Service Charter

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Development

At Ocluse, we believe that software is not just a tool, but an art form that can inspire, entertain, and educate. Our team of talented developers are always passionate and love to create amazing applications for various platforms and devices. Our vision is to always make software that is easy to use, beautiful to look at and delightful to interact with. Our mission is making software that makes people happy.

Whatever you're looking for, whether it be out of this world or something more grounded, we are here to translate your vision into a reality.

Front End Development

Do you want to create stunning and functional digital products that will wow your customers and boost your brand? Whether you need a website, a mobile app, or a desktop app, we have the expertise and experience to deliver high-quality front end development solutions. We use the latest technologies and best practices to ensure your products are user-friendly, responsive, and secure.

WEBSITES & WEB APPS

For website and web-apps, we offer three tiers for our clients, each designed to carter for all your possible needs. These are:

❖ **Bata tier** – This tier is suitable for very simple websites. They do not contain any visual complexity such as animations, graphics, and transitions.
❖ **Heroe tier** – These websites/web apps feature moderate visual complexity. They may contain sprinkles of animations, graphics, and transitions that is just enough to create a comfortable visual experience for users.
❖ **Tausi tier** – This tier is designed for websites/web apps that want to make an art statement with stunning visual experiences for users. These websites will not shy away from cool animations, transitions, interactions, and graphics.

Tier	Design	Development	Total
Bata	KES 15,000	KES 20,000	KES 35,000
Heroe	KES 30,000	KES 35,000	KES 65,000
Tausi	KES 48,000+	KES 52,000+	KES 100,000+

When do I need websites & web apps?

Web applications and websites are useful for reaching the largest possible audience. Due to their low barrier for entry, they are accessible to the widest audiences possible, as anyone with a browser has access to your platform. Even though they are similar, websites and web applications have some differences.

Normally, a **website** will be a collection of web pages displaying static or dynamic content. This may include text, images, and videos etc, designed to provide information such as blogs, newsletters, contact forms, etc with minimal interactivity and functionality. The emphasis is on *form*. Websites are great if you are looking to:

- Create an online presence for your business or brand.
- Provide information or education to your customers.
- Generate conversions through marketing and advertising.
- Showcase your portfolio or testimonials.

A **web app** is more akin to an application running on a web server/online. They feature more interactivity and functionality, and may have features like user accounts, databases, payment systems etc. The emphasis is on *function*. Web apps are useful on the other when you want to:

- Offer a service or solution to your customer such as e-commerce.
- Enable users to perform tasks or actions online.
- Create a platform or community for your users.
- Enhance user experience or engagement through interactivity or functionality.

MOBILE APPS

For mobile apps, we also offer three tiers for our clients:

- ❖ *Bata tier* – This tier is suitable for simple mobile apps that rely on simple user interface (UI) and user experience (UX) design patterns.
- ❖ *Heroe tier* – This tier is suitable for apps that want to have a modicum level of UI and UX customisation for its users, including animations and graphics.
- ❖ *Tausi tier* – This tier is designed for apps that are looking for highly customised UI and UX experiences, be it complex animations and graphics, building in strong brand identity, etc.

Tier	Design	Development	Total
Bata	KES 8,000	KES 12,000	KES 20,000
Heroe	KES 12,000	KES 35,000	KES 42,000

Tier	Design	Development	Total
Tausi	KES 32,000+	KES 52,000+	KES 84,000+

When do I need mobile apps?

Mobile apps are useful in reaching and engaging your customers or users. They have a decently large audience size and they run on smartphones and tablets. Your users would normally download and install the app from a store such as Google Play and App Store. You may need a mobile app if you want to:

- Provide a native and seamless user experience on mobile devices.
- Access device features, such as cameras, GPS, sensors, etc.
- Deliver personalized and customized services to users.
- Drive user loyalty and retention through push notifications, badges, etc.
- Monetize your platform through in-app purchases, subscriptions, ads etc.

DESKTOP APPS

For desktop apps, we also offer three tiers for our clients:

- ❖ *Bata tier* – This tier is suitable for simple desktop apps with simple UI/UX design patterns.
- ❖ *Heroe tier* – This tier is suitable for apps that want to have a modicum level of UI and UX customisation for its users, including animations and graphics.
- ❖ *Tausi tier* – This tier is designed for apps that are looking for highly customised UI and UX experiences, be it complex animations and graphics, building in strong brand identity, etc.

Tier	Design	Development	Total
Bata	KES 28,000	KES 30,000	KES 58,000
Heroe	KES 36,000	KES 40,000	KES 76,000
Tausi	KES 54,000+	KES 64,000+	KES 118,000+

When do I need desktop apps?

