

Social Seller Mobile Application

Product Development Wireframe and Scope of Objectives.

About Us

Social seller is a unique ecommerce company and a start-up parse. We had started Social seller.in almost 3 years ago with a sole objective to help and support online Resellers through our content and to promote social selling ecommerce business. Social Selling is a fairly new concept of ecommerce, It's a formal way of Informal type of selling. We have seen huge potential in social selling business in India.

What is social selling? Social selling is an informal kind of online selling. Social selling is basically a method of selling products and service through social media applications and chatting platforms. Social sellers can use hundreds of web and mobile application which are available for free of cost to promote their brand and automate the sales process. Social selling is the basic most form of ecommerce which involves social media marketing, sales automation and Drop shipping.

Why Social selling? Because it's easy, effective and can be started with lowest investment by any Individual who have minimum tech knowledge, social selling is the cheapest and most basic among all kind of online selling process. We saw huge potential in social selling and thus we provide all the resources to social sellers and resellers to help them to start their own online business.

We basically provide three basic services to our resellers: -

1. **Product dropship service-** We provide product at wholesale price to resellers and we pack and deliver the product on our reseller's behalf to their customer.
2. **Video tutorial lessons about social selling-** We produce high quality tutorial lessons for resellers to teach them everything about social selling business, online marketing and sales communication.
3. **Social media marketing tools-** We also provide marketing tools to our resellers to help them in social media marketing and their brand promotion and brand incorporation.

We are first a Product dropship wholesaling company where we provide high quality products to resellers and social sellers who sell our product and services in social media platforms and other chatting platforms like WhatsApp and Hike with their own brand name. We provide them products at lowest wholesale price they then include their own profit and sell those products to their customers. We provide them quality dropship service which includes product booking, packaging and dispatching products to their customers on very same day through their own brand name.

Apart from product dropship wholesaling, we also provide quality video tutorial lessons to our resellers to teach them everything about social selling, social media marketing and sales communication process in different platforms to help them in growing their business. Video is pillar content.

Most Importantly, we also provide them different marketing tools for social media marketing, marketing automation and brand promotion. With our marketing tools, Resellers can easily promote their brand and their products in social media. We have a dedicated small team to help small social sellers in SMM.

Objective

We want to build a **Native mobile application** through which our resellers can avail all of our products and services and pay us consideration via payment gateway. Till now we have been using WhatsApp to broadcast our product, to take order, to teach online marketing and to give digital marketing services but now we are getting more leads and we are not able to handle the traffic in WhatsApp. we want to shift our services to a mobile application which any reseller can download in their phone and use it after paying a subscription amount.

We planning to launch a subscription-based model where we will dispatch first order for free of cost but after that a reseller need to buy our subscription to avail our services.

In this document we have stated the scope of the project. We have mentioned wireframe of the project. We are expecting the designing part should be exactly same like the wireframe and scope which have provided.

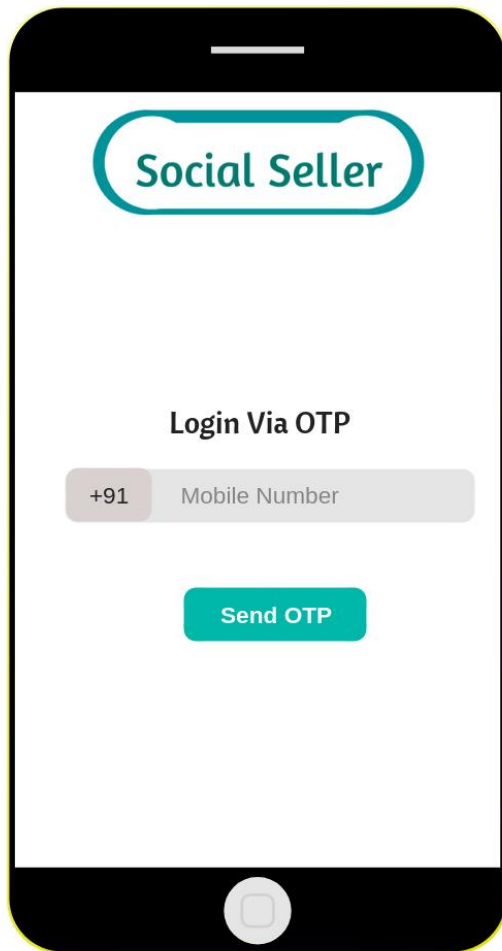
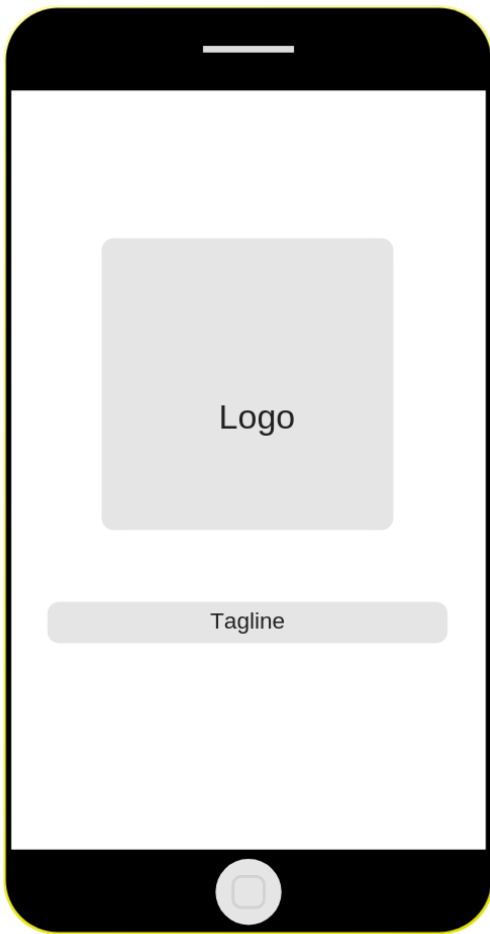
There can be certain parts which we failed to describe in this wireframe because of complexity and technicality but wireframe, designs, description and comments should be read in consonance with each other to understand the defined objective of the project.

