

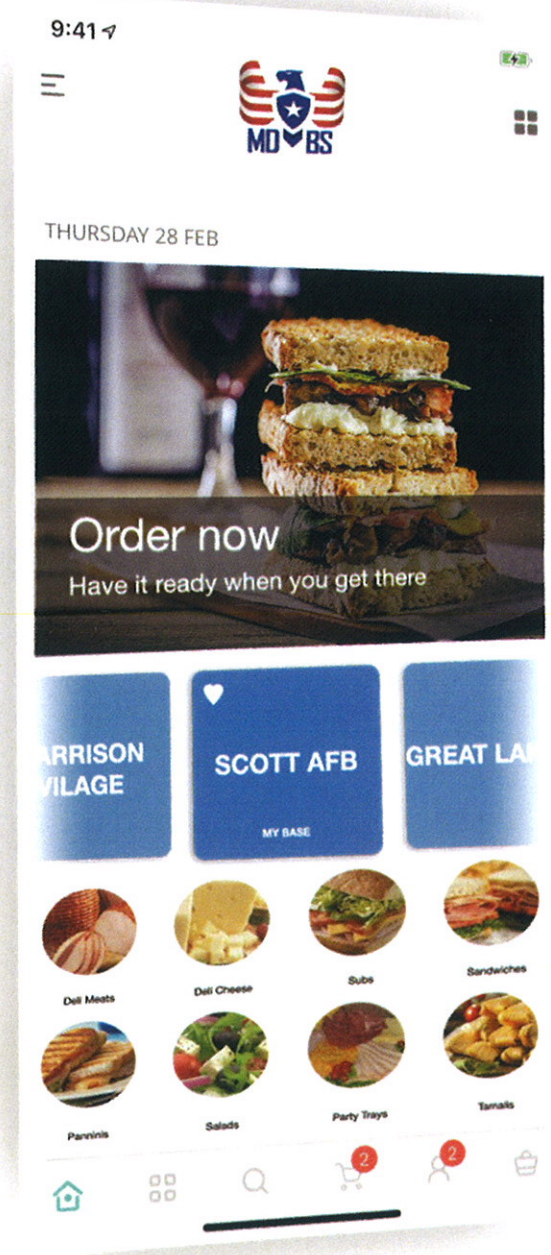
MDBS Deli App

SCOPE OF WORK

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Proposal number: MDBS001.5



OBJECTIVE

Building the MDBS Deli App involves the design and development of a new e-commerce platform for use by MDBS Inc. The current kiosk based system is inadequate, hard to maintain, and is not creating high enough customer adoption.

The new application must be simple to use and requires access to enable MDBS administrators to upload new products, images, content and metadata.

The scope and tasks required to build this application will follow the timelines outlined within in order to deliver the components at the associated costs listed. A list of deliverables and assumptions is included herein.

GOALS

Objective 1 | Design a clean, modern e-commerce platform that delivers a seamless and engaging user experience in order to maximize sales revenue.

Objective 2 | Build a highly functional CMS which retains usability for multiple user accounts to simultaneously access and upload/edit content.

Objective 3 | Ensure analytics and security are in place to maximize uptime and customer adoption.

SCOPE

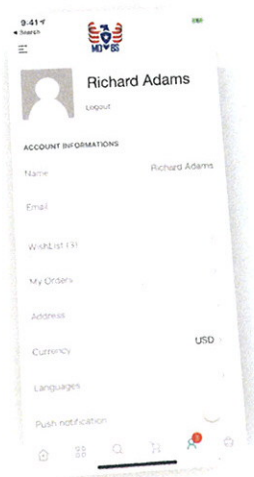
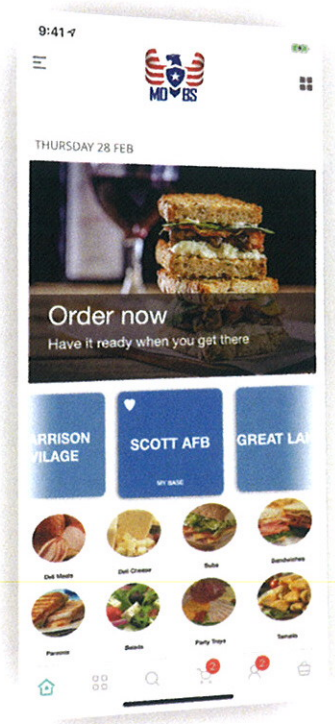
1 | Store design, development, and launch

The designs presented with the proposal will be the basis for the design of the app. Design work will be submitted and sign off will be required before proceeding to development.

