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INTRODUCTION

This technical document will try to explain the total output of what you should expect after **WeberFlix** finish **rebuilding** and publishing **Your Official Website** to the Internet.

At **WeberFlix**, we provide comprehensive **RESPONSIVE WEBSITE DESIGN** and development services for small to large-sized businesses. We build anything from responsive website designs for highly recognizable product brands to data-driven web-based systems.

Our web development work combines elegant design with fast download time and easy-to-use navigation. We follow a Process Oriented Development Methodology with the application of content management solution designed to minimize project risks and development time. A professionally done web site brings in greater profits, attracts more visitors and helps to get in touch with the right partners. All these cannot be achieved without effective web development strategies.

Our team of professionals will draw up a coherent web development plan, which will reveal the fundamental nature of your objectives and differentiate you from other similar Internet presence but keeping consistency of your corporate identity and international standards.

STATEMENT OF WORK

Build Responsive **Website** for **Abay Bank S.C.** *with a modern, clean, organized*, and *professional looking* site based on **Web Accessibility** and **Technical Guidelines** set by the **WWWC (World Wide Web Consortium).** The web site is a necessity to maintain an international and local presence in the World Wide Web to successfully organize, conduct and share information with general public.

We will recommend to use fonts and brand guild lines set by the parent company with update which suite the Ethiopian community.

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The website must provide a creative, easy-to-use experience for users while presenting products & service that does not expose the assembly to online risk or litigation, affect user experience, or drive up site operational costs.

WebeFlix aim to deliver the development objectives of your **websites** with the following development standards:

- **Communication Standards:** Develop a platform for use as an information gateway and a means to improve communication and information.

- **Web Development Standard:** Incorporate the latest and cost-effective development methods & standards for *Search Engine Optimization*, enable *Low Bandwidth Browsing*, *Responsive Website Design*, *Cross Browser compatibility*, *Social Media integration*, and other related functionality.

- **Organization Standards:** Develop and maintain consistent look and feel to present unified feel and look.

- **Security:** Integrate the high-end security assurance architectures to the website development and implementation to protect it from any known or unknown online attacks by that guaranteeing the secrecy and encryption of information for unwanted bodies.

- **Accessibility:** Ensure that site is easy to use and meets requirements of statutes mandating access for users and to those using different connection devices/speeds.

- **Site Integrity:** Avoid broken links, misspellings, slow or deep pages; Provide successful search capabilities (completed keywords, descriptions, titles, alt attributes, etc.); Verify compatibility with majority of users' browsers. Site quality problems may cause users to abandon their research and move on.

- **Privacy:** Ensure that website maintains privacy of users' information in accordance with relevant laws governing personal data.

- **External Content:** Verify that all links to external websites are suitable for the web site (no negative or sensitive content, no negative or sensitive endorsement, etc.)

We work closely with your team while building your web site so that it will give the right message to your audience.

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Our Key points in Web Development are:

- **Technical Expertise** that enables us to develop cost effective yet robust solutions
- **Expertise across complete project life cycle** analysis, concept, development, production, implementation, maintenance and support
- **Regular and Excellent Communication Skills** for easier interaction and communication during project life cycle
- **Adherence to the standards** in software development.
- **Our Process-oriented** content management development solution to ensure timely delivery and bug free solutions
- **Development Cost Optimization** by seamless integration of open source or third party components and custom developed code without compromising quality and your requirements
- **Expertise with prevalent development** tools and technologies
- **Commitment** to establish long term relationships with customers

APPROACH AND METHODOLOGY

We approach each project as a **True Collaboration** in ideation -- the process of creating new Ideas. We offer our expertise and guidance whenever needed to ensure that the entire process is as smooth and enjoyable as possible. **WebeFlix** commitment to quality is with you from concept through to post-implementation support so you can sleep well both during and after the development process.

We believe the ideation process begins the moment we connect with our clients. Our goal is to provide strategies and solutions that go beyond the expected. To make sure we deliver, we embrace the ideation process. Through this process listen hard to our customer's goals (and then listen again).