We expect from the developing company to make the platform safe for the resellers and admin. We are expecting our application to lightweight so the resellers can download it easily and quickly. We are expecting from developing company to reserve all the copyright, patent and trademark assets for the admin.

1. Login

Description	Admin	Comments
User can see the splash screen	All resellers database can be accessible by admin	Reseller can also provide his profile details like Default Brand name, Brand logo, Reseller name and reseller address.
User can login through the email and password	admin can see login and sign in database separately.	Resellers cannot sign up with same id and numbers.
User can login the system		Resellers can just login through mobile number via otp and rest of the signup Information will be taken later when buy anything
User can register in the portal		The user can register in mobile application through his phone number via otp. The flow should not include any other step apart from 2 screens. The otp will be displayed automatically once generated. (motive: user doesn't have to

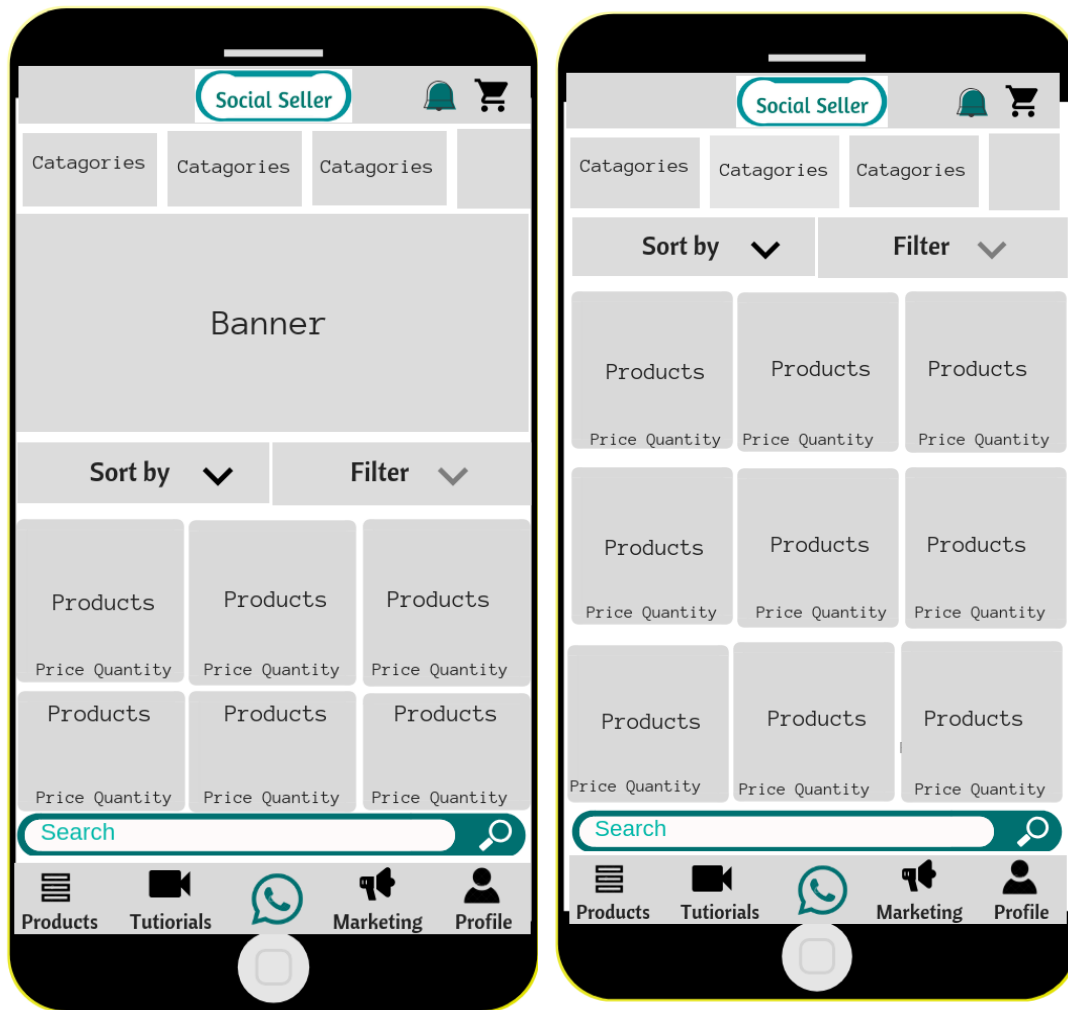
		go back to text message to see and copy paste the otp.)
User can fill the information		
User will have the phone number verification		
Now login in the portal		



2. Homepage

Description	Admin Dashboard	Comments
User can view category	admin can add or delete categories	The categories section is inspired by udaan application. There will be list of categories with cover image and text at the top. 1 st category is for all products and then there will be other categories buttons displayed in horizontal way as per the screens below. The individual category will open the subcategories and all products of that category. EXAMPLE: - <i>All products-shoes-watch-belt</i> When pressed shoes <i>All shoes-formal S-Casual S-sports Shoes</i>
Can search product through name and product id or characteristics	admin can add or delete categories	Resellers can see banner also which will redirect them to particular page or website. Banner will of maximum 5 image (swipeable)
Can select category	admin can add multiple swipe-able banners	the search bar should be given at bottom.
Corresponding to the category can see list of products.	admin can track banner clicks	all the products shall be in alignment of 3
See Notification and cart icon		all products will display product picture, price and

		quantity left (product title is not needed)
		the default homepage shows all products
		there have to be sort by + filter button below banner and above products display



This is the Homepage. We are planning to give the search button at the bottom instead of giving it at the top. We are giving displaying the products as a sequence of 3 like Instagram. On every product, resellers can see the price and quantity left (available products) of the product. We are planning to give categories at the top (same like Instagram). We will also give some product filtering and sorting options to our resellers. On the other hand, resellers can see the notification and cart button at the top. At the bottom, we are planning to give 5 main options. (products, tutorials, WhatsApp, marketing and profile).