2 | Information Architecture

Once the design concept is confirmed, work can begin on building the database and server architecture which will serve as the main API for the CMS and the mobile application.

Views of the app will include:



user

- › Social Facebook Login
- › Product WishList
- › Register/Login
- › Dark Theme Option
- › Multi Languages switcher
- › Push notification option
- › Welcome screens

The features of the app will include:

- Full integration with WooCommerce
- Support on both iOS and Android
- Social logins via facebook
- Push notifications
- Multi languages support, support WPML plugin and also RTL
- Support Custom Coupons
- WishLists, orders sync across devices
- My Order tracking, also support Order note
- Product variants

- Product Gallery can be Pin & zoom Image
- Instant Search
- Flexible search filter
- Support filter by category, tab and pricing
- Support quick Category Filter from the Left Side Menu
- Search history and clean up
- Powerful User Profile
- Enable to hide the Cart Checkout
- Filter by Pricing/Tag/Category page
- SMS Login by using Facebook Account Kit

3 | Social media integration

Customers will be able to sign up and login using their social media account.

PROJECT TASKS

The tasks required to achieve the scope are as follows:

Task 1 | App Design and Content Entry

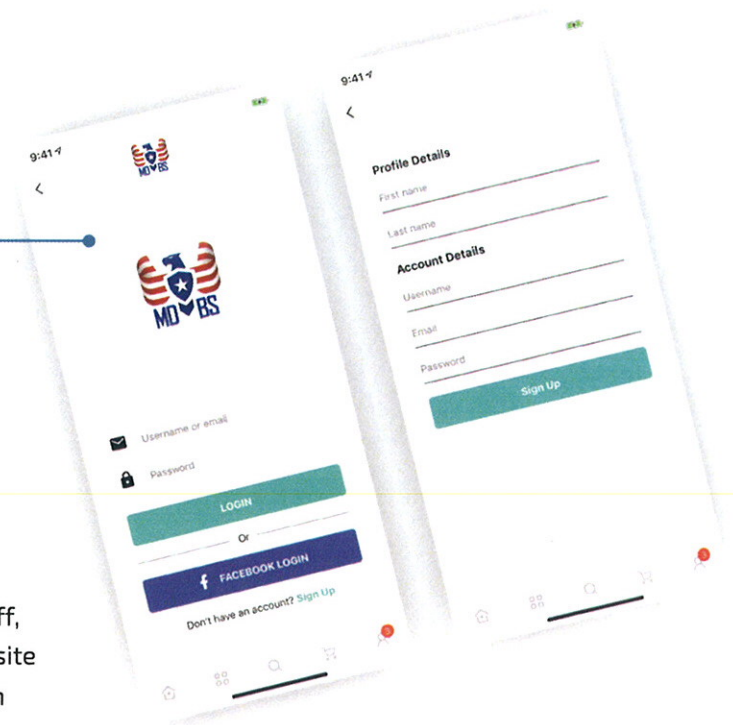
Once the app design is completed and signed off, content provided to us will be entered into the site CMS. This will include text and pictures for each product with the initial setup, along with necessary metadata. Every effort will be made to automate this process as much as possible.

Task 2 | Security

Safeguarding customer accounts and information is priority number one. The entire shop experience shall be fully tested from location/store and product selection, through checkout to order status and notification.

Task 3 | Device Testing

The app will be tested to make sure it works with a wide selection of devices and to ensure a consistent user experience when viewed across multiple mobile devices or tablets.



DELIVERABLES

The following Deliverables will be associated with this project:

Deliverable 1 | App Design

Following your sign off, we will deliver design concepts within 7 business days. Once the over all concept has been chosen, we move into development. We will allow for as many rounds as necessary for editing before digital sign off to move forward to building the app.

Deliverable 2 | App MVP (minimal viable product)

Once we have been provided with the content for the app (store products, menu items, etc.) and it is loaded into the database (via CMS) testing can begin. Digital sign off will be required before deploying to Staging.

Deliverable 3 | Final version of app

Once final testing and edits are complete, we will then require final sign off and the app will be deployed to Google Play and the Apple Store.

COMPONENTS

The following Components will be associated with this project:

Component 1 | Site Account and Login details

Account and Login details will be set up for 1 Admin level who can then create further accounts at User level. Documentation and training on this will be provided.

Component 2 | Server Side Infrastructure

The application API will live on a managed application server solely designed for the use of your application. Its components include:

- Web host
- Database server
- API end point
- Database and application back-ups
- (Updated website)
- Content Management System (CMS)

- All data, images, and documents associated with the application.

