March 20, 2020

<div align="right">
Group 2
INFO8440 Junior Business Analysts
Conestoga College
</div>

Billy Bob
CEO
CDL Technologies

Re: Website Final solution report

Group 2 (HS, DS, BS, SM, AP) INFO8440 Junior Business Analysts, Conestoga College would like to present the Final Solution Report highlighting the key elements and tools explaining the end solution of the website being developed for CDL (Conestoga Design Limited).

Group 2 would like to request CDL to go through these documents to get an insight on the end solution for the website to be developed.

This is intended for informational purpose only.

Enclosed in this document are:

- ✞ Document History chart
- ✞ Current State
- ✞ Future State
- ✞ Implementation
- ✞ Project plan documentation
- ✞ Risks and mitigation technques

Regards,
Group 2 INFO8440 Junior Business Analysts

PROJECT 2- FINAL PROJECT

Project Management Document – Team 2

HARJOT SINGH(HS), SUNEEL KUMAR MAURYA(SM), DEVANGI SHAH(DS), BHUPINDER SINGH(BS), AKSHAY KUMAR PENDAM(AK) VERSION 1:0

Document History

SNO.	Deliverables	Version	Date	Description	Author
1	History of CDL	1.0	2020-02-25		HS
2	Stakeholders involved	1.0	2020-02-25		HS
3	Current Business Challenges	1.0	2020-02-25		HS
4	Brand(s) involved	1.0	2020-02-26		HS
5	The AS-IS Principles of CDL	1.0	2020-02-25		DS
6	Scope	0.5	2020-02-29		SM
		0.6	2020-03-06	Added more project deliverables	HS
		1.0	2020-03-06	Corrected Activities to perform the deliverables	DS
7	Team Contract	0.5	2020-03-06		BS
		1.0	2020-03-06	Corrected few errors in contract	AP
8	Team Structure	0.5	2020-03-06		BS
		1.0	2020-03-06	Re formatted the design	SM
9	Work Breakdown Structure	0.5	2020-02-25		SM
		1.0	2020-03-03	Added elements in the planning section	HS
10	Risk and Mitigation Plan	1.0	2020-03-04		AP
11	Style Guide	1.0	2020-03-04		BS
12	Team Performance and Management	0.5	2020-03-04		SM
13	Project Measure of Success	1.0	2020-03-06		DS
14	Assumptions	1.0	2020-03-04		AP

Contents

Current State

Executive Summary

The CDL First point of Contact/Website project looks forward to build and provide a new website for the company in order to help the organization establish an online presence in the market and expand its customer base by building a better brand image. The new website is intended to replace the old website which does not have correct and adequate information/functionality causing it to drive potential customers away from CDL

Client Background

History of CDL

Conestoga Design Ltd (CDL) is a mid-size business that has been profitably making and selling Medical

Imaging Equipment for more than two decades. CDL has been servicing market of medical clinics in Ontario and North-Eastern US and has been able to consistently maintain a stable and respected position in the market over the last 20 years.

After analyzing the market trends and extensive research 2 years ago, CDL came up with a business idea of stepping into the market of Wearable Fitness Trackers. CDL sidetracked from making Medical Imaging Equipment and invested their time and resources to ensure the tracker was of great quality. This business Idea proved to be a great success in the beginning and the Tracker Unit was well accepted and appreciated by the market which resulted in great sales and profit for the Organization.

Stakeholders Involved

Executive Team of CDL

- Billy Bob: CEO
- Marketing Vice President
- Human Resources Vice President
- IT Vice President
- Finance Vice President
- Manufacturing Vice President
- Facilities Vice President

INFO8440 ITBAs

- Karen Eakins: Senior BA
- Harjot Singh: Program Manager/Junior BA
- Devangi Shah: Project Manager/Junior BA
- Bhupinder Singh: Junior BA
- Suneel Maurya: Junior BA
- Akshay Kumar Pendam: Junior BA

Current Business challenges of CDL

However, few months after the launch of the Wearable Tracker Unit, CDL realized that the sales were starting to fall, and profit started to decrease. Since then, CLD has been facing a Crisis and struggling to maintain their Position in the Market and the Industry.

CDL has an existing website but its existence is of no use to CDL as it is not serving as an asset to the organization. The existing website has no useful information and is not up to date.

Some of the key points include:

- Outdated current website
- No online marketing strategies
- Traditional marketing strategies are not efficient enough
- Lack of dedicated team for website management and maintenance

Brands Involved

- **Conestoga Design Limited**
  Currently facing business crisis and struggling to maintain their position in the market
- **INFO8440 IT Business Analysts**
  Currently working to provide an optimal solution to CDL in order to fulfill their needs regarding the Executive Dashboard requirements.
- **CDL TrackR**
  CDLs fitness tracker unit.
- **CDL Medical Imaging Equipment**
  Equipment made by CDL for use by various medical institutes for medical imaging and scanning.

The AS-Is Principles of CDL

CDL has been using Traditional Marketing approaches and strategies since beginning which served them well in the past but is not enough to compete efficiently in the market today. Not having a website or any online presence has served as a major reason for losing their overall presence in the Market which led to major drop in sales and profits.

CDL has now approached a team of INFO8440 ITBAs in order to obtain a solution for their current situation and crisis so that the organization can be brought back on track.

Assessment of CDL Employees

To better know how well CDL Employees knows about website technologies and services, survey activity was taken to understand the needs and requirements. According to the data collected, it has been seen that the production, facility and IT are ready to accept the change but they require proper training for computer skills which they are missing. Furthermore, they don't have enough research work knowledge for online website. It has also seen that some employees are not co-operative with other employees. These issues are addressed in an efficient manner so that proper training is given to CDL employees.

Assessment Data

Questions
1. Mark up your Designation

2. How much knowledge do you have about website?

3. How would you rate yourself in knowing technical skills?

4. How often do you purchase online?

5. Did you research any product online for review?

6. Do you believe in buying online?

7. Do you feel secured while buying online?

8. How willing are you to accept the change?

9. Any ideas that you would suggest for website

Reponses:
(1=Low, 5=High)

	Facilities VP	Production VP	IT VP
1	1	1	1
2	1	3	5
3	1	2	5
4	1	2	4
5	1	2	
6		3	5
7	1	2	5
8	1	2	4

Outcome for employees in need of Training:

Facilities VP:

• Cannot be co-operative while implementing strategies

• Aware of company business goals, objectives and strategies

• No knowledge of computer peripherals

• Is not aware of FAQ's

Production VP:

• Strongly coordinated approaches to incorporate

• Expects Facilities and IT teams to understand business goals, objectives and strategies

• Accurate in evaluating numbers

• Knows basic computer skills

• Has knowledge of all the metrics of the company

Opinions of all 6 executive about change (PV):
As CDL decided to develop a website, employees of CDL shared their opinions of how supportive or difference in thought they possess.

Marketing VP

Marketing Head is a very Cooperative person, willing to support change
It wants a change management system in the company and suggests that HR and facilities

 should be more cooperative and supportive.

HR VP

HR Head doesn't seem to be very cooperative, he doesn't want to develop any ecommerce

system for the process, but he's comfortable with the change.

Facilities VP

The Head of Facilities does not seem to be very cooperative, is not conducive

to change and is willing to accept it only if the finance department supports it.

Finance VP

Finance VP is a cooperative person who knows the root cause of the problems faced by the TRA CKR company. It is not conducive to change, and it has been pushed by the management.

