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| v.1.1 | **Scope of Work: Dezinow App and Web Interface** |

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## 

## **Confidentiality of Important Information**

The information in this Document is confidential and is intended solely for the attention and use of employeesof **Dezinow**. It might contain privileged information. If it has come to you in error and you are not the intended recipient you must not proceed further, disclose, copy, use or disseminate any information contained therein, please delete it and contact us - **Rob@sdi.la** without delay so that we may take whatever action we consider appropriate. Although this document is believed to be free from any virus it remains the responsibility of the recipient to ensure that this document is virus free and we accept no responsibility in this regard.

### Table of Notifications

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

|  |  |  |
| --- | --- | --- |
| **Project** | **Name** | **Company** |
| **Mobile App & Web Interface** | **Dezinow** | **Dezi Now** |
| **Client Interface (Business)** | Rob Lapointe | Software Developers Inc. |
| **Client Interface (Technology)** | Sachin Nayak | Software Developers Inc. |

# 

# **Aim / Project Overview**

The purpose of this project is to create apps with which users are able to summon a driver. This driver will come to the user’s location and will drive the user’s car to the end destination. The Interface should be clear, simple and easy enough to use and navigate the app without difficulty. We will be creating an iOS and an Android app, plus 2 web interfaces i.e 1 for Admin/Business Owners and 1 for Users/Drivers to check their Account History and for registration. The App will have a Login for both ‘Drivers’ and ‘Passengers/Riders’.

# **Development Principles**

The development principles of this turnkey solution will be:

* Mobile app development for both the Android and iOS platforms - Phones (2 Devices each)
* Creation of a Website in accordance with industry standards for marketing purposes
* Online Web Portal for admin functions
* Online Web portal for Drivers/Riders
* Simple to use, beautiful UI designs.
* Smart Navigation Tabs for easy and fast access to all the functions.
* Language of Development – English
* Language of Data Entry – English

#### **Coding Standards [Website]**

##### Security & Identity

* + Clients will be able to identify themselves via a secure login displayed at the top of the page. More information on the login can be found [here](#h.26rk5cj1hdjj).
  + The site will be encrypted via HTTPS in order to provide security and integrity for the data being exchanged upon the site.
    - Integrity - HTTPS prevents hackers from interfering with communications between a user’s browser and your website;
    - Security - HTTPS prevents passive eavesdropping;
  + HTTPS also helps to prevent secure content from being confused with insecure content (called “mixed content”) and authenticates a website for users.
  + SSL Certification will be provided and installed on the site by SDI.

##### Performance

* + SDI will optimize:
    - content to increase load speeds
    - critical rendering path to prioritize what content is displayed based upon what information the user needs.
    - Rendering performance so that all elements on the website are displayed correctly.

##### User Engagement and Retention

* + SDI can install banners that allow visitors to easily download the App
  + Notifications and push messages can be used to inform visitors of content separate from the page they’re currently viewing;
    - i.e. visitors can receive notifications that the News page has been updated.

#### General Design Principles [Website]

##### Design

The design will be conservative and will mostly center around changes to improve the User experience - UX.

* + SDI will use colors and gradients to differentiate between specific elements. This will help to guide users through the website in logical manner.
    - A high quality icon that a browser can display helps to engage and retain users; SDI will tag Dezinow’s chosen icon to improve the overall brand.
  + The overall design will guide visitors through the website through current industry practices. This includes:
    - Using headers to indicate subjects of particular importance;
    - Using a dropdown footer that contains all links throughout the website.

##### Mobile Optimization

* + The website will be designed using Responsive Design techniques to make the website mobile friendly;
    - The website will display information differently (or different information) depending upon the device used to access the website and app;
    - The Responsive pattern used will be done using the CSS flexbox;
      * Flexbox allows a site to automatically change the size of a website element to take best advantage of the screen being used;
  + This improves the UX and increases search engine traffic.

