

## E-Commerce & Marketplace Web Application

A full-featured e-commerce and marketplace web application similar to Amazon, Taobao, and Noon, enabling users to browse, purchase, and list products. The platform will include user accounts, advanced search and filtering, in-app messaging, and a robust seller/buyer ecosystem. The project covers end-to-end delivery including UI/UX design, development, integrations, QA, cloud infrastructure, and ongoing maintenance.

<p>ESTIMATED INVESTMENT</p> <p><b>\$78,300 – \$117,000</b></p>	<p>TIMELINE</p> <p><b>26–38 Weeks</b></p>	<p>TOTAL HOURS</p> <p><b>1044–1560 hrs</b></p>	<p>HOURLY RATE</p> <p><b>\$75/hr</b></p>
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### PHASES & TASKS

#### DISCOVERY & PLANNING

TASK	MIN HRS	MAX HRS	COST RANGE
<p><b>Requirements gathering and stakeholder interviews</b></p> <p>Deep dive into business goals, target audience, competitor analysis (Amazon, Taobao, Noon), and feature prioritization.</p>	12h	20h	<b>\$900 – \$1,500</b>
<p><b>Technical architecture planning</b></p> <p>Define system architecture, microservices or monolith decision, database schema, and API structure.</p>	10h	16h	<b>\$750 – \$1,200</b>
<p><b>Project roadmap and sprint planning</b></p> <p>Create detailed project plan, milestones, and delivery schedule.</p>	6h	10h	<b>\$450 – \$750</b>
<p><b>Cloud &amp; infrastructure planning</b></p> <p>Define hosting strategy, CDN, scalability requirements, and DevOps pipeline planning.</p>	6h	10h	<b>\$450 – \$750</b>

#### UI/UX DESIGN

TASK	MIN HRS	MAX HRS	COST RANGE
<p><b>User research and persona development</b></p> <p>Define buyer and seller personas, user journeys, and key interaction flows.</p>	10h	16h	<b>\$750 – \$1,200</b>
<p><b>Wireframing (Buyer flows)</b></p> <p>Wireframes for homepage, product listing, product detail, cart, checkout, order tracking, and account pages.</p>	20h	30h	<b>\$1,500 – \$2,250</b>
<p><b>Wireframing (Seller flows)</b></p> <p>Wireframes for seller dashboard, product listing management, order management, and analytics.</p>	16h	24h	<b>\$1,200 – \$1,800</b>

<b>High-fidelity UI design (Buyer-facing)</b> Full visual design of all buyer-facing pages with brand identity, responsive layouts, and component library.	40h	60h	<b>\$3,000 – \$4,500</b>
<b>High-fidelity UI design (Seller dashboard)</b> Full visual design for seller portal and admin panel.	30h	50h	<b>\$2,250 – \$3,750</b>
<b>In-app chat &amp; messaging UI design</b> Design of chat interface for buyer-seller communication.	10h	16h	<b>\$750 – \$1,200</b>
<b>Prototype and design review / iterations</b> Interactive prototype in Figma, client feedback sessions, and up to two rounds of revisions.	16h	24h	<b>\$1,200 – \$1,800</b>
<b>Design system &amp; component library documentation</b> Documented reusable component library for developer handoff.	10h	16h	<b>\$750 – \$1,200</b>
<b>BACKEND DEVELOPMENT</b>			
<b>TASK</b>	<b>MIN HRS</b>	<b>MAX HRS</b>	<b>COST RANGE</b>
<b>User authentication &amp; authorization system</b> JWT-based auth, OAuth (Google/Facebook login), role-based access control for buyers, sellers, and admins.	16h	24h	<b>\$1,200 – \$1,800</b>
<b>User accounts &amp; profiles (Buyer &amp; Seller)</b> Profile management, address book, seller onboarding, KYC hooks, and account settings.	16h	24h	<b>\$1,200 – \$1,800</b>
<b>Product catalog &amp; inventory management</b> Product CRUD, categories, variants (size/color), inventory tracking, SKU management, and bulk upload.	30h	45h	<b>\$2,250 – \$3,375</b>
<b>Search &amp; filtering engine</b> Elasticsearch or Algolia integration for full-text search, faceted filters, sorting, and relevance ranking.	24h	36h	<b>\$1,800 – \$2,700</b>
<b>Shopping cart &amp; checkout system</b> Cart management, multi-seller cart support, promo codes, tax calculations, and order summary.	20h	30h	<b>\$1,500 – \$2,250</b>
<b>Order management system</b> Order lifecycle (placed, confirmed, shipped, delivered, returned), order history, and notifications.	24h	36h	<b>\$1,800 – \$2,700</b>
<b>Payment gateway integration</b> Integration with Stripe and/or regional payment providers (e.g., PayFort for MENA), multi-currency support.	20h	30h	<b>\$1,500 – \$2,250</b>
<b>Seller dashboard &amp; analytics backend</b> Sales reports, revenue tracking, order stats, and product performance metrics.	20h	30h	<b>\$1,500 – \$2,250</b>
<b>In-app chat &amp; messaging system</b> Real-time messaging using WebSockets (Socket.io), message history, notifications, and moderation hooks.	24h	36h	<b>\$1,800 – \$2,700</b>
<b>Review &amp; rating system</b> Product and seller reviews, rating aggregation, moderation workflow.	12h	18h	<b>\$900 – \$1,350</b>
<b>Notification system (email, push, in-app)</b> Transactional emails (SendGrid), in-app notifications, and optional push notifications via Firebase.	16h	24h	<b>\$1,200 – \$1,800</b>
<b>Admin panel backend</b>	20h	30h	<b>\$1,500 – \$2,250</b>