Production VP

Production lead is assertive person, he is willing to work with others. He is also conducive to change and suggest training facility for the company.

IT VP

The IT head is a cooperative person, has a positive interest in the decision and is conducive to change but has been pushed by the stakeholders.

SWOT Analysis

Strengths
- Customer driven structure and information
- Relevant substances which are meaningful to the organization
- Quick and basic check-out process
- Effective suggestions to act

Weakness
- Inefficient and perplexing structure
- Long checkout process
- Powerless or concealed invitations to act
- Old and inadequate structure

Opportunities

- New advancements to improve customer experience
- New and undiscovered markets
- New market Strategy implementations and specialties
- Increasingly productive advertising strategies
- Positive changes in socio-cultural components

Threats

- Customers/Retailers not willing to accept changes
- New rules and regulations
- Spam and unwanted advertising
- Constantly changing customer requirements
- Scope not implemented properly
- Possibility of technical bugs

USE Cases

CDL Website

Use Case Diagram
Version 1.0
Date: -03/19/20
TEAM 2
Project 2- INFO8440

Log In
Enter Details
<<include>>
View Details
<<include>>

Customer

Shop Products

Payment managing

Finance Lead

Track Sales
<<include>>

FAQ's
<<include>>

Retailers

Query handling
<<include>>

Website upgradtion

Marketing

Maintenance
<<include>>

Technical issue handling

Developer

Authentication of Website
<<include>>

Shipping

Production Lead

Quality check

User Management

IT Lead

Usecase.vsdx

USE CASE #1	Log In	
Goal in Context	To be able to access the website	
Scope & Level	Primary	
Preconditions	The website login is successful	
Success End Condition	Logged In	
Failed End Condition	Error Message describing the reason for not able to Login	
Primary, Secondary Actors	Primary Actor: Customers	
Trigger	Open the website and click login	
DESCRIPTION	Step	Action
	1	Open the Website
	2	Click Login
EXTENSIONS	Step	Branching Action
	1a	To be able to enter the details: <<Includes>>: Enter Details
	1b	To be able to view the details: <<Includes>>: View Details

USE CASE #2	Query Handling	
Goal in Context	To be able to handle the queries given by the customers	
Scope & Level	Primary	
Preconditions	Query or problem is been detected by the customer	
Success End Condition	Query been solved	
Failed End Condition	Customer describing about query as a complain	
Primary, Secondary Actors	Primary Actor: Marketing	
Trigger	When a customer complains about the website	
DESCRIPTION	Step	Action
	1	Customer comes up with query or problem
	2	Customers detects to the FAQ
	3	FAQ tries to solve it with providing steps to customers
EXTENSIONS	Step	Branching Action
	1a	To be able to solve the query of customers by giving them easy guide of steps in responses: <<Includes>>: FAQ's

USE CASE #3	Shipping	
Goal in Context	To be able to ship the products properly when required	
Scope & Level	Primary	
Preconditions	Shipping of products are done properly when required	
Success End Condition	Shipping done	
Failed End Condition	Problem in shipping leads to problem in production work	
Primary, Secondary Actors	Primary Actor: Production Lead	
Trigger	Production lead checks for the shipping of products, if required or not	
DESCRIPTION	Step	Action
	1	Production lead checks for the selling of products
	2	If there's an order then production ships the product accordingly

USE CASE #4	Payment Managing	
Goal in Context	To be able to manage the process of payment	
Scope & Level	Primary	
Preconditions	Payment is received successfully	
Success End Condition	Payment received	
Failed End Condition	Error Message describing the reason for payment not done	
Primary, Secondary Actors	Primary Actor: Finance Team	
Trigger	Finance team receives payment for product purchased by the customer	
DESCRIPTION	Step	Action
	1	Customer buys product
	2	Does payment for the product purchased
EXTENSIONS	Step	Branching Action
	1a	To be able to view the details of the customer who purchased the product: <<Includes>>: Track Sales

USE CASE #5	Website Upgradation	
Goal in Context	To be able to brings changes to website when required	
Scope & Level	Primary	
Preconditions	Website already have an older version	
Success End Condition	Website is upgraded	
Failed End Condition	Error Message describing the reason for not being able to upgrade	
Primary, Secondary Actors	Primary Actor: Developer	
Trigger	Another website version is to be developed by the developer	
DESCRIPTION	Step	Action
	1	Website changes are decided to make
	2	Changes are implemented and new version is prepared
EXTENSIONS	Step	Branching Action
	1a	To be able to maintain the working of website without any issues <<Includes>>: Maintenance

USE CASE #6	Authentication of Website	
Goal in Context	To be able to access the website securely and without any issues	
Scope & Level	Primary	
Preconditions	Issue is detected in website	
Success End Condition	Website is safe to use	
Failed End Condition	Error showing while any task is performed on website	
Primary, Secondary Actors	Primary Actor: IT Lead	
Trigger	Issue has been detected in website	
DESCRIPTION	Step	Action
	1	Issue is detected in website
	2	IT Team tries to resolve the issue
	3	Issue is now solved and the website is safe to use
EXTENSIONS	Step	Branching Action
	1a	To be able to use the website securely and maintaining it: <<Includes>>: Maintenance

Project Management Documents

Gantt Chart

Gantt Chart .xlsx

RACI Matrix

W20 - Team 2 -
INFO8440 - Project 2

Future State

Known Client Requirements

Analyzing and considering the current situation of CDL, the organization is in need of a solution to improv their current status and presence in the market and business. Following are some requirements of the business in order to bring it back on track:

- A website for online presence and First point of contact for customers and end users
- Improvements in the Call Center operations of the company for better customer service
- Improvements in internal communication within the organization for better functioning
- Marketing strategies through social media for better presence in the market

Medical Imaging Marketing Group's Website Ideas

Below mentioned are some ideas proposed by the medical imaging marketing group. Implementation of these ideas will be discussed in detail in the Implementation section further in this document.

- Listing all products and services on the website.
- Enabling end users/customers to contact through the website
- FAQ and Troubleshooting pages
- Online Social Media Marketing/Advertisements
- Search Engine Optimization

TrackR App Upgrade Team Website Ideas

Below Mentioned are the requests/ideas presented by the TrackR App Upgrade Team for the website/solution which care further explained in detail in Implementation section.

- TrackR FAQs Page
- Online chat support for customers and end users
- Wide bandwidth for the website in order to support high traffic on the website for online chat support and queries

ITBA Team Website Suggestions

After considering various requirements and suggestions provided by CDL and analyzing various market trends in the industry after extensive research, Team 2 ITBA has come to a decision of suggesting the following solution to CDL for their current problems.

- **Informational Website**
  An Informational website which will act as first point of contact for the customers and end-users and provide them with all the information they need through a minimalist experience.
- **Online Chat Support**
  Online Chat Support for the Customers/end-users in order to response to their queries and efficiently solve their issues providing them exceptional after-sales and general customer service.
- **Social Media marketing**
  Online promotions and Social media marketing solutions for the website in order to increase the website's visibility on the web and improve the market presence of CDL
- **Search Engine Optimization**
  This will help improve the search result visibly and increase the chances of the website being shown as a result of a relevant search.
- **Training Plan for Employees**
  We are suggesting training for executives and employees to make them understand the importance of having a website and maintaining it efficiently
- **Hiring Staff for website build and maintenance**
  CDL will be required to hire a group of workers to build and maintain the website over time. The RFQ for having those associates will be enclosed further in this solution document.