## 

## **Website Structure and Features**

The following subjects of the site will be prominently featured as headers:

##### About Us

* + Information about the company will be provided on this page:
    - Offices
    - Team
    - Experience
    - Why

##### App and Social Media Links

* + Pertinent links will be provided;
    - this includes iOS and Android links for the app.
    - Links to Social Media sites

##### Content

* + SDI will optimize website content for Search Engines (more information [below](#h.ycjzagxbozxm));
  + The primary purpose of this website will be for marketing and User Registration

##### Marketing

* + The website will be used to market the Dezi brand and to increase Dezi Now’s online presence.

##### Website Backend

* + SDI will code the website back using standard coding tools, techniques, and languages:
    - PHP
    - .NET
    - Java
    - etc
  + The website will be hosted on server with the expectation of 300k+ users and a traffic load of 500 concurrent users.

## **Mobile App**

The following will cover the development, design and various features of the mobile app. The coding Languages we will use are:

* Java - Android
* Objective C - iOS

##### 

##### Consumer Interface

### Registration

* + Consumer downloads & opens app to begin;
    - * Passenger interface will be the default interface. Drivers will need to switch over to the appropriate UI through a tappable button.
    - Consumer will be able to:
      * Upload a photo;
      * Enter Personal Information;
        + Name
        + Gender
    - Customer will be able to connect their DeziNow account to their Facebook Account and utilize Facebook Account Signins.
      * Will remain the login process if a passenger decides to become a Driver, or vice versa.
  + Payment Options
    - Consumers may enter a payment option and upload the necessary information;
      * Credit card;
      * Apple Pay / Apple Touch ID;
      * Paypal;
        + or other online purchasing system desired.
    - If a consumer chooses to not upload a payment option at this time, that is acceptable. They will be prompted to provide information at the time of their first transaction (payment information will be saved when entered)
  + Profile and Payment options will also be accessible from the main app screen via a side or popup menu.
    - * Consumers can add, edit, or remove payment options at any time.
    - Other screens located within the menu will include
      * General settings;
      * Help
        + This will include general “Help” features (i.e. common issues) and contact information. It will be viewed as a drop down menu containing various standard help links, including but not limited to:

Issues with the ride or driver;

Issues with the app; or

any other service related issues

“Contact Us” button

Textbox for a typed explanation will also be presented.

* + - * + SDI can install a “click-to-call” button to ease the process of receiving help;

If a user chooses to report an issue, they will be presented with a “report issue” button and a textbox which will allow them to explain their issue;

Any issues reported through the app will be reported to the admin as an email.

* + - * Promotions
        + So consumers can input promo codes in order to receive discounts, rewards, free rides, etc.
      * “Become a Driver”
        + Help consumers become drivers;

Passengers will be able to become Drivers easily (and vice versa);

SDI will code the app in such a way as to make the data between drivers and passengers interchangeable

i.e. if a passenger decides to become a driver, their information will automatically migrate over.

* + - * + if pressed, user will be directed to the website’s driver “signup” page.
      * Sign Out button
        + Signs consumers out of the app;

### Main App Screen

* + User will be presented with a map and input fields.
    - * There will also be a button to access the main menu;
  + Maps
    - Dezi Now can be integrated with Google Maps and Apple Maps
      * Will need to secure license agreement for iOS navigation;
      * SDI can also transfer the user over to Google Maps, instead of integrating an API.
  + Rides can be scheduled by:
    - Auto location via GPS;
      * preferred option;
    - Dropping a pin directly on the map;
    - Manual entry into input fields:
      * Pickup location;
      * Destination
        + User may also inform the driver of their destination once they are picked up;
        + Drivers will not be informed of the final destination until pickup.
  + Once a driver accepts a ride, the consumer will see the following DRIVER information on their home screen:
    - A button to click and call the driver
      * Contact information shall be kept private to protect Driver confidentiality;
    - name;
    - location;
    - ETA;
      * Based upon the location of driver in relation to the consumer;
  + Consumers will also be presented with a fare estimation, if they input destination beforehand.
    - The fare will be calculated based on time and mileage of the ride.
  + Users will also be able to search for locations via the app;
    - This is will be done with a search field, provided on the main screen;
  + The main screen will display a map as well, with approximations of driver and consumer’s respective locations;
    - A real-time view of the driver’s location (on the map) with live ETA updates will be provided;
    - Consumers may cancel the ride at any time via a cancellation button on the main screen.
      * + They will be asked to confirm;
        + A text box asking users to explain cancellation will be provided.
      * Cancellation Policy
        + If a ride is cancelled less than 5 minutes after the request is issued, there will be **no** charge;
        + If a ride is cancelled after the grace period of 5 minutes, the driver will be charged for the full ride.
  + Notifications:
    - Notifications to the consumer will occur when:
      * The ride has been requested;
        + A text with the driver’s contact information will be sent;

This information will also be presented on the main app screen.