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RESPONSIVE WEBSITE

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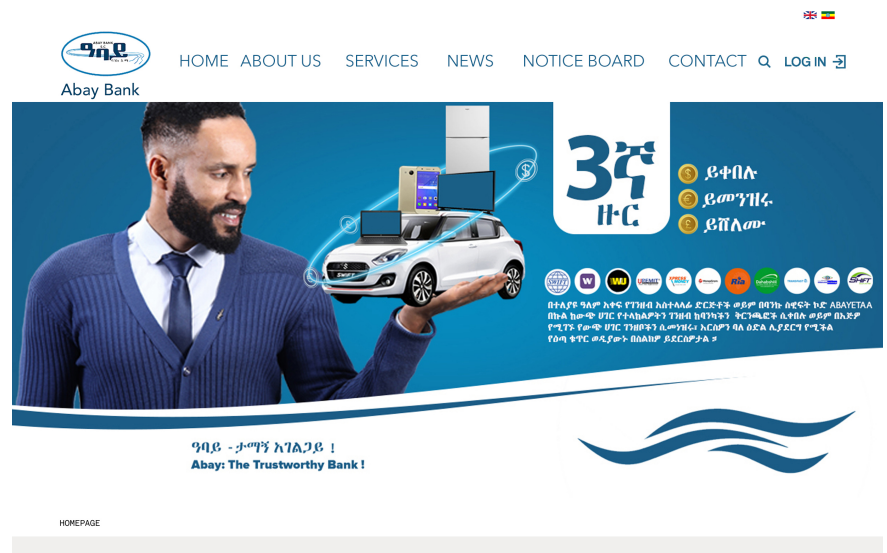
Any web development starts with working out web design concepts and ends with strategic positioning on the Internet, which leads your site to success.

Our Team of professionals will draw up a coherent web development plan, which will reveal the fundamental nature of your objectives and differentiate you from other similar Internet presence but keeping consistency of your corporate identity and international standards.

We believe design is both how it **looks** and **what it does**. Our design process is extensive, covering everything from wire framing & user flows all the way through to the front-end experience. Our design tells your story, and ensures a beautiful user experience.

Design Concept

Our Web Design department for your organization to choose what suits best and select your interest will provide design concept. **WebeFlix** will provide design concepts (Template Options). (Please refer to the full design concept attached with this document)

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Interactivity

Without interactivity, a Website is purely a book online. Interactive sites capture user details online and monitor what users do inside the system. The more visitors can interact and 'do things' on the site, the more likely they are to revisit.

The importance of having visitors return is found in the statistic that people will buy from you after an average of seven previous visits.

Information Structure

A clear, crisp view of the information on the site is paramount in relation to finding specific information on a site. At this early stage, we would anticipate the use of databases to store articles and information of interest. To provide major benefit to the business, the site should have significant amounts of information available to the user.

Optimized for Search Engines

We work with our clients to ensure optimal **Search Engine Optimization (SEO**) when building websites. SEO has as much to do with your websites' content as it does the website's organization and programming. There is no silver bullet that will immediately move a website to the top of search results, but WeberFlix will ensure that your website is built in such a way that search engines will be able to read your content. We do this by following best practices that allow us to maximize the presence of your website in the major search engines like Google, Yahoo, and Bing.

Web Statics and Google Analytics

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic. Powerful, flexible and easy-to-use features let you see and analyze your traffic data in an entirely new way. **Abay Bank S.C.** websites will be integrated with Google analytics monitoring to measure and record the hits on the new designed website. We will provide website administrator with yearly, monthly and daily website statistics on number of unique visitors, specific page hits, origin of

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visitors, keywords searched and documents downloaded. This will allow us to get a deep insight into user activity on the website.

For more information please visit Google analytics official website http://www.google.com/analytics.

FAST LOADING

The biggest single reason visitors do not stay at a Website is that it takes too long to load - that is the time it takes for the page to appear on the computer screen. The site needs to be designed around the premise of '*loading*' as quickly as possible.

To achieve this we will ensure a strong text base for the pages (text loads very, very quickly). When photographs are used, we will tailor them to be the appropriate size and structure to ensure that they load within an appropriate timeframe with slow internet connection.

MULTILINGUAL WEB SITE

Your website will be built in such way that it you will be able to display your website content on different languages of your choice. Your team will be able to easily edit every page in every language which majorly consists of English and Amharic, so nothing gets lost in translation.

MEDIA GALLERY

Your website will be able to display multimedia files like videos and images easily. Your IT team will be able easily uploaded video and images to the website easily. Media gallery lets you add photos and videos in rows and columns. This allows you to display more photo / videos s in less space while also making it easier for users to browse them.

INTERACTIVE MAPS

Your website will be able show and interactive maps.

Interactive maps are an incredibly useful way to share information on a particular region or location, because they're both engaging and attractive. Furthermore, they're interactive, allowing users to pan,

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zoom, scroll and even play around with a map layout. It's easy to see why a feature like this is so promising on the user side of things. User, for example, can find the closest branch near them.

SOCIAL MEDIA INTEGRATION

While it can be difficult to keep up with the ever-changing social landscape, a basic understanding and implementation of the different platforms available can get big results. Companies of all sizes are taking advantage of the free publicity and word-of-mouth that social media can offer them.

With the deployment of social media integration in the client websites by the web designing companies generate ample traffic to it. In various surveys it is shown that a large number of people use social networking websites regularly all over the world irrespective of their age and gender. Ads on these social networking sites attract many users and therefore they return to your websites and thus leading the sales generation.