Along with providing these suggestions for the solution Group 2 would also like to highlight that the website will need regular maintenance in order for it to show best results in growing the online presence of the company. Maintaining the website in future will be an integral part of this project.

Website Draft

Prototype

The prototype of the website is intended to show the design idea of the website and depict how it will act and look from the viewer's perspective. The website includes various pages which are shown and explained in detail below:

1. **Home Page:**
   This is the home page of the website and will act as a welcome page for the customers or the website visitors. This will have a menu at the top which will allow the viewer to navigate across different pages of the website using various buttons.
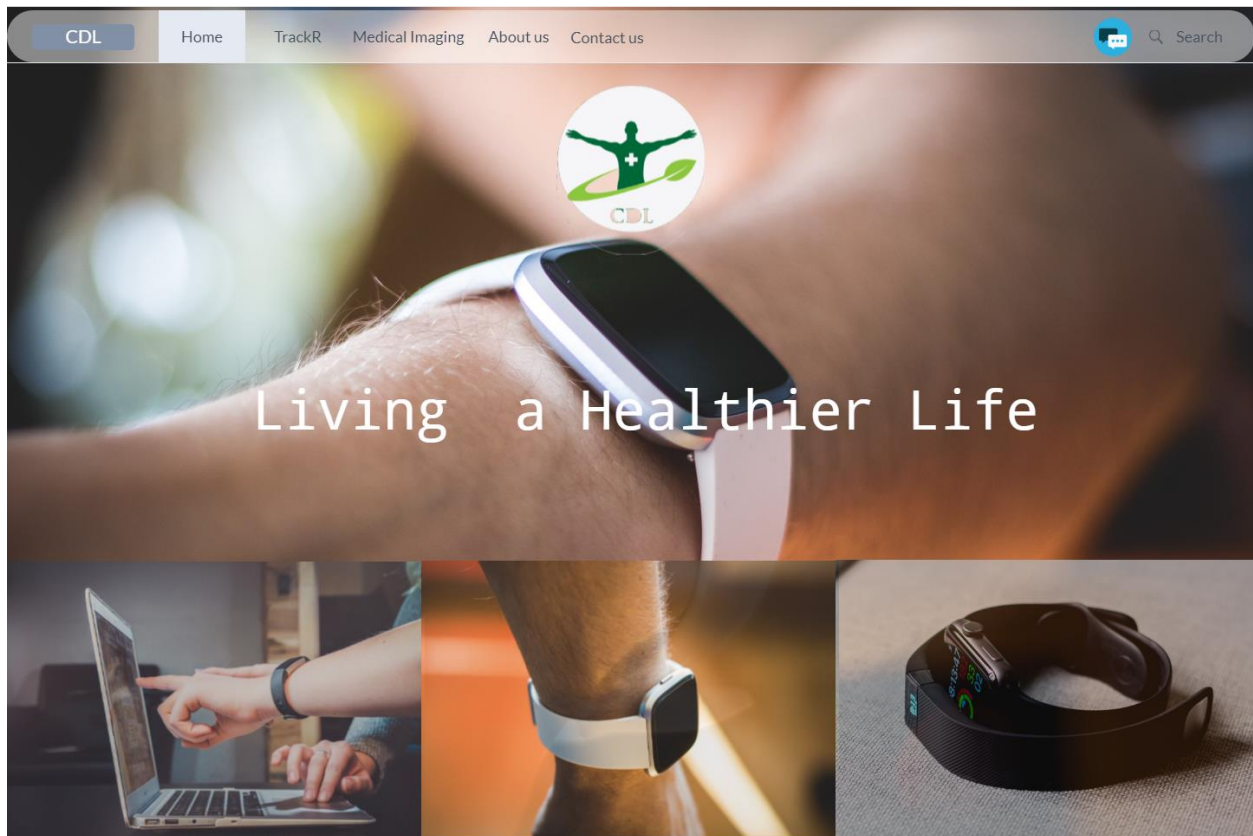
2. **TrackR Page:**