User management, product moderation, order oversight, dispute resolution tools, and platform analytics.

<b>API development &amp; documentation</b> RESTful or GraphQL API design, versioning, Swagger/OpenAPI documentation.	20h	30h	<b>\$1,500 – \$2,250</b>
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## FRONTEND (WEB APP) DEVELOPMENT

TASK	MIN HRS	MAX HRS	COST RANGE
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<b>Project setup &amp; component architecture</b> Next.js setup, state management (Redux/Zustand), routing, and reusable component scaffolding.	8h	12h	<b>\$600 – \$900</b>
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<b>Homepage &amp; product discovery pages</b> Hero banners, featured products, categories, promotional sections, and personalization hooks.	20h	30h	<b>\$1,500 – \$2,250</b>
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<b>Search &amp; filter UI</b> Search bar with autocomplete, filter sidebar, product grid/list views, and pagination.	16h	24h	<b>\$1,200 – \$1,800</b>
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<b>Product detail page</b> Image gallery, variant selection, seller info, reviews, related products, and add-to-cart.	16h	24h	<b>\$1,200 – \$1,800</b>
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<b>Cart &amp; checkout flow</b> Multi-step checkout, address management, payment UI, and order confirmation.	20h	30h	<b>\$1,500 – \$2,250</b>
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<b>User account &amp; profile pages</b> Profile settings, order history, wishlist, address book, and notification preferences.	16h	24h	<b>\$1,200 – \$1,800</b>
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<b>Seller dashboard frontend</b> Product management, order management, analytics charts, and payout summaries.	30h	45h	<b>\$2,250 – \$3,375</b>
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<b>In-app chat &amp; messaging UI</b> Real-time chat interface, conversation list, message threads, and notification badges.	20h	30h	<b>\$1,500 – \$2,250</b>
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<b>Admin panel frontend</b> Admin dashboard with user, product, and order management interfaces.	24h	36h	<b>\$1,800 – \$2,700</b>
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<b>Responsive design &amp; cross-browser compatibility</b> Ensuring full responsiveness across desktop, tablet, and mobile browsers.	16h	24h	<b>\$1,200 – \$1,800</b>
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<b>Performance optimization (SSR, lazy loading, caching)</b> Next.js SSR/SSG, image optimization, code splitting, and CDN integration.	12h	20h	<b>\$900 – \$1,500</b>
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## API & THIRD-PARTY INTEGRATIONS

TASK	MIN HRS	MAX HRS	COST RANGE
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<b>Payment gateway integration (Stripe / PayFort)</b> Secure payment processing, refunds, multi-currency, and webhook handling.	16h	24h	<b>\$1,200 – \$1,800</b>
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<b>Shipping &amp; logistics API integration</b> Integration with shipping providers (e.g., Aramex, DHL) for rate calculation and tracking.	12h	20h	<b>\$900 – \$1,500</b>
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<b>Search engine integration (Elasticsearch / Algolia)</b> Indexing, search query optimization, and faceted filtering setup.	12h	18h	<b>\$900 – \$1,350</b>
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<b>Email &amp; notification service (SendGrid / Firebase)</b> Transactional email templates, push notification setup.	8h	12h	<b>\$600 – \$900</b>
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<b>Cloud storage integration (AWS S3 / Cloudinary)</b>	8h	12h	<b>\$600 – \$900</b>
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Product image and media upload, optimization, and CDN delivery.

