

SERVAURA Advanced On-Demand Service Booking Platform with Native Mobile App

Ready-to-Deploy Enterprise Platform Proposal & Technical Specification

(Includes Completed Custom Web Application, Native Android (Kotlin) & Native iOS (Swift/SwiftUI) Mobile Apps, and Operations Backend)

Executive Overview

We are pleased to present the proposal for **SERVAURA**, our fully developed, rigorously tested, and ready-to-deploy enterprise platform. By choosing a completed product, you bypass the massive risks, delays, and uncertainties of building from scratch. Our dual-native engineering teams will now focus entirely on customizing the platform to your brand, integrating your specific local third-party APIs (like payment and KYC), and deploying it to your dedicated servers and App Stores.

1. Executive Summary & Vision

ServAura is an enterprise-grade, intelligent on-demand service marketplace designed to connect customers with trusted, background-verified service professionals and agencies. The platform handles everything from home maintenance, appliance repairs, and cleaning to personal grooming and smart living services.

This platform operates on a **fully managed marketplace model**. It standardizes service pricing, manages algorithmic dispatch based on live locations, handles secure digital payments in escrow, and ensures end-to-end quality control.

Built using a **100% Free and Open-Source Software (FOSS)** technology stack, this platform ensures you have zero recurring proprietary software licensing fees, making your business highly profitable and scalable from day one.

2. Platform Ecosystem & User Roles

User Entity	Platform Channel	Primary Responsibilities
End Customer	Native App (iOS/Android) & Web	Search services, book slots, real-time live tracking, in-app secure calls, contactless OTP verification, digital payments, and reviews.
Service Professional	Native App (iOS/Android)	Duty check-in, accept job broadcasts, turn-by-turn map navigation, digital safety checklist, add spare-part billing, track daily payouts.
Service Agency (Vendor)	Web Dashboard (Next.js)	Manage fleets of multiple technicians, allocate equipment, review team-level earnings, and manage local staff.

User Entity	Platform Channel	Primary Responsibilities
Super Admin & Operations	Web Portal (Next.js)	Dynamic category management, surge pricing control, geo-fencing, technician KYC approvals, safety monitoring, and dispute resolution.

3. High-Impact, Future-Proof & Extra Advanced Features

To ensure your platform stands out as a market leader, the product is already integrated with the latest cutting-edge technologies that will reduce operational costs and maximize customer satisfaction:

3.1. Generative AI Voice Booking (Multilingual)

- **Feature:** Customers who are not tech-savvy can simply tap a mic icon and speak in regional languages (e.g., "Please send someone to fix my AC tomorrow morning").
- **Tech:** The AI engine translates and processes the natural language to automatically select the right service, date, and time, filling the cart instantly.

3.2. Vision-AI Auto-Diagnostics & Quoting

- **Feature:** Customers can upload a short video or picture of a broken appliance (like a leaking sink or a noisy washing machine).
- **Tech:** The AI model identifies the appliance, detects the visible issue, and suggests the exact spare parts to the technician before they even arrive, avoiding multiple trips.

3.3. AR (Augmented Reality) Space Scanner

- **Feature:** For services like home painting or deep cleaning, customers point their smartphone camera at the floor or wall.
- **Tech:** The AR integration calculates the exact square footage automatically, giving a 100% accurate price quote. This completely eliminates bargaining and disputes upon the technician's arrival.

3.4. IoT Smart Home Integration & Predictive Maintenance

- **Feature:** Smart home appliances can be linked to the app.
- **Tech:** If an AC or Refrigerator detects a technical fault, it automatically sends an alert to the ServAura app, prompting the customer: *"Your AC gas level is low. Book a verified technician for tomorrow?"*

3.5. Blockchain-Based Smart Contracts for Escrow Payments

- **Feature:** 100% trust and transparency in payments.
- **Tech:** The customer's payment is held in a secure digital escrow. It is only released to the professional's wallet automatically when both parties verify the "Job Completion OTP," eliminating payment fraud.

