

App Development Scope of Work by Ptolemy AI Calculator

1. Introduction

Overview of the Project

Problems Addressed by App:

ShopEase is an innovative e-commerce platform designed for mobile devices, specifically targeting users on both iOS and Android. This platform aims to simplify the online shopping experience by addressing common issues such as cumbersome user registration processes, complex product catalogs, and inefficient checkout systems. The app effectively enhances user experience by incorporating seamless account management, straightforward cart usage, and real-time order tracking, resolving prevalent pain points in online shopping.

Purpose and Objectives of the App

Value of the application:

- Offers a wide selection of products, enhancing user choice and satisfaction.
- Facilitates easy addition of items to the shopping cart, reducing barriers to purchase.
- Ensures a simple and secure checkout process that boosts customer trust and conversion rates.
- Provides real-time order tracking, giving users peace of mind regarding their purchases.
- Delivers push notifications to inform users of deals and order statuses, increasing engagement and customer retention.
- Integrates robust security features to foster confidence in online transactions, a critical need in e-commerce.
- Utilizes analytics to gain insights into sales trends and user behavior, informing business strategies and improving user experience.

2. Project Details

Detailed Description of the App

Who are Users/User Roles:

Customer

- Register account
- Create and edit profile
- Browse product catalog
- Add items to shopping cart
- Checkout purchases
- Track orders
- Receive notifications

Admin

- Manage product catalog
- Monitor customer feedback
- Run sales analytics reports

Set of Modules:

- User Registration
- User Profiles
- Product Catalog
- Shopping Cart
- Checkout
- Order Tracking
- Notifications
- Analytics Dashboard

List of Features:

- User Registration and Profiles
- Product Catalog
- Shopping Cart
- Checkout Process
- Order Tracking
- Security Features
- Push Notifications
- Analytics and Reporting

Features of the App that Will Make it Unique:

- Wide selection of items
- Real-time order tracking
- Push notifications for deals

Platform(s) the App Will Be Developed For:

- iOS, Android

Modules in the App:**User Registration**

Allows users to create a new account and securely store their profile information.

User Profiles

Enables users to view and edit their personal information and preferences.

Product Catalog

Displays a wide array of products available for purchase.

Shopping Cart

Facilitates users to add and manage items intended for purchase.

Checkout

Provides a streamlined and secure process for completing purchases.

Order Tracking

Offers real-time updates on delivery of purchased goods.

Notifications

Sends push alerts on special deals and order status updates.

Analytics Dashboard

Provides insights into sales trends and user behavior for admins.

Team Composition to Develop App:

- Project Manager
- iOS Developer
- Android Developer
- UI/UX Designer
- Backend Developer
- QA Specialist

3. Design

Overview of Design Requirements**Brand Guidelines:**

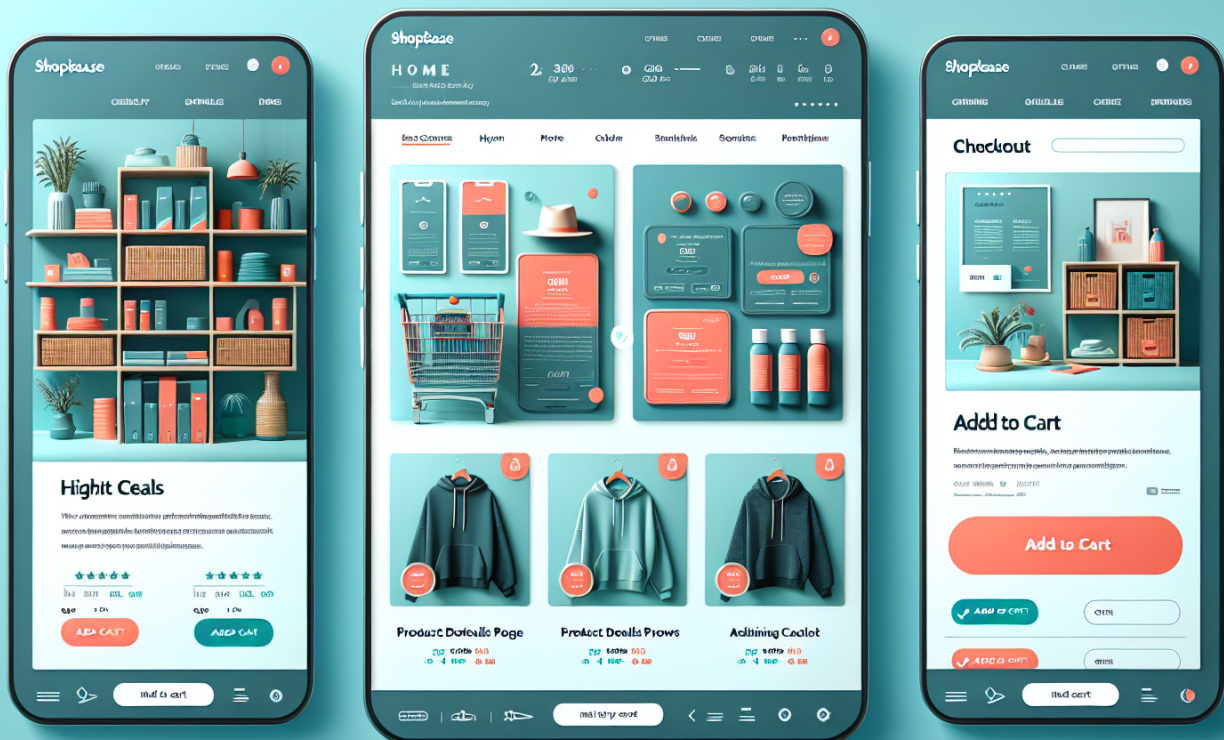
- Modern and minimalist design
- User-friendly navigation

- Consistent branding across all platforms
- Responsive design for various devices
- Emphasis on security and trustworthiness
- Engaging and interactive user interface

Color Schemes:

- Warm and inviting shades with a dominant use of pastels
- Accent colors should be used to highlight deals and important information
- Usage of neutral tones for readability and contrast
- Incorporation of brand colors such as turquoise and coral for call-to-action buttons

Wireframes or Mockups of Key Screens:



4. Development

Programming Languages and Frameworks

- Swift for iOS development

- Kotlin for Android development
- JavaScript for backend development
- Node.js for server-side framework
- React for UI components
- MySQL for database management

Integration with Other Systems or Third-Party Services

- Payment gateways (e.g., Stripe, PayPal)
- Push notification services (e.g., OneSignal, Firebase)
- Analytics tools (e.g., Google Analytics, Mixpanel)
- Social media APIs for user authentication and sharing

5. Delivery Time

f and Deliverables Schedule

Total time: 12

Weeks 1-2: Project kick-off, requirements gathering, and finalization of the project scope.

Weeks 3-4: Design phase including UI/UX designs and architecture.

Weeks 5-8: Development phase for User Registration, User Profiles, and Product Catalog modules.

Weeks 9-10: Development of Shopping Cart and Checkout modules.

Weeks 11-12: Development of Order Tracking, Notifications, and Analytics Dashboard modules, followed by testing and bug fixes.

6. Budget and Payment

Cost breakdown

Design: \$5880.0 - \$7840.0

iOS Development: \$9800.0 - \$12740.0

Android Development: \$9800.0 - \$12740.0

Backend Development: \$11760.0 - \$15680.0

UI/UX Design: \$3920.0 - \$4900.0

QA Testing: \$1960.0 - \$2940.0

Overall: \$43120.0 - \$55860.0



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