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Exclusive Rare Gems Website - Lapigems.com

v.1.1

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Table of Notifications

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

Project	Name	Company
Project Requirements	Antony Zagoritis	Lapigems.com
Client Interface	Sakshi Sharma	Software Developers Inc.
Tech Project Manager	Sachin Nayak	Software Developers Inc.

Client Inputs

- Project description - The primary objective is completely transform lapigems.com into a stunning robust and responsive website. We will redesign this ecommerce website to take advantage of latest User friendly shopping experiences and to make it a very attractive website. The emphasis will be on showcasing the quality of its rare gems in all of its visual splendor and to convert visitors into shoppers.
- Intended Audience - Global

Project Objectives

- To launch lapigems.com as the main destination to shop for rare and exclusive gems. The site UX will provide a very hi-end, easy to navigate e-Commerce website, that follows a mobile first strategy and emphasizes presentation and security of information with high levels of privacy to encourage visitors to become Lapigems customers.
- Customers will be able to search for gems using various advanced technologies and will have access to detailed information about each product. The experience will be personalized, seamless and provide a sense of credibility, trust and privacy.
- The website will subtly guide visitors to convert into leads for follow-up or become online customers. Then it will encourage them to share their experiences on Social media thereby bringing in referral business and traffic.

Design Guidelines & Practices - While designing a website, we abide by the following user interface standards and guidelines for the platforms:

- We will create beautiful designs, that will be a combination of subtle color themes, quality images & rich content. The idea is to strengthen the brand by providing a great user experience rather than overwhelming them with lots of information that can be distracting. The website will present information in layers, so a visitor can dive as deep as needed or browse directly to his preferred result.
- We will follow a Mobile first, Mobile centric approach and create the website using responsive UI's.
- Smart Navigation Tabs for easy and fast access to all functions and information, clear graphics and optimal use of white space (no clutter) to provide easy browsing.
- **Visual Consistency** - Touchpoints and experiences need to be maintained through the use of colors, typography, and features.
- **Menu** - needs to be accessible at all times. For e.g. we will ensure that the users can access product search, filters & cart from anywhere on the website.
- **Scan** - adding the content and images in a way people read - left to right and top to bottom so that the visual design can convey information quickly and easily.
- Designers should design the user input screen in a way so that the effort of the user can be minimized to enter the data. For eg - creating a profile, or adding personal information at the time of checkout.

Our Design Process - Overview

SDI considers design to be of paramount importance in an website/app creation process. Over the next few paragraphs, we have outlined our methods and processes for UI design and UX optimization.

Step 1: Pre-design

Our first step in the design process is to determine exactly what the website/app is supposed to accomplish. This means figuring out what it's main function, a general idea of how it will accomplish that function, and the target audience. Our designers start here because it provides a touchstone for the entire design process. With the main functionality and process worked out, our designers can ensure that every step along the way conforms to this main purpose.

Step 2: Prototyping

We break prototyping down into two different phases: wireframing and storyboarding. We start by creating a sketch of each different screen our website/app will eventually have. This allows us to see how the website/app will visually play out and to anticipate problems before they occur. Storyboarding is basically putting all of your sketched wireframes next to one another. We do this so that we get an overall idea of the entire website/app cycle. Storyboarding lets us begin to design the user interface (UI) system and to set the stage for the overarching user experience (UX). Storyboarding and wireframing is also where we begin to play around with the use of color and layout schemes in order to get an idea of what will work best.

Step 3: Interface Design

We typically design our UX through the Model-View-Controller (MVC) design process. MVC is an industry standard in website design because it creates most logical, clean, and seamless UX possible. The MVC approach divides an website into 3 different partitions: 1) the model is what the website does, its core functionality, and the rules by which the website is guided; 2) the view, where users request and view information; and 3) the controller, which acts as a go-between for the model and the viewer.

Our approach to interface design is usually User-Centered (UCD), where the website/app is designed at every step with the needs of the end user in mind. This means the use of color, gradients, grid layouts, and even font are picked to answer the needs of our client's target market.

