

WEBSITE DEVELOPMENT PROPOSAL

Hobbyman Platform

Prepared by

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June 2025

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1. Executive Summary

Hobbyman is envisioned as a marketplace platform connecting drone pilots and hobbyists with customers who require drone-related services. The platform will serve as a trusted booking and commerce hub, enabling seamless discovery, engagement, and transaction between service providers (pilots) and the general public.

This proposal outlines the scope of work for Phase 1 (Stage 1) of the Hobbyman website, which covers core e-commerce and service booking functionalities eligible under the PSG E-Commerce Grant. A separate Stage 2 scope covering pilot onboarding workflows, in-platform communication, and app integration is also detailed for planning purposes.

2. Project Overview

Project Name	Hobbyman Website Development
Client	Hobbyman
Service Provider	Digi Marketing Pte Ltd
Delivery Mode	Web-based Platform (WordPress / Custom)
Grant Eligibility	PSG E-Commerce Grant (Stage 1 Scope)

3. Scope of Work Breakdown

The full project scope is divided into two stages. Stage 1 is grant-claimable under PSG E-Commerce, while Stage 2 represents advanced platform features to be developed subsequently.

3.1 Stage 1 — PSG E-Commerce Grant Scope

The following features form the core deliverables for Stage 1 and are aligned with PSG E-Commerce grant eligibility criteria:

#	Feature / Module	Description
1	Service Booking Module Allow customers to browse, select and book drone-related services from available pilots	Stage 1 (PSG)
2	Online Payment Gateway Integration Secure payment processing for service bookings and product purchases on the website	Stage 1 (PSG)
3	Products & Services Store E-commerce storefront for selling drone-related products, accessories, and service packages	Stage 1 (PSG)

#	Feature / Module	Description
4	Pilot Profile & Showcase Public-facing pilot profiles showing name, credentials, license, offered services, ratings, and availability	Stage 1 (PSG)

3.2 Stage 2 — Advanced Features (Post-Grant)

The following features are planned for Stage 2 development, to be executed after Stage 1 go-live. These features involve more complex platform logic and are not part of the current grant application.

#	Feature / Module	Stage
5	Pilot Self-Registration & Application Pilots can sign up, submit their credentials and license, and apply to list their services on the platform	Stage 2
6	Admin Pilot Approval Workflow Admin backend to review pilot applications, verify license documents, approve or reject applicants before they are listed publicly	Stage 2
7	In-Platform Messaging (Pilot-Customer Chat) Secure on-platform chat for pilots and customers to coordinate booking timing. Includes automated warning message to discourage sharing of contact numbers or conducting transactions outside the platform	Stage 2
8	Mobile App Integration Link Deep link or redirect connecting the Hobbyman website to the company mobile application (Stage 3 app development)	Stage 2

4. Stage 1 — Detailed Feature Specifications

4.1 Service Booking Module

- Browse and search available drone service pilots by category, location, or specialisation
- View pilot profiles, service offerings, pricing, and ratings
- Select desired service and preferred date/time slot
- Booking confirmation via email notification to both customer and pilot
- Customer booking dashboard to track upcoming and past bookings
- Admin panel to view, manage, and update all bookings

4.2 Online Payment Gateway

- Integration with a Singapore-supported payment gateway (e.g. Stripe, PayNow/PayLah, or equivalent)
- Secure checkout flow for service bookings and product purchases

- Automated payment receipt and invoice generation
- Support for common payment methods: credit/debit card, bank transfer, e-wallet
- Transaction records accessible in admin and customer dashboard

4.3 Products & Services Storefront

- E-commerce product listings with images, descriptions, pricing, and categories
- Support for physical products (drone accessories, gear) and digital/service packages
- Cart and checkout functionality
- Inventory management in admin panel
- Order management and tracking for customers and admin

4.4 Pilot Profile Showcase (Stage 1 - Display Only)

Stage 1 includes a curated public-facing pilot listing managed by the Hobbyman admin team. Full self-registration and approval workflows are reserved for Stage 2.

