



Scope of Work: Responsive ecommerce website using Magento

v.1.155

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Table of Notifications

This Table represents the contacts in both companies as assigned currently.

Project	Name	Company
Project Requirements	Denny	FiveSeasonStuff Limited
Client Interface (Business)	Sakshi Sharma	Software Developers Inc.
Client Interface (Technology)	Raj Srivastav	Software Developers Inc.

Main Tasks

- **Task 1:** To create a custom responsive design from scratch as a Magento theme for the website which can better engage users and provide a seamless buying experience.
- **Task 2:** To integrate the design with the Magento 2 Community Edition framework.
- **Task 3:** To integrate the following list of the Extensions with Magento 2 CE and test and resolve bugs per Task 7, point 6 “Testing on 3 browsers - PC and Mac”
- **Task 4:** To customize downloaded extensions as per client’s specifications.
- **Task 5:** Additional Functions as per requirements mentioned by client
- **Task 6:** SEO requirements list

- **Task 7:** Salient points
- **Task 8:** Web security
- **Task 9:**User experience (UX) enhancements

Development Principles

- Responsive website design - Magento theme to be custom created or acquired
- Mobile folder design - We will design the theme as a responsive theme. This theme can be used for a mobile folder in the future by making changes as needed.
- Combination of latest UI and UX principles to provide a clean and intuitive Interface for the ecommerce website.
- Smart Navigation Tabs for easy and fast access to all the functions.
- Design, development and extension integration will be planned accordingly with Magento 2 release in Q4 2015
- SDI will ensure that the website is built as per the current latest release of Magento at launch.

Coding Standards

- Magento CE best practices
- HTML Editor – Dreamweaver/UltraEdit
- Design software – Photoshop/Fireworks
- Optimal use of Magento guidelines in programming and design.
- Strong HTML structure, CSS and JSS files based on clean code, HTML5, CSS 3, Bootstrap, AJAX

Notes on proposal

- The guidelines for designing, coding, developing, integrating are set forth in the following proposal. Should clarification be needed from any and all parts of this proposal, and further work is required, or during any stage of the project, and further work is required, and work does not digress from the original intention, there will be no extra fees involved as set forth under Terms and Conditions section 18. Should SDI sub-contract any or all parts of this proposal, that it will do so in proper context. Designers, programmers, Project Manager, or any team member outsourced and contracted will be highly competent and highly experienced in their own respective fields. Any terms differing from meaning under Terms and Conditions, section 18 will prevail and stand.
- Complete all the points agreed and covered in the proposal in the time frame mentioned
- Open door communication policy and timely correspondences with client
- All work is done in-house without outsourcing (Work will be done by SDI's subsidiaries and affiliated companies in the U.S and India)
- The main programmer(s) will be Magento certified.
- Protect and safeguard client coding and IP Rights during and before transfer to client
- After project completion, all coding, IP rights and all work related to website will be transferred to client with sole ownership to client.
- All work relating and belonging to client will not be stored, saved, transferred, reused by SDI or other parties
- SDI will not discuss to other parties without the consent of the client.
- NDA is binding to SDI and to other parties involved in the project.
- If the features from the extension list are already pre-built into Magento 2, then SDI and client will ascertain whether to use functionality in Magento 2 or to go ahead and integrate extension depending on differences between them

Task Details - We will carry out the following tasks.

Task 1: To design a Custom responsive design template as a Magento theme for a responsive ecommerce website which can better engage users and provide seamless buying experience.

1. We will design the template from scratch as per client's requirement. The designer is US based.
2. The design work will continue till the design meets or exceeds the client expectations for a global website, and provide progressive designs to the client for his review and feedback, until client chooses the best design option. The design work, may meet or exceed that of the websites, as in Task section 4. The best color scheme will be determined by designer and client together based on the current logo design and color provided. .
3. The designs will be responsive so that the website can be easily rendered on various browsers and mobile devices. [Extensions and features will also be responsive with the design for mobile devices based on this being possible through the extension front-end](#)
4. The total number of templates can be decided, on an ongoing basis, based on the features/functions the website is going to provide to its users. Navigation and internal pages will be similar, equivalent or exceeding in quality and/ or content to sample websites www.lightinthebox.com, www.dealextreme.com, www.focalprice.com, www.dinodirect.com and on an as needed-basis vis-a-vis extensions, features, functions or from client as the project design and development continues.

Part of internal pages, including and not limited to the following

Functional and working pages similar to

<http://www.dx.com/PartnerProgram>,
<http://www.dx.com/PartnerProgram/BBSMarket>, <http://club.dx.com/reviews/ReviewProgram>,
<http://www.dx.com/affiliate/Login>, <http://www.dx.com/dropship>
<http://www.dinodirect.com/help/rss/>, <http://club.dx.com/forums/>, <http://forums.focalprice.com/>,

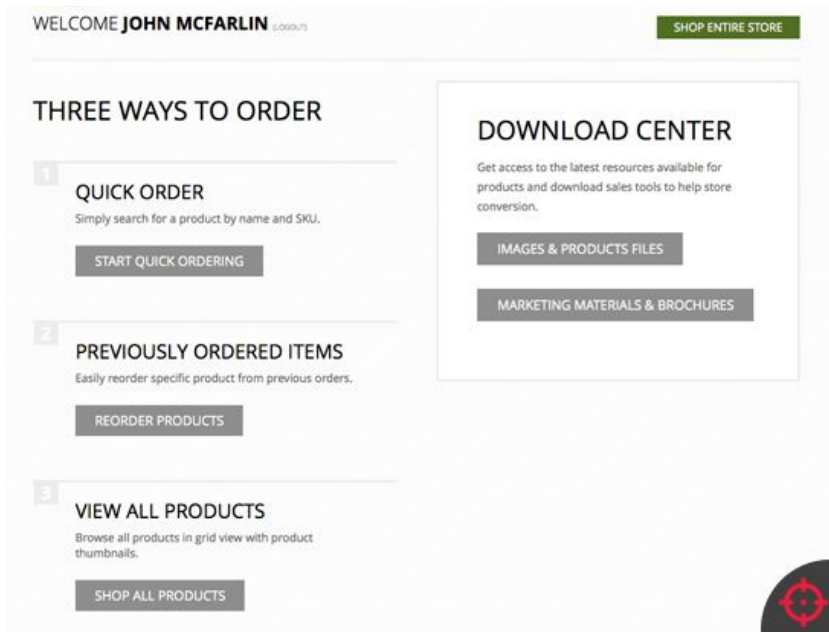
Including and not limited to the following

<https://my.dx.com/order-tracking>,
<https://cs.dx.com/ticket/index>, <http://cs.dx.com/FAQ/FAQCategory/1>, <http://cs.dx.com/>,
http://www.lightinthebox.com/index.php?main_page=testimonials,
<http://www.lightinthebox.com/r/contact-us.html>, <http://www.lightinthebox.com/r/about-us.html>,
<http://www.lightinthebox.com/r/site-map.html>,
http://www.lightinthebox.com/index.php?main_page=qc,
<http://www.lightinthebox.com/html/press-release.html>,
http://www.lightinthebox.com/index.php?main_page=NewsInTheBox ,
http://www.lightinthebox.com/index.php?main_page=knowledgebase&pg=kb.book&type=base,
<http://www.lightinthebox.com/knowledge-base/c1227/a2996.html>,
http://www.lightinthebox.com/index.php?main_page=knowledgebase&pg=kb.page&chapter=6&id=1231,
http://www.lightinthebox.com/index.php?main_page=knowledgebase&pg=kb.page&chapter=6&id=26,
http://www.lightinthebox.com/index.php?main_page=knowledgebase&pg=kb.page&chapter=6&id=1233, http://www.lightinthebox.com/index.php?main_page=return_policy,
<http://www.lightinthebox.com/r/privacy.html>, <http://www.lightinthebox.com/r/term-of-use.html>,
http://www.lightinthebox.com/index.php?main_page=affiliate,
<http://members.focalprice.com/Tracking>, <http://dynamic.focalprice.com/SiteMap>,
<http://dynamic.focalprice.com/helpinfo?currentCategoryID=24>,

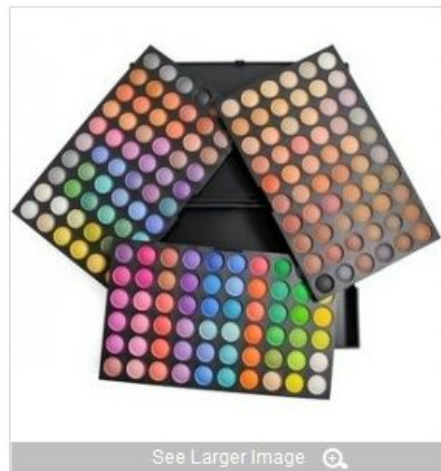
5. Client has to provide us some feedback on the typography (color scheme he would like to work with), reference sites, functions (categories/subcategories, search, sort/filter criteria, etc).
6. Internal functional blog page
7. RSS Feeds
8. Homepage design search box with category menu
9. After checkout, internal page for Thank You and confirmation with order number, promotions

and social buttons

10. Design homepage includes Facebook fanbox which can be disabled/enabled
11. Count down timer deals on homepage with “sold” and “quantity available”. Timer may tweak. Internal page for all daily deals, current deals, past deals and upcoming deals.
12. Auction and group buy (with sold and quantity available) style on homepage
13. Product page contains discussion (community), customer videos, customer photos, detail product reviews etc.
14. Internal drop-shipping and wholesale functional pages similar to this one:



15. Wholesale product page as reference with price breakdown:



Free shipping, 50pcs/Lots 180Colors Palette Eyeshadow Eye Shadow Wholesale Eye Shadow Makeup Eyeshadow

Price: **USD 708.98 ~ USD 724.50 / lot (50 Sets per lot)**

Cost per item: USD 14.18 ~ USD 14.49each (Not sold individually)

Options:

Wholesale Price:

Quantity (lot (50 Sets per lot))	Price (lot (50 Sets per lot))	Handling time
1 --- 5	USD 724.50	3 (D)
6 --- 10	USD 719.33	3 (D)
11 --- 15	USD 714.15	3 (D)
16 --- 20	USD 708.98	3 (D)

Price depends on item quantity,type in quantity below for trade price



Quantity: lot (50 Sets per lot)

Shipping Cost: USD 0.00 to United States via DHL

16. To “top page”
17. Client will provide the product images and product description as needed for webpage design development.
18. Mouse over photo shows title



19. The ecommerce experience should be fast, clean, simple, adaptive to screen size, and everything should work, including the checkout process.
20. As little pop-ups as possible, place promotion on side pages. Clickable links, useable on user page.

21. Tabs are auto open when mouse hovers over text
22. Internal page for survey/poll should be organized and /or arranged on homepage, but unobtrusively and subtle. Survey and poll can be pop-up. Survey for newsletter or other uses. Survey and survey questions can be changed for different purposes.
23. Each product page has a small CTA tab link to wholesale page pop-up login and registration.
24. Periscope and youtube internal page for new product releases, unboxing – details to be determined
25. Facebook page
26. Ensure all emails are readable on mobile devices
27. Way to show customers how to use coupons before and/ or checking out
28. Ajax product compare
29. For wholesale and dropshipping, internal page for AJAX quick add to cart by SKU, name or import order via CSV
30. Above points for Task 1 are by no means a final reference, though a starting reference for encompassing more rich features and layouts as the design development continues.

Task 2: To integrate the Design Template with the Magento ver. 2 Community Edition framework.

1. We will slice the finalized design templates into responsive HTML's
2. We will then integrate the responsive HTML's into the Magento community edition.
3. Magento CE Integration with the finalized template and integration from list of extensions from Task 2. Each additional extension will cost \$68/per extension. If extra extensions are needed and is related to Task 1, Task 6 or Task 7, then the \$68 cost is waived. Extra extensions can be free or paid, which the client will procure after client and SDI agree.

Task 3: To integrate the following list of the Extensions with Magento 2 CE and test and resolve bugs per Task 7, point 6 “Testing on 3 browsers - PC and Mac”

Extension#	Function	Extension Link	Price
1	Rich Snippets Google, Yahoo, Bing, Twitter, Pin (TASK 6)	http://www.magentocommerce.com/magento-connect/rich-snippets-suite.html	€65.00
2	Ajax one step checkout (TASK 1)	http://www.magestore.com/magento-one-step-checkout-extension.html	\$149.00
3	Custom Order Number to set custom prefixes and starting numbers for orders, invoices, shipments and credit memos.	http://www.extendware.com/magento-custom-order-numbers.html	\$79.00
4	Points and rewards, membership levels (Install by developer)	http://www.magestore.com/rewardpoints/pricing.html/	Custom Edition
5	email follow-up	https://mirasvit.com/magento-extensions/follow-up-trigger-email-suite.html	\$149.00
6	Group buy (TASK 1)	http://www.developers-inc.com/group-deals.html?tab=2	\$299.00
7	Auction style (TASK 1)	http://www.magestore.com/magento-auction-extension.html	\$149.00
8	Search (TASK 1)	http://www.mageworx.com/search-suite-magento-extension.html	\$99.00
9	Gift registry (TASK 1)	https://amasty.com/magento-gift-registry.html	\$99.00
10	Gift cards (TASK 1)	http://www.magestore.com/magento-gift-card-extension.html	\$119.00
11	Popup for discount code (TASK 1)	http://www.trm-marketing.com/solutions/magento-pop-up-extension.html?utm_source=magento_connect&utm_medium=description_link&utm_campaign=product	\$59.00
12	Store credit (TASK 1)	https://mirasvit.com/magento-extensions/store-credit-refund.html	\$149.00
13	Help Desk (TASK 1)	https://mirasvit.com/magento-extensions/helpdesk.html	\$169.00
14	RMA (TASK 1)	https://mirasvit.com/magento-extensions/rma.html	\$119.00
15	Out of stock notification (TASK 1)	https://amasty.com/out-of-stock-notification.html	\$79.00
16	Checkout promotional banner (TASK 1)	http://ecommerce.aheadworks.com/magento-extensions/checkout-promo.html	\$99.00
17	Affiliate (TASK 1)	http://www.magestore.com/affiliateplus/pricing.html/	Custom Edition
18	Color attributes + configurable (TASK 1)	https://amasty.com/color-swatches-pro.html	\$99.00
19	knowledge base helpful/not helpful (TASK 1)	https://mirasvit.com/magento-extensions/knowledge-base.html	\$99.00
20	Market segmentation (TASK 7)	http://ecommerce.aheadworks.com/magento-extensions/market-segmentation-suite.html	\$199.00
21	Product questions (TASK 1)	http://ecommerce.aheadworks.com/magento-extensions/product-questions.html	\$129.00
22	Reviews “Do you find this review to be helpful?” (TASK 1)	http://ecommerce.aheadworks.com/magento-extensions/advanced-reviews.html	\$99.00