* + - * The client will also receive push notifications for when their driver is nearing;
        + i.e. your driver is two miles away.
      * The app will cause the user’s phone to vibrate 5 times upon the arrival of the driver.
  + Twilio Integration (Or similar)
    - SDI will integrate Twilio into the Dezi Now app to enable driver-user communication. With Twilio, users or drivers will be able to call or text one another without leaving the app itself.
  + Completion of the ride will occur when the driver indicates the ride is over.
    - i.e. ride is completed when driver arrives at inputted location;
  + Once the ride is complete, the following actions will occur/screens will be presented to the consumer:
    - Consumer’s pre-selected payment option will be charged;
      * + The entirety of the ride’s payment will go to Dezi, to be distributed to Drivers later.
    - An email message will be sent to the user with total price, last 4 digits of payment acct/credit card, and ride details, including:
      * Pickup location;
      * Total mileage of ride;
      * Total time length of ride;
      * End destination.
    - Consumers will also be able to rate driver and contact company from said email.
    - Consumer will be presented with a “Contact Us” page in order to report any problems or issues with the ride.
    - Consumer will also be asked to rate the driver on this page;
      * This will be done via a “rating screen,” and not just a simple textbox;
        + The rating screen will consist of the standard “5 Star” system, with an area for text so user may expand upon their rating;
        + A rating of 2 stars or lower will automatically result in that driver being blocked from receiving requests from the rater.
      * Consumers may tip driver from this screen as well.

##### Driver Interface

\*Note: A Driver must allow the DeziNow app full access to their device. If a Driver does not allow the app to do so, the App will cease to function until the privacy settings are turned on once more.\*

The App for consumer and driver will be one and the same; drivers will be presented with different options than the consumer. There are two distinctions between drivers:

* Active
  + These are drivers who are currently accepting driver requests. The driver indicates when they are active or not.
* Passive
  + These are drivers who are not currently accepting rides.
* Driver requests will be sent first to local active drivers. If there are no local drivers in the area, the Dezi algorithm (discussed [below](#h.7pnc934oh31h)) will request passive drivers local to the client to become active and accept the ride (**optional**). If a driver decides to become passive, they will receive a bump in commision. The algorithm will automatically calculate this into the fare estimation.
* People can become a driver by contacting Dezi Now or ADMIN, or by following the directions from the “become a driver” app screen.
  + Drivers will install and open the app;
    - select the “drivers” option.
  + Drivers will:
    - input their contact information
      * name and number, photo;
      * Upload documents certifying their ability to drive;
      * This includes a license and Dezi Now’s driver’s certification.
    - Input their financial information to get paid;
      * This is optional, but an easy way for drivers to manage their finances.
    - Accept/reject contract;
  + The main screen will consist of:
    - a map;
      * showing real-time locations, traffic info, and optimal routes to destination;
    - consumer information;
    - menu popup button;
      * Menu settings will be essentially identical to consumer’s menu settings, without the “become a driver” or payment options. Payment option can be replaced with driver’s own financial information.
* Drivers will be able to view their current and past ride information. This includes:
  + past ratings;
  + booked rides;
  + past rides
  + statistics associated with rides
    - i.e. length, cost of ride, money made, etc
* Accepting a ride:
  + When a ride is requested, a push notification will be sent to all drivers nearby;
    - The app will divide the appropriate city (San Francisco to start) into grids. The algorithm designed by SDI will use this grid to determine a driver’s proximity to the ride request;
    - A notification will go out to the nearest driver, in succession. Each driver will have 10 seconds to accept or reject;
      * For instance, if a ride request goes out and Driver A is closest, he or she will receive the notification first. If the request is refused or ignored, the request will go to the next closest driver, and so on.
        + i.e. request will go out to Zone 1 Drivers, then Zone 2, and so on, until a driver accepts;
      * If there are no local Active drivers, Dezi will push requests towards local passive drivers, using the same process (**optional**).
    - The first driver to accept will get the ride;
      * When a ride is accepted, the driver will indicate how they plan on arriving at the passenger’s location (Bus, walking, taxi/rideshare, Bike, etc). The ETA for this method of travel will be determined by our mapping APIs and will be shown to the waiting client.
  + Prior to accepting ride, Drivers will see a consumer’s:
    - photo;
    - Pickup location;
      * including ETA to pick up location;
    - Whether or not Uber serves the area where they will be dropping off the client and the client’s vehicle.
  + What A driver will not see:
    - Customer Contact information;
      * The Twilio integration will provide the ability to contact passenger/driver within the app, without revealing confidential information;
    - Final Destination;
      * This will not be provided until Driver arrives at the pickup location.
  + If accepted, the app will automatically map out the route from the driver’s current location to the consumers pickup location.
  + If the driver is within 1 mile of the passenger, Dezi will go straight to the mapping option. If the driver is further than 1 mile away, Dezi will display walking, bus, or car alternatives.
  + When the driver arrives, they will indicate that the ride has begun by pushing a button on the app screen.
    - This will be provided on the main screen for the driver.
* Completing a Drive:
  + Trip is completed when Driver taps button;
    - If a driver fails to tap the ‘complete a ride’ button, the Dezi app will send the driver push notifications. This occurs when:
      * 5 minutes have passed since the driver was supposed to have completed the ride; or
      * A driver moves more than 500 feet from the car.
  + After trip, drivers may rate consumer.
    - This will be done via a “rating screen,” and not just a simple text box;
      * The rating screen will consist of the standard “5 Star” system, with an area for text so user may expand upon their rating;
      * A rating of 2 stars or lower will automatically result in that passenger from sending requests from the driver.
* Drivers will be able to see if the Final customer destination is serviced by Uber (but will not see the final destination until they pick up the client);
  + From within the Dezi app, drivers will be able to request an Uber or Taxi.
    - This will be contingent upon available APIs for each service.

##### Backend

##### GPS/Map Integration

* + We will use a third party API for mapping/navigation(google or other); we recommend:
    - Google Navigation [Maps].
      * Google offers free usage up to 1,000 users a day;
        + After your credit card is validated, that free usage is expanded to 150,000 requests per day.
      * For larger request rates, payment is determined by volume.
        + Must contact Google for individualized pricing plans.
    - Apple Maps
      * Will need to acquire the license to use this from Apple;
    - Other navigation APIs may be investigated, if desired.
    - Drivers will be allowed to use any map or navigation app they desire.
  + For both driver and passenger, the search function on the map will have a memory recall/search history. When a driver/passenger goes to input a destination to which they have previously traveled, Dezi will automatically prompt an autofill. We will use a machine learning technique called Structured Predictionto accomplish this task.
  + If desired, SDI can code the app to automatically launch the native Google/Apple Maps, instead of paying for integration to the app itself.
  + **Structured Prediction**
    - Structured Prediction excels at comprehending structured values, as opposed to discrete or real ones. This is tremendously useful when pulling discrete values from a search history.

##### Super Admin and Admin

Through the website, Dezi Now’s appointed “Super Admin” will be able to assign roles and privileges to other admins. Admins (Super Admin included) will be able to:

* Respond to car breakdown or other mechanical issues;
  + The driver interface for the app will have a feature enabling the driver to quickly contact Dezi Admins to inform them of mechanical troubles.
* View the complete information of drivers and passengers;
  + Driver info
    - name, driver’s license, Dezi Now Certification
    - Current location of driver
    - Status
      * Active/Passive
    - Rating
    - acceptance/rejection of rides
      * including passive drivers who receive activation requests;
    - Drive history;
    - View red cards and bonus history;
  + Passenger info
    - Profile;
    - Transactions;
    - ride history;
    - rating;
    - Car info;
      * including recent photo, maintenance report, license, registration, etc.
* Issue red cards to drivers;
  + Red card are issued when a driver fails to appear, or cancels a ride after accepting one;
* Issue, decrease or increase driver bonuses;
* The following tasks can be handled from either the app or the web interface:
  + Manage driver and passenger accounts;
  + Handle driver or passenger complaints;
  + Issue refunds;
  + Receive emails from help desk;
  + access app and website support system
* Payment will be collected via a third-party API.
  + SDI will create an “enhanced activity” or “surge” pricing for high traffic periods.
  + Commision will be automatically divided between driver and Dezi through the use of APIs, either:
    - Braintree; or
    - Stripe.