1. Sort by

- Default
- Bestseller
- New Arrival
- Price high to low
- Price low to high

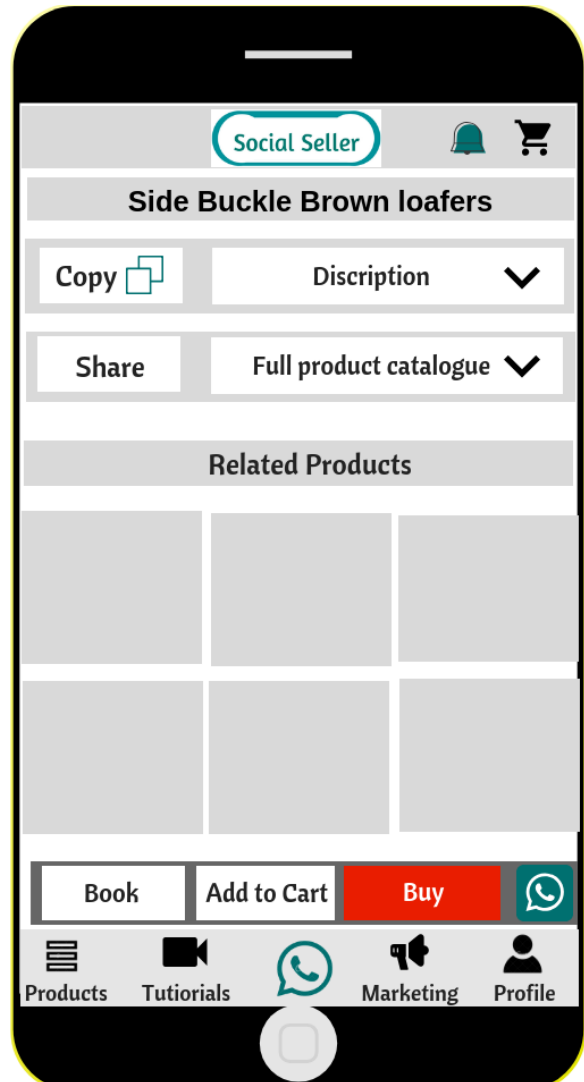
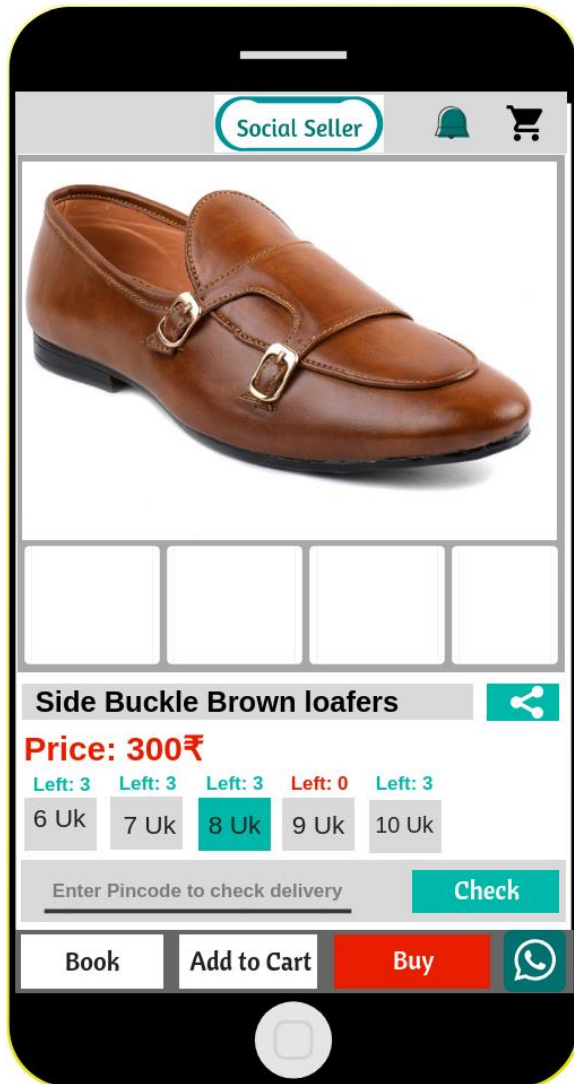
2. Filter

- Price Between
- Colour
- Size
- Quantity left

Product Detail Page

Description	Admin Dashboard	Comments
User can view image	admin can upload product, title, description, price, variants, quantity left + catalogue	user can swipe and view multiple product images
Can view variants	the booking product will be automatically added to inventory after booking time lapse	user can view variant and available quantity of such variant above that.
can copy address template	the booking product will be down from inventory for 24 hours for that particular resell	choosing one variant is mandatory to proceed ahead
Can add to cart		user can either fill the address or he can also copy paste.
can by directly buy		user can share PDF catalogue + user can see related products below
can do online payment		user can write Brand name, upload brand image, can write selling price and user can see his profit below.
can share product on WhatsApp		the payment option shall include Paytm, upi, net banking, debit card
Can copy the description		user can share product via WhatsApp. If there are multiple images then batch images will be shared. Idea Inspired by meesho application. When reseller will share the image, there will be batch shareing of the image. Multiple images will be shared in once click.
Can download PDF		users can share product image to any social media via general sharing button.
Can view number of item left		uses can check the availability of delivery via pin code in the product display page. The user will not be redirected to another

		page to check product delivery. The user only needs to put pin code to check delivery availability.
Can View related product		users can book the product for 24 hours, where product is booked for him for 24 hours