23	Address validation AFTER CHECKOUT	http://www.magentocommerce.com/magento-connect/global-address-validation-and-correction-1.html	Free
24	Inventory, pick and pack	http://www.boostmyshop.com/us/extension-logistique.html	\$649.00
25	Barcode Inventory	http://www.boostmyshop.com/us/magento-extensions/inventory/barcode-inventory.html	\$99.00
26	ERP for Android	http://www.boostmyshop.com/us/magento-extensions/inventory/magento-erp-for-android.html	\$209.00
27	Barcode Labels auto generate	http://www.boostmyshop.com/us/barcode-label.html	\$79.00
28	Tier pricing (HOLD) #66 dependant results	http://www.extendware.com/magento-tier-customer-group-price.html	\$69.00
29	Dropshipping loyalty percentage tier discount (HOLD) #66 dependant results	http://www.magentocommerce.com/magento-connect/loyalty-program.html	\$79.00
30	Promotional gift (HOLD)	http://www.magestore.com/magento-promotional-gift-extension.html	\$129.00
31	Decoration (TASK 1)	http://www.magestore.com/website-decorative-effect.html	Free
32	facebook integration/ comments (TASK 1) DELETE	http://ecommerce.aheadworks.com/magento-extensions/facebook-link.html	\$99.00
33	Price match (TASK 1)	http://ecommerce.aheadworks.com/magento-extensions/price-match.html	\$99.00
34	Live Chat	https://www.tawk.to	Free
35	Google Enhanced Ecommerce for Magento (TASK 6)	http://www.magentocommerce.com/magento-connect/catalog/product/view/id/25716/s/google-enhanced-ecommerce-for-magento/	
36	Google Enhanced Ecommerce for Magento (TASK 6)	http://www.magentocommerce.com/magento-connect/google-analytics-by-fooman.html	Free
37	Speed up store by combining, compressing and caching Javascript and CSS files (TASK 6)	http://www.magentocommerce.com/magento-connect/speedster-by-fooman.html	Free
38	Blog (TASK 1)	http://ecommerce.aheadworks.com/magento-extensions/blog.html	Free
39	SEO/Sitemap (TASK 6)	http://www.magentocommerce.com/magento-connect/advanced-seo-suite-1.html	249
40	Canonical URL (TASK 7)	http://www.magentocommerce.com/magento-connect/ultimate-seo-suite-by-aheadworks.html	\$149.00
41	Full Page Cache : automatic block caching & performance optimization (TASK 6)	http://www.magentocommerce.com/magento-connect/full-page-cache-automatic-block-caching-performance-optimization.html	€299.00
42	Reduce size of Javascript / Css / Html (TASK 6)	http://www.extendware.com/magento-minify-javascript-css-html.html	\$79.00
43	Layered navigation (TASK 1)	https://amasty.com/improved-layered-navigation.html	\$139.00
44	SEO Layered Navigation (TASK 1)	https://amasty.com/improved-navigation-seo-layered-navigation.html	\$139.00
45	Shop By Brands (TASK 1)	https://amasty.com/improved-navigation-shop-by-brands.html	\$139.00
46	AJAX Layered Navigation (TASK 1)	https://amasty.com/improved-navigation-ajax-layered-navigation.html	\$139.00

47	Layered Navigation Filters (TASK 1)	https://amasty.com/improved-navigation-layered-navigation-filters.html	\$139.00
48	Layered Navigation Pro (TASK 1)	https://amasty.com/improved-navigation-layered-navigation-pro.html	\$139.00
49	Price Sliders And Other Numeric Filters (TASK 1)	https://amasty.com/improved-navigation-price-slider.html	\$139.00
50	Image AWS CDN (TASK 6)	http://www.magentocommerce.com/magento-connect/aws-s3-cdn-for-product-images.html	Free
51	Image optimization (TASK 1)	http://www.extendware.com/magento-image-optimization.html	\$79.00
52	Spam block on contact us form (TASK 1)	http://www.mgt-commerce.com/magento-akismet-spam-protection-extension.html	Free
53	Recently sold product name and send to country on homepage (TASK 1)	http://www.magentocommerce.com/magento-connect/recently-sold-product.html	\$5.00
54	Bulk image upload + rename images (TASK 1)	http://extensions.activo.com/bulk-images-for-large-catalogs.html	\$199.00
55	Order management	http://www.magentocommerce.com/magento-connect/re-authorize-order-editor-grid-manager-invoice-editor.html	\$149.00
56	Combo deals (HOLD)	http://www.magentocommerce.com/magento-connect/product-bundled-discount.html	\$179.00
57	Customer testimonials (Task 1) (DELETE)	http://www.magentocommerce.com/magento-connect/advance-testimonials.html	\$59.00
58	Geolocation currency (TASK 7)	https://magestyapps.com/geoip-currency-auto-switcher.html	Free
59	Related products (TASK1)	http://ecommerce.aheadworks.com/magento-extensions/automatic-related-products-2.html	\$139.00
60	Customers who bought also bought (TASK1)	http://ecommerce.aheadworks.com/magento-extensions/who-bought-this-also-bought.html	\$99.00
61	Ajax Catalog/ Scroll (TASK 1)	http://ecommerce.aheadworks.com/magento-extensions/ajax-catalog.html	\$89.00
62	Photo product flipper (TASK 1)	https://www.iwdagency.com/extensions/magento-product-flipper.html	\$75.00
63	Social bookmarking (TASK 1)	www.addthis.com	
64	Layout editor (TASK 1)	http://jejackson.github.io/mercury/	Free
65	Wholesale (approval, special pricing, one page order form)	http://www.magentocommerce.com/magento-connect/wholesale-retail-module.html	Free
66	Quick add to cart + csv import to cart (dropshipping/ wholesale) DELETE	http://www.magentocommerce.com/magento-connect/quick-shopping-add-to-cart-by-sku-or-by-name-import-order.html	\$65.00
67	Retail side view previously ordered products DELETE	www.magentocommerce.com/magento-connect/my-ordered-products.html	\$69.00
68	Frequently bought together (TASK 1)	http://www.magentocommerce.com/magento-connect/frequently-bought-together-by-aheadworks.html	\$99.00
69	Facebook fan box (TASK 1)	http://www.magestore.com/magento-facebook-fan-box-extension.html	Free

70	PDF invoice download	http://www.magestore.com/magento-pdf-invoice-extension.html/	\$99.00
71	One click checkout (TASK 1)	http://ecommerce.aheadworks.com/magento-extensions/one-click-checkout.html	\$89.00
72	Favorites (TASK 7)	https://amasty.com/favorite-products.html	\$79.00
73	Video descriptions (HOLD)	http://www.magentocommerce.com/magento-connect/webrotate-360-product-viewer-with-prettyphoto-lightbox-image-gallery.html	\$299.00
74	Notification bar (TASK 7)	http://top-magento-extensions.com/toast-notifications-vs-magento-global-messages.html#pgc	Free
75	Advance product feed (SDI help to register with sites)	https://mirasvit.com/magento-extensions/advanced-product-feeds-generator.html	\$119.00
76	Ajax cart, flying animation, slide view with photos and description (TASK 1)	https://amasty.com/ajax-shopping-cart.html#screenshots	\$119.00
77	Meta tags (TASK 6)	https://amasty.com/meta-tags-templates.html	\$79.00
78	ajax login with captcha (TASK 1)	http://litextension.com/magento-extensions/ajax-login.html	\$79.00
79	Special Promotions Pro (TASK 1)	https://amasty.com/special-promotions-pro.html	\$129.00
80	Custom Stock Status (TASK 1)	https://amasty.com/custom-stock-status.html	\$89.00
81	Gift wrap (TASK 1)	http://www.magestore.com/magento-gift-wrap-extension.html	\$99.00
82	Product tags (TASK 6)	https://amasty.com/magento-import-product-tags.html	\$59.00
83	Wish list expanded (TASK 1)	http://www.magentocommerce.com/magento-connect/multi-wishlist-favorites-list.html	\$39.00
84	Pictograms (TASK 1)	http://www.magentocommerce.com/magento-connect/vian-pictograms.html	Free
85	Reports (BACKEND) (DELETE)	http://www.magentocommerce.com/magento-connect/advanced-reports-by-aheadworks.html	\$149.00
86	Reports (BACKEND) (DELETE)	http://ecommerce.aheadworks.com/magento-extensions/advanced-reports-mega-pack.html	\$310.00
87	multi fees (TASK 1) (DELETE)Included in Task 7, 9.3	http://www.mageworx.com/multi-fees-magento-extension.html	\$149.00
88	Password strength (TASK 1)	http://www.magentocommerce.com/magento-connect/password-strength-meter.html	\$29.00
89	Sending Newsletter (TASK 1) (DELETE)	http://ecommerce.aheadworks.com/magento-extensions/advanced-newsletter.html	\$129.00
90	Banner advertisement with timer (TASK 1)	http://www.magentocommerce.com/magento-connect/timer-banner-leonam-bernini.html	Free
91	Lightbox (TASK 1)	http://www.magentocommerce.com/magento-connect/easy-lightbox-2-0.html	Free
92	Google AdWords Conversion Tracking (Task 6)	https://github.com/lukanetconsult/mage-google-adwords/releases/tag/1.0.2	Free
93	Featured Products 3 (TASK1)	http://ecommerce.aheadworks.com/magento-extensions/featured-products-3.html	\$139.00
94	Z-BLOCKS (TASK 1)	http://ecommerce.aheadworks.com/magento-extensions/z-blocks.html	\$99.00
95	indexing (TASK 6)	http://www.extendware.com/magento-faster-indexing.html	\$139.00

96	m2e	http://m2epro.com	Free
97	Ajax Pagination and Sorting	http://www.magentocommerce.com/magento-connect/ajax-pagination-and-sorting.html?utm_campaign=bazaarvoice&utm_medium=SearchVoice&utm_source=RatingsAndReviews&utm_content=Default	\$29.00
98	SMTP Pro Email	http://www.magentocommerce.com/magento-connect/smtp-pro-email-free-custom-smtp-email.html	Free
99	Whatsapp Share	www.magentocommerce.com/magento-connect/whatsapp-share-magento-extension.html	\$17.00

NOTE: The client will buy/acquire licences for the above extensions.

Task 4: To customize downloaded Extensions as per client's specifications

1. We will customize available plugins based on clients requirements as it may be needed per extension.
2. The charges for customizing the available plugin will be calculated based on the time spent by the programmers in building the code and we will provide fixed costs/Time estimates for any customization that is required.
3. This fixed cost proposal includes above point 1 and 2 associated with this proposal. SDI and client will refer to point 1 and 2 should should need arise during design or development. If it is a minor tweak or customization, SDI will include extra services as part of proposal.

All functions and features can be enabled and disabled from backend.

4. The domain, sub-domain, sub-folder's, urls, the management of orders, emails, loyalty program, segmentation, WMS (and other features necessary) should all be accessible from a centralized interface just like customers My Page. All the extensions have particular functions, and SDI will integrate all of them to coalesce to working well together in an efficient manner for both frontend and backend.

SDI will install and integrate shipping API, paypal, web money and other checkout API to a fully functional site. WMS ext#24 includes mass shipping label creation which can communicate directly with the shipping company API to generate shipping labels. For warehouse work flow efficiency, SDI will integrate WMS ext#24 with 3 shipping API. The workflow is (Picking > Shipping label > Packing) Scan Order ID barcode on picking slip to generate auto shipping label or (ticketless system) select Order ID on terminal or mobile device and print shipping label.. The selection and printing of shipping labels between 3 shipping companies is dependent on Order ID type. Types are orders from main site, external sites, different shipping services. The cost and title on customs declaration with shipping label is different from actual cost and product name. Picking/packing list will have logo

or other designated logo (drop-shipping) or no logo depending on Order ID. Before packing, a video snapshot is taken of contents for the order, and is available on customer My Page and available on backend with order. After packaging is ready, scanning barcode and weighing package. Weight is automatically added to software after placing on weighing scale for backend. [Report for accumulative weight and quantity of packages for the day, week or month](#). This process may change or extensions may change for WMS, as determined by client, as development continues, but the result for efficient work flow will be the same. Tracking numbers are sometimes lagged by 1-3 days from the shipping API. System will check daily for updated tracking number and update to customer My Page with option to send second email about their tracking details.

Client has provided following tasks which may have to be tweaked as part of the extensions or if they are part of the CE edition -

- 4.1. Product photos will highlight with box when mouse hovers over (social button for Facebook, twitter, instagram and Pin It inside photo) similar to www.lightinthebox.com [TASK 1]
- 4.2. Refer Friend CTA BUTTON link (link goes to site refer friend page) located in all marketing emails.
- 4.3. There will be a centralized backend to monitor, receive and/or be notified of all customer actions like, adding favorites, wish list shared, by product SKU, type, category, refer friend (ability to ascertain abuse of this action by IP address link, show referrer and referee IP address), registrations, surveys, profiles, subscriptions, new orders, cancelled orders, abandoned cart, reviews, photo upload review, video upload review, Q&A, product questions, all tickets/ emails from external and internal, affiliate program signups, drop shipping activities, wholesale activities, order cancel request from customer, when product is added to wishlist, after admin confirm cancel request customer receives cancellation email automatically and any other function that is deemed necessary.
- 4.4. Reward amount earned: Show the reward amount earned and rewards breakdown, similar

to lightinthebox.com on product detail view page with shipping price if any, show the amount can earn from the purchase, there is a question mark icon, mouse hover to show text explaining the reward similar to lightinthebox.com, rewards and points tab to open new link or pop-up page explaining the loyalty program and ways to earn dollar rewards, points and member program levels similar to focalprice.com. Dollar reward is credited to account after customer confirms delivery and provides review (word review, word and photo review or word and video review) for product (this feature can be enabled or disabled, otherwise dollar reward is credited automatically after order).