Deployment of social networking websites on the client's websites also increases the chance of the websites rating in the Google.

Site Integration with Facebook

With More than **2 billion users** worldwide including like, recommend, share button in your site and crating official page on Facebook is a must have design and development step. **Abay Bank S.C.** official websites will be integrated with Facebook.

Site Integration with YouTube

YouTube is becoming one of the best means of spreading the word. YouTube used by organizations to show case the task and projects they are working on and the progress they are achieving.

Site Integration with Twitter

How can an event create a unique social media experience? Use Twitter to integrate users' experiences from your webinar, sales conference or other events?

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BROWSER COMPATIBILITY

The site needs to be compatible for viewing across a wide range of user platforms and browser software. We will test the site with many different browsers with different versions to ensure that the vast majority of visitors can see the site quickly and easily.

The website will be compatible with

- Internet Explorer (versions 10 and up),
- Firefox (version 29.x),
- Chrome (version 35.x),
- Safari (version 10.x) and
- Opera (version 38.x

We no longer recommend testing or optimizing websites for Internet Explorer 6, 7 and 8. We can do so if a client requires this level of backwards compatibility. However, it is important to note that this effort will increase the prices quoted in this proposal.

SITEMAP

The website will provide a sitemap and index to assist users in assessing the content on the website and to help them find information they are looking for.

PROPOSED SITE FLOW [*subject to ongoing consultation*]

At this stage, we anticipate a site that is developed using both 'normal' Web pages and a database component. The database component means that visitors will be able to be led through the site according to the qualifying and searching you want them to make.

The development of any Website is an ever-changing process. The flow chart detailed below is indicative only and is based tender document obtained from your office.

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- Home
  - o Introduction about your organization
  - o Promotion of all sectors/services your organization on the home page with intensive, creative graphics, text and pictures.
  - o Newsflash section. This can be used for the general organizational news and special activities you want to promote.
  - o Generally, the who, what, where, how, etc.
- About Abay Bank S.C.
  - o History
  - o Mission and Vision
  - o Our work
  - o Board members and Management
- Our Service
- Notice Board
- Gallery
- News & Events (Blog)
- Jobs / Tenders
- Contact Us
  - o Enable site visitor to send you email message
  - o Display you head office location using Google map

ADMINISTRATION OF WEBSITES

Your website will be built in such way that updating your website content will be done by you or your employee easily. You can have multiple administrators manage your site. For more information, will be available on **your website management manual** which will provide you after completion of your training on how to manage your website.

WeberFlix will develop the website based on two primary classifications of user groups. The classifications are primarily

- o Front-end
- o Back end user groups

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Front end users are only allowed to log in using the public facing side of the website. Back-end users are allowed to log in on the administrative side of the web site. As a result, these users are also referred to as administrative users, or admins. Back-end users are further separated into 3 groups:

- o Managers
- o Administrators
- o Super Administrators

The most privileged of these users belong to the Super Administrator group. Super Administrators have the highest privilege level and can make changes or add new features, create user, change passwords or content /product to any section of the web app. If required the website may have more than one designated Super Administrator.

SEPARATE ACL [ACCESS CONTROL LIST] FOR VIEWING AND DOING

The ACL system can be thought of as being divided into two completely separate systems. One system control what things on the site users can view. The other controls what things users can do (what actions a user can take). The ACL for each is set up differently.

CONTROLLING WHAT USERS CAN SEE

The setup for controlling what users can see is done as follows:

- Create the different User Groups required for the site. Each Group can be thought of as a role that a user will have for the site. Keep in mind that one User can be a member of one or more Groups. If
  desired, groups can have parent groups. In this case, they automatically inherit the Access Levels of the parent group.
- Create the set of Access Levels required for the site. This could be a small number or a large number depending on the number of different groups and how many categories of items there are. Assign each Access Level to one or more of the User Groups created in step 1.
- Assign each item to be viewed to one Access Level. Items include content items (articles, contacts, and so on), menu items, and modules.

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Any time a user is about to view an item on a page, the program checks whether the user has access to the item, as follows:

- Creates a list of all the Access Levels that the User has access to, based on all Groups that the User belongs to. Also, if a group has a parent group, access levels for the parent group are also included in the list.
- Checks whether the Access Level for the item (article, module, menu item, and so on) is on that list. If yes, then the item is displayed to the user. If no, then the item is not displayed.

Note that Access Levels are set separately for each Group and are not inherited from a group's parent group.

CONTROLLING WHAT USERS CAN DO

The system for setting up what users can do -- what actions they can take on a given item -- is set up with the Permissions tab of Global Configuration and the Permissions tab of the Options screen of each component. Permissions can also be set up at the Category level for core components and at the Article level for articles.