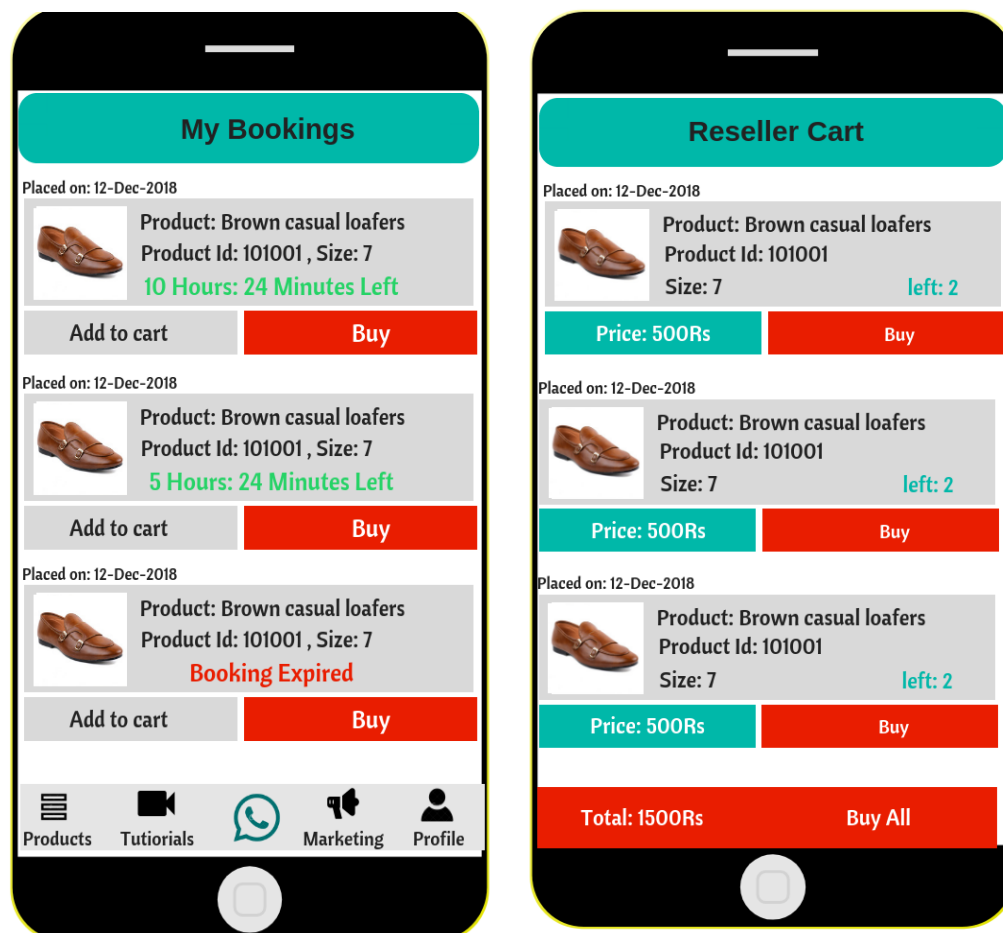


Product Buying/Booking Page

The difference Between Normal product buying page and this buying page for resellers is that, Resellers can directly copy/paste the address in the provided space. They can also copy the address format template from the copy option. Rest everything is very normal: -

1. At the top we are planning to give sharing option so that resellers can share the product image to different social media platforms.
2. Selecting variants is mandatory for a reseller to proceed ahead.
3. Resellers can swipe right to see more product Images and Videos
4. Resellers can directly share batch photos to WhatsApp via WhatsApp button Resellers can Copy the description from copy button.
5. Below that there will list of Related/similar product
6. Resellers can Copy the description from copy button.
7. Resellers can Download or share the similar product catalogue to their customers.
8. Deep linking is one of the most important features of the application. With deep linking, a user can open the product page in a application via a link. We are going to use deeplinking in our social media marketing campaigns to divert the traffic to our application and specifically to that particular product page. Each product page will generate its own link. ref

The developing company is more than welcome to expand and add something in this feature after due consultation. We are also continuously looking forward for new innovate features to provide better service to our Resellers. There can be many things which can be included in the product but which we have not included in Wireframe since our team is not at all inclined towards technical stuff. Specially the marketing side.



Reseller Check-out



Product: Brown casual loafers

Product Id: 121001

Size: 7Uk

Cost Price: 500Rs



Upload Brand logo



Write/ CopyPaste Address here



Name

Address

State

City

Phone Number

Email

Enter Brand Name: XYZ Online shop

Selling Price: ex: 700Rs

PAY

Subscription Model

Description	Admin Dashboard	comments
The users will select the plan	admin can change the offerings and pricing of the subscription	after expiry of subscription, users will get auto-notification and popups every time.
Subscription can be renewed on per month basis	admin can introduce new subscriptions	user have to sign in before buying any subscription
Subscription will have limitations	admin can allow free subscription to particular ids	user should must have Paytm, upi, net banking, Paytm as payment gateway options for buying subscription
Subscription will get expire	admin can analyse the continuous payees of subscriptions	user should must get notification of number of days left of his subscriptions. The said feature is inspired by godaddy.
User can buy other subscription if they want.	the admin will also get notification of subscriptions which are going to expire.	user shall be notified when they buy subscription

We want to keep a subscription-based revenue model. We are planning to offer different slabs of subscription for resellers. (silver: 300, Gold: 500, Diamond 1000, Platinum: 2000) + we are changing separately for the marketing tools.

We consider pricing and demo as one of the most important part of our marketing. We will keep first 2 transaction as a demo transaction for new resellers and. A user can successfully place order for first 2 products without buying a subscription. If user tries to add to cart more than 2 two products then he will be displayed a popup to buy subscriptions and a subscription button which will redirect him to subscription page. Same popups will be displayed when he tries to book the product.