The following chart is the guideline for the reward points:

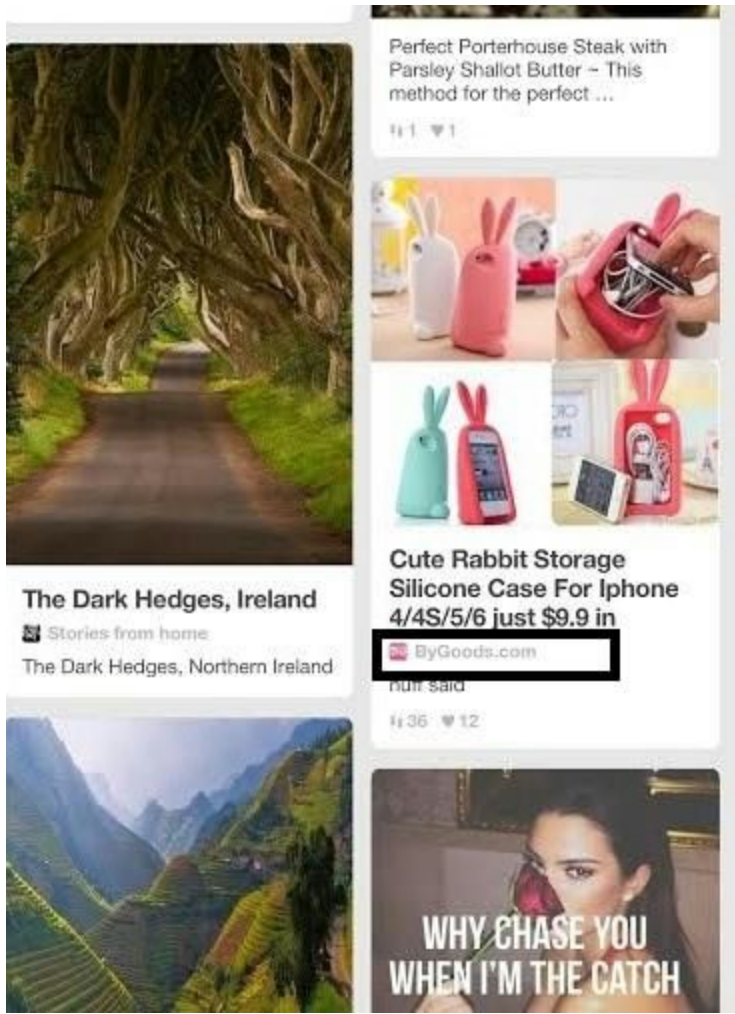
1) Product pages show dollar value reward and other actions are shown as points
2) Dollar value reward from purchase is awarded after confirm order and provide review from My Page (could be word review, photo review, or video upload review). For photo and video upload, link where photo is coming from like Instagram, Facebook, Twitter, Pinterest. Dollar reward value for purchases show exact money customers receive. All other actions are points. To receive dollar reward value, customer has to receive the order and FIRST confirm receipt of order and SECOND provide a review to receive dollar rewards as mentioned during purchase. After customer confirm the order, there is option to leave a word review, word review with photo upload or word review with video upload. All these three actions, the customer will receive the reward value into their account. In addition to word review (receive dollar rewards) the customer will receive additional points for photo and video upload. The customer can submit their photo or video experiences with the product, in addition with the word review. All three types of reviews need admin approval before reviews, photos and videos are displayed on product page. Social buttons for point 3 in the chart for reward points will include number counter, which addthis already has. Aside from addthis, will also consider post or shareaholic social buttons. Upload could be from youtube
3) Sharing products and pages on social networks and receive points (Tweets a page, follows on Twitter, Likes a page, Pins a page, +1's a page with Google, share on facebook, Instagram, whatsapp, stumbleupon) large icons like addthis on side with number counter
4) Sharing purchase at checkout to social network and receive points (Facebook, Twitter, Instagram, whatsapp)
5) Taking survey and receive points
6) Automatically move customers into levels (Silver, Gold, Platinum) with Reward On Loyalty Level based on total purchases. Member will achieve new status during any calendar year and enjoy upgraded privileges. Member will be downgraded if total sales orders for the following 12 months is below the minimum sales orders.
7) Automatically send customer emails with reward points if they haven't visited the site for a certain period of time. send email when next membership level is fast approaching. Show sample products, linkable, that can be bought with points relevant to customer and points.
8) Inform customers about points balance update immediately
9) Notify of the points expiring date beforehand on email and notification bar on homepage
10) Points for sending product to friend, first order purchase
11) Fill out profile and receive points
12) Receive points for participating in Product Questions on product page. Customer receive points for replying to customer questions.

****With reference to Point 3 & Point 4 in the table above the “addthis” extension provides “whatsapp” for integration by default. Should another extension be used, and whatsapp is not available, extension #99 will be integrated. After share, Whatsapp will show product image, title, link, description and price.**

{add extension #99 to list}

Note: Periscope social share and receive points with link to video upload. Users have the capability to share their stories and perspectives.

For pinterest share, manage details to show website on front end like sample shown “Bygoods.com”





Sagetechno® Women's Holes Denim Short Pants #02716731

LIGHTNING SALE

★★★★★ (1) [Write a review](#)

USD \$33.32

USD **\$19.99** ⌚ 16:11:37

Save \$13.33 (40% Off)

✈ **Free Shipping**

50% Off on Expedited Shipping

FREE Expedited Shipping an order of USD \$79.00 on [Women's Fashion & Clothing](#)



👉 Get USD \$3.00 Rewards on Orders of USD \$60.00.

Get USD \$5.00 Rewards on Orders of USD \$80.00.

Get USD \$10.00 Rewards on Orders of USD \$120.00.

Get USD \$20.00 Rewards on Orders of USD \$200.00.

Get USD \$40.00 Rewards on Orders of USD \$300.00.

Get USD \$60.00 Rewards on Orders of USD \$400.00.

👤 Earn USD \$0.20 Rewards ?

Select Color:



- 4.5. Membership tier levels based on dollar spending, each level has different benefits, to retain membership level need to maintain dollar spending throughout calendar year. Notification bar notifies customer of their status and point/ dollar rewards level, membership level expiration, points/dollar rewards expiration.
- 4.6. USA address, zip code automatically fills in city and state.
- 4.7. Report error to be located on product page including forum discussion tab [TASK 1]
- 4.8. My Account page at a glance reviews reminder, total orders, unpaid orders, pending orders, in stock notices, manage address book, manage payment options, my rewards, pop-up tab explaining rewards, points, levels and other related details, unread emails, provide review directly from Order page or Order ID, gift cards, store credit, my post, my profile, my reward points, my orders (with add to cart), my reviews, my case, my discount history, my referrals, my wish list, my favorites, my group orders, my addresses, Client Order, Drop-shipping Client Order, Join as a Drop-Shipping Client, Customer Service: Refunded Orders, My

Messages, RMA Requests, My Questions, Account Settings, My Points & Coupons & Gifts, How to get Rewards, Confirm Email Address, Email Subscriptions, My favorites, Deactivate My Account and inclusive of all related functions for customer on the My Page.

- 4.9. "Your recent history" [TASK 1]
- 4.10. After newsletter subscribe, taking to survey page (enable/disable). Taking to a survey popup is additional. Survey will consist of questions and category selection for newsletter. Each category will be represented with photo icon.

THANKS FOR SUBSCRIBING NEWSLETTER

One step to improve unique personalized service for you.

Let us know you better.

Gender: ☐ Male ☐ Female Age:

Which section of the news would you like?(multi-choice)

☐ Flash Deal

☐ New Arrivals

☐ Top Sellers

☐ Clearance

What category are you interested in?(multi-choice)

☐ Cell Phones & PDAs

☐ Computers & Networking

☐ Clothing, Shoes & Accessories

☐ Car & Motorcycle Accessories

☐ LED Lights & Lasers

☐ Electronics

5% OFF coupon code: **EDMSUB** (Please note it down for using.)

✉ Please add "dinodirect@newsletter.dinodirect.com" to your address book to ensure delivery.

[Continue Shopping >>](#)

Activate Windows

- 4.11. There will be several internal design pages for newsletter. The features of the design must be flexible and include expansion capability for other designs so that newsletter is not monotonous.
 - 4.11.1. Drag and drop similar to or better than (attached LTB1) for sending via SMTP.
 - 4.11.2. The email will have links within the photo or price similar to LTB1 or this link

<http://ebm.cheetahmail.com/c/tag/hBVrOM4B8cZ3oB9DvA9ADMKcWcA/doc.html?email=firstclass9809@gmail.com>

- 4.11.3. When an email offer is clicked, the opening page will show the product page with price discount exclusive to subscribers something similar to "Your Price:USD \$89.99 (Exclusively for Newsletter Subscribers)"on LTB2
- 4.11.4. Internal design page will have CTA button for refer friend link back to site and social share buttons.
- 4.11.5. Include third-Party mail integration with SendGrid or similar services and SMTP Pro extension #96

Note: We will integrate rich text editor like Mercury HTML5 editor to create html for newsletters.

- 4.12. Grid view page (number of products each page, previous /next page, if not specified it will be an endless list ajax scroll) [TASK 1]
- 4.13. Vertical display for mega menu categories and subcategories. Embed banner within category just like focalprice.com. Includes horizontal menu. [TASK 1]
- 4.14. Product page to include photo function similar
<http://www.bygoods.com/cute-rabbit-storage-silicone-case-for-iphone-4-4s-5.html>
- 4.15. Google fonts - Hundreds of free fonts are available which can be used for designing purposes.
- 4.16. Registration and email verification (refer to Task 7, 9.4)
 - 4.16.1. After the user registers, whether by social or site register, the system will display coupons. The user has to select a coupon, each of the coupons can be used once., after making the selection the user will confirm the same email again without needing to type in.

Dear firstclass9809, welcome to your Focalprice.com

One more step to get the welcome gifts

We prepared 3 options of coupons for you as below. Simply select the one you like and finish the email confirmation process, the code will be automatically sent to your account and

Please confirm your registration email address by clicking the below button. After successful email confirmation, 50 free Fpcalpoints will automatically be added to your account.

Click the "Send Confirm Email" button and we will sent a confirmation email to the above email address.
[Fail to receive Confirm Email? Click here to look for help.](#)
[Want to change your register Email? Click here.](#)

One more step to get the welcome gifts

We prepared 3 options of coupons for you as below. Simply select the one you like and finish the email confirmation process, the code will be automatically sent to your account and valid within the next 30 days. Please note the coupon can be only used once.

50.00-8.00

US\$ 8 off orders of US\$ 50.00 or more

Go and get the coupon

5% OFF

5% off any order

Go and get the coupon

20.00-2.00

US\$ 2 off orders of US\$ 20.00 or more





Go and get the coupon

- 4.16.2. The user will receive email verification notification with an embedded coupon or coupon code which can be used by the user.

4.16.3. (see Task 7, 9.4) Account verification as a CTA tab required in addition to the link will apply to all registrations within the domain (sub-domain, sub-folders, other urls, wholesale page, dropshipping page, multi-language etc)

4.17. Popup to remind users to update their profile and survey

4.17.1. Remind users after a set time if they have not updated their profile for a long time. After register, update profile reminder pop-up, or taken to next page for profile.

Change your Profile	General Settings	Change your password
Update your personal preferences		
Privacy: <input type="text" value="Hide Age and Date of Birth"/>		
Newsletter and Email Details: <input type="radio"/> HTML <input checked="" type="radio"/> TEXT-Only		
keep login duration: <input checked="" type="radio"/> 2 hours <input type="radio"/> 1 day <input type="radio"/> 3 days <input type="radio"/> 7 days		
Set your country as private: <input type="radio"/> YES <input checked="" type="radio"/> NO		
Add TinyDeal informations in the package. <input checked="" type="radio"/> YES <input type="radio"/> NO		
Copy Order Acknowledgement Email to your paypal account? <input type="radio"/> YES <input checked="" type="radio"/> NO		
Time Zone: East Zone 8: Beijing, Chongqing, Guangzhou, Shanghai, Hong Kong, Urumqi, Taipei, Singapore, Perth Change Time Zone		
FaceBook:  Connect		
Google:  Connect		
Windows Live:  Connect		
PayPal:  Connect		
Save for change		

Personal Profile: Update profile to get **\$2 Cash Coupon** and **200 Birthday DinoPoints!**



Edit Picture

*Birthday: Jan 1 1972 ☒ Visible To All ☐ Only Visible To Me

*I am: ☐ Male ☐ Female ☒ Visible To All ☐ Only Visible To Me

*Location: Please choose country ☒ Visible To All ☐ Only Visible To Me

*Education: Please select ☒ Visible To All ☐ Only Visible To Me

*Occupation: Please select ☒ Visible To All ☐ Only Visible To Me

*My favorite categories:

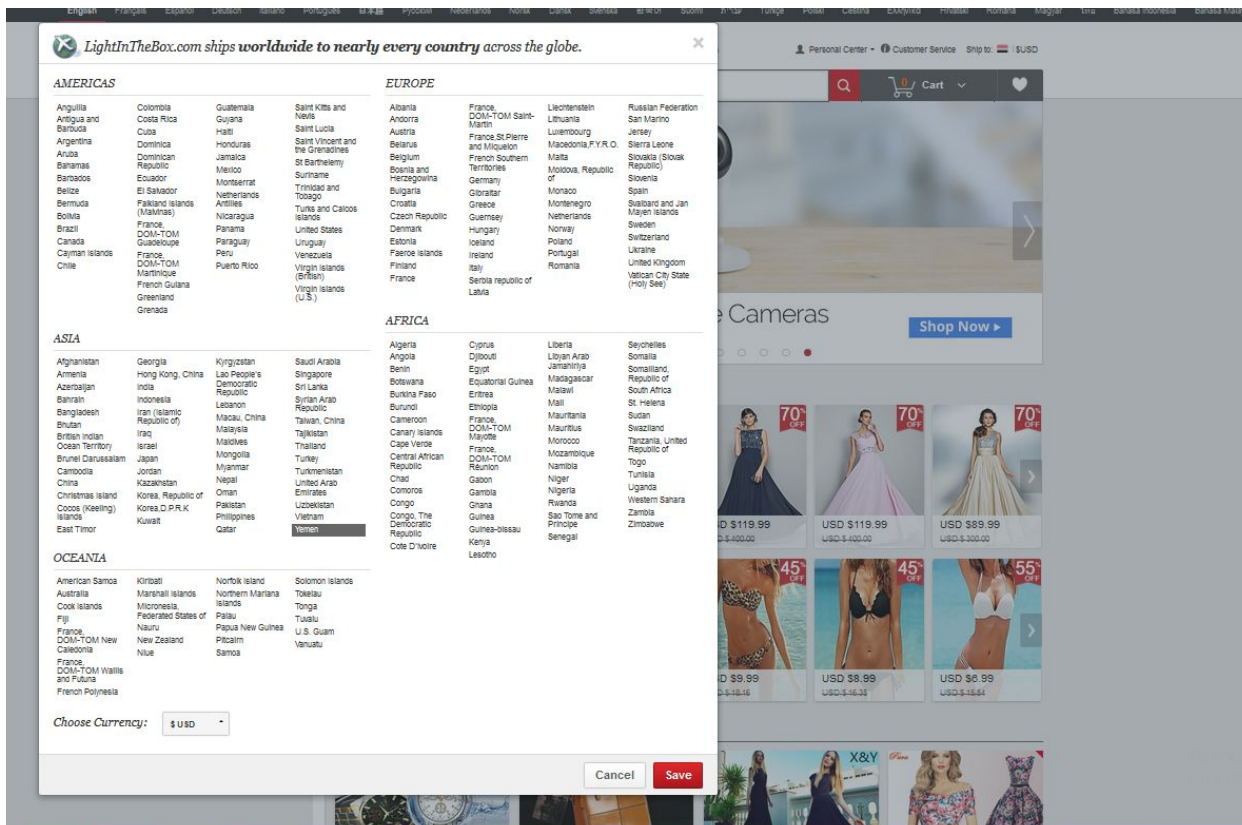
- | | | |
|---|---|--|
| <input type="checkbox"/> Cell Phones & PDAs | <input type="checkbox"/> Computers & Networking | <input type="checkbox"/> Clothing, Shoes & Accessories |
| <input type="checkbox"/> Car & Motorcycle Accessories | <input type="checkbox"/> LED Lights & Lasers | <input type="checkbox"/> Cameras & Camcorders |
| <input type="checkbox"/> Wedding & Events | <input type="checkbox"/> Home & Garden | <input type="checkbox"/> Sporting Goods |
| <input type="checkbox"/> Health & Beauty | <input type="checkbox"/> Electronics | <input type="checkbox"/> Security & Surveillance |
| <input type="checkbox"/> Video Games | <input type="checkbox"/> Jewelry & Watches | <input type="checkbox"/> Novelties |
| <input type="checkbox"/> Toys & Hobbies | <input type="checkbox"/> Office Supplies | <input type="checkbox"/> Cool Gadgets |
| <input type="checkbox"/> Gifts & Holiday Supplies | <input type="checkbox"/> Apple Accessories | |

(Select the categories you prefer so that we may offer more special customized discount for you.)

