



## REQUEST FOR PROPOSAL

# Mobile retail ecommerce build

Requirements, feature specification and interface brief for a new online store serving a mobile phone retailer in Dubai.

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### ISSUED BY

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### DOCUMENT

Version 1.0

Issued September 2026

Reference build included

Responses by email

# How to respond

Read this first. It tells you exactly what a complete response contains, so that every proposal we receive can be compared fairly against the others.

We are commissioning a new ecommerce storefront on behalf of a retail client. This document sets out what the site has to do, how it should behave, and what a proposal should contain. A working reference build is included so you can see the intended experience rather than infer it from prose.

## Send us five things

| # | WHAT WE NEED                                                                                                                        |
|---|-------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>A priced breakdown by phase.</b> Not a single total. We need to see what each stage costs so we can discuss scope sensibly.      |
| 2 | <b>A realistic timeline,</b> phase by phase, with your assumptions stated.                                                          |
| 3 | <b>Your platform recommendation</b> and why. We have not fixed the stack. Tell us what it means for long term cost and maintenance. |
| 4 | <b>Who is actually doing the work.</b> Team size, roles, and who leads it.                                                          |
| 5 | <b>A monthly support and maintenance figure,</b> quoted separately from the build.                                                  |

### PLEASE READ BEFORE PRICING

Sections 04 and 05 describe lead capture and conversion mechanics that are central to this project, not decoration. A proposal that prices the catalogue and checkout but treats those as optional extras reads as incomplete, and we will come back for a revision rather than compare it as it stands.

## What is already done

Discovery, user experience planning and interface design are **complete and supplied**. The reference build in Section 08 is the design. You are quoting to build it properly, not to design it from scratch. Please do not price discovery or design phases unless you are proposing changes, in which case tell us what and why.

**Questions are welcome.** A proposal built on a guess helps neither of us. Contact details are on the cover and at the end.

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# The project

A mobile phone retailer in Dubai, trading from physical stores, moving online for the first time.

## The business today

Our client sells new and graded preowned mobile phones and accessories from physical premises in Dubai. They also **buy phones from customers**, which is both a meaningful part of their margin and a significant part of how they source stock.

They currently have no online presence of any kind. Every enquiry, negotiation and sale runs through WhatsApp or happens across the counter. There is no catalogue, no customer record, and no way to see what people are asking for and not finding.

## What the site has to do

| # | OBJECTIVE                                                                                                                                                               |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>Sell online.</b> New and graded preowned handsets and accessories, with condition priced transparently.                                                              |
| 2 | <b>Bring in trade ins.</b> A short, low friction route for someone to offer their old phone, which hands the conversation to the team rather than trying to replace it. |
| 3 | <b>Capture contact details and intent</b> from visitors who do not buy, which today is all of them.                                                                     |
| 4 | <b>Work in four languages</b> , including two that read right to left, because that is who walks into the shop.                                                         |

## One thing to understand about pricing

The site must **never quote a trade in price**. The shop negotiates on WhatsApp, and a number on screen either undercuts that conversation or has to be walked back inside it. The trade in flow captures what the customer has and hands over a lead. It does not valueate. This is a firm requirement, not a preference.

### COMMERCIALLY

The client is not buying a brochure. They are buying a shop that works on a phone, a supply line for used stock, and a record of what customers want. A proposal that treats this as a catalogue site with a contact form has misread the brief.

## Who we are building for

This matters more than any individual feature, and every decision in the reference build comes back to it.

The overwhelming majority of traffic will be **people on a phone, in a hurry, and partly distracted**. They are not researching. They will not read paragraphs. If nothing lands in the first few seconds they are gone. Many of them are reading in their second or third language.

### Four rules

| RULE                | WHAT IT MEANS IN PRACTICE                                                                |
|---------------------|------------------------------------------------------------------------------------------|
| <b>Simple</b>       | Never make them think. One decision per screen. No jargon they have to decode.           |
| <b>Low friction</b> | Never make them type if a tap will do. No account required for anything before checkout. |
| <b>Plain</b>        | "A few scratches", not "Grade B cosmetic wear". Money in dirhams, not percentages.       |
| <b>Fast</b>         | The point must land before they scroll. Measured performance, not assumed.               |

### Mobile first is literal here

We do not mean responsive. We mean the phone layout is the design, and the desktop layout is derived from it. When the two conflict, the phone wins. Please quote and build in that order, and demonstrate the phone view first at every review.

#### A SPECIFIC POINT WE WILL BE CHECKING

Exit intent detection does not work on a touch device. There is no cursor leaving the window. Any mechanic that depends on someone appearing to leave must, on mobile, substitute something real: scroll depth, dwell time, a fast scroll back to the top, or passing an offer without taking it. If a proposal or a build leans on exit intent for mobile behaviour, we will treat that as a sign the brief has not been read closely.

### Accessibility

We are not asking for a formal audit, but we do expect the basics to hold: text and interface colours that meet the WCAG AA contrast standard, tap targets large enough to hit reliably, keyboard navigation that works, and motion that respects a visitor's reduced motion preference. In the reference build the contrast ratios were checked by script rather than by eye, and we would like that standard maintained.

# Scope of work

Numbered so you can quote against them directly, and tell us if you disagree with any.

