



Castello Speedometer Marchio - Online Portal and Apps

V 1.6

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Goal

The purpose of this document is to design & develop a custom online web portal that will allow clients to sign-up and view data from different sources. The data will be displayed in the form of reports, graphics (graphs or pie charts) and numbers.

Summary of Tasks

1. Front-end Website
2. Web portal for Clients
3. Super Admin portal for Platform owner
4. iPhone and Android App (Hybrid)
5. iPad and Android tablet app (Hybrid)

Technology Stack

- HTML5
- CSS3
- Expressjs, Nodejs, Angularjs
- MongoDB



- React Native or Flutter

Marketing Website functions

We will design & develop a marketing website with a backend CMS (Content Management System). The content can be managed by the business owner. The website menu will include the following:

- Home page - will include some info about the Company, what the platform provides, who are the users of the platform, contact & support info. Sign up and Sign in action buttons for clients to subscribe and start using the platform.
- Features - This includes platform functions/features.
- Subscriptions plans - This includes information about the services that are available under different levels of subscription plans along with the prices. The subscription plans can be based on monthly or yearly subscription as decided by the platform owner.
- We will integrate a payment gateway (client will sign up for the payment gateway) that will allow seamless processing of credit card payments by customers
- Terms & conditions
- Contact us - This can include a contact form, support email, office address.

Note: Design, Content and Images will be provided by the client.



Web portal for clients

1. Sign In

a. Sign Up

- i. Step 1 - Select a plan (pricing plan on the website)
 - ii. Step 2 - Provide contact information
 - Email & password
 - OR
 - Facebook
 - OR
 - Google
 - iii. Step 3 - Submit payment information
- #### **b. Sign In**
- i. The client will receive a welcome email with a verification link
 - ii. The client will sign in using the same credentials used while signing up after the client verifies the account by clicking on the link sent to their email address.

2. Forgot password

- a. The platform will ask a user to provide their email to receive a reset password link which they can use to change the password.
- b. Once the user clicks on the link, the platform will ask the user to enter a new password and confirm the new password.



3. **Dashboard** - The client will see the following available services on the dashboard (The services will be dependent on data provided by the respective APIs)

a. **Shopify**

- i. View Total Sales data based on criteria such as sales by month, sales by channel, or sales by staff.
- ii. View Sales data by Products i.e the ability to see sales for specific products to give the user the view of which products are performing at a better rate/bringing in more sales.
 - SDI will develop a custom Shopify extension to compute & create a view to see sales for specific products.
- iii. View Ad campaign data

b. **Amazon**

- i. View Total Sales data by Date Period
- ii. View Sales data by Products i.e SKU
- iii. View Inventory details of products listed

c. **Facebook Campaign**

- i. View Ad campaign data
- ii. API integration for real-time display of results
- iii. View Number of followers following Facebook business page

d. **Instagram**

- i. View Ad campaign data
- ii. View Number of followers following Instagram page
- iii. View Number of likes

e. **Linked In**

- i. View Ad campaign data



- ii. View Conversions based on ads
 - iii. View New page followers
 - iv. View Number of page visitors
- f. **Google**
 - i. View Ad campaign data
 - ii. View Breakdown of campaigns (Price Per Click)
 - iii. View Conversions based on ads
- g. **Twitter - Information provided by API will be available after sign-up and availability of the API**
- h. **TikTok - Information provided by API will be available after sign-up and availability of the API**
- i. **Snapchat - Information provided by API will be available after sign-up and availability of the API**
- j. **YouTube - Information provided by API will be available after sign-up and availability of the API**
- k. **Manage Multiple Social Accounts - Users will be able to add & link multiple accounts, For eg - 2 Facebook accounts, 4 Instagram accounts, 2 Twitter accounts from one dashboard. Data can be seen for only one account at any given time.**
- l. **Export / Download Dashboard PDF Report (Combined) - We will provide users the option to download the Dashboard Report in PDF format. It will contain the Dashboard data of all the Social Platforms in one PDF file.**



A client can view all services and select a service to view data. If the selected service is not available under the client's current subscription plan then the platform will request the client to upgrade the subscription plan.