Save

Cancel

- 4.17.2. For the design, the ship to location and currency is arranged something like pop-up page with countries and currency selection, similar to lightinthebox. It could be entire page or collapse format per requirement [TASK 1]



- 4.18. Icons/Symbol design and placement to explain user what the product consist of. For example: If it's a dress, visual description of the type of cloth used. (lightinthebox.com for reference) [TASK 1]
- 4.19. Multicolor icon added on all the product images, when the user hover the mouse on the icon it will describe that this product is available in multiple colors. [TASK 1]
- 4.20. Live chat extension will be integrated after the licence is acquired by the client and SDI will enable the pop up after certain scenarios as follows 1. shopping cart is full and does not check out after certain amount of time on same page and when compare products is used.
- 4.21. Multi-site functions will consist of main website and folders/sub-domains for different countries. Each country will be a Category in the back-end and we will use Mod_rewrite to create sub-domains. Each country main page will be represented as per the requirements of

the client for display which may include Country specific flag, local language and local currency

- 4.21.1. Multisite functions will consist of main website and folders/subdomains for different countries. Each country will be a Category in the backend and we will use Mod_Rewrite to create subdomains. Each country
 - 4.21.2. main page will be represented as per the requirements of the client for display which may include Country specific flag, local language and local currency and other aspects that show distinction from main site and from other sub-websites. SDI understands each specific country website is independent from the main site and will have separate inventory in that particular country and SDI will set up inventory management accordingly. The independant country sites will be designed in such a way visitors will understand that the products are delivered locally. Regardless of number of sub-country websites, the client shall easily access all of the separate sites and main site settings and inventory from one centralized panel. SDI will set-up system in such a way client will be able to set-up future country specific websites independently. There will be site for Australia, United Kingdom, US, EU, Germany, South America, Russia. Shopping cart can be local only (per specific site) or global (can place item in cart from main site and local site) (enable/disable).
 - 4.21.3. Country websites inventory are exact matching. Main site warehouse inventory and front end inventory are different.
-
- 4.22. Design shows recently sold product on homepage (extension 53), with name, image and buyer country
 - 4.23. Design shows recent reviews on homepage/ testimonials.
 - 4.24. Verify address check box on checkout “I have Verified the Shipping Address” similar to lobsterguy.com
 - 4.25. Geolocation IP smart from homepage to checkout

- 4.26. PDF invoice download in different languages per geo ip
- 4.27. All system emails are shown in Geo IP country language. All automatic emails sent to customers is based on Geo IP country language.
- 4.28. Scroll down product page shows add to cart bar similar to Amazon.
- 4.29. Track number views inside Google Analytics for popups and banners
- 4.30. Product questions extension #21 emails to exclude customer purchases within X days
- 4.31. email this to a friend on product page [part of magento]
- 4.32. Social buttons on all email correspondences
- 4.33. Integrate m2e with Amazon and ebay. Orders from Amazon and ebay will be directly sent to Magento site. [Other orders](#), CSV upload to site from backend for order extraction. After orders are transferred to site, ext#23 will validate Amazon, ebay and other imported addresses.
- 4.34. Estimated shipping during checkout
- 4.35. If SendGrid or something similar is integrated and not sufficient another third party like mailchimp or similar will be integrated. Best to find provider to offer all services for newsletters and automatic follow-up emails.

Task 5: Additional Functions as per requirements mentioned by client which are not covered under extensions

The client may provide new tasks if required and they will be built according to the below mentioned terms

1. SDI will create functions/modules/codes from scratch if required by the client.
2. We will understand the needs for the task/module and its functions and our tech lead will research possibilities on how the solution can be created and we will provide fixed price estimates.
3. Based on the finalized solution, the codes will be created and then tested to ensure that it works perfectly.

Task 6: SEO requirements list - Standard SEO practices included as follows

1. Sitemap Creation and Submission
2. Add ALT and TITLE values to site images
3. Replace H1 Tags containing images with appropriate HTML
4. Replace incorrect H4 Tags with H3
5. Meta- refine site description and site title
6. Creation of robots.txt file
7. Links- append "nofollow" to duplicate links and append appropriate keywords to important links
8. Bing and Google Webmaster Integration
9. Social Meta integration
10. Site-wide analysis of placeholder text/meta and removal and then we will need regular optimization and submissions for Search engine optimization

Additional SEO activities included:

1. Analytics setup
2. Keyword Research & Analysis
3. Robot.txt implementation
4. Finding and fixing the broken links
5. Directory submission
6. Website architecture optimization to ensure good indexing by search engines, this includes:
 - 6.1. Defining site hierarchy
 - 6.2. Global and sub navigation
 - 6.3. Cross linking website's internal pages
 - 6.4. Page structure

7. W3C compliancy
8. Creating high quality backlinks.

The following are taking into consideration when applying SEO best practices:

SEO Tag URLs, HTML and XML Sitemaps, SEO for Layered Navigation Pages, Setting the Correct Indexation Instructions to Search Engines, Solving Duplicate Content Issues, Attribute Splash Pages

Canonical URL at the head section of the product page Adds rel="canonical" URL's to the head of product pages which allows search engines to avoid crawling the same page more than once, Canonical URLs in sitemap The correct pages will be found and indexed by search engines bots, Canonical URLs in Google sitemap Submit automatically generated canonical URLs to Google, to allow search engine to crawl and index site more intelligently, Ability to split Google sitemap Split sitemap into smaller more manageable files that get approved by Google, rather than 50,000 URLs per sitemap or a file size of 10MB, Google sitemap images support Allow images in sitemap to be indexed by Google and added to the image search, Auto-change to canonical URLs Automatically replace short product URLs with canonical URLs all over the site. Can either leave default categories used in the canonical URL or easily change them for every product, Complete multi-store support Can set different canonical links for every product for each store view, The Blog extension support URLs from Blog will get in the sitemap and Google sitemap. Counts the quantity and size not only of product and CMS pages but the Blog URLs as well.

The website keywords will be integrated in H1/HX tags for search engines. Keywords appear within first 100 words. Keywords appear in H1 and not H2 or H using exact keywords.

Deals/Sales pages will be built and maintained on the same URL pages for better SEO

requirements, such as having crawlable, indexable content, static URL, incorporating targeted keywords on the page etc.

Task 7: Salient points

1. Magento CE edition will cover the following features:
 - 1.1. Website will be multi-lingual and multi-currency ready.

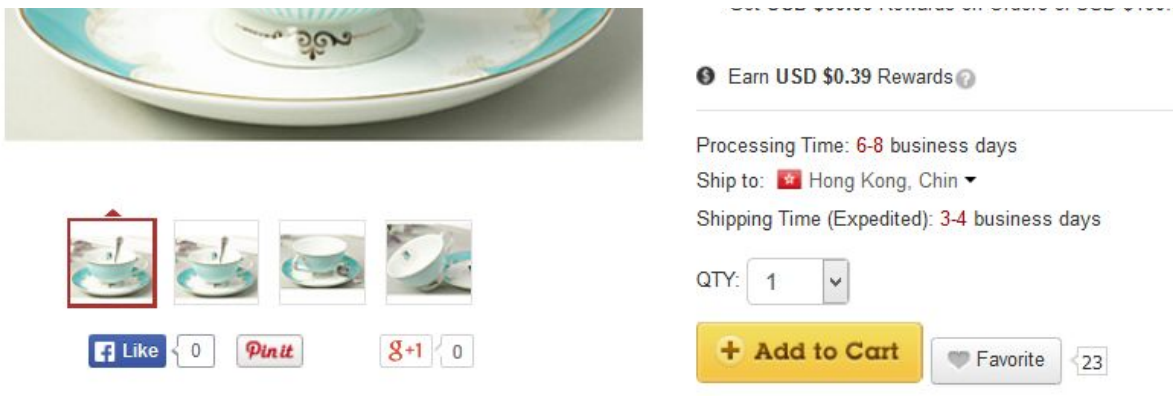
Multi-lingual languages to incorporate: English, French, Spanish, Italian, Portugese, Japanese, Russian, Netherlands (Dutch), Norwegian, Danish, Swedish, Korean, Finnish, Hebrew, Turkish, Polish, Czech, Greek, Croatian, Romanian, Hungarian, Thai, Indonesian (Bahasa Indonesia), Javanese (Indonesia), Malaysian (Bahasa Malaysian), Arabic, Bulgarian, African, Hindi, Bengali, Punjabi, Swahili, Nepali, Estonia, Argentinan, Slovakian, Canadian, Vietnamese, Lithuanian, Switzerland, Turkish, Welsh (UK), Iceland

All above languages packs are free and available for download from from www.github.com, , https://magentary.com/ and Magento connect.

The multi-language will follow Google's best practices as outlined from this link https://support.google.com/webmasters/answer/182192?hl=en

Multi-currency will show all possible currencies from visitor geolocation IP as second currency per Task 4, 1.2, USD, EUR, GBP, CAD, AUD, CHF, MXN, ILS, KRW, SEK, DKK, NOK, CLP, BRL, RUB, JPY, HKD, CAD, SGP which are not limited to the following. Customer will checkout with USD, GBP EUR and several other currencies to be determined. GBP higher by market rate 1.6% and EUR higher by market 3.2%. Other currencies mark-up percentage will be determined. There should be settings available for other currencies for future use. All other currencies, even though show geo ip currency, will checkout with USD by default. Per Task 4, 4.4 and 4.5 other local currency for dollar reward shown will convert to USD.

- 1.2. Product pages with prices will show USD by default, show second currency by geolocation automatically, show ship to country on product page and homepage, and show country at checkout from geolocation.



- 1.3. Should identify repeat customers with order history by email address, customer ID, full name/company name, as generated by system Magento Reports . Can identify different pending orders for same customer to same address so to combine and send them together.
- 1.4. Magento backend user language English and Simplified Chinese. Includes translation of back end extensions where users simultaneously have option to change between Chinese and English.

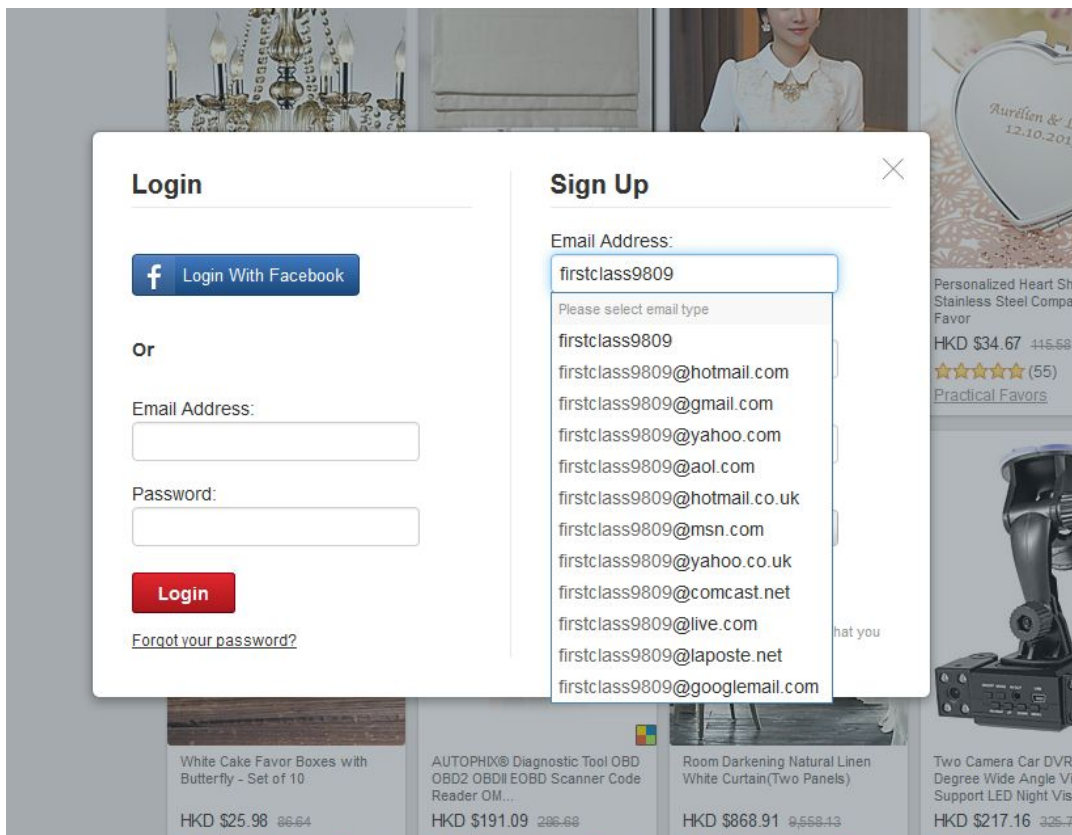
2. SDI will work on the following:

- 2.1. SDI will assign an experienced USA based designer (designer name to be provided) who will create a custom design layout using best design practices & guidelines based on project


scope and nature and purpose of the website. The designer will work closely with the client and deliver the designs as the client envision in order to meet client's expectations. The look and feel of front end extensions will adapt to change with the finalized design look and feel.

Call-to-action (CTA) buttons should be used as much as possible and prominently displayed throughout website. As mentioned, CTA buttons will also be included in all email correspondences.