Desktop apps have a narrower audience reach as they require desktop and laptop computers to run. However, they have some great advantages, and you may need such a product when you want to:

- Provide rich and complex UI/UX with multiple windows, menus etc.
- Have more unrestricted access to system resources such as files, folders etc.
- Deliver high-performance and intensive computation processing.
- Work offline or with limited internet connection
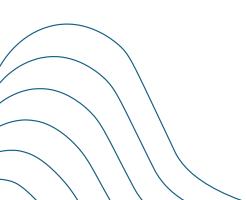- Secure your business logic from unauthorized access or modification.

Backend Development

If you need more than just a pretty interface, Ocluse can also handle the backend development of your digital products. We can build robust and scalable systems that can handle complex data and logic, integrate with various APIs and services, and provide reliable performance and security. We work with a variety of frameworks and languages to suit your needs and preferences.

CORE BACKEND

At the heart of any system, there is always a main backend executing and orchestrating business logic. Different systems have different scopes and requirements. As such, we offer four main tiers for our backend developments:

- *Free tier* – the free tier backend is a designed for very simple backends that have very little to no logic. This tier is only available in a full stack solution (e.g., a backend server for whose main function is to host a website, or the 'math logic' of a calculator app)
- *Basic tier* – this tier is designed for backends that execute simple business logic, with very little integration with any external services. For example, a simple e-commerce website may use such a backend for collecting payments and tracking of inventory.
- *Standard tier* - this is for backends with a fair amount of logic and the occasional integration with external services. For example, a blog website may use such a backend to update blog content, manage its users, and integrate with social media platforms.
- *Robust tier* – this is for backends with extensive amounts of business logic, relying on and serving external services and executing complex computations. For example, an e-commerce platform may use such a backend to take in customer orders, tracking and fulfilling these orders internally, and delivering the order to its customers. All the while managing its employees, resources, finances etc.

Feature	Free	Basic	Standard	Robust
Authentication				
Single User (Admin)	✗	✓	✓	✓
Multiple Users	✗	✗	✓	✓
Role-Based Control	✗	✗	⚠	✓
Open ID (e.g., Google)	✗	✗	✗	✓
Integrations				
Social Media	✗	✗	✓	✓
Money	✗	✓	✓	✓
Communications	✗	✗	✓	✓
Other RESTful	✗	✗	✓	✓
Database				
Free	✓	✓	✗	✗
Simple	✗	✓	✓	✓
Standard	✗	✓	✓	✓
Complex	✗	✗	✓	✓
Cost	**KES 0**	**KES 25,000**	**KES 40,000**	**KES 100,000+**

* Role-based Access Control is for the *Standard Tier* is only supported in the form of single administrative user and multiple standard users.
* These prices are exclusive of feature costs and are only reflective of the development cost of the "core backend" associated with these features.

DATABASE

Your business logic, in addition to creation and manipulation, will likely need to store data in some form. For example, an e-commerce website may modify and persist data about its users, their carts, purchases, and an inventory of stock. This data may be represented by its categories (i.e., tables such as user accounts, payments etc) and relationships (e.g., a user can make multiple payments).

To carter for a wide range of possible scenarios, we sufficiently provide four tiers depending on the complexity of relationships and the number of categories that may arise out of such a database:

Tier	Table Size	Entity Relationships	Total
Free	< 5	< 3	KES 0
Simple	5-20	3-5	KES 2,500
Standard	20-50	5-10	KES 8,000
Complex	50+	10+	KES 15,000

So how much will I be charged?

The amount you will be charged will depend on the maximum threshold combination that your project will require.

For example, consider an e-commerce website with the following tables:

1. Users
2. Products
3. Payments
4. Carts

Even though the database will only have **four tables**, which falls under the free tier, *Carts* have **three relationships**, namely *Users* (the person buying the products), *Products* (the products added to the cart) and *Payments* (for the eventual purchase of items in the cart). This therefore means that such a database will fall under the simple tier, for a charge of KES 2,500.

However, keep in mind that we only consider relationships **meaningful** to your business logic. For example, in the preceding scenario, there is an implicit relationship between a *User* and the *Products* they have previously bought. In this example, we do not account for that relationship, but if your system were to consume such information, such as to track a user's purchasing habits, then we would consider it.
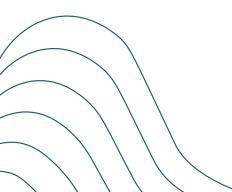
INTERGRATIONS

Just as no man is an island, neither is a backend. Chances are, you will need to integrate your business logic with third-party services. At Ocluse, we support a variety of integrations. Ideally, we can integrate your backend with any RESTful service[1], or any other service provided it is well documented. However, to simplify your experience, we have prepared a table detailing some of the common integrations you may need, as well as their cost.