This webpage of the website will show the 3 different kinds of fitness trackers that the company manufactures and sells. This will contain all the necessary detail about them which will allow the customers to know about these products in detail. It will also have instructions on how to pair and use the device with the TrackR mobile application.
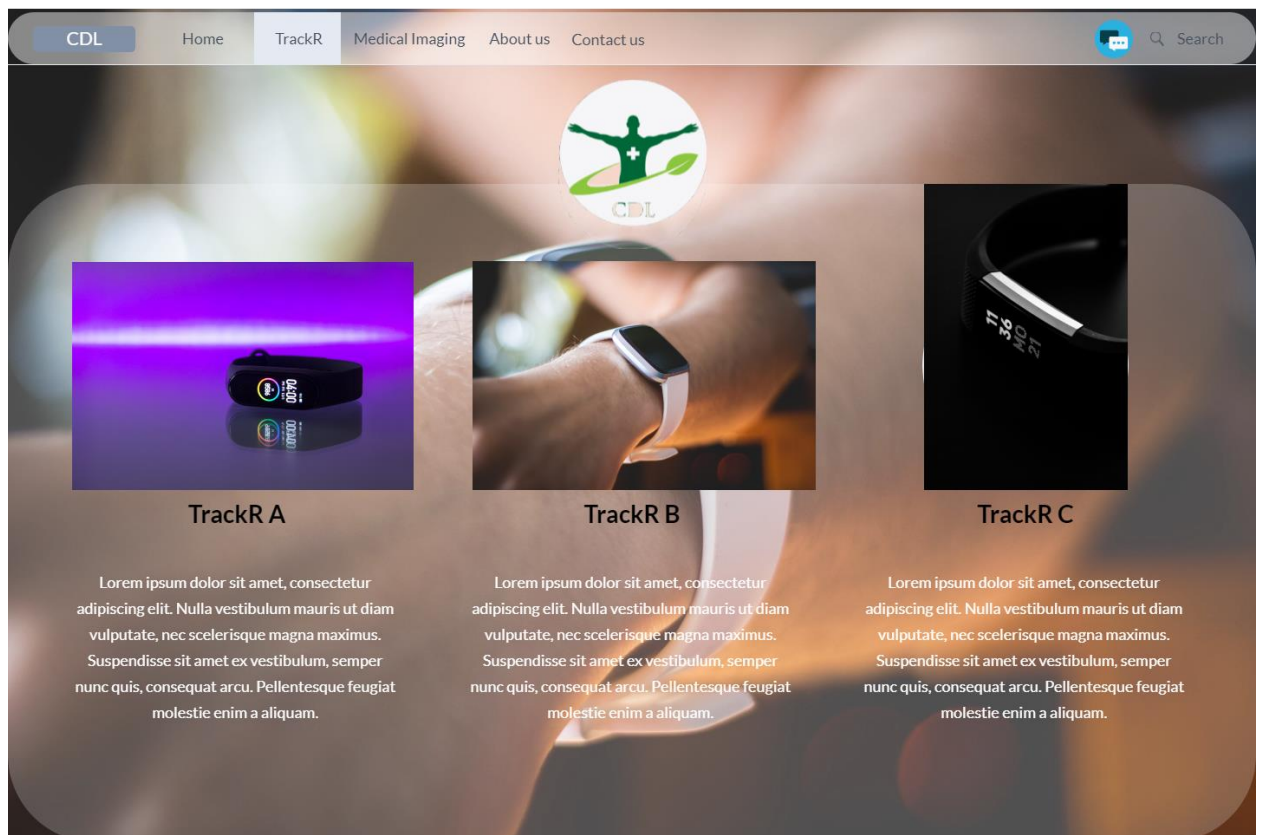
3. **Medical Imaging Page:**
   This page will show all the medical imaging equipment manufactured and sold by the company (For Example CDL M500 Ultrasound System). This will be more relevant for medical institutes that use these equipment's. It will have all the relevant information along with the customization options and additional products needed for any particular equipment.
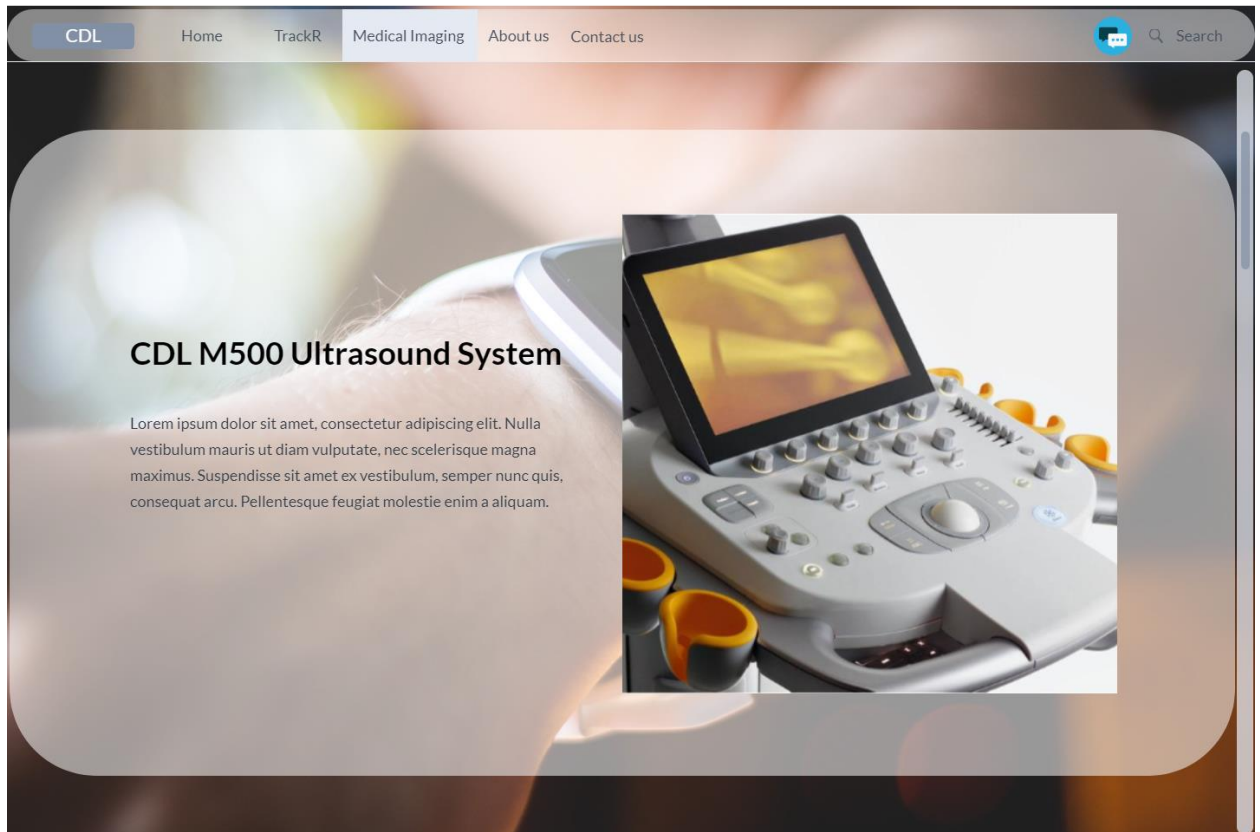
4. **About us Page:**