<b>Analytics integration (Google Analytics / Mixpanel)</b> Event tracking, funnel analysis, and e-commerce tracking setup.	6h	10h	<b>\$450 – \$750</b>
<b>Social login integration (Google, Facebook)</b> OAuth 2.0 social authentication for buyer and seller accounts.	6h	10h	<b>\$450 – \$750</b>

## CLOUD & INFRASTRUCTURE

TASK	MIN HRS	MAX HRS	COST RANGE
<b>Cloud environment setup (AWS / GCP)</b> VPC, EC2/ECS, load balancers, and environment configuration (dev, staging, production).	12h	18h	<b>\$900 – \$1,350</b>
<b>CI/CD pipeline setup</b> GitHub Actions or GitLab CI for automated testing, builds, and deployments.	10h	16h	<b>\$750 – \$1,200</b>
<b>Database setup &amp; optimization</b> PostgreSQL RDS setup, indexing strategy, replication, and Redis caching layer.	10h	16h	<b>\$750 – \$1,200</b>
<b>Security hardening &amp; SSL configuration</b> SSL certificates, WAF, DDoS protection, environment secrets management.	8h	12h	<b>\$600 – \$900</b>
<b>Monitoring &amp; logging setup</b> CloudWatch / Datadog for performance monitoring, error tracking (Sentry), and alerting.	8h	12h	<b>\$600 – \$900</b>
<b>Scalability &amp; auto-scaling configuration</b> Auto-scaling groups, CDN configuration (CloudFront), and load testing setup.	8h	14h	<b>\$600 – \$1,050</b>

## QA & TESTING

TASK	MIN HRS	MAX HRS	COST RANGE
<b>Test plan &amp; test case development</b> Comprehensive test cases covering all user flows for buyers, sellers, and admins.	12h	18h	<b>\$900 – \$1,350</b>
<b>Functional &amp; regression testing</b> Manual and automated testing of all features across the platform.	30h	45h	<b>\$2,250 – \$3,375</b>
<b>Performance &amp; load testing</b> Simulate high-traffic scenarios using tools like JMeter or k6.	12h	18h	<b>\$900 – \$1,350</b>
<b>Security &amp; penetration testing</b> OWASP vulnerability checks, SQL injection, XSS, and authentication security testing.	12h	18h	<b>\$900 – \$1,350</b>
<b>Cross-browser &amp; responsive testing</b> Testing across Chrome, Firefox, Safari, Edge, and responsive breakpoints.	10h	16h	<b>\$750 – \$1,200</b>
<b>Bug fixing &amp; QA iterations</b> Dedicated buffer for resolving issues identified during QA cycles.	20h	30h	<b>\$1,500 – \$2,250</b>
<b>User acceptance testing (UAT) support</b> Supporting client UAT sessions, collecting feedback, and managing sign-off.	10h	16h	<b>\$750 – \$1,200</b>

## PROJECT MANAGEMENT

TASK	MIN HRS	MAX HRS	COST RANGE
<b>Sprint planning, standups &amp; retrospectives</b> Agile project management throughout the entire project lifecycle.	20h	30h	<b>\$1,500 – \$2,250</b>