# **Dezinow Algorithm**

This type of project will require a complex algorithm that is capable of multiple tasks. It will need to pull information from many locations and thus a large part of this will be centered around data mining. The algorithm will also need to be able handle surge pricing and fare estimations.

##### Data Mining

Data mining refers to the process of a program or algorithm investigating large amounts of data with the intention of finding connections between discrete variables. By doing this, a program or algorithm is able to construct relationships and determine patterns between these data points and can extrapolate valuable knowledge from said patterns. This will enable the Dezi app to pull information such as:

* The location of driver in reference to the driver request;
* Which driver is closest;
* What the time estimation will be;
  + driver to passenger and ride itself.
* What the fare estimation will be;
  + surge and normal pricing
* The best routes between the various destinations;
* and so on.

# **Search Engine Compliance**

SEO strategies will be implemented to maximize the effectiveness and traffic of the site and usage/downloads of the app. Our primary goals in SEO will be:

### **Traffic Analysis**

SDI will determine what pages on the website are receiving the most traffic and will determine why that is, to the best of our abilities. SDI will provide a statistical breakdown of the site to clearly display which pages are the most trafficked.

##### Server Optimization

Our SEO team will perform server optimization as it relates to SEO. Server optimization primarily focuses on proper site indexing and site speed. Server optimization includes but is not limited to the following:

* Sitemaps - XML, Video, News, etc.
* Robots.txt
* Webmaster Tools
* Canonicalization
* 301 and 302 Redirects
* IP Blocklist

##### Markup & HTML Optimization

SDI’s SEO team will optimize the website coding for SEO. This will not involve changes to the core code which drives the platform, only the website markup and HTML. Code optimization includes but is not limited to the following:

* Keyword Analysis
* Implement improved heading structure on pages
* Head Section HTML Elements
* Body Section HTML Elements
* Alt and Div Tags
* Table Optimization
* Fully Qualified vs. Relative Page Linking

##### Content Development, Optimization and Strategy

Well optimized, quality content builds authoritativeness for the site and supportive

keyword topics. With Google integrating universal search, content optimization is no longer limited to text. Content development and optimization includes but is not limited to  
the following:

* Keyword Research/Mapping
* Content Identification/Mapping
* Content Redistribution Strategy
* Content Calendar Development
* Head Section Variables (e.g. Title, Description)
* Application of Headings
* LSI-derived on-page within the Body
* Image Alt Tags
* Anchor Text
* RSS Feed Syndication
* Image and Video Syndication (universal search)
* Blog Optimization
* SEO Copywriting

# Social Media Optimization

Social Media Optimization is a valuable tool for increasing the circulation of news, press coverage, and other information relating to the website and app. Management of social media includes consistently increasing the number of followers, calculated daily postings for all accounts, and analyzing the effectiveness of all activity to refine the campaign over time. Social media will be the most widely used tool for disseminating awareness and promotional content.

##### Suggested SMM Assets

SDI will create accounts, design custom pages (if applicable) for selected social media websites.The following are examples of the most popular SM websites, and examples of SMM. We will not necessarily use any or all of these websites:

##### LinkedIn

* + - Optimize existing page for better Search Engine Results and streamline process of connecting prospective clients to previous clients.

##### Twitter

* + - Build a base for followers
    - Provide ability to set-up Tweets
    - Create hashtags to tag the identity of your product (i.e. #XXXX)

##### YouTube

* + - Publish video content from Dezinow on a dedicated Youtube channel.

##### Pinterest

* + - Create a Pinterest page for content that can spread through user networks.