- 2.2. The navigation from one page to another will be smooth and transitions display will be seamless and stunning.
- 2.3. The system will auto send a notification/message to the WMS department/system when the inventory is deducted at point of purchase when payment is confirmed with Order Number and not when placed in a shopping cart. (NO NEED) Inventory is deducted from warehouse point.
- 2.4. Analytics: Google or mixpanel, statcounter, Shop Monitor, or GoSquare (Client can sign-up & SDI will integrate)
- 2.5. Search bar can show key products of the day from backend.
- 2.6. Sold out sticker when stock is "0" - Part of Magento
- 2.7. Popup for newsletter - Included as part of the extension
3. Entire ecommerce website will be SSL HTTPS: SDI will review page load time and with SPDY support, will use symantec Secure Site with EV. Installation of SSL will be completed by the Server/Hosting company or SDI, and any additional work will be completed by SDI.
4. A small banner will slide from lower right when an item is added to the cart. The banner will display.
5. Sign-up box, display email extensions



6. Testing on 3 browsers - PC and Mac
7. Country select, default country code (drop-down list with search similar to lightinthebox.com)
product title, quantity and price (per Task 7 section 11)
8. Design page includes Google sitemap
9. Following tasks will be covered by some of the extensions and minor tweaks will be done by SDI.
 - 9.1. Bulk processing and confirmation
 - 9.2. Pictograms
 - 9.3. Add shipping insurance, will include settings to determine insurance calculation (enable/disable). Package Returning Premium (enable/disable). Import tax and vat insurance. Have option to add additional with smart calculation and description.



Pre-sale

MORE VIEWS



DOOGEE F3 4G Smartphone Glass Shell 5.0 Inch HD Octa Core Android 5.1 2GB 16GB Black

item#:sku62261

\$145.99 *Worldwide free shipping*

Wholesale ▾ Saw better price ▾

Available from : 2015-08-25 00:00:00

 **Import Tax & VAT Insurance** 

Import Tax & VAT Insurance Policy

1. For additional 5% (or more) of the total cost of the order value, Pandawill will cover any incurred Import tax and VAT on placing orders.

2. When order arrives, payment slip from the within 3 days (excluding information which links

3. This insurance applies to both Registered shipping (such as Singapore post, China post,TNT post, etc) and express parcels (such as DHL, Fedex, EMS, etc)


4. The following countries are not covered:

Import Tax & VAT Insurance:10% charge for Austria,Belgium,Bulgaria,Croatia,Czech Republic,Denmark,Estonia,Finland,France,Germany,Greece,Hungary,Ireland,Italy,Latvia Lithuania,Luxembourg,Netherlands,Poland,Portugal,Romania,Slovakia,Slovenia ,Sweden,United Kingdom Vietnam;15% charge for Philippines; 20% charge for Serbia Cyprus.

Shopping Cart

 -OR-

Your cart → Paid → Confirmation

Product Name	Unit Price	Qty	Subtotal
 DOOGEE F3 4G Smartphone Glass Shell 5.0 Inch HD Octa Core Android 5.1 2GB 16GB Black TF Card 2GB	Edit \$149.98	1	\$149.98

[Continue Shopping](#)
[Update Shopping Cart](#)

DISCOUNT CODES

Enter your coupon code if you have one.

[Apply Coupon](#)

ESTIMATE SHIPPING

Enter your destination to get a shipping estimate.

Country *
United Kingdom ▾

State/Province

Zip/Postal Code
rththjyh

IMPORT TAX & VAT INSURANCE

☒ You could choose Import Tax & VAT Insurance, for 5% (or more) of your order value, Pandawill will cover any import tax & VAT incurred on this order.

These following countries are not covered: Colombia, Venezuela, Guyana, Suriname, Ecuador, Peru, Brazil, Bolivia, Chile, Paraguay, Uruguay, Argentina, French Guyana, Bosnia and Herzegovina, Israel.

[Apply insurance](#)

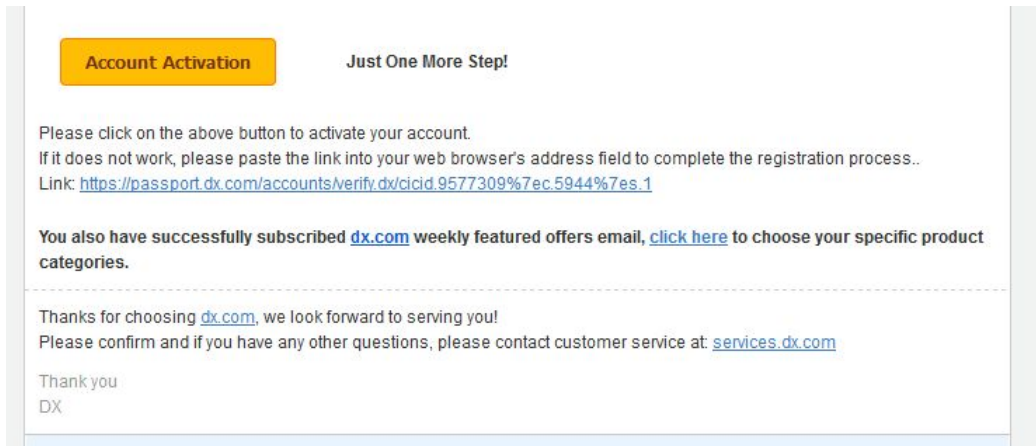
Subtotal \$149.98
Insurance \$15.00
Grand Total \$164.98

 -OR-

[Proceed to Checkout](#)

Checkout with Multiple Addresses
Go to PC settings to activate

- 9.4. Unless social login. Regular sign-up will have confirm email address after signup, pass strength indicator, captcha. Confirmation email will show “verify email” CTA button. Link will go to “Thanks for confirmation your email” internal page. When signing-in, captcha will appear after first unsuccessful sign-in.



- 9.5. After pressing “forgot password” will show email is sent to your account, there is a tab below to click that directly goes to the sign-in page for that email. The reset password email will show a “reset password” CTA button in addition to the link. Reset password word page should not accept previous password and include password strength and captcha.
- 9.6. Show Ships/ Processes within & shipping time for free shipping and expedited shipping on product detail page. Settings by category, sub-category, mix and/ or multi-sku’s or sku, or by product type. Show processing time and shipping time at checkout with diagram. Shipping time will be reflect different shipping services. Drop-down or hover to explain processing and shipping time.
- 9.7. Mobile web-theme exceptions within Magento backend
- 9.8. Knowledge base and review add “was this helpful?” (review: with thumb up thumb down vote)
10. Following functionality will be as described as in Addendum I **(Included at no charge)**
 - 10.1. Personalized Notification Icon on Menu Bar
 - 10.2. Mark as Favorite
 - 10.3. Crowd Favorites Counter + Crowd Wishlist Counter
 - 10.4. One click order
 - 10.5. Cart Slide in/Expand View
 - 10.6. Instant Promotions
 - 10.7. Subscriber Sign-Up - included no charge

- 10.8. Icons for products - included no charge
- 10.9. Matching product sets for PRS
- 10.10. Geo-location message for visitors
- 10.11. Price Hover - Display
- 11. Design request - there will be a small banner of the product name, quantity and price sliding from bottom right side after the product is added to the shopping cart (flying animation of the product getting added to the shopping cart on top right). Checkout can be on top or bottom right side.
- 12. Part of the extension: One click checkout at the bottom right side of the product page - The bottom side cart will be a one click checkout. On final checkout page, will show, in horizontal tab formation, my removed items, my favorites, also brought together, recently purchased, cross sell/ upsell, recently viewed in addition to other functions described under Requirements for checkout. One click is also available from product page per Task 7, 10.4
- 13. Follow-up email after ordering
- 14. Facebook social comment share ([Facebook follow](#)). [Comments will be instantly reflected in their profiles.](#)
- 15. On product page, units are selected by typing in box, “-” or “+” or drop down.
- 16. Help Desk Knowledge Database to add "was this information helpful?"for 1-5 star or helpful / not helpful.
- 17. About the newsletter - "Newsletter type is dependant on item in shopping cart, profile and browsing history."
- 18. The categories - Top selling, Best seller, Featured items and other needed features. New arrivals with corner labels will display on the homepage. "Product labels (design to be determined with location placement within photo). Lively. Icons for material and fabric on product page, other blank icons to describe. “Ships in 24 hours” and various icons.

Task 8: Performance & Security

1. Performance

SDI recommends to use Selenium browser automation tool i.e <http://www.seleniumhq.org/> for QA testing, regression testing, defect reporting & test the overall performance of the website.

2. Security

SDI recommends to use Websecurify i.e to discover & eliminate variety of security issues from XSS, SQL Injection etc etc. For a complete list of the security issues please refer

<http://www.websecurify.com/overview/vulnerabilities.html>

Websecurify will be a nominal additional cost of approximately \$20 - \$50 per month payable directly by the client to Websecurify.

Task 9: User Experience

Following are recommended UX design and programming tasks. We will try and find extensions for these and the hours mentioned below are based on integrating each extension. Client can decide on which ones he wants us to build/integrate (Functions have been detailed in addendum 1 at the end of this document)

Investment details - Time & Cost

Tasks	Resources	Duration	Cost (US\$)
<p>If you choose for SDI to create a Custom design template then you will need Task 1 and 2 for the contract</p> <p>TASK 1 : Custom Design templates (up to 80 Internal pages/templates)</p>	1 Designer	2 months	\$ 4000
<p>TASK 2 : Magento 2 CE Integration with the finalized templates and Extensions as mentioned under Task 3 in the proposal and test and resolve bugs per Task 7, point 6 “Testing on 3 browsers - PC and Mac”</p>	Programmers	2 months	\$ 10500
<p>TASK 4: Customizing downloaded Extensions with minor tweaks</p>			\$ 2000
<p>TASK 5 : Creating new modules/functions from scratch</p>		Price will be estimated as per clients requirements	\$ 20/hour
<p>TASK 6 : SEO Activities</p>	Marketing Team	1 week	Included
<p>Task 7 : Salient points</p>	SDI dev team		Included
<p>Task 8 : Performance & Security</p>	SDI dev team		Included
<p>Task 9: User Experience</p>	SDI dev team		Included

		Total Cost	\$16500
		Final agreed Project cost after discount	\$15000

Delivery Timelines

- Designs - 2 months
- Development - 2 months

Note: Client will provide access to their server. SDI will host the development of the project from start to completion on the client's server.

Payment details

Payments can be made via Credit card securely or via ACH/Check/wire

- 50% Upfront upon contract signing.
- 50% on beta delivery

All deliveries are covered by a 6 months debugging warranty after delivery.

All of the project Source codes will be handed over to the client on project completion. Client will be the sole and exclusive owner of the website and all IP of the website on project completion and payment of all agreed Invoices to SDI.

Thank you

Sakshi Sharma

Sr. Manager - Tech Sales

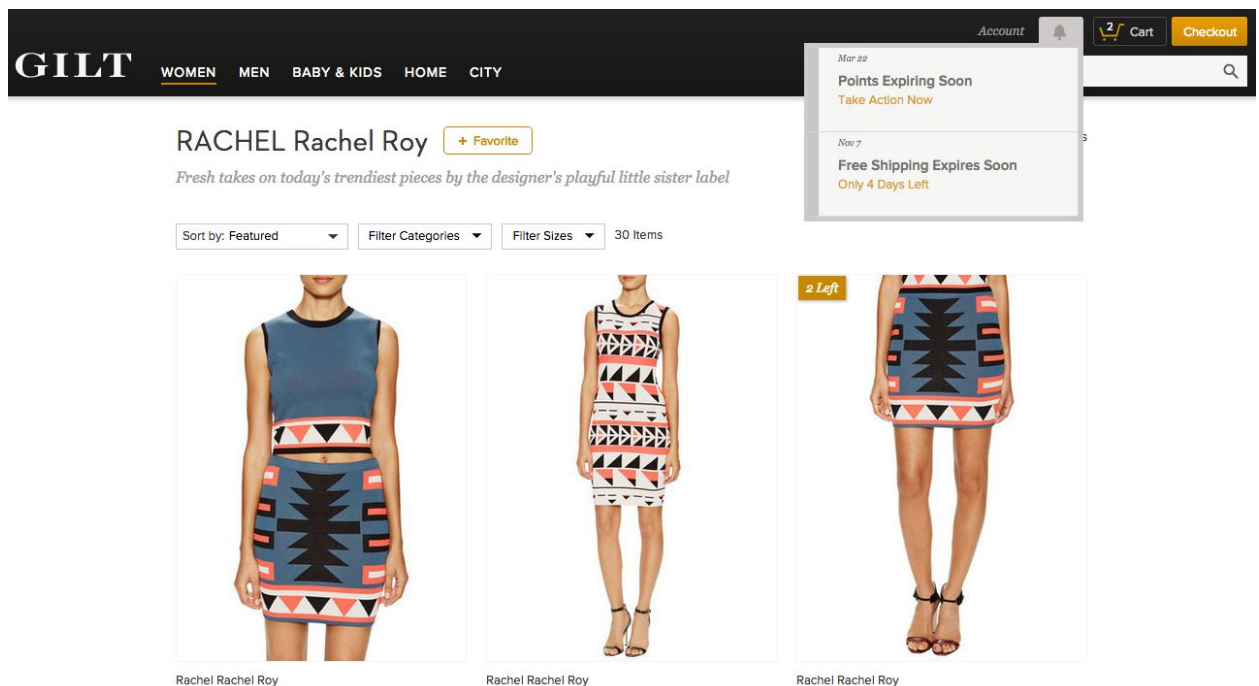
Software Developers, Inc

Addendum I

Magento Project UX features

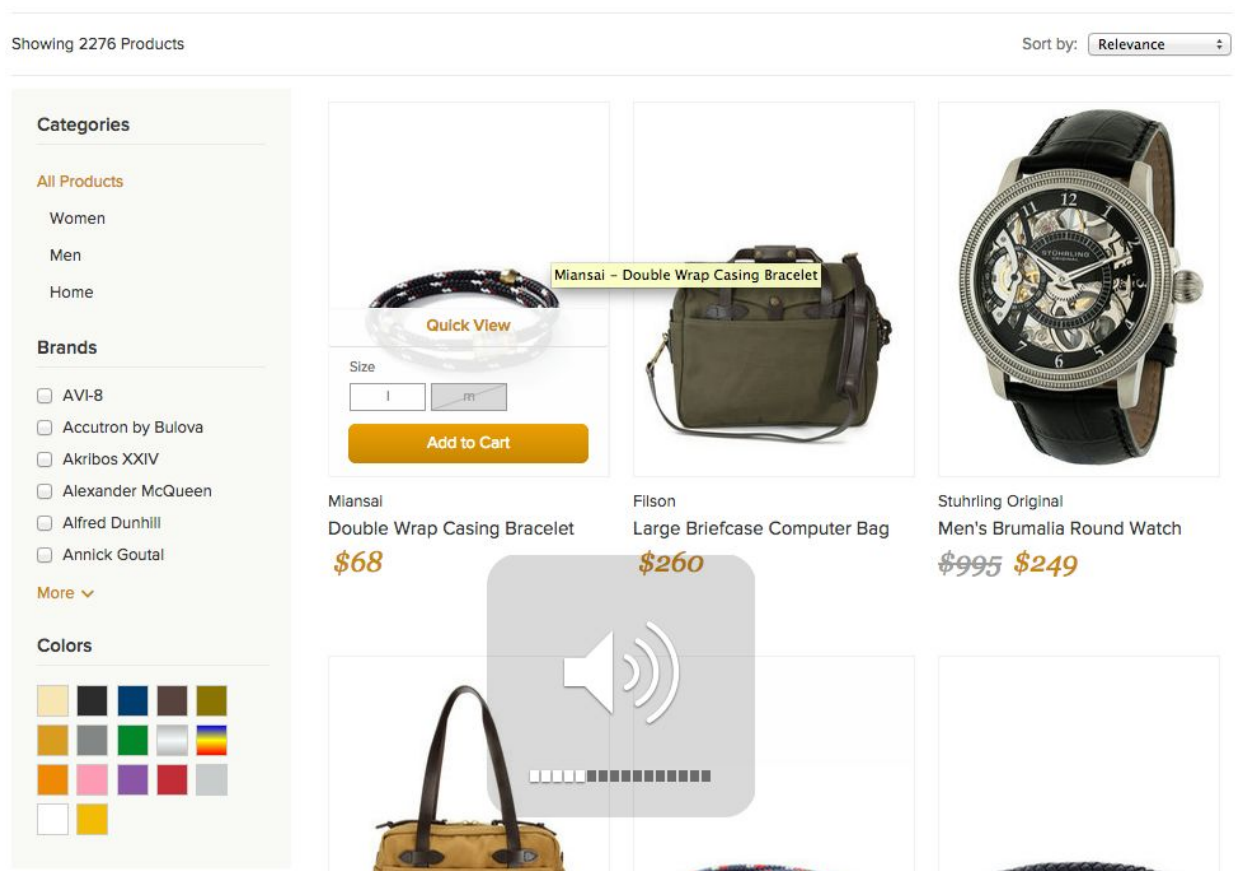
1. Personalized Notification Icon on Menu Bar