- Pilot profile page: name, photo, certifications/licenses, years of experience
- Listed services with pricing and availability indicator
- Customer reviews and star ratings display
- Admin-managed pilot listing (add/edit/remove via backend CMS)

5. Stage 2 — Detailed Feature Specifications

5.1 Pilot Self-Registration & Application

- Dedicated pilot sign-up form separate from customer registration
- Fields: personal details, CAAS drone pilot license number, license expiry, types of services offered, portfolio/work samples
- License document upload for verification
- Application submitted to admin review queue automatically
- Email notifications to applicant on submission and upon approval/rejection

5.2 Admin Pilot Approval Workflow

- Admin dashboard with pending, approved, and rejected pilot application lists
- Document viewer to inspect uploaded license files inline
- One-click approve or reject with optional remarks
- Approval triggers automatic account activation and pilot listing on website
- Rejection triggers notification email to applicant with reason

5.3 In-Platform Messaging (Chat)

- Real-time or asynchronous chat between booked customer and assigned pilot
- Accessible from booking confirmation page and customer/pilot dashboards

- Automated system warning displayed when a message contains a phone number pattern or external contact: "Warning: Transactions and communication outside the Hobbyman platform are not allowed. Please keep all coordination within the platform."
- Admin can view and moderate chat logs for dispute resolution
- Contact number detection triggers flagging and warning (numbers not blocked, but warned)

5.4 Mobile App Integration

- Smart app banner or deep link prompting website users to download the Hobbyman mobile app
- Shared authentication: users logged in on web can continue seamlessly on app
- Unified account and booking data between web and app via API
- Stage 3 app development to be scoped separately

6. Investment Summary

The following pricing covers both stages. Stage 1 is structured for PSG E-Commerce Grant eligibility, with up to 50% co-funding available (subject to IMDA approval).

Deliverable	Stage	Investment (SGD)
Service Booking Module	Stage 1	Included
Payment Gateway Integration	Stage 1	Included
Products & Services Storefront	Stage 1	Included
Pilot Profile Showcase (Admin-Managed)	Stage 1	Included
Stage 1 Total (PSG E-Commerce)	Stage 1	TBC
Pilot Self-Registration & Approval	Stage 2	TBC
In-Platform Messaging with Safety Controls	Stage 2	TBC
Mobile App Integration Link	Stage 2	TBC

Note: Final pricing to be confirmed upon detailed requirements discussion. Stage 1 is structured to maximise PSG E-Commerce grant co-funding eligibility.

7. Project Timeline

Phase	Activities	Duration
Stage 1 Design	UI/UX wireframes, brand alignment, client approval	2 weeks

Phase	Activities	Duration
Stage 1 Development	Platform build: booking, payment, storefront, pilot profiles	6 - 8 weeks
UAT & Launch	Testing, client sign-off, go-live, handover training	2 weeks
Stage 2 Kickoff	Requirements finalisation for registration, chat, and app integration	Post Stage 1

8. PSG E-Commerce Grant — Key Notes

- The Productivity Solutions Grant (PSG) supports SMEs in adopting pre-approved digital solutions
- Stage 1 scope is designed to align with the PSG E-Commerce category requirements
- Co-funding of up to 50% of qualifying costs is available (subject to IMDA approval and eligibility)
- Hobbyman must be a registered Singapore-incorporated company with at least 30% local shareholding
- Digi Marketing Pte Ltd will assist with the PSG application submission and supporting documentation
- Grant disbursement is on a reimbursement basis after project completion and acceptance

9. Terms & Conditions

- This proposal is valid for 30 days from the date of issue
- Scope changes post-agreement may be subject to additional charges via a Change Order
- A deposit of 50% is required to commence work; remaining 50% upon project completion
- Hosting, domain, and third-party plugin/gateway fees are not included unless stated
- Intellectual property of the developed website transfers to the client upon full payment
- DST Advertising reserves the right to showcase the project in its portfolio unless otherwise agreed

10. Next Steps

Step	Action	Owner
1	Review and confirm proposal scope	Hobbyman
2	Sign proposal and Letter of Award	Hobbyman + DST

Step	Action	Owner
3	Submit PSG application (DST assists)	Hobbyman + DST
4	Pay deposit and commence Stage 1 design	Hobbyman
5	Approve designs and proceed to development	Hobbyman
6	UAT, final sign-off, and Stage 1 go-live	Both
7	Begin Stage 2 scoping	Both

Acceptance & Authorisation

By signing below, the client confirms agreement to the scope and terms outlined in this proposal.

Authorised Signatory — Hobbyman
Name, Designation & Date

Authorised Signatory — Digi Marketing Pte Ltd
Name, Designation & Date