Note that this set up is independent of the setup for viewing.

When a user wants to initiate a specific action against a component item (for example, edit an article), the system checks the permission for this combination of user, item, and action. If it is allowed, then the user can proceed. Otherwise, the action is not allowed.

TESTING

Thorough testing is an integral part of WeberFlix 's approach to website development and one of the final phases. We test the Internet-based systems we develop for browser compatibility, HTML syntax and CSS validation, and functional operation and accuracy. Each of these different test areas enable WeberFlix to ensure that the systems

we develop are bug-free, meet client expectations and fulfill end users' functional and aesthetic needs. WeberFlix performs both automated and manual testing on the websites that we develop.

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DEPLOYMENT AND MAINTENANCE

Deployment starts after the website is appropriately tested, is approved for realize and will deployed on the online server and the website will be ready for use. After the website start to operate will definitely undergo change once it is delivered to the user.

Hosting Plans Feature	Enterprise
Storage Space	*20 GB*
Bandwidth	*Unlimited*
Email	*Unlimited*
SSL Certificate	√
Enterprise level SSD	√
Malware and Spam Protection	√
Latest Cpanel	√
PHP 5.4 ... 7.3	√
Automated Backup	√
Website Migration from Another Service Provider	√

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TRAINING AND DOCUMENTATION

It has been repeatedly mentioned that the use of ICT in our business has become mandatory yet many organization who have tried to automate their business haven't ripped off the benefits they were promised. The reason for that can vary from places to places but it's common to observe that requirement gaps, usability and performance, user's readiness, incoherent training and knowledge transfer, lack of continues support and maintenance being mentioned regularly.

We will work with you to ensure that the various members of your organization fully understand how to use the **content management system** and **are comfortable utilizing the system to its fullest capacity**. We find that the average layperson can gain a solid understanding of how to use the publishing platform to perform content entry tasks in **2-3 group training sessions** (when paired with regular use of the system). We prefer to limit training groups to a maximum of five attendees to ensure an optimal training environment that encourages dialogue between the trainer and trainees.

WeberFlix takes pride in our professional approach to client education and training. We constantly work to improve our training methodology.

SCHEDULE

The web development will automatically start on the day the agreement is signed between Partnership **Abay Bank S.C. and WeberFlix.** We are proposing to finish the project on **45 Working Days**. Below is the detailed scheduling for the development, review and submission [online uploading] of the website. The development of the website will take a total of **45 working days** the **46th** date being **submission date**. Please refer schedule table on the next page for detailed time division.

Task	Description	Day 01	Day 02	Day 05	Day 06	Day 08	Day 10	Day 15	Day 20	Day 25	Day 30	Day 35	Day 38	Day 40	Day 43	Day 45
	First Meeting with team members	■														
	Specify Web structure and content of the Layout		■	■												
	Specify Website Requirement			■	■											
	Design Website design Concept					■	■									

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Gantt chart tasks:

- **Finalize the design Concept**
- **Approved the Final design Concept**
- **Content management system driven**
- **Custom Responsive Website template**
- **Web development**
- **Image gallery**
- **Rotating header banners**
- **Contact enquiries form**
- **Custom forms**
- **Social Media Integration**
- **Video support**
- **Content Insertion**
- **Training**
- **Search engine optimization**
- **Testing**
- **Publishing the site on the web ***

****Schedule might change based on new feature requests by you****

SUPPORT AND WARRANTY

WeberFlix will provide total support and maintenance service for the Website. WeberFlix will use suitable technical staff able to perform and complete the support operation and maintenance works for website for a **period of one year (12 Gregorian Months)** starting after the final takeover.

The following are the main tasks that shall be carried out by the team as part of the technical support and maintenance activities.

- Supporting the users in case they confront any type of problems and obstacles relating to the use of the developed Website.

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- Supporting the administrative users in case they confront any type of problems and obstacles relating to the administration of the website.

TOOLS

WeberFlix will use tools described below that will enhance the website during **Development** and **Maintenance of** Abay Bank S.C. S.C. website.

- Web Developer add-on for Firefox will help validate pages for accessibility.
- Web Accessibility Tool bar for Internet Explorer
- Color contrast checking for images and pages
- HTML validator
- CSS validator
- Link checkers
- Accessibility checkers

CONCLUSION

WeberFlix is highly enthusiastic about the opportunity to work with Abay Bank S.C. on this project. In short, WeberFlix has a proven track record of providing organizations with high quality solutions that are effective and easy to manage.

WeberFlix is the right choice Abay Bank S.C. is looking for a company and a team that can ensure quality and provide high-touch service tailored to client and end user needs. We look forward to working with Abay Bank S.C. on this exciting project and welcome any questions in regard to this proposal.

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