This page will contain the Basic information about CDL as a company including what it does, it's history and some basic information that is sometimes important for the customer to make a decision or perception about a company. It will also highlight the Team of executives who play a major role in driving this organization.
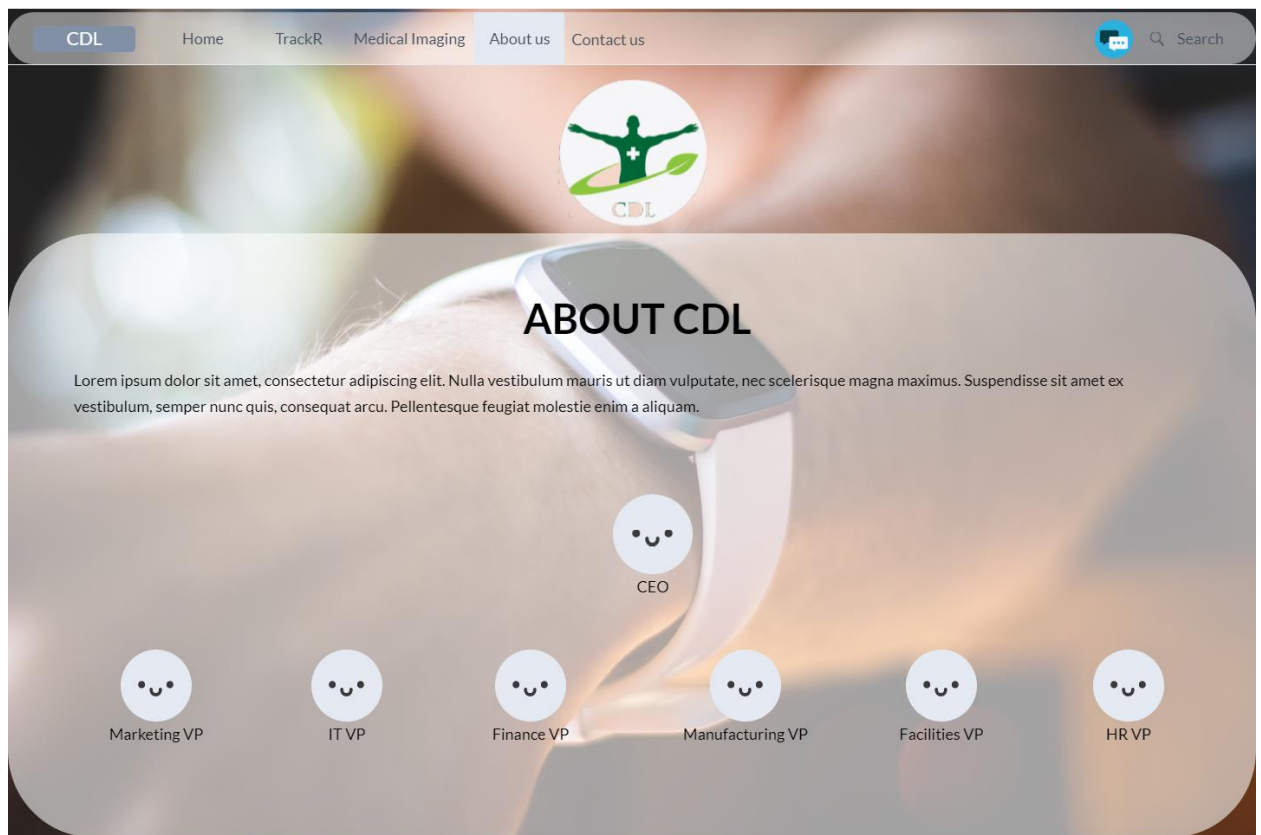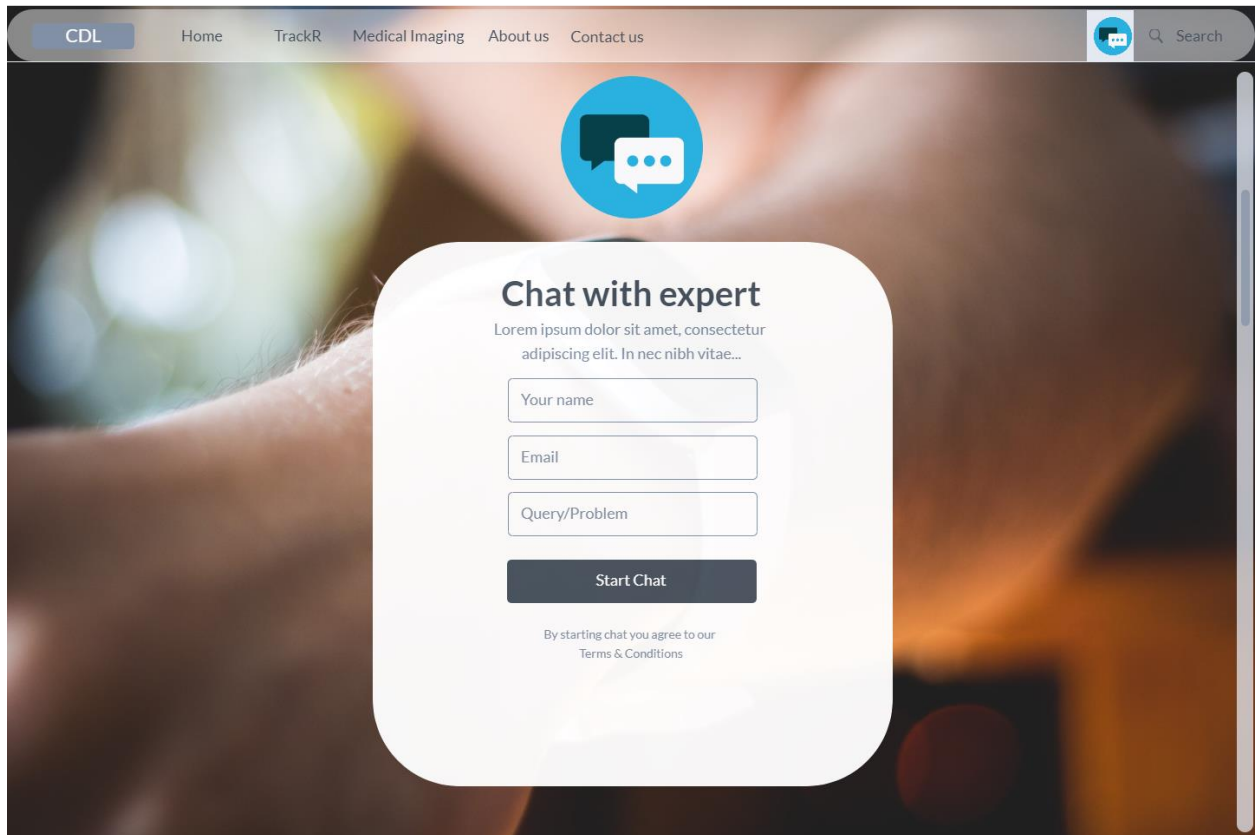
5. **Contact Us Page:**
   This page will include the Location of the office along with the contact details of any customer wishes to contact the company for any information or anything important. This page is and important part of the website since our website is not an ecommerce website as this page will act as a point of contact between the customers and CDL.
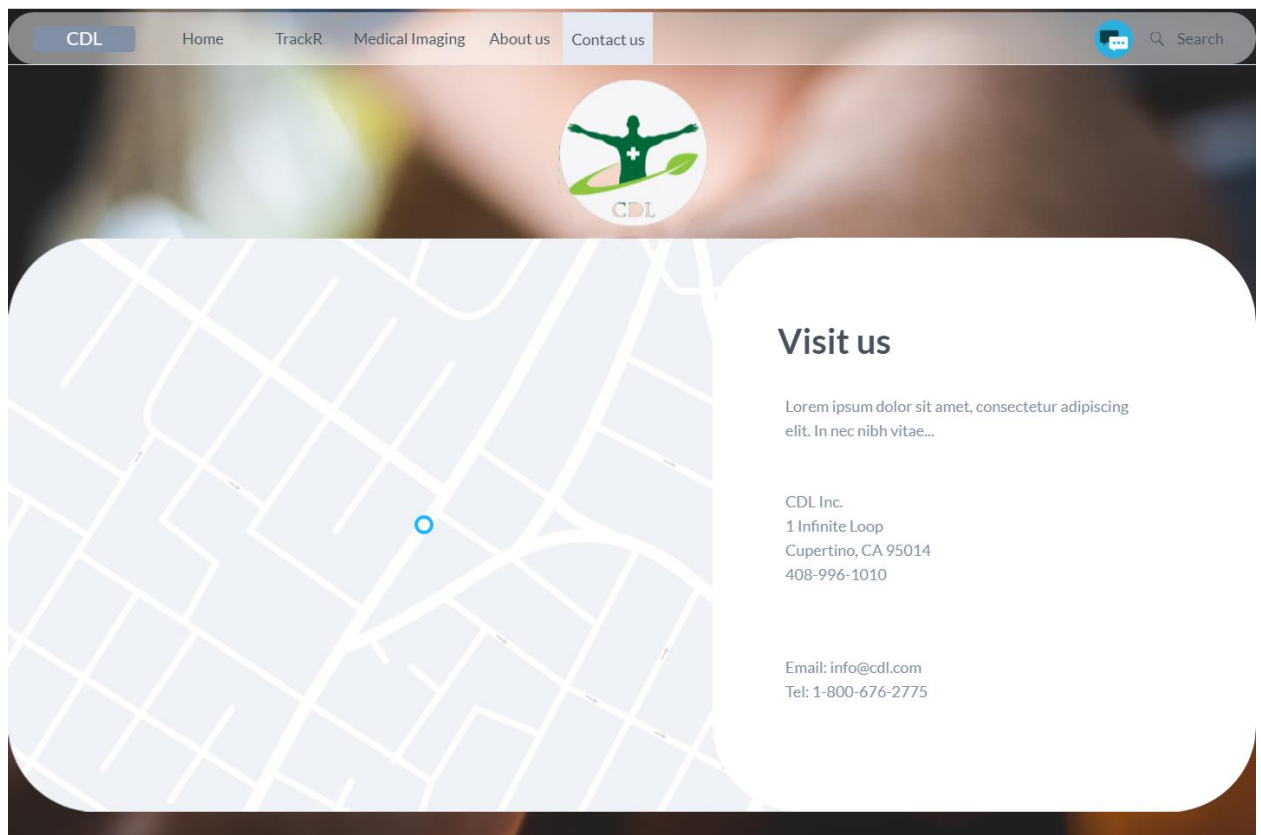
6. **Chat Support Page:**
   This section of the website will allow the user to directly communicate to a support specialist instead of having to wait in line for call center calls.

7. **Search Field:**
   The Search Field on the top right corner of the website located in the menu bar can be used to search anything on the website. One more major functionality of the search field would be access to FAQs. Using the search field, users can find answers to some frequently asked questions quickly and easily without any wait.