**MUST** required at launch   **SHOULD** wanted at launch, first to move if budget forces it   **LATER** deliberately deferred

## PLATFORM AND FOUNDATIONS

| #   | REQUIREMENT                                                                                                                                | PRIORITY |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1.1 | Fully responsive storefront, designed and tested phone first                                                                               | MUST     |
| 1.2 | Secure, PCI compliant checkout through a payment provider suitable for the UAE. Tell us which you recommend                                | MUST     |
| 1.3 | Card payment and Apple Pay                                                                                                                 | MUST     |
| 1.4 | <b>Buy now pay later</b> integration. This is not optional: the instalment figure is how prices are presented throughout the site. See 3.1 | MUST     |
| 1.5 | Cash on delivery, if you consider it practical. Tell us your view                                                                          | SHOULD   |
| 1.6 | Custom domain and SSL                                                                                                                      | MUST     |
| 1.7 | An itemised list of every recurring cost the client will carry, in dirhams, <b>before</b> anything is signed                               | MUST     |
| 1.8 | A stated page load target, measured and reported, not assumed                                                                              | SHOULD   |

## CATALOGUE AND PRODUCT

| #    | REQUIREMENT                                                                                                                                                                            | PRIORITY |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 2.1  | New and graded preowned stock in one catalogue                                                                                                                                         | MUST     |
| 2.2  | <b>Three tier condition grading</b> , applied consistently, described in plain language rather than letter codes alone                                                                 | MUST     |
| 2.3  | <b>Each condition tier separately priced and selectable by the customer on the product page.</b> This is the trust mechanism for selling used goods and it must be visible, not buried | MUST     |
| 2.4  | Colour variants where selecting a colour changes the product image                                                                                                                     | MUST     |
| 2.5  | Storage capacity as a variant                                                                                                                                                          | MUST     |
| 2.6  | Category browsing, filtering and on site search                                                                                                                                        | MUST     |
| 2.7  | <b>Search terms returning no results must be recorded and retrievable.</b> If people search for a handset the shop does not stock, that is a buying list, not an error log             | MUST     |
| 2.8  | Stock level indication where genuinely low, shown once per product, never repeated on the same card                                                                                    | MUST     |
| 2.9  | Accessory catalogue                                                                                                                                                                    | MUST     |
| 2.10 | The client's team can add and edit products, prices, stock and used listings without a developer                                                                                       | MUST     |

## PRICING PRESENTATION

This is a commercial strategy expressed through the interface, not a styling choice. Please implement it as specified, and tell us now if you think any part of it is a poor idea rather than quietly changing it later.

| #   | REQUIREMENT                                                                                                                                                                                             | PRIORITY |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 3.1 | <b>The instalment figure leads.</b> "From AED 460 ×4" is the largest number on the card, larger than the full price. A small monthly number reads as affordable where a large total reads as a decision | MUST     |
| 3.2 | The word "from" or equivalent must accompany every instalment figure, always. It must never be presented as the price                                                                                   | MUST     |
| 3.3 | <b>The full price appears directly beneath it, on the same card, every time, without exception.</b> The instalment leads, but nothing is hidden                                                         | MUST     |
| 3.4 | A plain explanation of how instalments work, available from the product page                                                                                                                            | MUST     |
| 3.5 | Savings expressed in <b>dirhams</b> and prominently. A percentage is abstract; a dirham figure is money                                                                                                 | MUST     |
| 3.6 | <b>Any saving shown must be genuine and its basis must be stated.</b> Where a preowned price is compared against a new one, the comparison must be labelled as such. See Section 09                     | MUST     |
| 3.7 | All consumer facing prices displayed inclusive of VAT                                                                                                                                                   | MUST     |
| 3.8 | Free delivery threshold and promotional codes, both configurable by the client without a developer                                                                                                      | MUST     |
| 3.9 | Accessory bundle pricing at cart and product level, built as <b>genuine bundle prices</b> rather than a struck through figure                                                                           | MUST     |

## TRADE IN AND SELL BACK

The client has asked specifically that this be prominent. On most competing sites it is buried, and the reference build deliberately puts it second on the page.

| #    | REQUIREMENT                                                                                                                                               | PRIORITY |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 4.1  | The trade in entry point sits <b>immediately beside the main offers</b> . On a phone it is the second thing the visitor sees, not a footer link           | MUST     |
| 4.2  | <b>Three taps, no form, no account, nothing to read.</b> Brand, then model, then condition                                                                | MUST     |
| 4.3  | Brand chosen from <b>logos</b> , not a text list, with a catch all option so nobody is excluded                                                           | MUST     |
| 4.4  | Model chosen from <b>ranges rather than individual handsets</b> , so a list that would otherwise run to dozens of entries stays to about six              | MUST     |
| 4.5  | Condition described in plain language, three options, no grading jargon                                                                                   | MUST     |
| 4.6  | A visible progress indicator throughout, so the end is always in sight                                                                                    | MUST     |
| 4.7  | <b>A back control on every step past the first.</b> Someone who taps the wrong logo must lose one tap, not the whole flow                                 | MUST     |
| 4.8  | <b>The brand is captured on the first tap.</b> An abandoned flow must still leave the business something it can act on                                    | MUST     |
| 4.9  | <b>No price is quoted at any point.</b> The flow ends with a clear statement of what happens next and a single call to action that hands over to WhatsApp | MUST     |
| 4.10 | The destination for a completed request must be specified and agreed. "Feeds into a lead list" is not a specification                                     | MUST     |
| 4.11 | Customer photo upload of the device                                                                                                                       | LATER    |

## Lead capture and conversion

The part of this project most likely to be underestimated, and the part we care most about.