Step 4: Visual Design

While visual design really begins at step 1, the heart of visual design occurs once we have screenshots of our actual website/app. Our main drive here is to design a website/app that tells the user how to navigate a website/app without ever explicitly stating how to do so. This method, known as “eye-tracking,” is designed to guide the human eye through visual elements and stimuli. Colors can tell users draw or deflect attention, depending upon the designer's intent. For instance, green indicates continuance, while red indicates full halt. We prefer colors that are simple and non-intrusive because they don't fatigue the eye as much as complex colors. The less stressed the user's eye is, the longer they will be on the website/app. We also make use of gradients in order to indicate the importance of a particular button - i.e. a brightly colored “proceed” button compared to a darker gradient “opt-out” button.

The best design is one that takes a process with which users are familiar and ever-so slightly tweaks it to make it better. This is preferred because users are already familiar with the old design; they know how it works and they know how to navigate within it. Wholly new processes take time to learn will result in user drop-off.

Step 5: Testing

Once the design process is done we test or demo to make sure that it accurately reflects how the end product will appear and function (at least on a basic level). Through multiple testing iterations, we work out whether or not the design leads the user smoothly throughout the website, assuring that we have designed the best interface possible.

We test our websites/apps not only with our developers, but with our employees who aren't programmers, as well as your employees as part of a wider initiative. This ensures that the design prototype makes sense to everyone, and not just the developers and designers.

Development Platform

The specific Development Versions of each software tool will be finalized prior to code production in conjunction with Client's approvals;

- Industry standards in HTML designs, naming conventions, database schema
- HTML Editor – Dreamweaver/UltraEdit
- Design software – Photoshop/Fireworks
- Language of development - English
- Language of data entry - English

Coding Standards

- Optimal use of .NET and MS SQL

Client will provide the following

- Client can provide all images (SDI can also source the images and bill them to client) that will be used for designing the website.
- Client can provide text content and we can get it optimized for Search Engine Optimization

Project Tasks

Task 1: Create a **responsive website front-end** using .NET

Task 2: Integrate the new front-end with the current CMS/Backend

Task 3 - Migrate data and Testing of the website

Create a responsive website

Website functions and modules -

1. **Website menu:** The website will include all the pages that are under main categories/menu titles and subcategories/sub menu titles as per the provided “Site Structure”/current lapigems.com
2. **Look & feel:** We will use a beautiful design theme/custom design and your product images will be displayed to provide a rich look & feel.
3. **New & Featured products:** We will display selected gems or popular/trending gems categories with product images on the home page.
4. **Product details:** This page will include all the information about the product which includes:
 - a. Product description
 - b. Product size, weight, dimensions.
 - c. Product images & 360 degree video of the product
 - d. Product certifications - The system will either pull the GIA and/or Argyle certificates (for color & clarity grade) from 3rd party API's or the client will provide the pdfs files which will be added in the Admin Portal.
 - e. Social media sharing links to share the product on users social media timeline.
 - f. Related product recommendation - Based on customer's selection of the product/gem, the site will automatically recommend similar or related products. This will help the customer to see what choices he has and will improve the chances of customer buying more products.
 - g. Other functions like:
 - i. Buy now
 - ii. Add to wishlist/save product
 - iii. Ask a question/ Request more information button - this will direct the customer to fill a form in order to receive a response to their query or the information they might need.

The form will include fields like Name, email, message, contact number (optional). Customers will receive an auto response after they submit the form.

5. **Seamless Checkout experience:** We will make the checkout process secure, quick and seamless. The customer will have options like 'add to cart', 'add to wish list'/'save items', and 'view price' directly on the image. This is to avoid users needing to make multiple clicks to complete simple operations. To view full descriptions, the user can view the details of the product. Users can also access the same aforementioned functions on this page also.

- a. We will show checkout progress status bar as the user completes the checkout process.
- b. The customer can checkout using various options that are available under **2Checkout** Payment Gateway solution.
- c. The cart can also be accessed from any page of the website or during the checkout process.
- d. The first time users will have the option to create account at the time of placing the order if they would like.

6. **Member login/customer login -**

- a. The members can login using their registered email & password.
- b. The members can manage/edit their profile. They will have the ability to save the items in their wishlist, view order history, edit profile (email, password, Shipping information).
- c. View your special request.
- d. View your private mine.