- 1.1. Notifications serve an important function in several mobile apps and it would be a great idea to include it in the web version.
- 1.2. A small pop up bubble under the button will tell the user the number of notifications they have. New notifications may briefly appear in the corner for users to click on. Users can also hover the mouse over the notification icon. Even with the promotional emails being sent, this function could be useful in reminding users of current deals and promotions.
- 1.3. If the user wishes to make use of the promotion, then they can click the “Take Action Now” button.



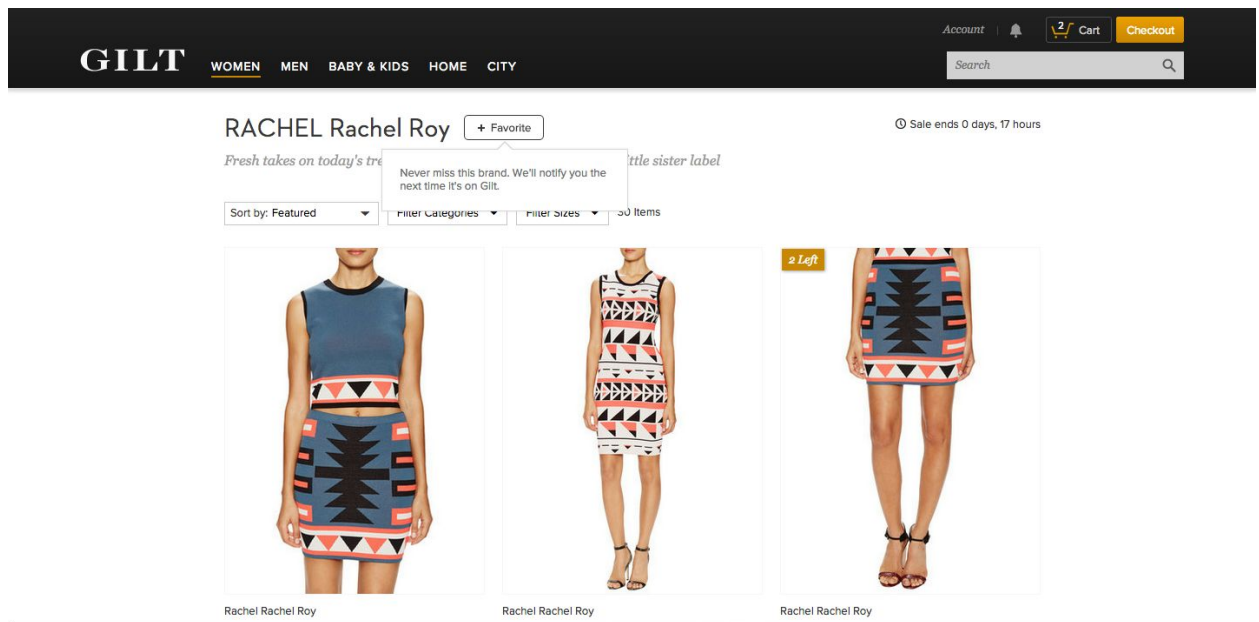
2. Inventory display - When the user hovers the mouse over the product image, it will display the available sizes left in stock.

- 2.1.** In addition, hovering over the product image will display Quick View, Detailed View, and Add to Cart functions.
- 2.2.** The user don't even bother to quickly view the product if it is not available in the preferred size. Here is an example of a men's accessories section:

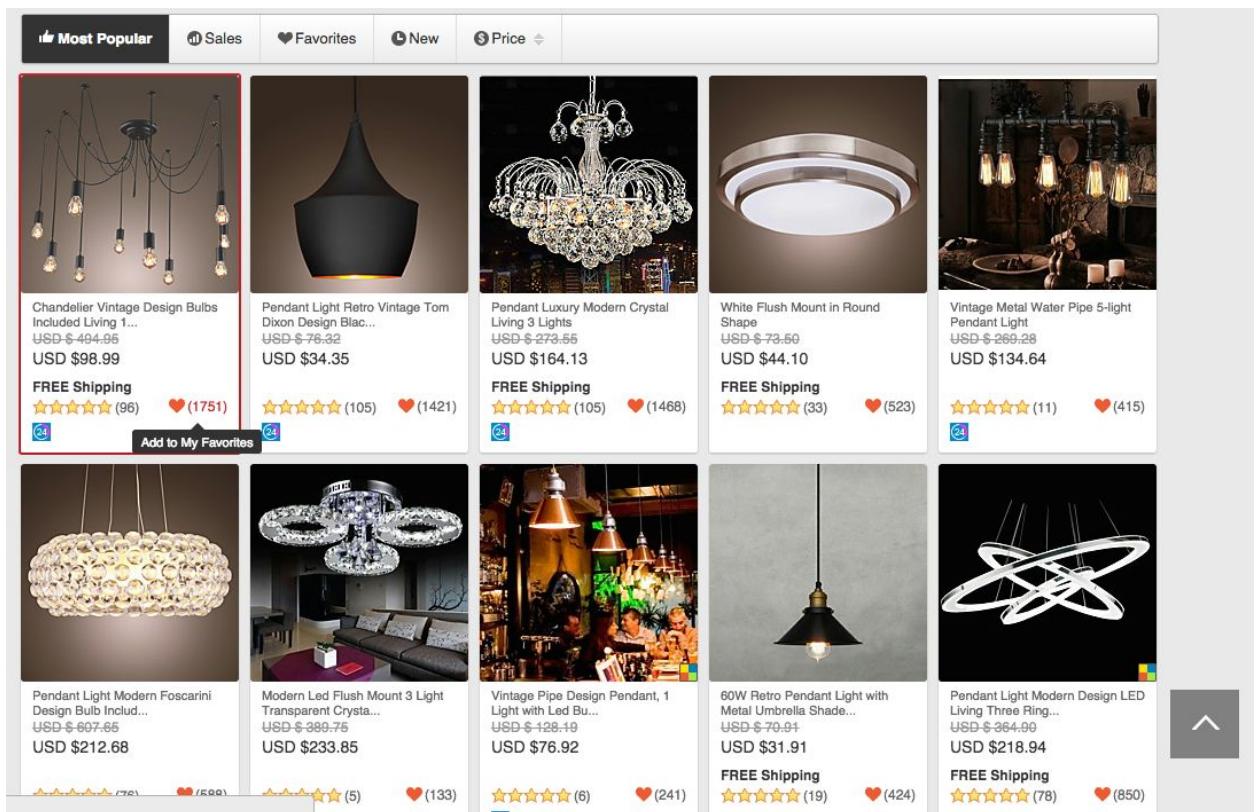


3. Mark as Favorite

- 3.1. By adding a product or a brand to their favorites, users would receive information on new releases and updates on their favorite products as well as promotions and deals from their favorite brands.



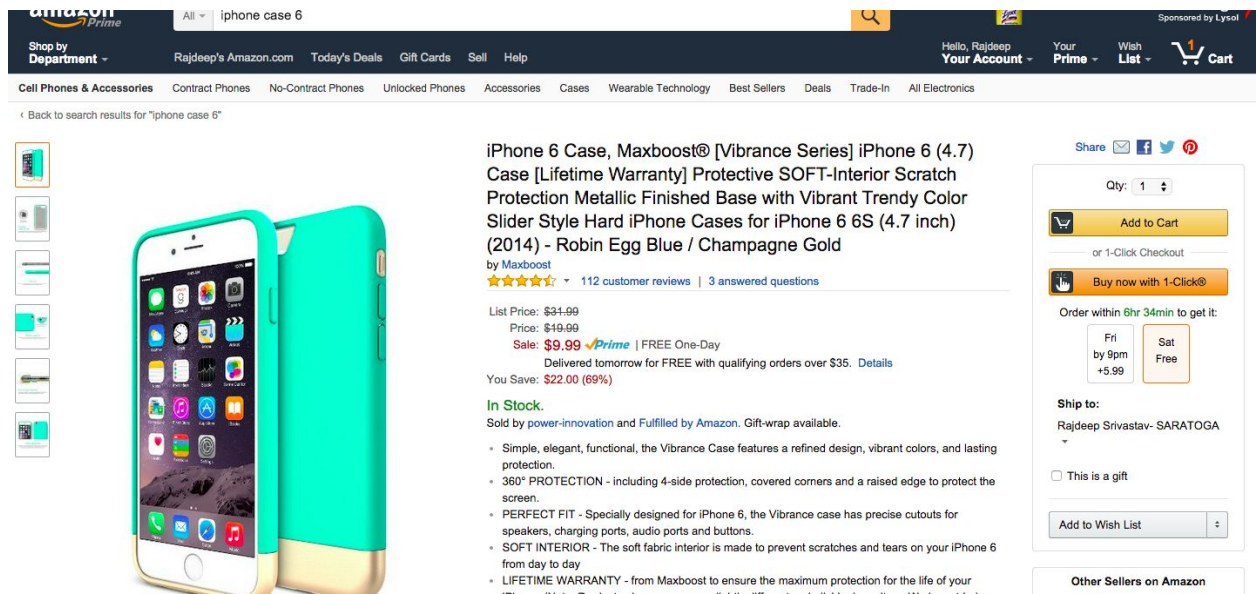
4. **Crowd Favorites** - When hovering over the Favorites section of a product image, the user will be able to see how many times other people have added the product to their Favorites.



5. One click order

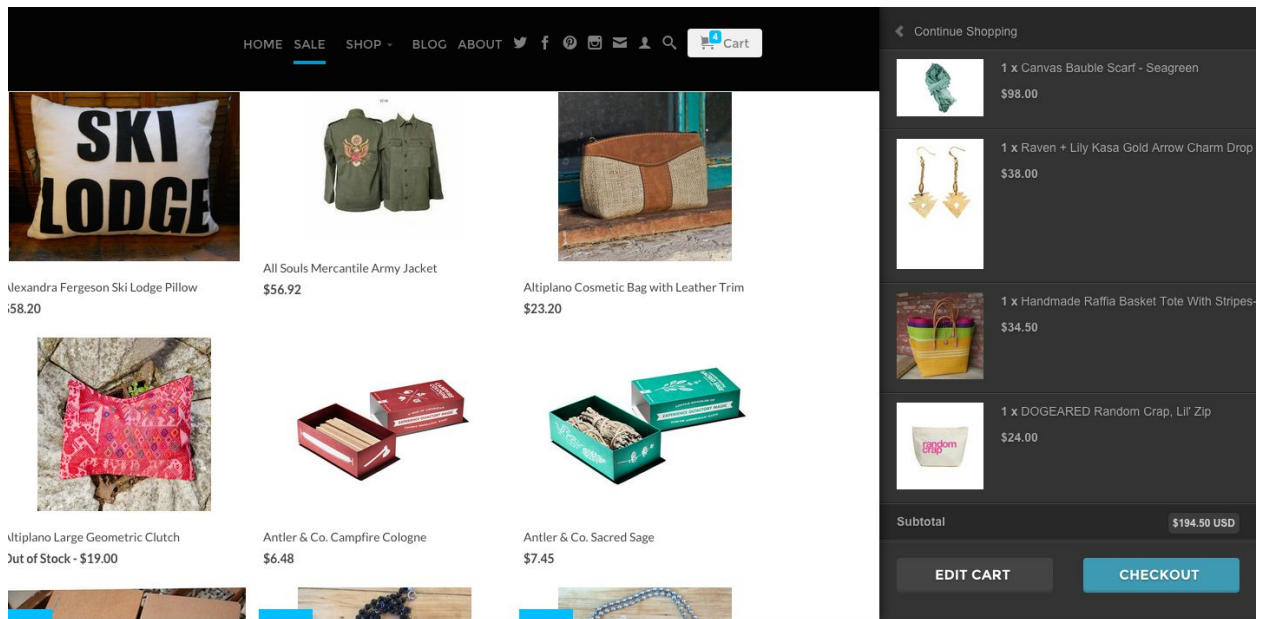
- 5.1. The user will have preselected information for shipping and billing to place orders in a single click. Users will have the option of canceling their order within 30 minutes.