The principle is simple: **the site should learn something from everyone who lands on it, not only from people who buy.** Today the client learns nothing from anyone. Every captured contact is net new.

### STANDING CAPTURE POINTS

Each of these is a lead. All must route to the business in a form they can act on immediately, and all must be recorded.

| #   | REQUIREMENT                                                                                                           | PRIORITY |
|-----|-----------------------------------------------------------------------------------------------------------------------|----------|
| 5.1 | <b>A first order incentive</b> offered in exchange for contact details                                                | MUST     |
| 5.2 | <b>Price drop alerts</b> on every product                                                                             | MUST     |
| 5.3 | <b>Back in stock alerts</b> on anything unavailable                                                                   | MUST     |
| 5.4 | <b>A short phone finder</b> capturing budget and what the customer cares about, returning a shortlist from live stock | MUST     |
| 5.5 | <b>A wishlist</b> , with a route to ask for a price on the saved items together                                       | MUST     |
| 5.6 | <b>Cart abandonment recovery</b>                                                                                      | SHOULD   |
| 5.7 | <b>A new stock notification signup</b> capturing what the visitor is hunting for                                      | SHOULD   |

## HOW THE INCENTIVE IS OFFERED

This is where most implementations go wrong, and where the reference build is worth studying rather than describing.

| #    | REQUIREMENT                                                                                                                                                                                                                                 | PRIORITY |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 5.8  | <b>It is never offered on arrival, and never on a timer.</b> A popup that appears before the visitor has seen anything is an interruption, not an offer                                                                                     | MUST     |
| 5.9  | <b>It waits until the visitor has passed both standing offers without taking either:</b> the trade in route, and the incentive presented inside the product grid. Only then is a prompt justified, because they have already declined twice | MUST     |
| 5.10 | <b>It must never interrupt a flow already in progress.</b> Someone partway through a trade in is already converting. Interrupting them to ask for the same contact details costs more than it earns                                         | MUST     |
| 5.11 | <b>It must not move the visitor.</b> Closing the prompt returns them where they were. Scrolling someone out of a flow they chose is worse than showing nothing                                                                              | MUST     |
| 5.12 | The incentive is also present <b>permanently inside the product grid</b> , so it reads as part of the shelf rather than as an interruption                                                                                                  | MUST     |
| 5.13 | It is framed as <b>earned rather than offered</b> . "Claim my gift", not "sign up"                                                                                                                                                          | SHOULD   |
| 5.14 | <b>Once claimed, a standing reminder of the discount stays visible</b> as the visitor browses. A code that is only remembered at checkout has stopped influencing the decision                                                              | MUST     |

## MESSAGING AND CONSENT

| #    | REQUIREMENT                                                                                                                                                     | PRIORITY |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 5.15 | <b>WhatsApp is the primary contact channel</b> , because it is where this customer base already is. A persistent, context aware route to it throughout the site | MUST     |
| 5.16 | Floating controls must never cover a call to action. They stay out of the way until the visitor has scrolled past the main offer                                | MUST     |
| 5.17 | <b>Every capture point carries explicit, specific marketing consent wording, and a clear opt out.</b> See Section 09                                            | MUST     |

# Design, motion and interaction

How the site should feel. Motion here has a job; none of it is ornament.

## Visual direction

- **Clean and technology focused.** Not decorative, not luxury. Confident typography, generous spacing, restrained colour.
- **A single primary colour for trust and action**, a distinct colour reserved for savings, and a warm accent reserved for rewards. Colours should mean something consistently rather than decorate.
- **Product photography on light surfaces**, handled so that handsets sit cleanly on the card rather than floating on a visible white box.
- **Manufacturer marks sit beside the product name, never over the product image.** Small and understated.

## Motion requirements

| #   | REQUIREMENT                                                                                                                                                                                                                                                                                                                       | PRIORITY |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 6.1 | <b>A rotating offer carousel with progress indicators along the top</b> , in the manner of a social media story. The format is deliberate: this audience reads it instinctively, and the progress bars signal that more is coming, which holds attention rather than losing it. Auto advancing, swipeable, pausing on interaction | MUST     |
| 6.2 | <b>The carousel must show genuinely different products</b> , ranked by the offer's strength, not the same handset in several colours                                                                                                                                                                                              | MUST     |
| 6.3 | A continuously scrolling rail of further offers, so stock is seen without requiring a deliberate swipe                                                                                                                                                                                                                            | SHOULD   |
| 6.4 | A scrolling announcement strip for current offers                                                                                                                                                                                                                                                                                 | SHOULD   |
| 6.5 | <b>A soft pulse or glow on the reward element</b> in the product grid, enough to draw the eye without becoming jitter                                                                                                                                                                                                             | SHOULD   |
| 6.6 | Colour selection cross fades rather than cutting                                                                                                                                                                                                                                                                                  | SHOULD   |
| 6.7 | <b>Every piece of automatic motion stops</b> when the visitor's device asks for reduced motion                                                                                                                                                                                                                                    | MUST     |
| 6.8 | <b>All horizontal motion must follow the reading direction.</b> In a right to left language the carousel, the rails and the swipe gesture all reverse. Getting this wrong makes the sequence appear to run backwards                                                                                                              | MUST     |

## Interface behaviour

- A trust bar near the top covering warranty, delivery, returns and instalments, so the common objections are answered before they are raised.
- **The sticky cart bar appears only once something is in the cart.** It is not present on arrival and it must not dominate the screen.
- **The product grid loads one image per card** and fetches the other colourways only when the visitor first interacts. Loading every variant of every card before anything is readable is the wrong trade on a phone.
- Store locations, opening hours and a doorstep visit option, clearly presented.
- Genuine social proof only. No fabricated review counts or invented urgency.