Silver: 300 Rs/ Month

-20 products in per month

- 10 Booking allowed
- Simple packaging (no brand packaging)
- Free Updates in WhatsApp Group + 24*7 Customer care service
- No return/ No exchange

Gold: 500 Rs/ Month

- 40 products in per month
- 30 Booking allowed per month
- Brand Packaging + Same day Dispatch
- Free Updates in WhatsApp Group + 24*7 Customer care service
- No return/ No exchange
- Premium Courier Service

Diamond: 1000 Rs/ Month

- 60 products in per month
- 50 Booking allowed per month
- Brand Packaging + Same day Dispatch + Business card in Box
- Free Updates in WhatsApp Group + 24*7 Customer care service
- No return/ Exchange allowed
- Premium Courier Service/ delivery in 4-5 days
- Diamond Seller Trust Certificate
- Get a Your Own Brand Brochure

Platinum: 2000 Rs/ Month

- Unlimited products in per month
- all video tutorials unlocked
- 100 Booking allowed per month
- Brand Packaging + Same day Dispatch + Business card in Box
- Free Updates in WhatsApp Group + 24*7 Customer care support

-Return/ Exchange allowed

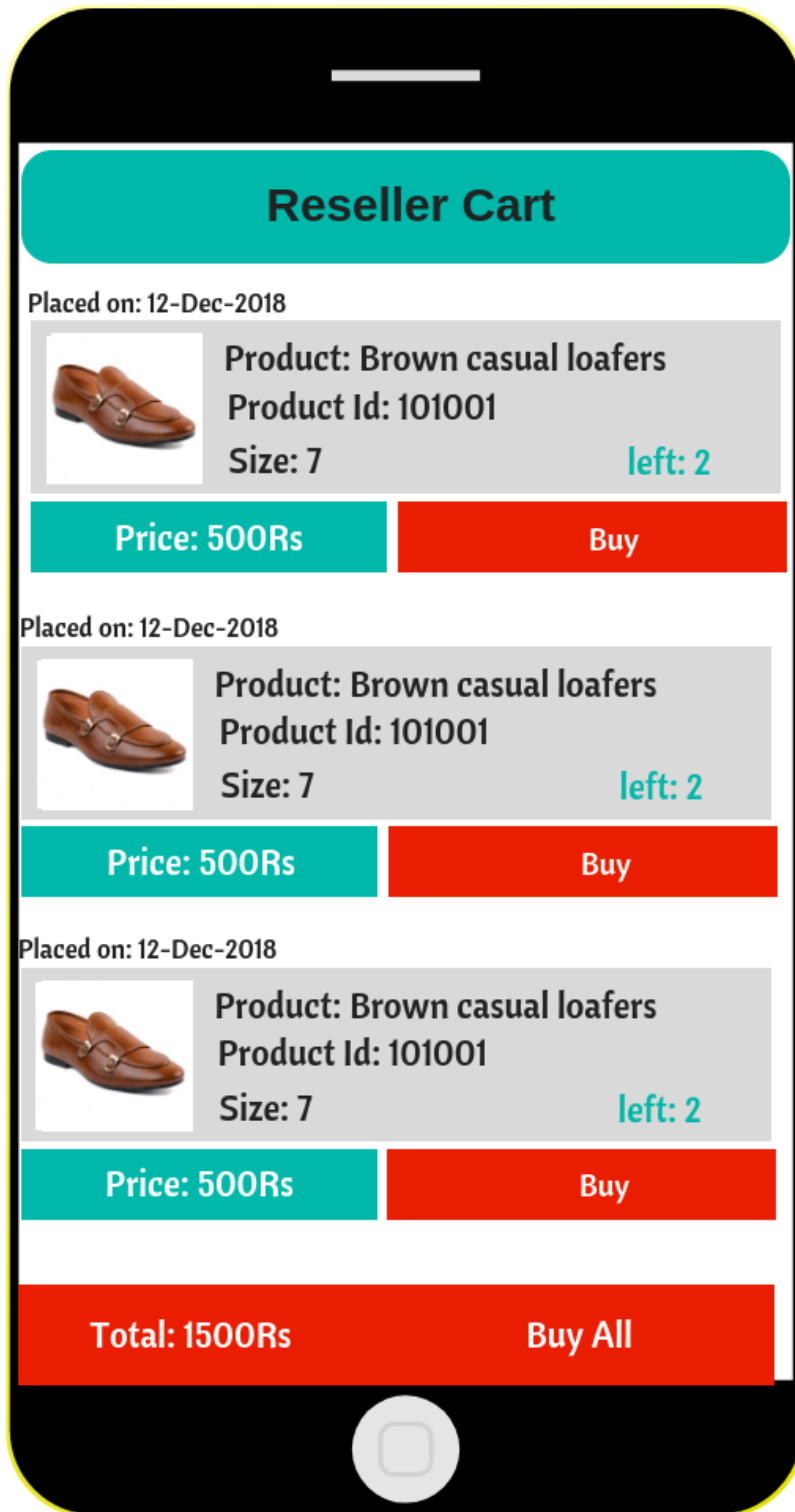
-Premium Courier Service/ delivery in 4-5 days

-Platinum Seller Trust Certificate

-Get your own Brand Brochure

Checkout Page

Description	Admin Dashboard	Comments
The user will allow to view the items added	the admin will get the following details about the final orders: - (below)	A default brand name and brand logo will be always there, the place will not be blank, however the reseller can change the brand name or brand logo
Can put customer info like name and customer address copy paste	(reseller details, brand name, brand logo, product id, product image, product variant	the resellers can also manually write the address if they are not copy pasting. The address format will be mellow highlighted in the background.
reseller name, logo and the price	title, customer address, product cost price, product selling price, reseller profit	for the payment, the resellers will not be redirected to outside of the application.
When checkout will do online payment.	the admin can cancel a particular order for certain grounds. (non availability of product, improper address format, non-availability of delivery)	
We can integrate razor pay		



Notifications

Description	Admin Dashboard	Comments

Reseller will get the notifications	Admin can send In app Notification (Inapp)	resellers will get subscription auto notifications like (days left. Expiry, renewal,)
	Admin can send push notification to all the users. Admin can send popups, Admin can send Email notifications to all users.	<p>reseller will get auto notification with reasoning if any product will be cancelled from admin panel</p> <p>we have total of 4 inapp marketing features.</p> <ol style="list-style-type: none"> 1. In app notifications 2. Push notifications 3. Popups 4. Email notifications <p>Push notifications will be sent by admin from admin panel.</p> <p>Popups will be placed where we have placed caps. Like if the user's subscription plan is over and he trying to book or buy any product. There will be a popup to redirect them to buy subscription plan.</p>