Pseudocode

This Pseudocode explains the navigation and functioning through various pages of the website with dedicated menu buttons.

```
Enter Website
Click TrackR Menu Button
If interested in TrackR A
  Click TrackR A
Else
  If Interested in TrackR B
    Click TrackR B
  Else
  Click TrackR C


Click Medical Imaging Menu Button
Scroll down to view all options
If interested
  Click Image to View details
Else
  Scroll Down


Click About Us Menu Button
Read About CDL Information


Click Contact Us Menu Button
If need to open map
  Click on the Map
Else
  Read contact Information


Click Chat Icon Menu Button
If need to chat
  Then
  Enter Name in Your Name Field AND Enter Email address in Email Field AND Enter issue in
Query/Problem Field
  Click Start Chat Button
Else
  Do Nothing
```

Click on Search field
Type Search Keyword
Press Enter Key

Menu Map/Flow

This Menu Map/Flow shows all the different menus included in the website that can be interacted by customers along with multiple interactable buttons, elements and fields under these menus.
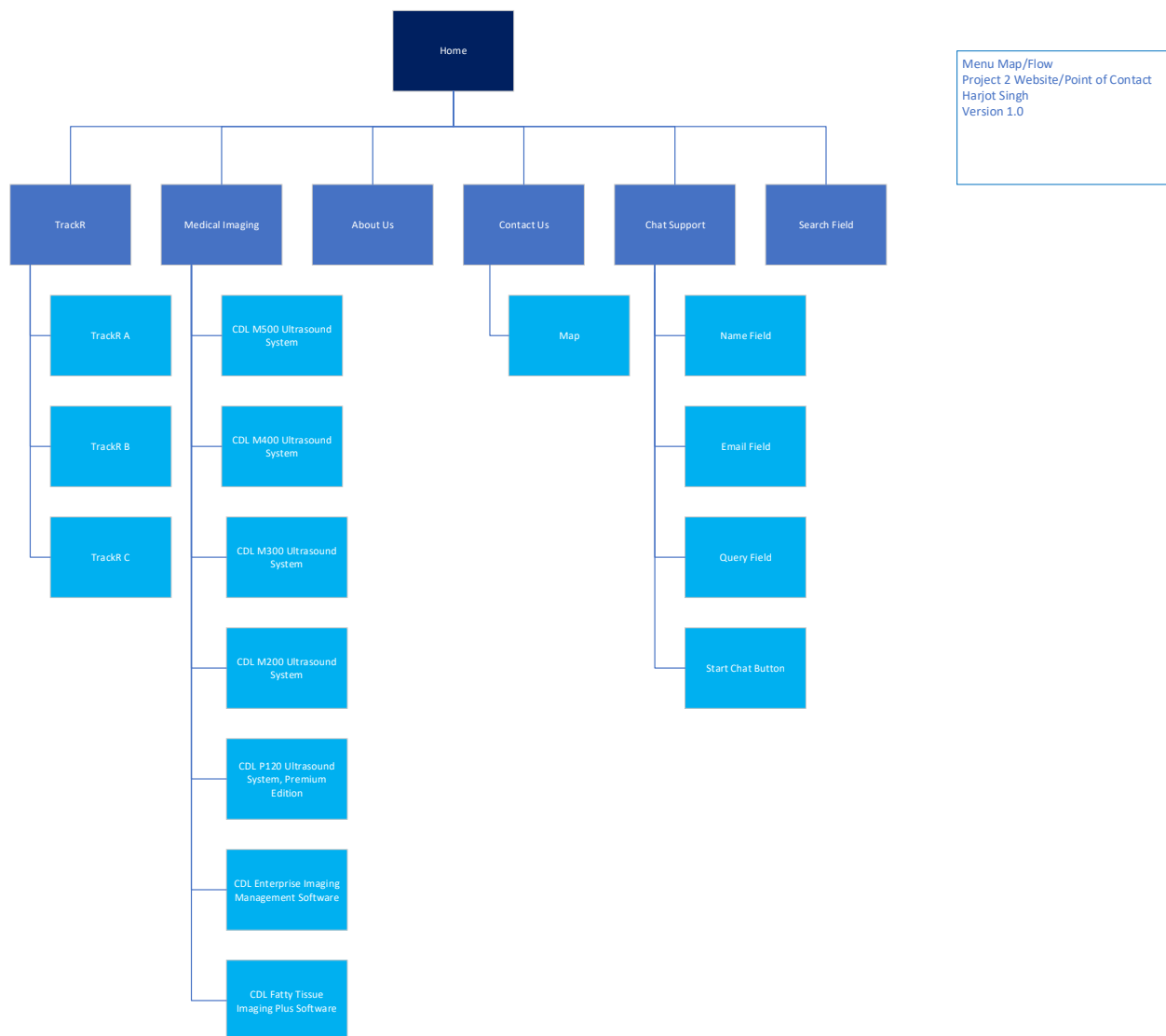
Website Elements

Number	Object Type	Default Text	Behavior	Comments
1	Logo	CDL-Conestoga Design Limited	NA	This is the logo for CDL website
2	Text	Living a Healthier Life	NA	Company Tagline
3	Logo	Background Image	NA	This is just a descriptive image
4	Image	NA	NA	This is just a descriptive image
5	Image	NA	NA	This is just a descriptive image
6	Image	NA	NA	This is just a descriptive image
7	Logo	CDL	NA	Logo stating the name of the Company
8	Button	Home	Click - > Navigate to home page	Menu button redirecting to home page
9	Button	TrackR	Click - > Navigate to TrackR Page	Menu button redirecting toTrackR page

Number	Object Type	Default Text	Behavior	Comments
10	Button	Medical Imaging	Click - > Navigate to Medical Imaging Page	Menu button redirecting to Medical Imaging page
11	Button	About Us	Click - > Navigate to About Us Page	Menu button redirecting to About Us page
12	Button	Contact Us	Click - > Navigate to Contact Us Page	Menu button redirecting to Contact Us Page
13	Button	Image	Click -> Navigate to Char support	Menu button redirecting to Xhat support page
14	Text field	Search	Type	Search Bar
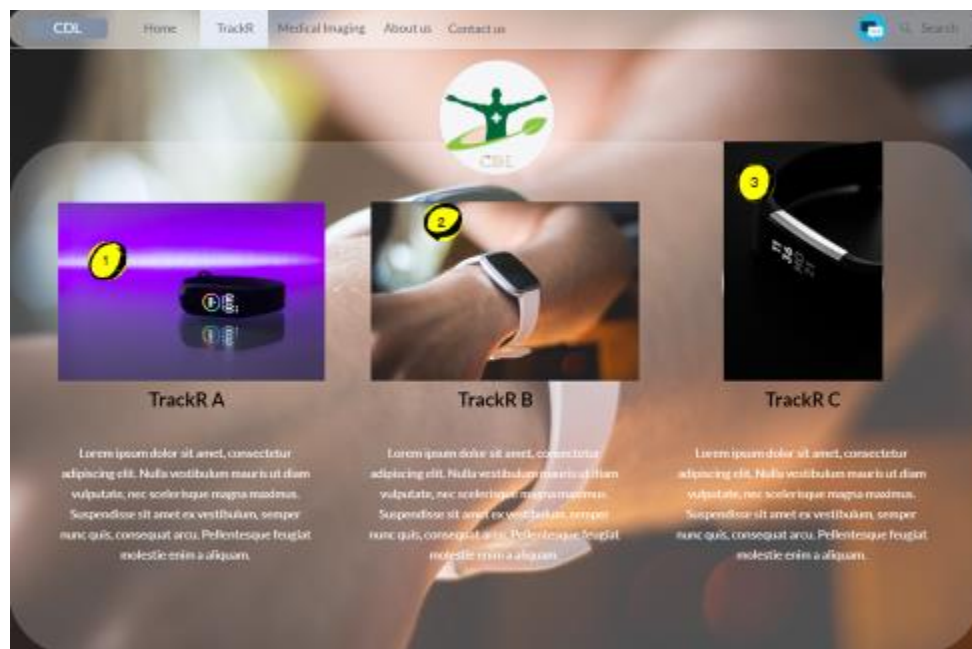
Number	Object Type	Default Text	Behavior	Comments
1	Image	NA	Click -> Show more detail	Descriptive Image
2	Image	NA	Click -> Show more detail	Descriptive Image