## Languages and right to left

Four languages, two writing directions. This is a substantial part of the work and should be priced as such.

| LANGUAGE | DIRECTION     | NOTES                |
|----------|---------------|----------------------|
| English  | Left to right | Default              |
| Arabic   | Right to left | Whole layout mirrors |
| Hindi    | Left to right | Devanagari           |
| Urdu     | Right to left | Whole layout mirrors |

### REQUIREMENTS

| #   | REQUIREMENT                                                                                                                                                                                                                                  | PRIORITY |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 7.1 | A language control that is <b>easy to find</b> . The people who need it most should not be hunting for it behind a menu                                                                                                                      | MUST     |
| 7.2 | <b>A welcome prompt offering the language choice</b> , appearing a moment after arrival rather than instantly, shown once, and remembered thereafter                                                                                         | MUST     |
| 7.3 | <b>Right to left means the whole layout mirrors</b> , not just the text. Navigation, drawers, arrows, progress indicators and motion all flip                                                                                                | MUST     |
| 7.4 | <b>Numbers stay in the Western form</b> in every language. This is what commerce here actually does, and mixing numeral systems into a price beside a Latin model name is where text ordering goes wrong                                     | MUST     |
| 7.5 | <b>Latin text inside a right to left sentence must be isolated correctly</b> so it does not reorder. A storage size or model name landing in the wrong position is the most common defect in bilingual builds and we will be checking for it | MUST     |
| 7.6 | <b>Typefaces chosen per script</b> , with the Latin family kept for numerals and model names so the brand face is preserved                                                                                                                  | MUST     |
| 7.7 | Product names and colour names <b>stay in Latin</b> in every language. That is how phones are sold here                                                                                                                                      | MUST     |
| 7.8 | <b>Every string is translated, including the ones inside overlays</b> . Popups, drawers, confirmation screens and error states are where untranslated text hides, because they do not exist until opened                                     | MUST     |
| 7.9 | The client's team can edit translated copy without a developer                                                                                                                                                                               | SHOULD   |

#### ON URDU SPECIFICALLY

Urdu is traditionally set in the Nastaliq style. We trialled it and moved away: at interface sizes on a phone it is dense, slow to scan and eats vertical space. The reference build uses a clear Naskh face throughout, which stays legible at small sizes. Please follow that unless you have a strong reason to differ.

Translation drafts exist and can be supplied. They should be reviewed by a native speaker before launch; tell us whether that sits with you or with us.

# The reference build

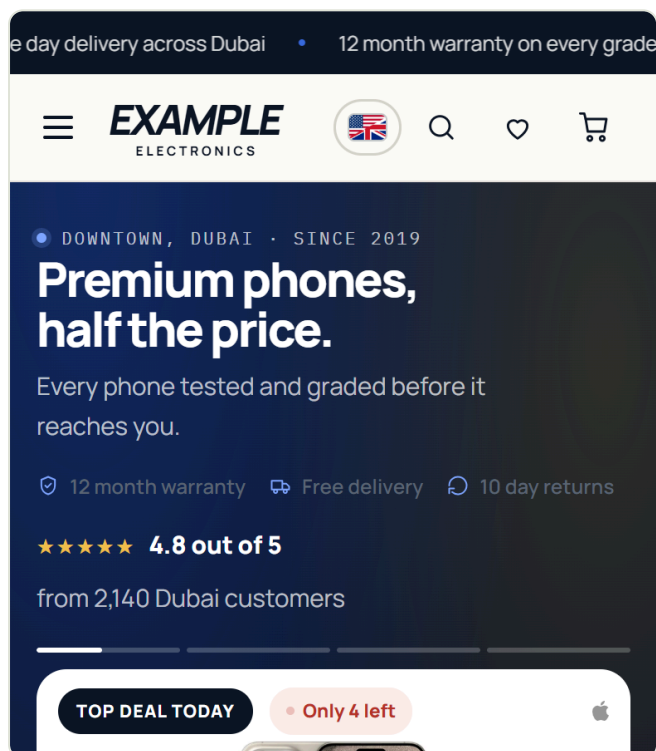
A working front end that demonstrates the intended experience. Open it on a phone. That is where it is meant to be judged.

**exampleecom-com.vercel.app**

Clickable, no login. Best viewed on a mobile device.