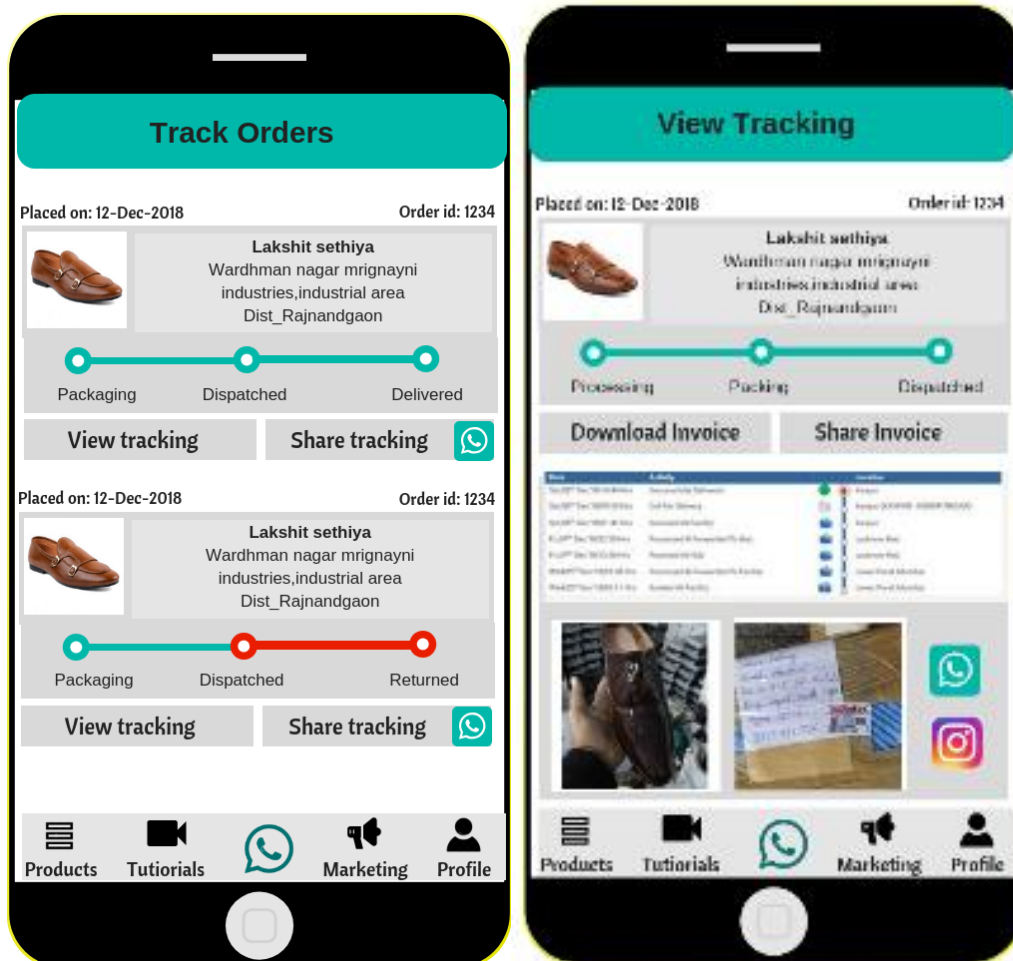


(In-app Notification)

Track Order

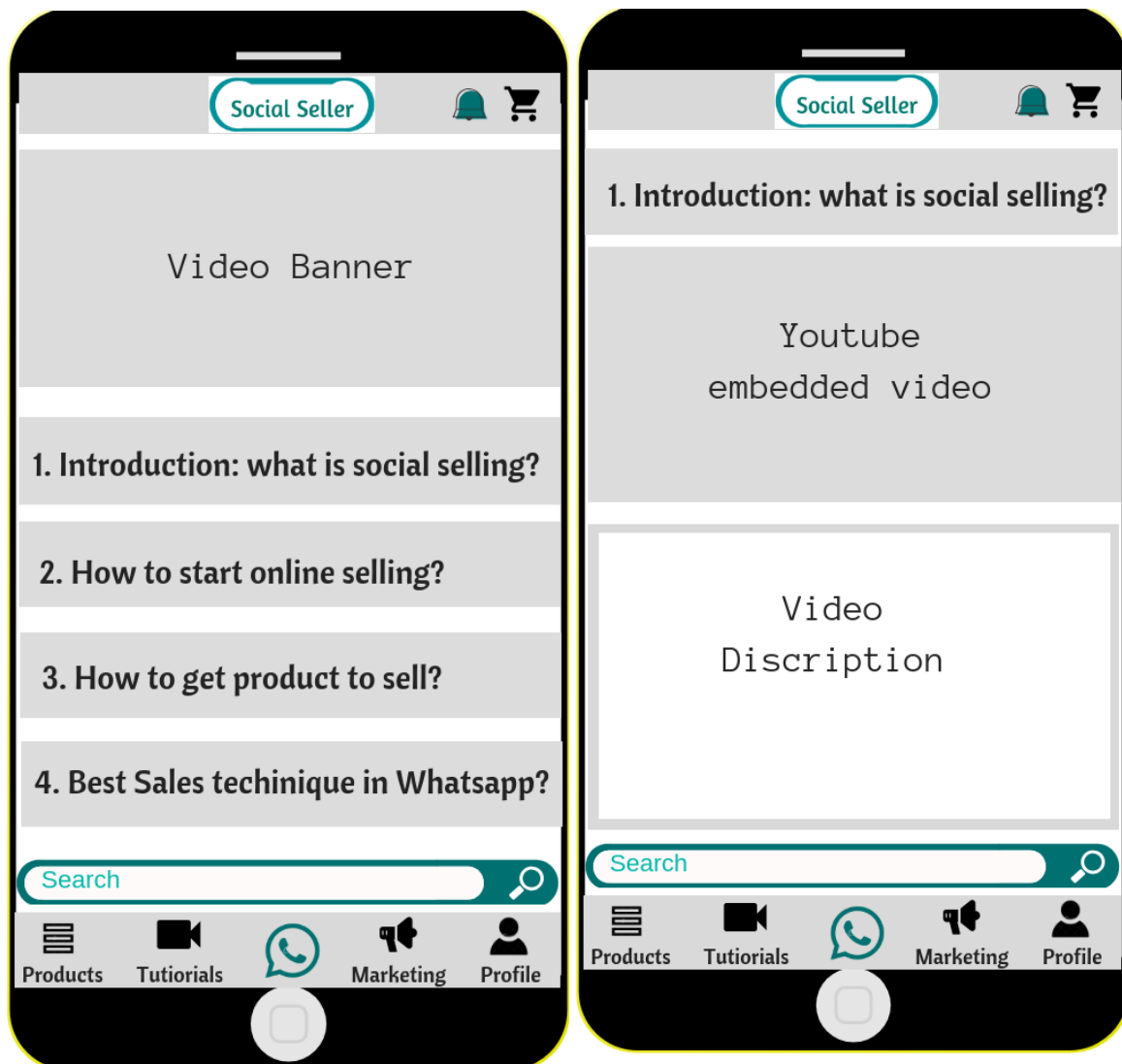
Description	Admin Dashboard	Comments
Here its just a status change of the order	the admin can upload the tracking id from backend	The user can see the pictures posted by admin, the users can see live tracking of the product.
The user will the notifications for the same	The admin can upload the packed product picture from backend	the resellers can share the tracking ids images of tracking details to their customers.
The status of the order will be change from the backend.	Admin can track the delivery status from backend.	APIs of shipping company need to be integrated to prove live tracking inside application.
After changing the status from Admin, the reseller will get the notifications for the same	Admin will get notification if a product is returned.	The reseller will get the notification once the product will get delivered or returned.