##### Facebook

* + - Provide an ability to publish content
    - Build a more complete profile for the company
    - Enable Facebook groups to create posts on the company’s FB page

##### **Social network plugins**

* + - SDI will install any SM plugins to connect the website and app to your social media pages.

##### Analytics

* + Google Analytics will be installed to evaluate efficiencies of traffic and Visitors, if desired.

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##### Investment details

##### Android/iOS App - Time & Cost

|  |  |  |  |
| --- | --- | --- | --- |
| **Tasks** | **Resources** | **Duration** | **Cost** |
| Requirement Analysis | 1 Tech Lead | 2 Week | $0.00 |
| Wireframes & Design | 1 Designer | 1.5 months | $6,750.00 |
| Development - Customer (Android) | 1 Android Programmer | 3 Months | $13,500.00 |
| Development - Driver (Android)  - With option to activate Passive  Drivers | 1 Android Programmer | 4 Months | $18,000.00 |
| Development - Driver (Android) - Without option to activate Passive Drivers | 1 Android Programmer |  | -$2,000.00 |
| Development - Customer (iOS) | 1 iOS Programmer | 3 Months | $13,500.00 |
| Development - Driver (iOS) -  Without option to activate  Passive Drivers | 1iOS Programmer |  | -$2,000.00 |
| Development - Driver (iOS)  With option to activate Passive  Drivers | 1 iOS Programmer | 4 Months | $18,000.00 |
| Backend & Web-Services | 1 PHP/.NET Programmer | 4 Months | $18,000.00 |
| Testing | 2 Testers | 4 Weeks | $4500.00 |
|  |  | **Total:** | **$92,250.00** |

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**Algorithms - Time & Cost**

|  |  |  |  |
| --- | --- | --- | --- |
| Requirement Analysis | 1 Tech Lead | 2 Weeks | $0.00 |
| Structured Prediction | 1 Search Specialist | 1 Month | $5,000.00 |
| Data Mining | 1 DBA | 1 Month | $6,500.00 |
|  |  | **Total:** | **$11,500.00** |

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##### Web Interface - Time & Cost

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| --- | --- | --- | --- |
| **Tasks** | **Resources** | **Duration** | **Cost** |
| Requirement Analysis | 1 Tech Lead | 1 Week | $0.00 |
| Design + HTML | 1 Designer | 1 Month | $4,500.00 |
| Development | 1 PHP/.NET Programmer | 1.5 Month | $6,750.00 |
| Backend (CMS Module) | 1 PHP/.NET Programmer | 2 Weeks | $2,750.00 |
| Testing | 1 Tester | 1 Week | $1,000.00 |
|  |  | **Total:** | **$14,000.00** |
|  |  | **Discount** | **-$8000**  **For removal of**  **driver/**  **passenger**  **history &**  **Signup** |

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##### Marketing - Time & Cost (Optional)

|  |  |  |  |
| --- | --- | --- | --- |
| **Tasks** | **Resources** | **Duration** | **Cost** |
| SEO (Website) | 2 Full time | Per Quarter | $2,400.00 |
| SEO (App) | 1 Part time | Per Quarter | $1,200.00 |
| Social Media Marketing | 2 Full time | Per Quarter | $3,000.00 |
|  |  | **Total:** | **$6,600.00** |

##### Additional Maintenance Costs (Optional)

|  |  |  |  |
| --- | --- | --- | --- |
| **Tasks** | **Resources** | **Duration** | **Cost** |
| Google Maps API | Google Direct | up to 150K per day | $0.00 |
| Future Android SDK Upgrade  after delivery | 1 Android Programmer | Per OS Upgrade | $2,000.00 |
| Future iOS SDK Upgrade  after delivery | 1 iOS programmer | Per OS Upgrade | $2,000.00 |
| Cloud Hosting | Dedicated Server | 3 Months/Quarter | $2,000.00 |
|  |  | **Total:** | $6,000.00 |

##### 

**\*NOTE: 3rd Party services like Twilio, Google Maps etc will have to be signed up for and paid for by Dezinow.\***

##### Project Development Payment terms:

- 25% upfront at Contract signing

- 25%-75% will be based on milestone to be identified during the requirements analysis stage

- 25% due upon completion of end user interfaces & prior to Beta launch

## **Phase Two (optional)**

##### Web Interface

##### Registration

* + Consumer/driver registration.
  + API integration with third party background check solutions.