7. **Agent login -**

- a. Agent can securely login using their validated credentials
- b. View their account details
- c. View commission statements
- d. Edit profile

8. **Shipping -** We will not integrate any 3rd party shipping & delivery service providers to calculate shipping cost dynamically because this cost is absorbed by Lapigems offline.

9. **Previously viewed products:** The website will store a history of the viewed products in cookies.
10. **Trustmarks:** To gain customers' trust, we have to provide information that they need in a transparent form. This includes Trustmarks (site is secure to make transactions), payment methods (with icons familiar to the customers), shipping & delivery methods, return services & policy, and warranties. **The entire site will be set up under a HTTPS - SSL (Certificate can be acquired by SDI and billed to the client or client can provide the SSL certificate)**
11. While building the website, we will insert **keywords and Meta data on the pages**. We will also ensure good Search Engine Indexing by creating meta tags, image alt tags, References and proper URL's, as outlined by Google's best practices.
12. **Language integration (Optional)** - We will create the website with UNICODE. This will allow you to add languages apart from English. Translations will have be integrated separately and these can be sourced from Google Translate or other language service providers.

SEO optimization as per Google SEO guidelines

1. Keyword Research & Targeting Recommendations.
2. CMS space for written content at the bottom of each page
3. Optimize URL structure with target keywords. It increase readability and help with SEO rankings.
4. Analyze and implement Meta tags: Unique titles, Meta description and keyword tags on every page of the website.
5. Use Heading(H1,H2) tags in main heading of the content.
6. Need to develop image alt tags and title attributes with target keywords for all product images.
7. XML sitemap and robots.txt files setup and integration. We will upload the Robot.txt file in the root folder.
8. Add schema markup/ structured data for all content.
9. Integrate Google Webmaster, analytics, Tag Manager and Bing Web master tools.
 - a. We will set up analytics for the website using Google Analytics. This will allow the admin to see the amount of traffic on the website, number of pages viewed, average time spent by the visitor on the website and make changes to the website to reflect visitor needs and respond better. This data will also help the admin to plan for SEO and marketing activities.
10. Set up non-www to www redirect (and vice versa).

Prototype

We will setup a functional prototype and deploy it on a staging server. Access will be provided to the client for testing with dummy data initially and then real data can be added when its ready to be moved to a production environment - ver 1.0

Website Testing & Launch

- We will test the website for all functions on Chrome, Safari and Firefox browsers on PC and Mac. We will also test on mobile devices for these browsers as well. We will use a 3rd party tool like **Browserstack** which will identify the screen rendering bugs/issues and we will fix all identified bugs/issues before making the website live. We will provide UAT's and also test the website for vulnerabilities. We will make recommendations for avoiding hackers/malware and assist in setting up the website in a secure manner. Once the website is ready, we will provide a test report.

Online Support & Maintenance - SLA

The website will have a bug resolution warranty for 6 months. Additional services mentioned below can be taken up under an SLA which will include the following

- Training for the CMS - Initial 10 hours prior to launch
- Ecommerce security management
- Custom changes as needed @ \$25/hour
- Technical support and maintenance
- Site monitoring Support for custom modules developed by third-parties - We will integrate these as needed. Licences to be acquired by client
- Payment gateway integration and management
- Diagnosis of HTML/ CSS related issues

Investment details - Time & Cost

Tasks	Resources	Duration	Cost
Design creation	1 Designer & 1 UX Expert	1 Month	\$3000
Website custom design & development using .NET	2 .NET Programmers	2.5 Months	\$15000
SEO Optimization		4 weeks	Included
		Total	\$18000
Optional - Multi-Language support (Only English char set)		2 weeks	\$2000

Payment details

- 35% upfront payment at contract signing
- 35% on UX completion
- 30% on Final delivery prior to launch


Project Management - Collaboration/Review/Feedback

- We can use Active-Collab or Wrike 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.
- 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 Admin Portal 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 website, we will provide you the staging environment link and you can also test/review the website functions on your device browsers.

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

For LapiGems	For Software Developers Inc.
<p>-----</p> <p>Signature</p>	<p></p> <p>-----</p> <p>Signature</p>
<p>Name:</p> <p>Job Title:</p>	<p>Name: Sakshi Sharma</p> <p>Job Title: Mobility Strategist</p>
<p>Date of Signature:</p>	<p>Date of Signature: Feb 1, 2018</p>