Number	Object Type	Default Text	Behavior	Comments
3	Image	NA	Click -> Show more detail	Descriptive Image
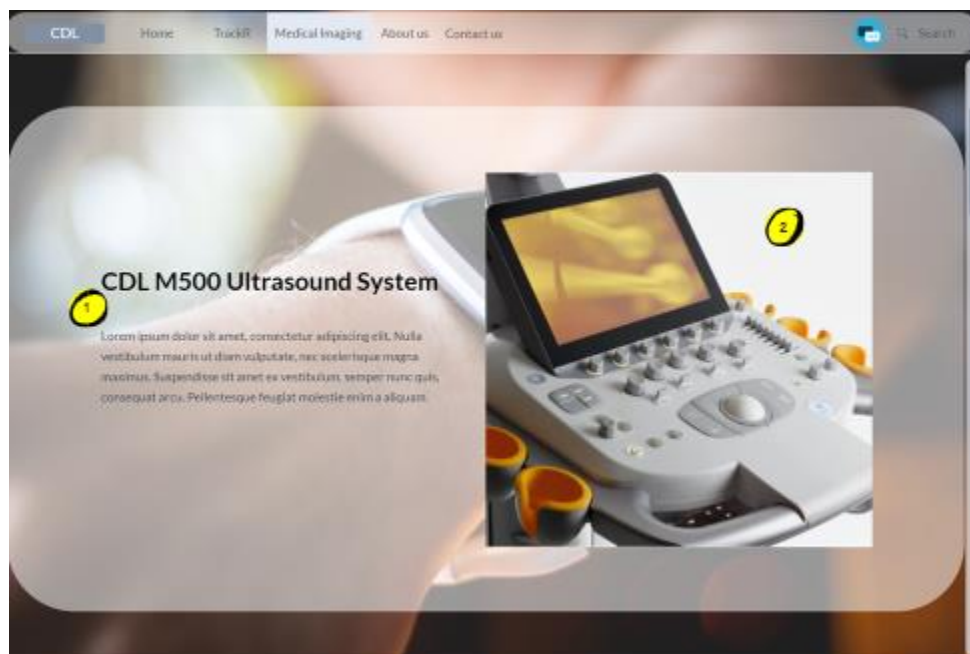
Number	Object Type	Default Text	Behavior	Comments
1	Text	CDM M500 Ultrasound System	NA	Descriptive Text
2	Image	NA	Click -> Show more detail	Descriptive Image

Number	Object Type	Default Text	Behavior	Comments
1	Text	About CDL	NA	Descriptive Tet explaining about CDL
2	Image	Executive Name	NA	Executive photo and name
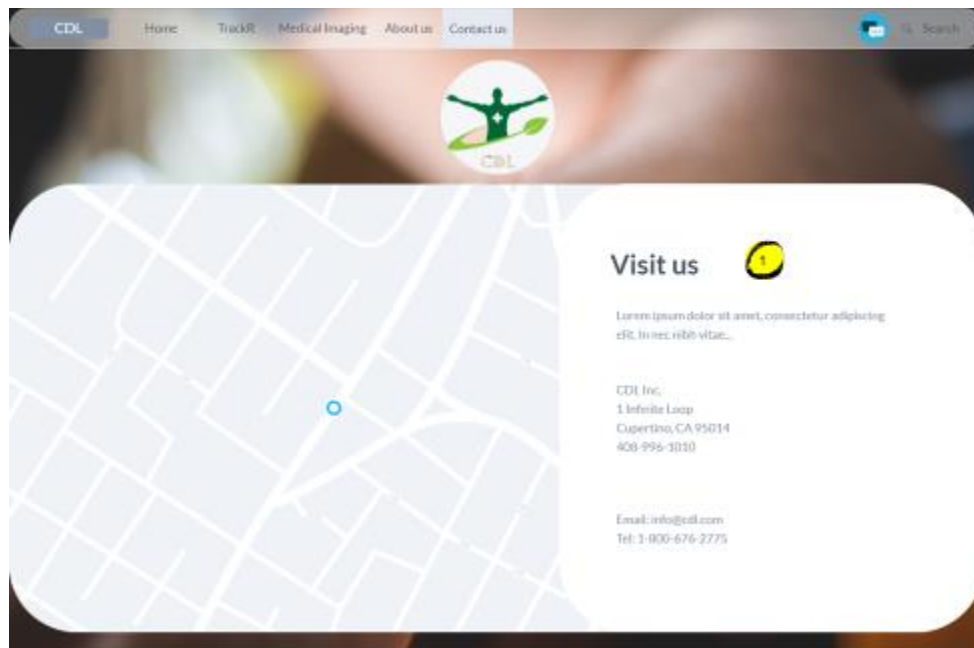
Number	Object Type	Default Text	Behavior	Comments
1	Text	Contact	NA	Descriptive Text explaining contact info of CDL
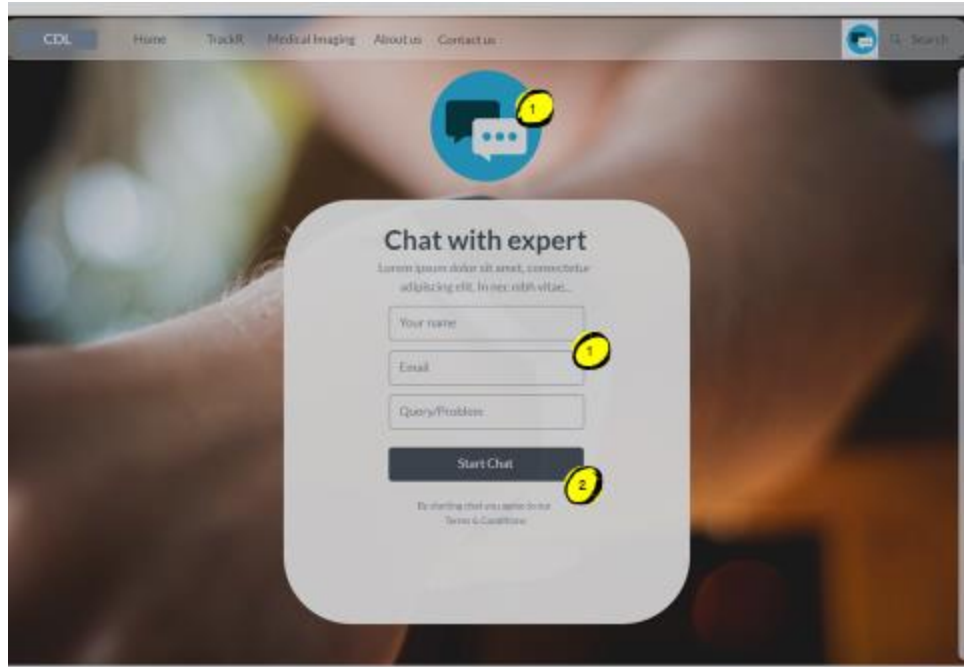
Number	Object Type	Default Text	Behavior	Comments
1	Text Field	NA	Input text	Input text for chat details
2	Button	Start Chat	Click -> Start chat with an expert	Button to start a chat session

User Interface and Other Standards

Logo
Type: Image
Size: 171p x 196p

Menu Buttons
Font: Lato
Font Style: Regular
Font Size: 18px
Font Color: Dark Grey

Home page Tagline
Font: Droid Sans Mono
Font Style: Regular
Font Size: 63px
Font Color: White

Headings
Font: Lato
Font Style: Bold
Font Size: 28px
Font Color: Black

Text
Font: Lato
Font Style: Regular
Font Size: 18
Font Color: White/Black

Background
Image

Implementation

E- Commerce Explanation

E-commerce (electronic commerce) is the purchasing and selling of products and services, or the transmitting of funds or information, over an electronic system, basically the internet.