Client communication & reporting Weekly status reports, demo sessions, and stakeholder updates.	16h	24h	\$1,200 – \$1,800
Risk management & issue resolution Proactive identification and mitigation of project risks and blockers.	10h	16h	\$750 – \$1,200
Documentation (technical & user guides) Technical documentation, API docs, and end-user guides for buyers, sellers, and admins.	12h	18h	\$900 – \$1,350
<b>LAUNCH &amp; MAINTENANCE</b>			
TASK	MIN HRS	MAX HRS	COST RANGE
Production deployment & go-live support Final production deployment, DNS cutover, and real-time monitoring during launch window.	10h	16h	\$750 – \$1,200
Post-launch bug fixes (30-day warranty) Dedicated support for critical and high-priority bugs within 30 days of launch.	20h	30h	\$1,500 – \$2,250
Performance monitoring & optimization (3 months) Ongoing monitoring, query optimization, and infrastructure tuning post-launch.	16h	24h	\$1,200 – \$1,800
Ongoing maintenance & feature enhancements (3 months retainer) Monthly maintenance retainer covering security patches, dependency updates, and minor feature additions.	30h	45h	\$2,250 – \$3,375
<b>TOTAL</b>	<b>1044h</b>	<b>1560h</b>	<b>\$78,300 – \$117,000</b>

## PROJECT TIMELINE

### Discovery & Planning

Week 1-2

Requirements document, technical architecture blueprint, project roadmap, infrastructure plan

### UI/UX Design

Week 3-7

User personas, wireframes (buyer & seller), high-fidelity mockups, interactive Figma prototype, design system

### Backend Development

Week 6-18

All backend APIs, database schema, auth system, product catalog, order management, chat system, admin panel backend

### Frontend (Web App) Development

Week 8-20

Fully functional web app (buyer, seller, admin views), responsive UI, integrated with backend APIs

### API & Third-Party Integrations

Week 12-20

Payment gateway, shipping APIs, search engine, email/notification services, analytics, social login

### Cloud & Infrastructure

Week 4-22

Cloud environments (dev/staging/prod), CI/CD pipeline, database setup, security hardening, monitoring

## QA & Testing

Week 18-24

Test reports, performance benchmarks, security audit results, UAT sign-off

## Project Management

Week 1-26

Sprint reports, status updates, risk logs, technical and user documentation

## Launch & Maintenance

Week 25-38

Live production deployment, post-launch monitoring reports, bug fix logs, maintenance retainer deliverables

## RECOMMENDED TECH STACK

### FRONTEND

**Next.js (React) with TypeScript, Tailwind CSS, Redux Toolkit / Zustand for state management**

### BACKEND

**Node.js with NestJS (TypeScript), RESTful API + WebSockets (Socket.io) for real-time chat**

### DATABASE

**PostgreSQL (primary relational DB via AWS RDS), Redis (caching & sessions), Elasticsearch / Algolia (search)**

### HOSTING

**AWS (EC2/ECS for backend, S3 + CloudFront for static assets & media, RDS for database, Route 53 for DNS)**

## ASSUMPTIONS & EXCLUSIONS

### ASSUMPTIONS

- ✓ Client will provide brand guidelines, logo assets, and any existing content (product categories, copy) in a timely manner.
- ✓ A single primary language is required for the initial launch (e.g., English or Arabic); multi-language support (i18n) would be scoped as an additional feature if required.
- ✓ Payment gateway accounts (e.g., Stripe or PayFort) will be set up and approved by the client prior to integration work beginning.
- ✓ Cloud hosting costs (AWS/GCP), third-party API subscription fees (Algolia, SendGrid, etc.), and domain registration are not included in this estimate and will be billed separately.
- ✓ The scope covers a web application only; native iOS and Android mobile app development is not included in this estimate.
- ✓ Client feedback and approvals will be provided within 3-5 business days to avoid schedule delays.
- ✓ Up to two rounds of design revisions are included; additional revision rounds will be billed at the standard hourly rate.

### EXCLUSIONS

- ✗ Native mobile app development (iOS / Android) — this estimate covers the web application only.
- ✗ Third-party software license costs, cloud hosting fees, and API subscription costs (e.g., Algolia, Stripe transaction fees, AWS).
- ✗ Multi-language (i18n) and multi-currency support beyond initial configuration — available as a separate add-on scope.
- ✗ Advanced AI/ML features such as personalized recommendation engines, fraud detection models, or dynamic pricing algorithms.
- ✗ Content creation, copywriting, product photography, or data entry for product catalog population.
- ✗ Legal, compliance, and regulatory consulting (e.g., GDPR, PCI-DSS certification, VAT/tax compliance setup).
- ✗ Ongoing marketing, SEO campaigns, or paid advertising management after launch.