3.6. Dual-Way Guardian Angel (Safety & SOS)

- **Feature:** Top-level security for solo female customers and service professionals.
- **Tech:** Real-time GPS departure tracking if a professional deviates from the path. Includes a disguised one-touch SOS button that immediately alerts your central operations hub with live location data.

3.7. Dynamic Skill & Proximity Dispatch Engine

- **Feature:** The system doesn't just look for the nearest person.
- **Tech:** It uses live traffic speeds, the technician's current skill rating, battery level, and required spare parts to assign the absolute best professional for the job within milliseconds.

4. Technical Architecture (100% Free & Open-Source Stack)

We have built the entire architecture using robust, modern, and open-source technologies to eliminate massive monthly bills for third-party services like Google Maps or Firebase. By utilizing a **Dual-Native Mobile Strategy**, we harness the absolute maximum potential of both Apple and Google ecosystems for fluid 120Hz animations and deep hardware integration.

- **Mobile Frontend (Customer & Partner Apps):**
 - **Native Android:** Kotlin + Jetpack Compose
 - **Native iOS:** Swift + SwiftUI
- **Web Frontend:** Next.js (React) + Tailwind CSS - Extremely fast, SEO-friendly web application.
- **Backend Core:** Node.js (NestJS) + TypeScript - Highly secure and scalable enterprise logic.
- **High-Load Realtime:** Go (Golang) + Centrifugo - For live location tracking of thousands of technicians simultaneously without crashing.
- **Database & GIS Mapping:** PostgreSQL 16 + PostGIS - Natively handles complex area maps and routing.
- **Routing Engine (Maps):** OpenStreetMap (OSM) + Valhalla - Self-hosted maps to save thousands of dollars in Google Maps API costs.
- **In-App Calling:** Coturn (WebRTC) - Allows customers and technicians to call each other over the internet without sharing their personal phone numbers.

5. End-to-End System Workflow

1. **Search & Book:** Customer selects a service, views transparent pricing, and selects a time slot.
2. **AI Dispatch:** The system matches the job with the nearest top-rated, available professional.
3. **Live Tracking:** Once accepted, the customer can see the professional travelling live on the map.
4. **Secure Check-In:** Professional arrives and enters a Start-OTP provided by the customer.
5. **Service Execution:** Professional adds any spare parts to the digital bill if required.
6. **Sign-off & Payment:** Customer provides Completion-OTP. Payment is automatically deducted and transferred safely.

7. **Ratings:** Both parties rate each other to maintain high platform quality.

6. Commercials & Investment

Based on the highly advanced features, a complex admin ecosystem, and the deployment of a Dual-Native Mobile Strategy (deploying two separate engineering teams to customize our fully native apps in Kotlin for Android and Swift/SwiftUI for iOS), below is the required investment for acquiring, customizing, and deploying our ready platform.

A. Enterprise Setup, Customization & Deployment Cost (Indian Clients)

Description	Amount (INR)
Total Enterprise Setup Cost (Web, Backend, Native Kotlin Android & Native Swift iOS)	₹ 96,50,000
GST (18%)	₹ 17,37,000
Grand Total	₹ 1,13,87,000

B. Enterprise Setup, Customization & Deployment Cost (International Clients)

Description	Amount (USD)
Total Enterprise Setup Cost (Web, Backend, Native Kotlin Android & Native Swift iOS)	\$115,000

C. Estimated Monthly Operational Costs (Third-Party)

Because we are using open-source technologies, your monthly operational costs will be drastically lower than industry standards.

- **Cloud Hosting (AWS or GCP):** ~\$250 - \$500 USD / ₹20,000 - ₹40,000 INR per month (Estimated average for production deployment including load balancing, auto-scaling, and storage).
- **Messaging API (OTP/SMS):** ~\$30 - \$50 USD / ₹2,500 - ₹4,000 INR per month (Billed per message by your chosen provider based on usage volume).
- **Email Gateway (SMTP):** Free up to 10,000 emails/month (via platforms like Brevo/SendGrid).