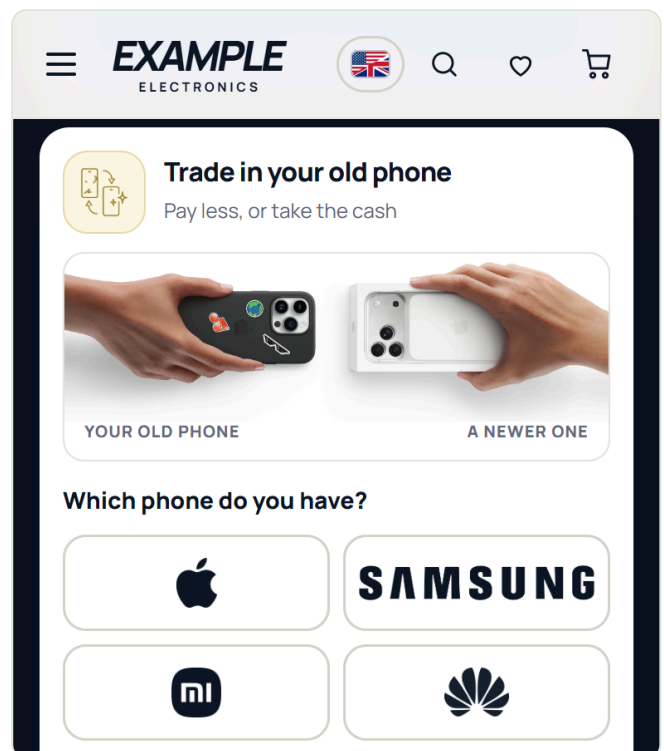
This is a **front end reference only**. There is no backend: nothing is stored, nothing is sent, and **every product, price, stock figure and review in it is invented**. It exists to show layout, flow and behaviour, not content. Real catalogue and pricing data will be supplied to the appointed agency.

Branding in the reference build is placeholder. The client's identity, brand assets and real contact details will be provided on appointment.



## Home, on a phone

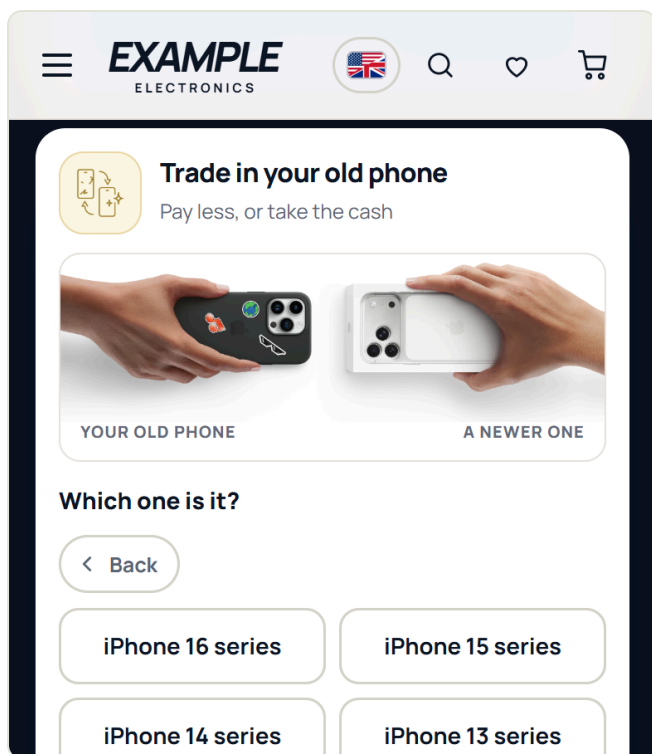
Rotating offers with story style progress bars. Instalment led pricing with the full price directly beneath. Requirements 3.1 to 3.5, 6.1, 6.2.



## Trade in, step one

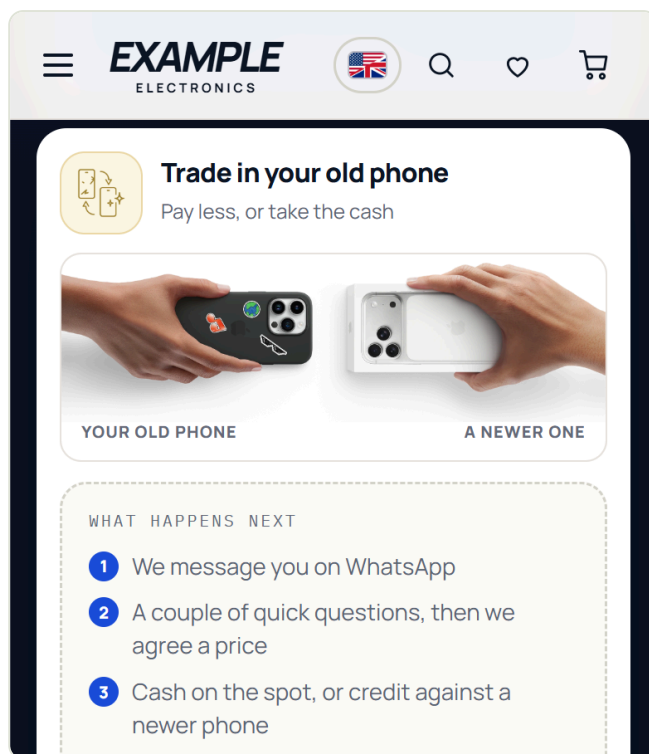
Brand chosen from logos, second thing on the page. Requirements 4.1 to 4.3.