	The tracking invoice will be auto generated.	Resellers can download or share invoice of tracking to customer



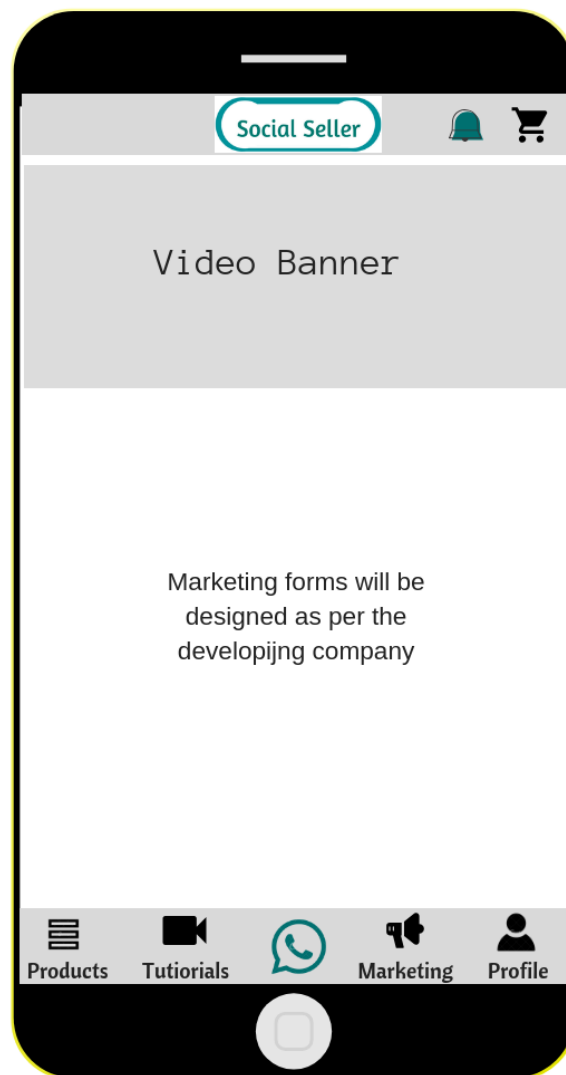
Tutorial

Description	Admin Dashboard	Comments
Will consist of the page link of the YouTube	YouTube link and description will be uploaded from backend by admin	videos tutorials will be embedded YouTube videos
	Admin can add video title pages+ video banner at the top	each video will be in a separate page with description as per wireframe



Marketing

Description	Admin Dashboard	Comments
Will simply fill the form like title and the description and can upload the doc file	The admin will receive the notification on the submission of any form	The users can see the banner video at top
	The admin will get the database submitted on form to process it further.	The users will get notification on submission of form



We are providing different marketing tools to our resellers, at the top we will be displaying a video banner followed by list of services: -

1. Bulk WhatsApp marketing

- Write text
- Upload database
- Number of messages
- Brand name
- Your name
- Email id
- WhatsApp number

2. Bulk SMS

- Write text
- Upload database
- Number of messages
- Brand name

- Your name
- Email id
- WhatsApp number

3. Buy engagements

- Choose: 1. Instagram, Facebook, Youtube, Twitter, Tiktok, Website Views
- Account Username
- Account link
- Number of Engagement You want
- Your name
- Brand name
- Email id
- Whatsapp number

4. Instagram automation

- Choose: Auto Follow, Auto Unfollow, Auto like, Auto DM reply, Auto Repost, All service
- Account username
- Targeted accounts database
- Your name
- Brand name
- Email id
- WhatsApp number

5. Buy customer database

- Choose: Instagram database, WhatsApp Database, Instagram Shop WhatsApp numbers, Email ids, Facebook Customer Database, Online shoppers' database
- Number of databases you want
- Your purpose
- Your Name
- Your brand
- Emailed
- WhatsApp number

