add/register new Admin User at the backend Dashboard.
- Ability to make restrictions on each Admin account.

**NOTE: Without logging-in, you cannot use the Admin Panel's features.**

### 3.2. **Dashboard View**

- Admin can view the number of Registered Users.
- Admin can view all the users transaction history details.
- Admin can view all the posts list with deadlines.
- Admin can view all the user's post history.
- Admin can view all the past, ongoing and upcoming Auctions.

### 3.3. User Management

- Ability to view the total number of users registered in the system.
- Ability to view details of each Users in the platform
  - User Name
  - User Address
  - User Contact No.
  - User's transaction History
  - User's Post History
  - Bank Details if any
- Ability to block/ unblock users from the platform.

### 3.4. Posts and Auction Management

- Admin have the ability to reject or approve Posts and Auctions Request from the user before being posted in the platform.
- Ability to add posts and auctions on the platform
- Ability to remove Posts and Auctions from the platform.
- Ability to edit Posts and Auctions from the platform.

### 3.5. Reports

- Admin can view the report in different approaches (Daily, Weekly, and Monthly).
- Activities perform by users and Dashboard Admin

### 3.6. Auction Event History

- Admin can view the list of all the past auctions placed on the platform with details like Auction ID., Participants, Animals and the animal details, event details etc.

### 3.7. Posts History

- Admin can view the list of all the Post history placed on the platform with details like Post ID, animals and animal details, Date and Time posted, User details etc.

### 3.8. Transactions and Payments

- Admin can view all transaction history on the platform.
- Ability to export reports as a CSV file.

### 3.9. Banner Advertisements

- Ability to post banner advertisements on the platform. Admin can also update the Image/picture of the advertisement which will be visible to the Users and Guest in their application.

### 3.10. Reviews and Ratings

- Ability to see the review and ratings of the Application.
- Ability to see the review and ratings of the animals on the platform
- Ability to see the review and ratings of the events in the platform
- Ability to add/delete reviews on the platform.

### 3.11. Payment Gateway Setting

- Ability to view the payment gateway for users.

### 3.12. Notifications

- Notification will be sent as email/push notifications to all admin users
  - New User Registration notification
  - New Post request notification
  - New Auction Event request notification

- Order Payment Notification (Auction Events).

### 3.13. Analytics

- Ability to view the detailed analytics based on the total users registered in a definite time span, total revenue generated, total auction event placed.
- Ability to apply filters to each section.
- Ability to view the filtered list accordingly.
- Graphical representation of each analytic.
- Porting view (Numbers, Variable type of Graphs).

### 3.14. Contact Users

- Ability to call, message or email Users for any inquiry

### 3.15. Settings

- View/ Edit Profile
- Change Password
- Log-out

### 3.16. More

- About Us
- Contact Us
- Help/FAQ
- Terms & Conditions
- Privacy Policy

## 4. Project Team

### 4.1. Team Structure

#### Team Role

- Project Manager manages the entire project from scoping to delivery
- Application Architect Design the Application layout and flow
- Designer Wire framing and branding
- App Developer Dedicatedly working on front end mobile app
- Backend Developer Building the entire backend and integrating each touchpoint component
- QA (testing) Testing and Bug fixing

#### Client-Team Collaboration

- Our work methodology focuses on an effective agile development, which we have named 'Rapid Agile', as it combines the best practices from Extreme app programming, inculcates all the requisites, the success of which is visible in our results. You can interface directly with the developers whenever needed. Following interfacing tools can be used for communication:
- Whatsapp/ Telecommunication - for chat/calls
- Email - For addressing whole team or escalations

## 5. Time Estimates

- This project will take about 50 working days which approximately be 68 days from starting the project. This will be distributed as shown in the table below.

Sr. No.	Description	Timeframe	Date	
			Start	End
1	<b>Discovery &amp; Architecture</b> <ul style="list-style-type: none"> <li>• Scope of works</li> <li>• Site map</li> <li>• Requirement Document</li> </ul>	2 working days	1,Nov 20	3,Nov 20
2	<b>front end HTML, CSS and JAVAscript</b>	4 working days	3,Nov 20	9,Nov 20
3	<b>Laravel (PHP) backend Development</b>	24 working days	9,Nov 20 30,Nov 20	23,Nov 20 18,Dec 20
4	<b>Design &amp; prototype :</b> <ul style="list-style-type: none"> <li>• User App</li> </ul>	7 working days	1,Nov 20	10,Nov 20
5	<b>Implementation of IOS and Android mobile App design.</b> <ul style="list-style-type: none"> <li>• User App</li> </ul>	13 working days	10,Nov 20	27,Nov 20
6	<b>Designing APIs</b> <ul style="list-style-type: none"> <li>• User App</li> </ul>	13 working days	23,Nov 20 16,Dec 20	30,Nov 20 28,Dec 20
7	<b>Integrating the APIs with the App</b> <ul style="list-style-type: none"> <li>• User App</li> </ul>	20 working days	27,Nov 20	25,Dec 20

8	Localization	2 working days	25,Dec 20	29,Dec 20
9	Testing & Deployment	5 working days	3, Jan 21	7, Jan 21
<b>Total Days</b>				

**Note: The Dates mentioned above are for example purpose only.**

## 6. Not included in the tasks for this project

1. Image research/purchase/inclusion - Any images which you want to include will be provided by you.
2. Content- You will provide us with all the required content.
3. Interaction with third parties not related to the scope of this project.
4. Any changes in mobile app structure or design will be quoted separately and it will change the cost and the project timeline.

### **Acceptance of Proposal & Agreement to All Terms and Conditions**

Authorized representatives of each party declare agreement to the above scope of work with associated financial proposal and all terms and conditions for execution of this project.

On behalf of :

On behalf of Tech Bay Portal L.L.C

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Name: Ayman Adel

Title: \_\_\_\_\_

Title: Operation Manager

We trust that the above meets your requirements and assures you of our best service at all times.