About	Integration	Cost
Payment Gateway		
Sending and receiving money	Mpesa	KES 8,000
	PayPal	KES 12,000
	Stripe	KES 14,000
	iPayAfrica	KES 10,000
Social Media		
Posting, streaming and user engagement	YouTube	KES 8,000
	Facebook	KES 8,000
	WhatsApp	KES 30,000
	Instagram	KES 10,000

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[1] A RESTful service is any service that relies on a specific web standard (aptly named REST) to expose its API.

About	Integration	Cost
Communications		
Sending SMS, Email	Africa's Talking	KES 10,000
	Chalosoft	KES 10,000
	Twilio	KES 12,000
Other RESTful		KES 20,000+

Hosting

Web Hosting

We can host your website, web app or server on our platforms, ensuring fast and consistent access for your visitors. We offer flexible and scalable hosting options, with features such as SSL certificates, backups, analytics, and more. Don't let your digital products suffer from slow loading times, downtime, or security breaches. We also provide 24/7 support and maintenance to ensure your hosting experience is smooth and hassle-free.

We feature a simple and predictable pay-as-you-go payment plan to ensure that you only pay for what you use:

Feature	Basic	Standard	Premium	Enterprise
Websites, Web Apps or APIs	1	2	5	20
Databases	2	4	10	40
Storage	1GB	5GB	10GB	50GB
Daily pay-as-you-go	KES 40	KES 60	✗	✗
1 Month Reserved	KES 1,000	KES 1,600	KES 2,700	KES 7,500
1 Year Reserved (16% Discount)	KES 10,000	KES 16,000	KES 27,000	KES 75,000

＊ Customers who have developed with us may receive loyalty discounts depending on the scope of procured services.
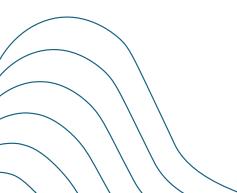
Mail Hosting

We can also host your email accounts, giving you a professional and personalized domain name for your business communications. We offer reliable, secure, and affordable hosting services for your all mail needs.

Tier	Storage Max	Monthly (Per User)	Annually (16% Discount)
Basic	1GB	KES 100	KES 1,000

Tier	Storage Max	Monthly (Per User)	Annually (16% Discount)
Standard	5GB	KES 300	KES 3,000
Premium	10GB	KES 500	KES 5,000

* An additional monthly cost of KES 50 is incurred for exceeding the Premium Tier maximum storage.

Logo & Branding

A logo is more than just a symbol. It's the face of your business, the first impression you make on your customers, and the foundation of your brand identity. That's why you need a logo that reflects your vision, values, and personality. Here at The Ocluse, we can help you design a logo that is unique, memorable, and impactful. We can also help you create a consistent and coherent branding strategy that covers everything from your colour scheme, typography, graphics, to your desired brand tone.

Whether you need a logo for a new venture or a rebranding for an existing one, we have a team of talented creatives who can work with you to understand your business, target audience, and competitors. We can then craft a logo and branding package that suits your style, industry, and market.

To do this effectively, we have tiered our services depending on the size and scope of your brand:

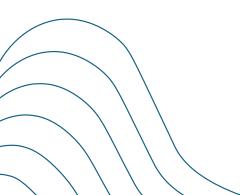| Aspect	Small	Medium	Large	Massive
Logo fixed	KES 10,000	KES 25,000	KES 100,000	KES 500,000
Free Iterations	2	2	3	5
Each Additional Iteration	KES 7,000	KES 20,000	KES 50,000	KES 200,000
Brand Identity Development	KES 15,000	KES 25,000	KES 100,000	KES 500,000

∗ We also include some after-care services such as creating letterheads, print templates and business card designs for free.

Consultancy

Sometimes you need more than just a service provider. You need a partner who can advise you on the best strategies and solutions for your digital needs. Ocluse can be that partner for you. We offer consultancy services that cover various aspects of digital development, such as planning, design, testing, deployment, optimization, and more. We can help you identify your challenges, opportunities, and goals, and provide you with practical and effective recommendations.

Whether you need a one-time consultation or an ongoing collaboration, Ocluse can provide you with valuable insights and guidance. We have a team of experts who have extensive knowledge and experience in various fields and domains. We can help you solve problems, improve processes, enhance user experience, increase conversions, and achieve success.

Due to the fluid nature of client requirements, we have opted not to provide a fixed charge for this service. Instead, we will provide you with a custom and satisfactory quotation for your specific needs with a base charge of **KES 20,000**.

Authorizations

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