## Walkthrough, continued



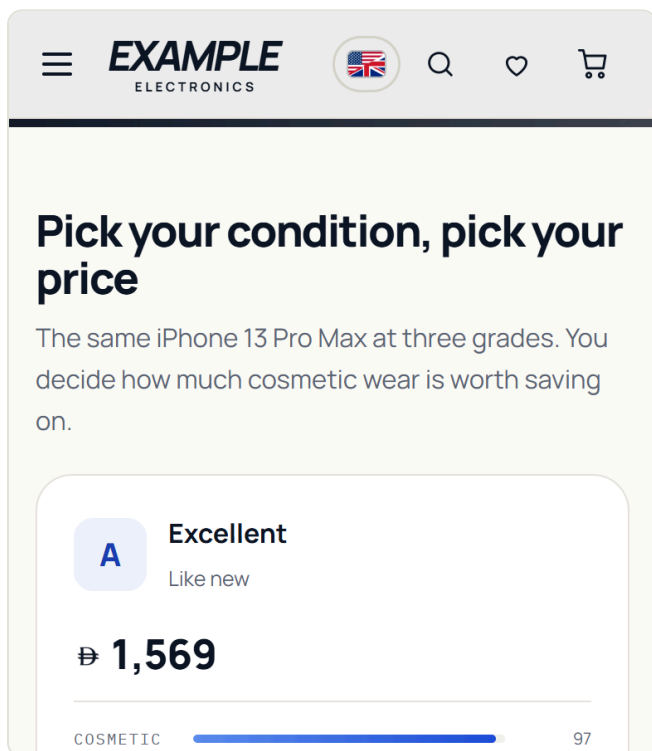
### Trade in, step two

Model ranges rather than individual handsets, with a back control. Requirements 4.4, 4.6, 4.7.



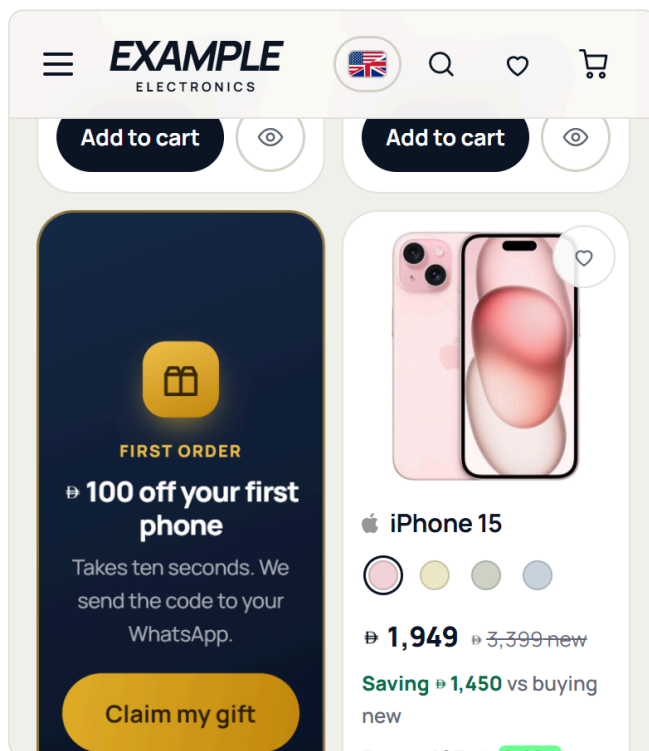
### Trade in, the handover

No price is quoted. Certainty about what happens next replaces the figure. Requirement 4.9.



### Condition, priced

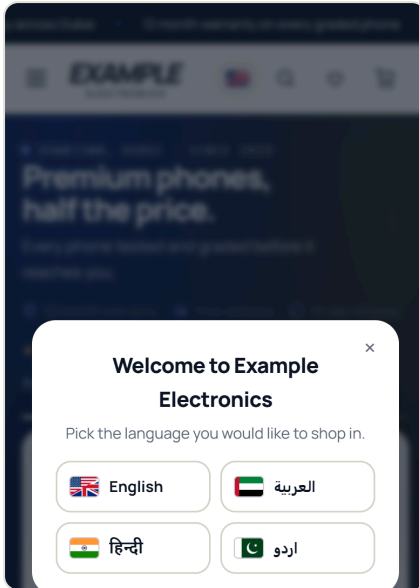
The same handset at three grades, each separately priced and selectable. Requirements 2.2, 2.3.



### The reward in the shelf

The incentive sits inside the grid as a card, so it reads as part of the shop. Requirements 5.12, 5.13, 6.5.

## Languages, in the build



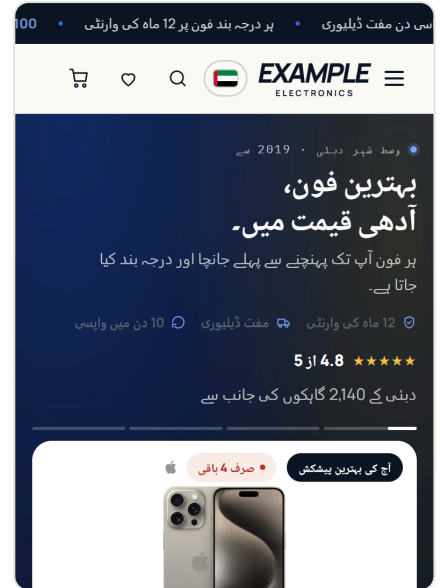
### Language, on arrival

A moment after load, once only.  
Requirement 7.2.