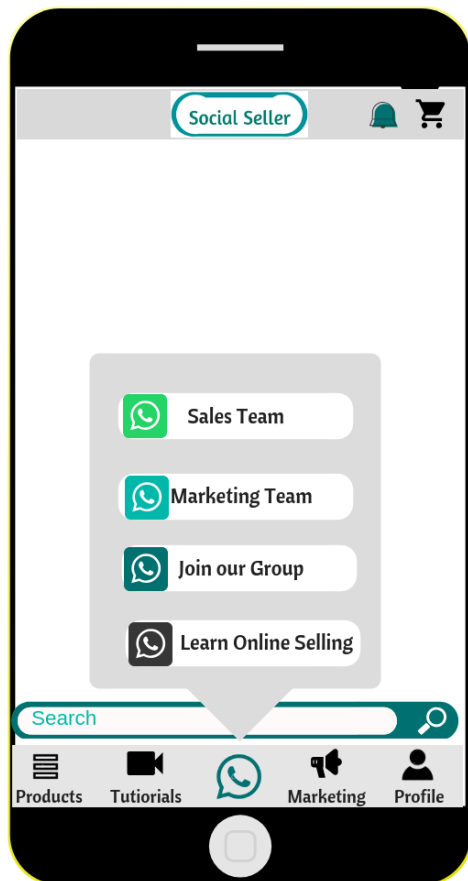
6. Buy software and service:

- Choose: Bulk WhatsApp marketing software, WhatsApp number filter, Database collecting software, YouTube video marketing software, Ecommerce website, legal service.
- Your name
- Brand name
- Email Id
- WhatsApp Number

WhatsApp

Description	Admin Dashboard	Comments
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Here we will redirect the user for one to one chat of the user	the admin can change the WhatsApp profile links	users will redirect to WhatsApp with a simple click
Here we will redirect the user for the group page	Admin can add more WhatsApp groups from backend	Users can join group



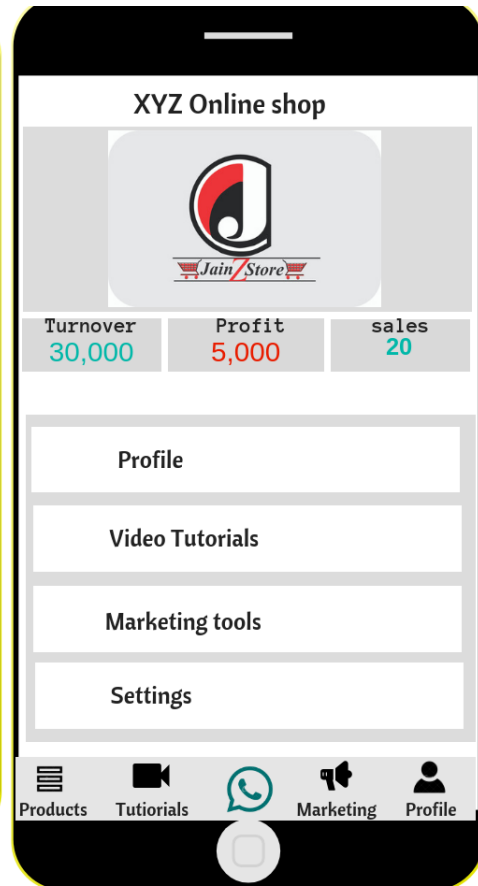
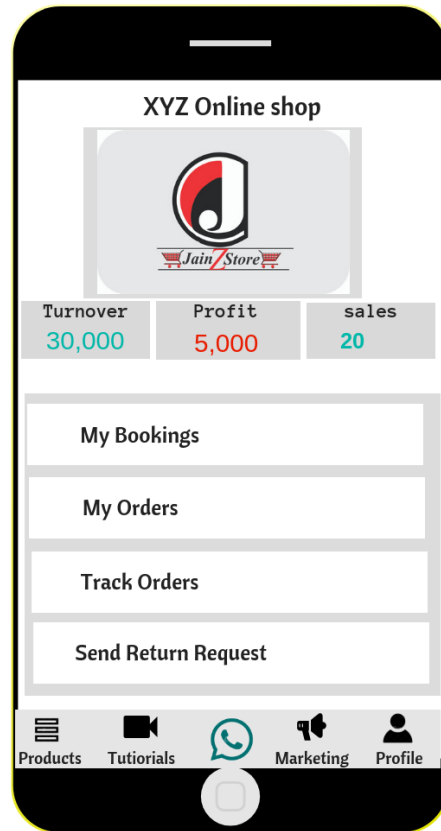
Direct communication is one of the most pivotal service that we provide to our resellers. Our resellers can chat with our sales team, marketing team and they can also join our WhatsApp groups. We need to develop our application in way where after every 100 group-joins, the admin can change the group link from backend. Admin can also introduce new groups or remove old groups from backend.

Profile

Description	Admin Dashboard	Comments
Total Earning	the admin can see the total product sold	user can see total turnover
Total Profit	the admin can see the total turnover	users can see total profit
Subscription plan price	the admin can see analysis of sales	users can see total numbers of product booked
	the admin should receive form's reply in dashboard	users can see track orders
	The admin can track number of resellers registered and login	users can see order history which includes all order info in it
		users can see booking status
		users can fill refund request form
		users can choose subscription

Brand name →

Brand Image →



Setting

Description	Admin Dashboard	Comments
Only Change password		Users can change password
		Users can log out from account

A profile of Reseller will display the following things: -

1. Brand name
2. Brand logo
3. Turnover
4. Total Sales
5. profit
6. Subscription (P.s subscription button is missing in wireframe)
7. Setting
8. My bookings
9. My orders

- 10. Track Orders
- 11. Send return Request

The developing company is more than welcome to expand and add something to this feature after due consultation. We are also continuously looking forward for new innovate features to provide better service to our Resellers.

Admin

Description	Admin Dashboard	Comments
Login through email and password	admin can also view the total earnings of all sellers collectively	
User Management		
Can view total sales		
Can view earning		
Manage orders		
Status change of orders		
Can only change status of the orders		
Integrate any one API		

This document comes under the preview of non-disclosure. All the typographical errors should be duly read in a reasonable corrective sense. All the other application reference shall not be considered in a strict sense and shall be considered merely as a source of inspiration.