5.2. This function is different from the 1-page checkout extension.



6. Cart Slide in/Expand View

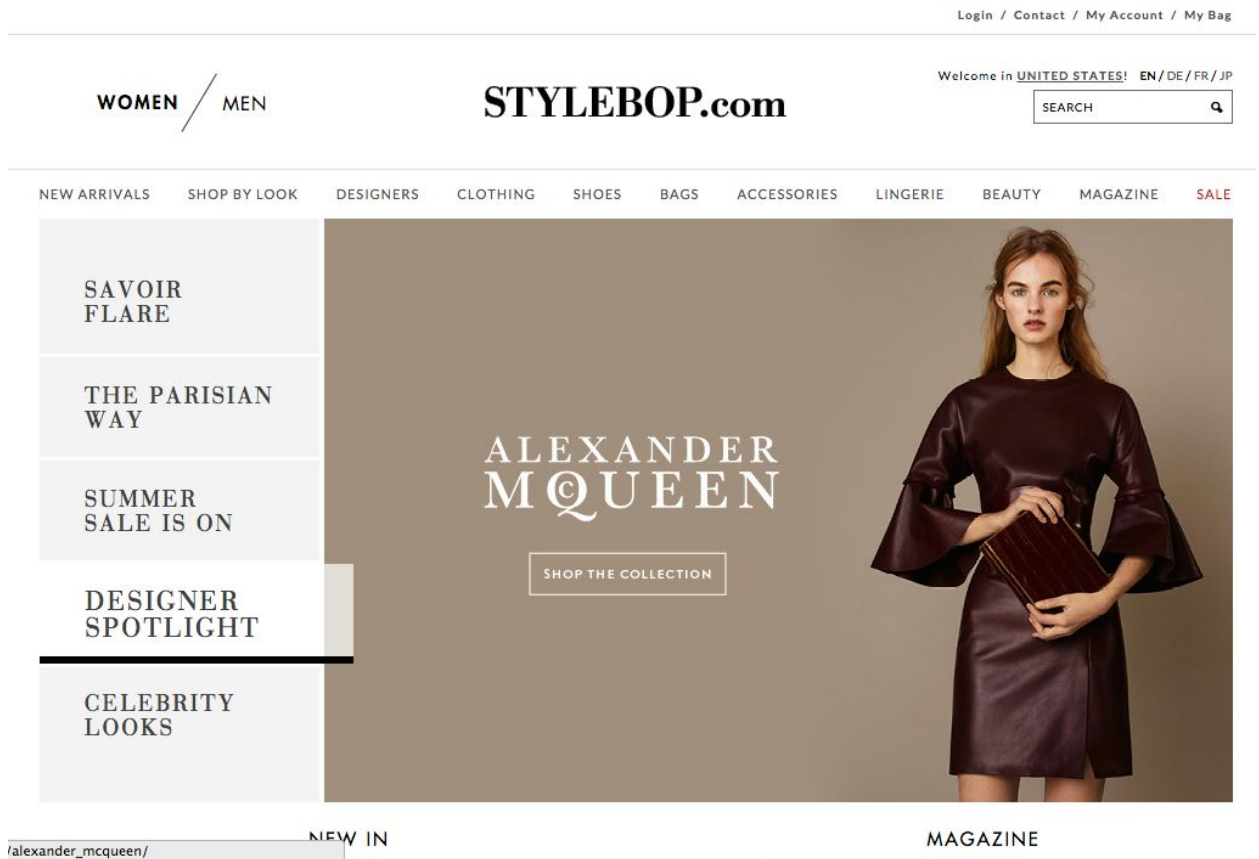
6.1. The user can expand and collapse a side panel with their shopping cart information. This allows the user to remain same page while still being able to access their shopping cart.



7. Multi-Banner display

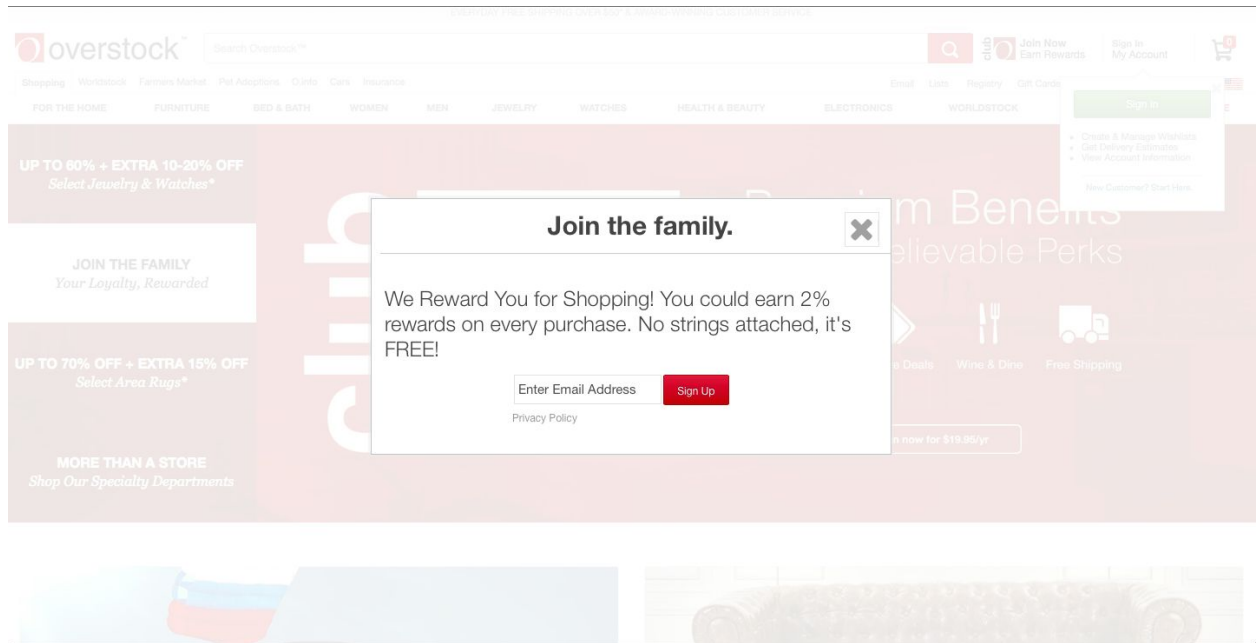
7.1. The Flying Banner function is included in extensions list

- 7.2. When the user hovers their mouse over each section, the corresponding banner appears. This allows the user to see various banners while they just move the mouse, rather than having to click.

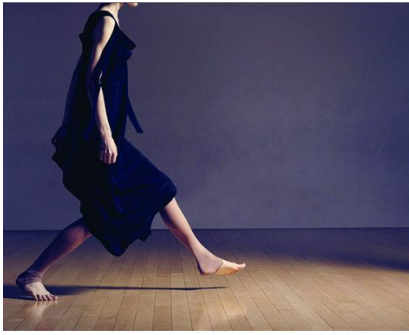


8. Instant Promotions ,

- 8.1. This is included in reward points extension. Here, the admin can add all the products/categories for this promotion.
- 8.2. When a user launches the website for the first time, this promotion shows up in a popup window and the background fades. It asks users to enter their email for 2% off all future purchases.



9. Subscriber Sign-Up



X

JOIN OUR MAILING LIST

EMAIL US

10. Icons for products

[SIGN IN / JOIN](#)


[CURRENCY \\$](#)

[sale now on!](#)


[WISHLIST \(0\)](#)

[BAG \(0\)](#)

VISIT OUR STORES




Ledbury Road, Notting Hill




Dover Street, Mayfair

LATEST FROM THE SETT




APPLY TO STOCK AT WOLF & BADGER




APPLY TO STOCK AT
WOLF & BADGER


INDEPENDENT DESIGNERS




FREE 14-DAY RETURNS WORLDWIDE




TAXES & DUTIES INCLUDED




GIFT WRAPPED IN-STORE




SECURE PAYMENT







ESTABLISHED 2009




Shop securely




VERIFIED BY
GeoTrust
Wolf & Badger...
CLICK 16.07.15 05:53 UTC

Stores



DOVER STREET W1
CITY OF WESTMINSTER







(The Single Heritage of Kensington and Chelsea)
LEDBURY ROAD, W1


T: +44 (0) 20 7229 4848
E: support@wolfandbadger.com

Help

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[Returns](#)
[Contact](#)
[FAQs](#)
[Size Guide](#)

Follow



31,389 people like this. Sign Up to see what your friends like.

Are you a designer?

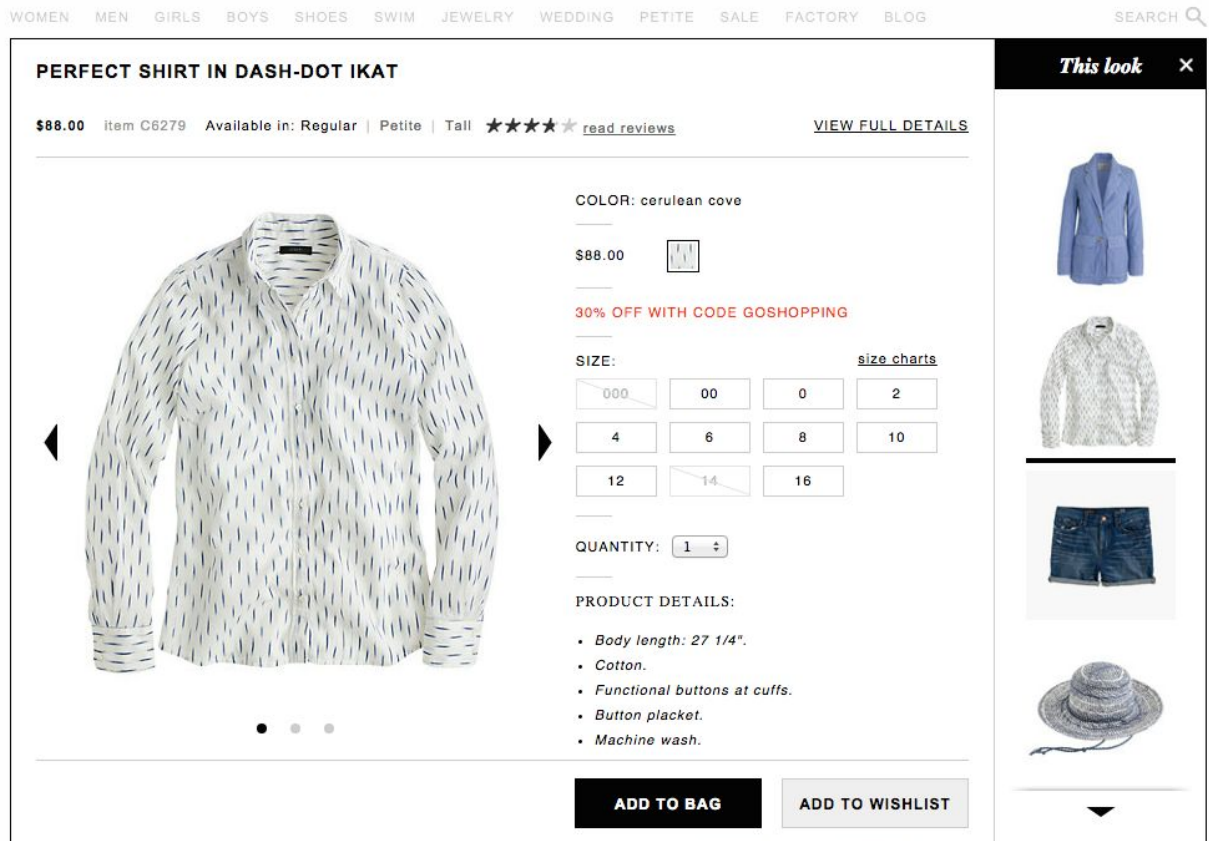
[STOCK AT WOLF & BADGER](#)

Fear of missing out?

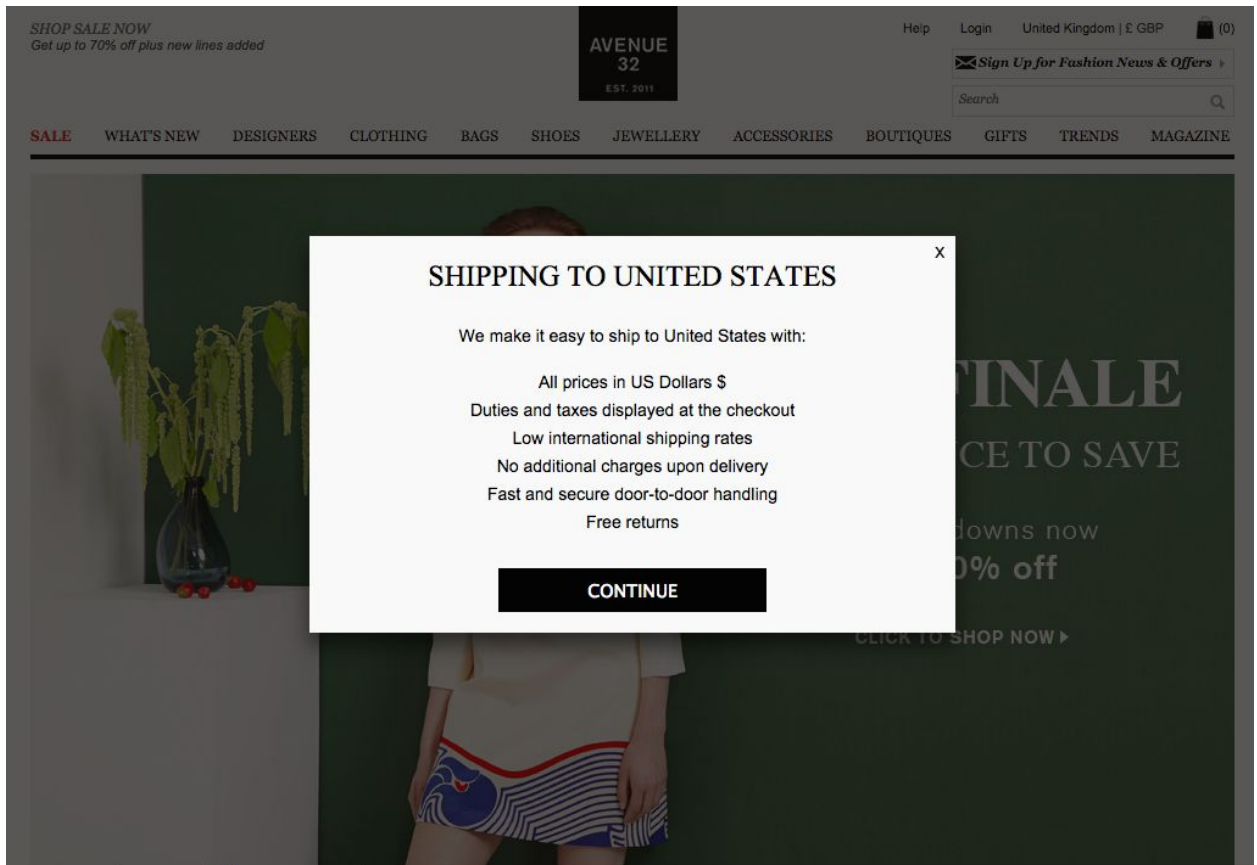
[JOIN OUR GANG](#)