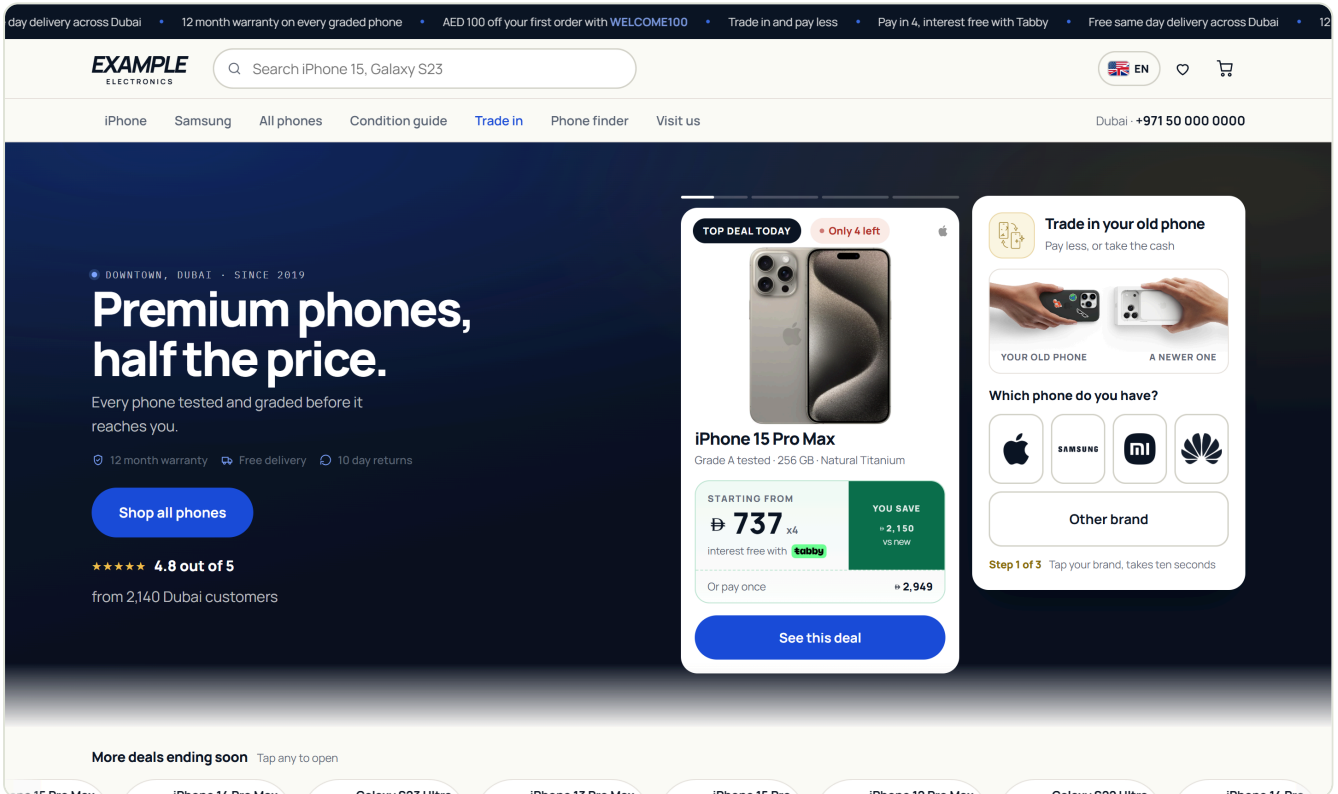
### Arabic

The whole layout mirrors. Requirements 7.3 to 7.5.



### Urdu

Naskh rather than Nastaliq, for legibility at size.



### Desktop

Derived from the phone layout, not the other way round. The trade in route sits alongside the main offer rather than below it.

### WORTH KNOWING

The reference build is deliberately a front end only, written without frameworks, so that nothing about it constrains your choice of platform. Treat it as a specification of behaviour, not as code to be reused.

## UAE compliance

A named requirement, not an afterthought. We expect it addressed explicitly in your proposal.

The site will trade with consumers in the United Arab Emirates and will collect personal contact details for marketing purposes. Both bring obligations. **We are not asking you to give legal advice.** We are asking you to confirm, in writing, that you are familiar with the relevant requirements, that the build will meet them, and that you will tell us in good time about anything the client needs to obtain.

### Areas we expect you to have covered

| AREA                                          | WHAT IT MEANS FOR THIS BUILD                                                                                                                                                                                                                                                                                                                                                     |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Consumer protection and pricing claims</b> | Discount and comparative pricing claims are regulated. A struck through price must reflect a price genuinely charged, and any comparison against a different condition or a new equivalent must be labelled as such. Stock scarcity messages must be true. <b>This is the single most likely place for this project to create exposure</b> , which is why requirement 3.6 exists |
| <b>Personal data protection</b>               | Collecting contact details for marketing requires a proper lawful basis and clear, specific consent, with a working opt out and a route for a customer to ask what is held and have it removed. A pre ticked box is not consent. This touches every capture point in Section 05                                                                                                  |
| <b>Electronic commerce disclosure</b>         | Seller identity and contact details clearly published, terms available before purchase, and a stated returns and refunds policy that is visible rather than buried                                                                                                                                                                                                               |
| <b>Tax</b>                                    | Consumer facing prices displayed inclusive of VAT, and invoicing that meets the applicable requirements                                                                                                                                                                                                                                                                          |
| <b>Licensing and permits</b>                  | Selling online may require the client's trade licence to carry the appropriate activity, and certain advertised promotions may require a permit. We expect you to identify anything of this kind <b>in writing and before launch</b> , so the client can obtain it. Obtaining it is the client's responsibility; telling us it is needed is yours                                |

#### PLEASE INCLUDE THIS IN YOUR PROPOSAL

A short written confirmation that the delivered platform will comply with applicable UAE law in force at the date of delivery, covering price and discount representation, personal data protection, VAT inclusive pricing and ecommerce disclosure, and that you will identify any permit, licence or registration the client must obtain, before launch.