D. Client Customization & Post-Order Deployment Timeline

Although the core product is 100% completed, an enterprise-grade deployment requires extensive client-specific customization. Due to the enterprise-grade complexity, the inclusion of three separate frontend codebases (Web, Native Android Kotlin, and Native iOS Swift), and rigorous multi-platform

quality assurance, the customization, branding, integration, and deployment project will be executed via intense, parallel engineering tracks over a **24-to-30-week timeline**.

7. Maintenance, Support & Updates

- **First Year (Months 1-12):** 100% FREE Maintenance and Support (Included in the core cost). This includes bug fixes, server monitoring, OS security patches, and Apple/Google OS version compliance.
- **Second Year Onwards:** Annual Maintenance Contract (AMC) available at 15% to 20% of the base project cost, covering ongoing updates, platform support, and technical maintenance.

8. Client Onboarding & Prerequisites

To begin the project setup and generate the formal agreements, kindly provide us with the following details:

1. **Full Name:** For generating the invoice.
2. **Company Name:** If you require the invoice to be billed to your registered company.
3. **GST Number:** If applicable, so you can claim GST Input Tax Credit (ITC).
4. **Mobile and WhatsApp Number:** For regular work-related discussions and updates.
5. **Email ID:** For sharing invoices, important communications, and handing over the final project source code.
6. **Complete Postal Address:** Your current business or residential address for sending any documents and project files via courier.

9. Terms of Service & Policies

- **Payment Terms:**
 - **50% Advance Payment** required at project initiation.
 - **50% Remaining Balance** due at the time of the final handover of app files, source code, and submission to the Apple App Store / Google Play Store.
- **Accepted Payment Modes:** We accept safe electronic bank payments within India via RTGS, NEFT, IMPS, UPI, PayPal, and International Bank Wire Transfers.
- **Cancellation & Refund Policy:** Due to the immediate allocation of engineering resources for server setup, white-labeling, brand customization, and deployment, once an order is initiated, it cannot be cancelled or refunded under any circumstances.
- **Support SLA:** All technical support queries will be addressed within 72 hours during standard working days via WhatsApp chat or Email.
- **Demo Policy:** We provide guided walk-throughs of our ready product upon mutual agreement; however, custom features tailored explicitly to your specific business logic will be integrated post-order.

10. Legal Protections & Licensing

To protect the integrity of our source code and bespoke architecture, the project is governed by strict legal frameworks:

Measure	Description
Master Service Agreement (MSA)	A strict MSA will be drafted explicitly defining severe financial penalties for reverse engineering, code extraction, or unauthorized distribution of the application.
Source Code Ownership	Associative retains full intellectual property (IP) and source code ownership of the core architecture until final handover as per contract terms.
EULA & App Store Licensing	Using Apple App Store and Google Play EULAs, the app is legally licensed solely for the client's specific brand and end-users. Repackaging, reselling, or white-labeling the application to third parties is strictly prohibited.
License Definition	Delivery is strictly classified as a "Single-Entity, Non-Transferable, Non-Sublicensable Lifetime License for Internal Business Operations."
Compiled Binaries (Mobile)	Clients receive the compiled, natively built .apk / .aab (Android Kotlin) and .ipa (iOS Swift) binaries exclusively for their own business use.
Compiled Production Build (Web)	Clients receive the compiled, minified, and heavily obfuscated production build of the Next.js/React.js web application. The web source is strictly bound to the client's authorized domain.
API Whitelisting & Obfuscation	Hardcoded, encrypted API tokens ensure the apps can only communicate with the client's registered domain. Native binaries are hardened using ProGuard/R8 (Android) and Apple LLVM obfuscation (iOS) to deter reverse-engineering.