11. Matching product sets for PRS

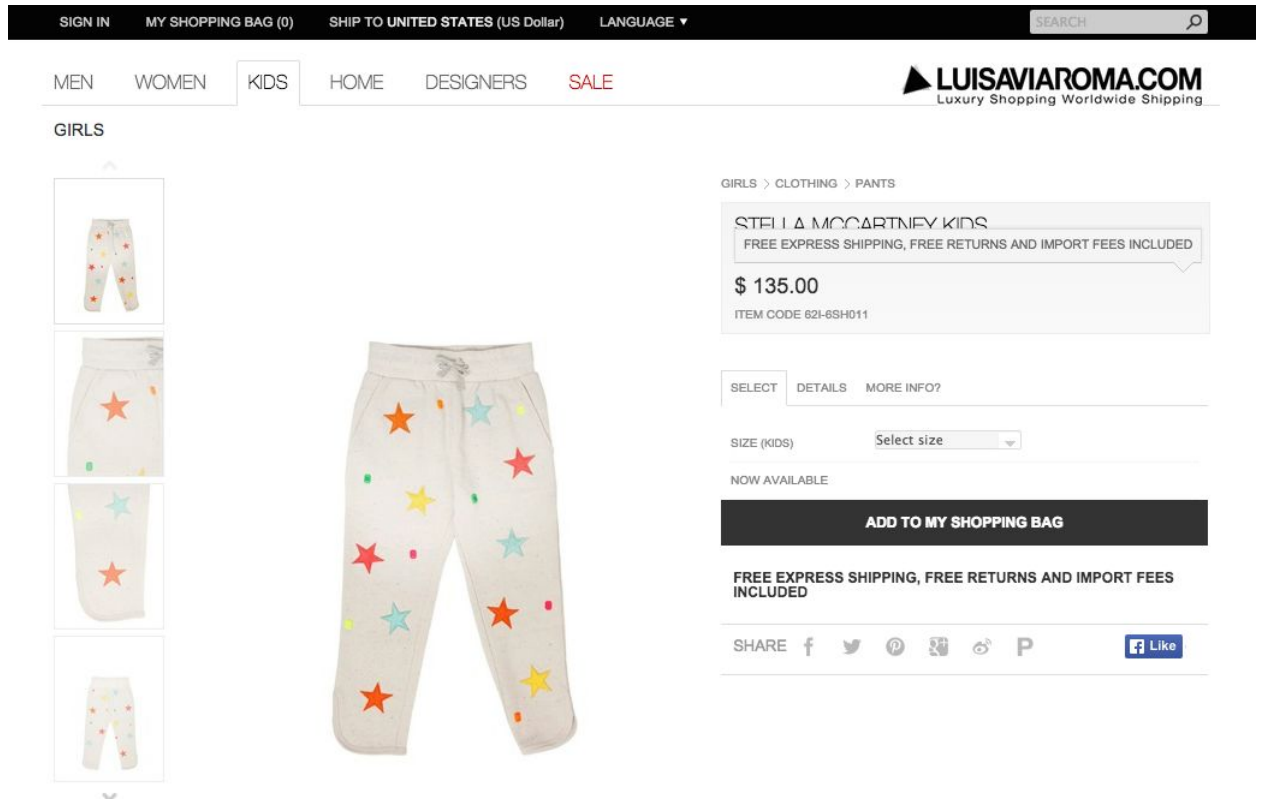
- 11.1. Items that would complement or pair with the product the user is currently viewing would appear on the side panel.
- 11.2. This improves the user experience by offering products without having to leave the page.



12. Geo-location message for visitors



13. **Price Hover - Display** - When the user hovers their mouse over the price of the product, the popup will show promotions and other fees included in the reflected price.



TERMS & CONDITIONS

THIS AGREEMENT is between Software Developers Inc (SDI), a Corporation having its office at 18809 Cox Avenue, Ste 100, Saratoga, CA - 95070, USA and the individual or company (Client) accepting these terms and conditions and submitting or signing this Agreement online or in written form ("Client" shall unless conflicting with the context or meaning thereof, be deemed to include its assignors, successors etc).

By accepting or submitting this Agreement electronically or in writing, you, the Client, agree to be bound by the following terms and conditions. No variation of these conditions will be binding unless made in writing and signed by a director of SDI.

1. The specifications attached with this agreement constitute the entire scope of work. Any specification and/or details not mentioned in this agreement or in SDI's documents or emails prior to this agreement are not valid and are not included in this contract. If the Client desires additional features, functionality, pages or tasks and/or provides any variation to the agreed specifications, then these will be considered as change request(s) or additional enhancements. SDI may perform these at its discretion with or without additional charges at SDI's standard hourly rates. Unless, work is related to functions already mentioned in the proposal which are being expanded. SDI is not obligated to complete Change requests or changes outside of the scope of work on the original agreement. Due to nature of project, small & minor tweaks may be needed, and client and SDI understands and accepts these changes without cost to client.
2. SDI will provide design services working with a US based designer. Client should provide clear written instructions on design expectations if any. SDI will provide design iterations as needed to meet the client's expectations and only when the design is finalized, SDI will move forward with integrating Magento and the extensions. After finalization, if Additional iterations are needed, then these may be provided by SDI with or without additional costs at SDI's discretion.
3. SDI follows design and programming standards as per an internal document known as "SDI Design and

Programming standards". A copy of this document can be provided to the client on request. If client requires any specific standards of design or programming which are different from SDI's standards, then the client must provide those standards and/or requirements in a detailed document before the start of the project and SDI may then decide to accept or reject the project. If client needs a change or variation to SDI's Design and Programming standards, then this request must be made before the start of SDI's services under this agreement.

4. All apps produced and delivered by SDI may contain bugs or problems in functionality or delivered features unknown to SDI. If SDI is notified by the client in writing about bugs in the app for a period up to 180 days from the date of delivery, then SDI will make all efforts to resolve the bugs and a solution will be sent to the client. [After integration with third party extensions, modifications with extensions, custom coding etc. SDI will fully test the website for any bugs per Task 7, point 6. "Testing on 3 browsers - PC and Mac" and resolve any issues arising from conflicts between them. With the 180 days warranty, SDI will cover all work related in the proposal, except for 3rd party products, but SDI will have fully tested and resolve all of the conflicts prescribed before website delivery.](#) The bug resolution services will be provided with reasonable skill and care in accordance with usual industry practice and in a timely, workmanlike and effective manner. SDI disclaims to the fullest extent permitted by law all warranties of any kind whether express or implied.

5. This agreement shall not be cancelled by the Client, except with the written consent of SDI. Such cancellation can only be on the terms that the Client shall indemnify SDI in full against all loss (including loss of profit), costs (including the cost of all labor and materials used), damages, charges and expenses incurred by SDI as a result of cancellation

6. In the event that the Client fails to supply information or instructions within 30 business days of an email or written request from SDI and SDI is thereby unable to perform its obligations under the contract, SDI shall be entitled forthwith to terminate this Contract. In the event of such termination, the Client shall be liable to pay for all work undertaken by SDI on behalf of the Client prior to termination at SDI's standard

hourly rates or as per the agreed rate per hour between SDI and the client, together with all costs and expenses reasonably incurred by SDI as a result of such early termination. If the client wishes to continue the contract after such a lapse in communication, SDI may apply a resource reallocation fee of 20% of the original contract value at SDI's sole discretion.

7. SDI will provide services professionally and honestly following standard business practices and ethics. If a client employs rude, improper or abusive language or behavior in communication with SDI or its employees, then SDI reserves the right to refuse to provide its services at its sole discretion at any time. In such an event, SDI will bill for all services provided to the client till such an event and reserve the right to terminate the contract without any additional liabilities from SDI to the client for the contracted service(s).

8. If the Client requests cancellation of a contract before the work is completed, Client agrees that all fees incurred due to work rendered by SDI's staff and billed prior to cancellation effective date are valid and agrees to pay. Refunds of the fees paid for services not yet provided may be issued on accounts cancelled within 120 days of the initial sale. In these situations minimum cancellation fee of 0% will be withheld by SDI. In the case of ongoing service payments made to SDI or to a third party through SDI, such as hosting fees, Client agrees to pay all fees owed from the time of sale until the cancellation effective date. The effective date of cancellation is to be 30 days from the date of SDI's receipt of written notice to cancel. It is Client's responsibility to secure confirmation from SDI that the request for termination has been received and no further fees will be billed.

9. By accepting a refund, Client agrees that the matter is settled in full and releases SDI, its officers, owners, members, agents and employees of any and all contractual obligations and waives all claims of any nature, including legal action, against SDI's its officers, owners, members, agents and employees. In its discretion, SDI may set off amounts due against other amounts received from or held for Client, make appropriate reports to credit reporting agencies and law enforcement authorities, and cooperate with them in any resulting investigation or prosecution.

10. Client understands and agrees that sdi, its subsidiaries, affiliates, officers, and employees shall not be liable for any direct, indirect, incidental, special, consequential, exemplary or punitive damages, including but not limited to, damages for loss of profits, goodwill, use, data, or other intangible losses (even if SDI has been advised of the possibility of such damages). Such limitation of liability shall apply whether the damages arise from the use of or inability to use sdi's services, reliance on sdi's services, or from the interruption, suspension, or termination of sdi's services (including such damages incurred by third parties). This limitation shall also apply, without limitation, to the costs of procurement of substitute goods or services resulting from products or services purchased or obtained or messages received or transactions entered through sdi's services or for unauthorized access to or alteration of client's data or transmissions and any statements or conduct of a third party or any other matters relating to sdi's services. Such limitation shall further apply, with respect to the performance or non-performance of services or any information or merchandise that appears on, or is linked in any way to sdi's services.

11. Client agrees to defend, indemnify and hold harmless SDI, its directors, officers, employees and agents from and against all claims and expenses, including attorneys fees that may arise or result from any content Client submits, posts, transmits or makes available through SDI's services, from any product sold by Client, its agents or employees, from any service provided or performed or agreed to be performed by SDI or from Client's breach or violation of this agreement, including any obligation, representation, or warranty made herein, or Client's violation of any rights of another. Client further agrees to defend, indemnify and hold harmless SDI, its directors, officers, employees and agents from and against all claims and expenses, including attorney's fees, arising from or related to contracts, representations, agreements, promises, etc, made between Client and third parties, or arising from or related to Client's negligence toward third parties.

12. The Client agrees that it shall not during the continuance of this Agreement and for a period of 3 years following the expiration or termination of this Agreement (however arising) employ, solicit or contract the services of any person or independent contractor who is or was employed or engaged by SDI.

13. SDI reserves the right to subcontract services from this entire Agreement to another party at its sole discretion. This agreement shall not be affected by any change in the name of Software Developers Inc, it's DBAs or any other affiliated companies, or any condition, merger or acquisition of Software Developers Inc, and shall be automatically assigned to any successor entity of Software Developers Inc and shall continue in effect thereafter in accordance with its terms.

14. All notices required or permitted by this Agreement shall be in writing and in English and may be delivered personally, or may be sent by email or certified mail, return receipt requested, to the address set forth at the end of this Agreement. If Client chooses to send request by email, a copy of the request must also be sent by certified mail as confirmation of the request.

15. This agreement shall be governed exclusively by the laws of the State of California, USA, without regard to any conflicts of law provisions thereof, as a contract entered into and performed entirely within the State of California. The parties hereby expressly disclaim the application of the United Nations Convention on the International Sale of Goods. Client explicitly agrees that in lieu of litigation, arbitration may be used as a means of resolving disputes. Arbitration would be through a neutral third-party arbitrator to be approved by both Client and SDI. The decision of the Arbitrator will be binding on the client and SDI. If the parties cannot agree on an arbitrator, then the client may enter into litigation by pursuing the dispute in a court of law exclusively and only in the State of California and county of Santa Clara and the parties expressly consent to personal jurisdiction and venue therein and waive any objection based on forum non conveniens or otherwise. Should there be a breach of this provision, the non-breaching party shall be entitled to an award of attorney fees.

16. Any and all coding, including but not limited to IP rights belong to the client only, SDI is binded by NDA to not discuss, show, explain, enter, any and all parts of the project, SDI or employees of SDI are held liable in case of breach of website due to tampering or accessing restricted areas of site. SDI's full and

complete liability, if proven, for any reason whatsoever, shall be limited to the full refund of all monies paid to SDI. Client explicitly agrees to this and agrees to not make any claim of liability beyond this under any circumstances. This is the main essential clause of this contract and agreement. The list of extensions as shown in the proposal, will be planned accordingly by SDI and client. The extensions will be purchased in increments to be determined. Any extension not meeting the expectations shall refer back to list of their extension as set forth in the extensions list or client shall find another like extension alternative. SDI shall timely inform client and make best efforts to return the extension within the vendor/developers timeline of refund period, usually 30 days. SDI and client will strive on getting the highest discount available during time of planning.

17. SDI acknowledges all work, source code for design, IP Rights, source code for development, inclusive of all task as outlined in the proposal and any additional work as needed, the finish product, herein as “website” in whole or any of its parts comprising of the website during and after development, integration and/ or customization of coding belongs solely to the client. SDI shall not copy, transfer or store the “website” contents in whole or in parts to its own servers, or that of any other third party other than the client. That after completion of work, all assets “the website” derived will only be transferred to the client. All assets of the “website” are fully owned by client. Assets are defined as any design work, theme, coding and development in whole or in parts. SDI acknowledges no other such copy, coding or any other such related form are held on its own servers or that of any other third party. Per Clause 13 “SDI reserves the right to subcontract services or assign the ongoing servicing and/or hosting of your account or this entire Agreement to another party at its sole discretion,” inclusive of the above per section 17, SDI is held liable and accountable to keeping client assets safe from third party. “This agreement shall not be affected by any change in the name of Software Developers Inc, it's DBAs or any other affiliated companies, or any condition, merger or acquisition of Software Developers Inc,” inclusive of the above per clause 17, the changing of name from SDI to future name does not disqualify or breach the terms and conditions set forth here. Any merger or acquisition of Software Developers Inc (SDI), any condition or with any other affiliated companies does not change the binding conditions as agreed for assets only belonging to client “and shall be automatically assigned to any successor entity of Software Developers Inc

and shall continue in effect thereafter in accordance with its terms,” inclusive of the above per section 17, any automatic assignment to any successor entity of SDI shall also be binding in accordance with above conditions.

18. The guidelines for designing, coding, developing, integrating are set forth in the following proposal. Should clarification be needed from any and all parts of this proposal, and further work is required, or during any stage of the project, and further work is required, and work does not digress from the original intention, there will be no extra fees involved as set forth under Terms and Conditions section 18. Should SDI sub-contract any or all parts of this proposal, that it will do so in proper context. Designers, programmers, Project Manager, or any team member outsourced and contracted will be highly competent and highly experienced in their own respective fields. Any terms differing from meaning under Terms and Conditions, section 18 will prevail and stand.

Contact Information: Client may contact SDI by phone at 408.647.2206 Monday through Friday (U.S. Working days) from 9:30 am to 3:30 pm Pacific Standard Time. Client may also email SDI for general questions at team@sdi.la. Other requests can be sent by mail to:

Attn: Software Developers Inc, 18809 Cox Avenue, Ste 100, Saratoga, CA, 95070, USA