We would rather appoint an agency that asks us a hard question about this now than one that does not mention it.

## Supplied versus expected

Set out plainly so that nothing becomes a change request later.

### WE SUPPLY

- Discovery and user experience planning, **complete**
- Interface design and the reference build
- Flow logic and interaction specification
- Copy rules and tone
- Translation drafts in all four languages
- Client brand assets on appointment
- Product catalogue and real pricing data
- Store photography
- Real trade in and business rules
- A single point of contact for decisions

### YOU SUPPLY

- Platform recommendation and setup
- Build, integration and testing
- Payment and instalment provider integration
- All lead capture mechanics in Section 05
- Language and right to left implementation
- Compliance confirmation per Section 09
- Basic search engine setup
- Content load of the agreed catalogue
- Handover documentation and a recorded training session
- Post launch support, quoted separately

## Things to agree before work starts

| ITEM                     | WHY IT MATTERS                                                                                                                                                                                   |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Catalogue size</b>    | The number of products in the initial content load, written into the agreement, with a rate for anything beyond it. Open ended content loading is a dispute waiting to happen in both directions |
| <b>Recurring costs</b>   | Every platform, app and gateway fee the client will carry, itemised in dirhams, before signature                                                                                                 |
| <b>Imagery rights</b>    | Product photography and manufacturer marks must have confirmed usage rights, or be replaced with the client's own                                                                                |
| <b>What "done" means</b> | See Section 11. Payment milestones will reference it                                                                                                                                             |

## Acceptance criteria

What "delivered" means, agreed in advance so that a payment milestone is never a matter of opinion.

We will treat a stage as complete when all of the following are demonstrably true on a staging environment. Please tell us in your proposal if you disagree with any item, or want to move one between stages.

### CATALOGUE AND PRICING

- ☐ Browsing, filtering and search work on a phone sized screen
- ☐ New and used stock coexist with three tier grading applied
- ☐ Each grade is separately priced and selectable
- ☐ Colour selection changes the product image
- ☐ Zero result searches are being recorded
- ☐ Instalment figure leads and is the largest number on the card
- ☐ "From" accompanies every instalment figure
- ☐ Full price appears beneath it on every card without exception
- ☐ Savings display in dirhams and the basis of comparison is labelled
- ☐ All prices display inclusive of VAT
- ☐ Instalment provider is live, not stubbed

### TRADE IN

- ☐ Three taps reach the handover panel
- ☐ Brand is captured on the first tap, independent of completion
- ☐ Back works on every step past the first
- ☐ No price appears at any point in the flow
- ☐ A submitted request arrives at the agreed destination

### LEAD CAPTURE

- ☐ The incentive prompt does not appear on arrival or on a timer
- ☐ It appears only after both standing offers have been passed
- ☐ It does not fire during a trade in already in progress
- ☐ Closing it leaves the visitor where they were
- ☐ Price drop and back in stock alerts both work
- ☐ Phone finder returns a shortlist and captures contact
- ☐ Wishlist saves and can be quoted
- ☐ The claimed discount stays visible while browsing
- ☐ Every capture point carries consent wording and an opt out

### LANGUAGES AND QUALITY

- ☐ All four languages complete, including inside every overlay
- ☐ Layout mirrors correctly in Arabic and Urdu
- ☐ Horizontal motion follows the reading direction
- ☐ Latin text inside right to left sentences does not reorder
- ☐ Screenshots at several widths showing no layout breakage
- ☐ No console errors at any supported width
- ☐ Contrast report supplied, measured rather than assumed
- ☐ Reduced motion preference disables automatic motion
- ☐ A real test transaction completes through the live gateway
- ☐ Client can edit products, prices, stock and promotions unaided

## Commercial terms

Flagged now so there are no surprises at contract stage.

| TERM                           | WHAT WE WILL EXPECT                                                                                                                                                                                      |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Ownership</b>               | All source code, theme files, custom functionality and documentation assign to YAS Solutions LLC on final payment. We need to be able to move the work to another team without rebuilding it             |
| <b>Staged payment</b>          | Milestones tied to the acceptance criteria in Section 11, not to calendar dates or to a declaration that work is finished                                                                                |
| <b>Defect warranty</b>         | A defined period after launch during which defects in delivered work are corrected at no charge, as a contractual obligation rather than a goodwill gesture                                              |
| <b>Non circumvention</b>       | A mutual undertaking not to approach or contract with the end client directly, for an agreed period. This is a condition of appointment and we will ask for it signed before any client detail is shared |
| <b>Single point of contact</b> | All communication runs through YAS Solutions. Where your team needs to join a client conversation, they join as part of ours                                                                             |
| <b>Named team</b>              | The people quoted are the people who build it. Notice to us before any substitution                                                                                                                      |
| <b>Support</b>                 | Quoted separately as a monthly figure, with what is and is not included set out plainly                                                                                                                  |

### What happens next

1. You send a proposal containing the five items in Section 01.
2. We come back with questions, and with anything we want repriced.
3. We shortlist and arrange a call with each shortlisted agency.
4. We agree scope, terms and a start date.

We are not looking for the cheapest proposal, and we are not looking for the most elaborate one. We are looking for the team that has clearly read this document, understands why the mechanics in Section 05 exist, and can tell us honestly where they would do it differently.

#### CONTACT

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Reference build: `exampleecom-com.vercel.app`