Component 3 | Training Documents

A reference document outlining how to make updates to the catalog (menu) along with a link to online resources will be provided on completion of development.

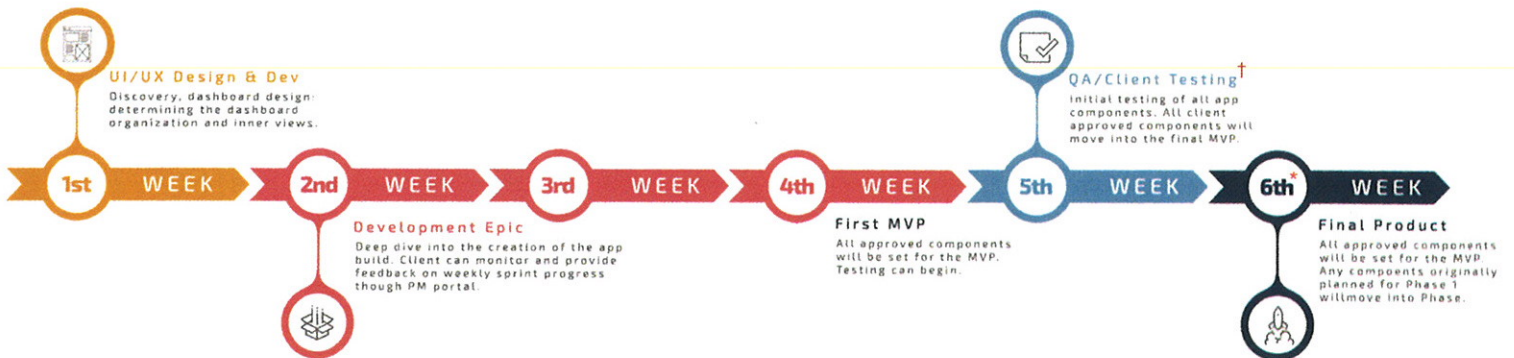
PROJECT ASSUMPTIONS

This agreement is based on the following assumptions:

You have provided Creative Transit with a complete list of your requirements for the application. You will provide digital sign off for each listed stage when required to do so before the project may continue. You will provide necessary content and images to be loaded in before app testing may begin.

Project Timeline

45 to 60 days.



†While in QA & testing, slight modifications to the UI will be made for tablet versions of the application.

*Final product deployment will be determined by all bugs being removed and a complete sign off from the client. This period varies based on a multitude of factors including client modifications and additions, changes in design, and platform and product modifications.

BUDGET

In our standard retainer fee schedule, continued development beyond the MVP can be halted at any time by the client. If development matches the estimated timeline, the total costs should come under \$10,000 in a 45 to 60 day development life cycle. If the app is completed before the end of 60 days, the client will be refunded the prorated amount. If development continues past 60 days there will be no charges rendered until after 15 days, at which time a sign-off would be needed in order to rescope the project.

All delays are tracked in Monday (our project tracking software). Any delay by Creative Transit will be noted and accounted for with **no added fee.*

FEE SCHEDULE

Development Retainer Fee Schedule

Description		Unit Price	Cost
Kick-off Deposit	1	\$ 5,000	\$ 5,000
End of Month 1	1	\$ 5,000	\$ 5,000
Continued App Hosting (annual)	1	\$ 629	\$ 629
Apple Developer License (included)	n/a	\$ 99	\$ 0
Google APIs Access (included)	n/a	n/a	\$ 0
*SAAS (software as a service license, included)	n/a	\$ 5,000	\$ 0
Total			\$ 10,629

Client licenses the product as a SAAS. The SAAS license includes any future functionality upgrades, additional capabilities or components, server and database security & hosting, (email) bandwidth costs, client on-boarding & branding/white labelling, and software maintenance & updates as defined herein.

Other maintenance costs (includes all active locations) will include:

Disabling Social Media Integration:	\$200 (unless rolled into an app update, then can be waived)
Apple annual developer fee:	\$99
Google APIs:	
Firebase (push notifications, messaging)	\$0 - \$25/mo at launch, estimated. \$700/mo when 1 notification is sent per order, system wide (all locations combined)
G-Suite (email services)	\$10/mo - one global user with unlimited location email aliases
Location Services	n/a

ACCEPTANCE

The terms and conditions of this Scope of Work apply in full to the products and services as stated above.


In witness whereof, the parties hereto each acting with proper authority have executed this Scope of Work.

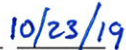
MDBS Representative

MDBS Representative

Lou Miller

Richard Adams





Signature

Date


Signature

Date

Creative Transit Representative

Richard "Stien" Davis





Signature

Date