4. The client will have to sign into the selected services with his Login ID and Password for the respective service (Shopify, Amazon, Facebook, Instagram, LinkedIn, Google) account and will have to allow permission to Castello platform to pull data that the client would like to view on their Dashboard. The data that will be accessed and displayed depends on the APIs that these Platform provide
5. **Settings**
 - a. Change email & password
 - b. Subscription plan
 - i. Upgrade subscription
 - ii. Renew subscription
 - c. Contact admin (support email)
 - d. Sign out

Super Admin Web portal functions

1. **Login**
 - a. Admin will login with their email & password.
 - b. Forgot Password: Admin will be able to reset their password, it will send an email with a link to set up a new password.
2. **User management**
 - a. Add employees as sub admins
 - b. Manage roles & permissions for each sub admins
 - c. Update sub admin accounts
 - d. Delete sub admins



3. **Client management**

- a. View list of clients
- b. View clients details
 - i. Contact info
 - ii. Subscription plan
 - iii. Renewal date
- c. Modify clients details
- d. Delete / Inactive client accounts

4. **Manage subscription plans**

- a. Add a plan
 - i. Add services
 - ii. Cost
 - iii. Subscription period
 - iv. Save & publish
- b. Option to View/Edit/delete the plan

5. **Manage payments**

- a. SDI recommends using Stripe as a Payment Gateway & use Stripe's subscription service to create Plans, Tiered Pricing, Manage Billing Cycle and Payment Reminders.

6. **Settings**

- a. Reset password
- b. Logout

Investment cost & delivery timelines

Tasks	Cost
Marketing website with CMS	\$4800
Web portal for Super Admin & Clients (Manual data entry)	\$12000
SaaS - Subscription services for clients - Pay bill & upgrades	\$4500
iPhone and Android Phone apps (Hybrid)	\$15600
iPad and Android Tablet apps (Hybrid)	\$7600
<u>APIs below</u>	
<p>Amazon APIs</p> <ul style="list-style-type: none"> - View Total Sales data by Date Period - View Sales data by Products i.e SKU - View Inventory details of products listed 	\$2500
<p>Shopify APIs</p> <ul style="list-style-type: none"> - API integration for real-time display of results - Sales data - Ad campaign data - View Sales data by Products (Custom Shopify Extension) 	<p>\$2500</p> <p>\$9000</p>
<p>Facebook Campaign APIs</p> <ul style="list-style-type: none"> - API integration for real-time display of results - Ad campaign data - Number of followers following Facebook business page 	\$2500



Instagram APIs <ul style="list-style-type: none">- Ad campaign data- Number of followers following Instagram page- Number of likes	\$2500
Linkedin APIs <ul style="list-style-type: none">- API integration for real-time display of results- Ad campaign data- Conversions based on ads	\$2500
<ul style="list-style-type: none">- New page followers- Number of page visitors	\$1500
Google Ads APIs <ul style="list-style-type: none">- API integration for real-time display of results- Ad campaign data- Breakdown of campaigns (Price Per Click)- Conversions based on ads	\$2500
Twitter API	\$4000
TikTok API	\$4000
SnapChat APIs	\$2500
YouTube APIs	\$4000
Export / Download Dashboard PDF Report (Combined)	\$4500
Total for Website and Apps \$44500 + Total for APIs \$44500	\$89000

Important - SDI will review the APIs and provide data points for each API. Castello can view the list of data points and then decide on each API - if they want to integrate the API or not at their sole discretion. The cost per API will be applicable only if that API is available, Castello confirms they would like to add it to this platform and if SDI can integrate it into the portal or the apps.



Estimated Delivery Time Frame

4 Weeks for UX

6 Weeks for Portals after UX approval

8 Weeks for Apps after UX approval

10 weeks for APIs after Portal approval

Payment Terms

- 35% upfront payment
- 35% on UX completion
- 30% on Final delivery prior submission to App stores for launch

Warranty

SDI provides a 6 months debugging warranty on every project. For the initial 6 months after acceptance/launch, if any bugs occur and are identified, we will fix them without any cost to you.

AMC - Optional

SDI provides an AMC - Annual Maintenance Contract for a fixed cost of 25% of the project cost. This AMC will be for 12 months from the date of signing and includes bug resolutions, API updates and OS updates for the website

Source Codes



All of the project Source codes will be handed over to the client on project completion. Upon completion and payment of all agreed invoices to SDI, the Client will be the sole and exclusive owner of the web platform and IP of the project.