##### 

##### Login

* + Driver/Admin login
  + Consumer login
    - Passenger profile will show the history of transactions and rides;
      * Passengers will be able to view the certifications of all drivers employed by Dezi.
    - Passengers will be able to easily contact the admin through their profile;

##### Surge Pricing

The Dezi algorithm will need to be able to determine pricing (as mentioned above) and it will need to be able to calculate differential pricing based upon extraneous situations (aka Surge Pricing). The following things will effect Dezi’s standard pricing:

* Primary effects:
  + Time of day
  + Mileage
* Secondary effects:
  + Service charge;
  + distance charge;
    - if a driver needs to come from far away;
  + Activation Charge
    - if no active drivers are nearby, Dezi will request activation of passive drivers. This will result in a fee.
  + In general, the Algorithm will determine pricing based upon the following four points:
    - Density of driver to customers;
    - Time of Day;
    - DIstance of Travel; and
    - Demand Ratio.

##### 

* DRIVER Pickup
  + - This solution will require a third mobile app interface for the driver of the passenger van;
  + When a Driver has completed a ride, they will be able to summon a DeziNow Passenger pickup Van by tapping the ride complete/request Van option;
    - the nearest passenger van driver will be informed of the impending pickup;
  + The driver will be able to view and track the van in real time via a map displayed on the app.
  + This solution will need the following:
    - A third UI for iOS and Android
    - Backend coding for
      * zones;
      * reports;
        + Van Driver pickups and dropoffs

##### Phase 2 - Time & Cost

|  |  |  |  |
| --- | --- | --- | --- |
| **Tasks** | **Resources** | **Duration** | **Cost** |
| Web Signup/History | 1. 1 Programmer 2. 1 Designer 3. 1 Tester | 1. 5 Weeks 2. 2 Weeks 3. 1 Week | 1. $4,000.00 2. $2,000.00 3. $2,000.00   *Total: $8,000.00* |
| Surge Pricing | 1 Information Architect | 2 Months | $7,500.00 |
| Van PICKUP Interface (iOS & Android).   1. Design + Development 2. Programming 3. Testing | 1. 1 Designer 2. 1 Programmer 3. 1 Tester | 1. 1 Month 2. 2 Months 3. 2 Weeks | 1. $4,000.00 2. $8,000.00 3. $2,000.00   *Total: $14,000.00* |
| Testing | 2 Testers | 2 Weeks | $4,500.00 |
|  |  | **Total:** | **$20,000.00** |

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# Project Management - Collaboration/Review/Feedback

* We use a project management software for Project Management/communications. You will be provided with login credentials and you can provide your feedback, information, and/or ask questions if any. You can communicate with the team of designers and developers who will be working on your project. You may also decide to include us in your Project management tool and we can work on that as needed.
* The process will start by going through the scope of work with team. We will provide you with a project plan which will include a list of tasks with their scheduled completion deadlines.
* The project manager will have a meeting with you when you are ready and we will begin work on the wireframes and design work and thereafter regularly update you and receive feedback and suggestions until you approve the designs.
* Once the designs are approved, we will move to the development phase. The team will work on the frontend and backend in parallel. We will have regular meetings and we will schedule the meetings as per your convenience.
* You will have daily access via phone, email, skype, and gotomeeting to directly communicate with the Project manager and/or other team members.
* When the team starts testing the app, we will provide you the build which you can test on your respective device. We will ask you to share your iPhone device UDID. You can provide your additional UDIDs as well to test the app among your friends and relatives before it goes live.

##### Source Codes

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 app and all IP of the App on project completion and payment of all agreed Invoices to SDI.

##### Warranty

All deliveries are covered by a **6 months debugging warranty after delivery**. For the first 6 months, if any bugs are identified, we will fix them without any cost to you. Beyond the 6 months, we can provide a 12 months maintenance contract at a nominal additional cost. This will include updates for the latest SDK's and bug resolutions.