Few famous ecommerce companies are Amazon, Inc., Alibaba, eBay Inc., Walmart, Jindong, etc.

Major types of e-commerce

Business-to-business (B2B): In this products, services or information are exchanged electronically between Businesses instead of between consumers and business.

Business-to-consumer (B2C): In this products, services or information are exchanged directly between business and customers.

Consumer-to-consumer (C2C): In these consumers sell their products, services and information with each other online. In these transactions are usually done with the help of third party which provides online platform for transaction to carry out.

Consumer-to-business (C2B): In these consumers sell their products and services online to companies and other businesses. This is the reverse of the common commerce model of B2C.

Advantage of e-commerce:

The advantages of e-commerce incorporate its nonstop accessibility, the speed of access, the wide accessibility of products and services for the buyer, easy convenience and universal reach.

Disadvantages of e-commerce:

The apparent disadvantages of e-commerce incorporate restricted customer support, buyers not having the option to see or contact an item preceding buying and the wait time for item shipping and delivery.

Implementing Medical Imaging Website Ideas

CDL's marketing group has given several ideas about Website features that will satisfy existing customer needs, especially for the Medical Imaging group.

1. **Listing of all Products and Services**:

   CDL manufactures various Medical Imaging Equipment. A list of all the product and services will be prepared and given to the web developers team to put it on the website. This list will be visible to all the customers visiting the website.

   The listing will be updated from time to time. A brief information including pictures and cost about the products and services will also be written alongside with the listing.

2. **Ability for End-users/Costumers to contact through the website.**

   Not only the customers will see the products on the website, they can also contact through the website to request more information about it or for any other technical support.

   A dedicated Contact Us page will be created for it. Here we will be using a third-party contact form service "123contactform.com". By filling this page, the customers can ask their queries. The queries will be handled by the CDL Call Centre Staff as quick as possible who will work in alongside with Medical Imaging department.

3. **Troubleshooting and FAQs page**:

   A separate FAQs page will be made available on the website which will list answers of all the questions commonly asked by the customers. The page will provide quick information to help customers make a purchasing decision. Customers will also find information about the common problems that may arise in the products, along with troubleshooting and solutions. This page will be updated regularly by the website developer with the information collected from all the CDL's departments.

4. **Social Media Marketing**:

   All the products and services will also be marketed on various social media platforms by the CDL Social Media team. It will help to generate traffic to the websites and therefore sales. The team will also be responsible for monitoring and collecting customers' feedback on the social media and passing it to the CDL Medical Imaging department for further analysis.

5. **Search Engine Optimization:**

   CDL Social Media team will be tasked for SEO for the website.

   Search Engine Optimization (SEO) is probably the hardest piece of running a website. The manner in which Google and other search engines rank your website is very important for the business. This implies you have to stay aware of the most recent SEO improvements if you need to outpace the competition.

There are a lot of great tools one can use to handle on-site SEO and get the information one need to improve your SEO ranking.

For this site we will utilize "Google Search Console". Google Search Console is extremely easy to comprehend. It's also easy to add the website and get started, and the good thing about it is that it is free.

Main Features of Google Search Console:
- Monitor how Google perceives your website.
- Keep track of what keywords visitors are using to reach you.
- Stay on top of any crawl, meta tag, or sitemap errors.
- Monitor your site's backlinks.
- Get alerts if your site is infected with malware (Ellice, 2019).

Implementing TrackR App Upgrade Team Website Feature Requests

The TrackR App Upgrade team have following requests to be included in the website.

1.
   With meeting with TrackR App Upgrade team, a key Call Centre staff has made it clear that a set of TrackR FAQ's needs to be created and made available in two stages to different audiences.
   Stage 1 is for all the Call Centre staff. These FAQs would be very detailed and will contain content not suitable for release to the general public. These FAQ's will start out on a shared network resource, and then will evolve into an IntraNet type package. Having them on the shared network resource would let the Call Centre staff with their current tools update the FAQs. Once they are evolved to the IntraNet, a more formal updating mechanism will be created.
   Stage 2 FAQ's would be for public consumption, and the knowledge base from Stage 1 would be reviewed and edited to give the Stage 2's.

   For Stage 2, a separate FAQs page will be made available on the website which will list answers of all the questions commonly asked by the customers. The page will provide quick information to help customers make a purchasing decision. Customers will also find information about the common problems that may arise in the products, along with troubleshooting and solutions. This page will be updated regularly by the website developer with the information collected from all the CDL's departments.

2. **On-Line Chat**

Social Media Channel conversations are evolving. TrackR upgrade team wants to install on-line chat for the Call Centre use ASAP. This will let their project transition the on-going support of TrackR app back to the call centre staff and move traffic away from the phone system onto the Internet so as to free the phone lines which can be used for other purpose.

For this we will be using "LiveChat (livechatinc.com)" software. It is one if the biggest live chat software. Its business plan will cost $50 per month. It has all the features that is needed including Unlimited chat history, Full widget customization, Ticketing system, Data security, Advanced reporting, Agent groups, Multiple brandings, Staffing prediction, Work scheduler and many more.

On-Line Chats will be handled by the CDL Call Centre staff who will work alongside with other CDL departments.

3. **More Bandwidth for the Website**

TrackR App Development Team has requested IT to consider upgrading the webhost package to get more bandwidth.

For this, Website is going to be hosted on a Webhost service provider which provides unlimited bandwidth. Our team have finalised following three Web Hosting Service which are Canadians as well as environment Friendly.

a) HostPapa

b) HostUpon

c) WebHosting Canada

Detailed comparison of them is written in this document in the "WebHosts Survey and Comparison" section.

Definitions of CDL's customers and end-users for Medical Imaging and TrackR

The Marketing VP is continually confusing the rest of the executive by talking about customers and end users as if they are two different groups. To understand the difference between both we need to first look at the business of the CDL.

CDL currently have two divisions. First is of Medical Imaging Equipment and second is of their fitness monitor for home users named "TrackR".

On account of Medical imaging, the hardware's are usually large and heavy and should be specially designed as per the requirements of the Medical Imaging centres. CDL directly sell the equipment to the Imaging centres. Here the Medical Imaging centers are both end-users and customers.

In case of TrackR, currently CDL follows a procedure where they have retailers to sell the TrackR units. Along these lines, retailers are the customers and the individuals getting it from retailers are the end-users.

The following figure clearly explain the difference between the customers and end-users of CDL.

CDL

Medical Imaging Equipment

TrackR

Medical Imaging Centre

Customers & End Users

Retailers
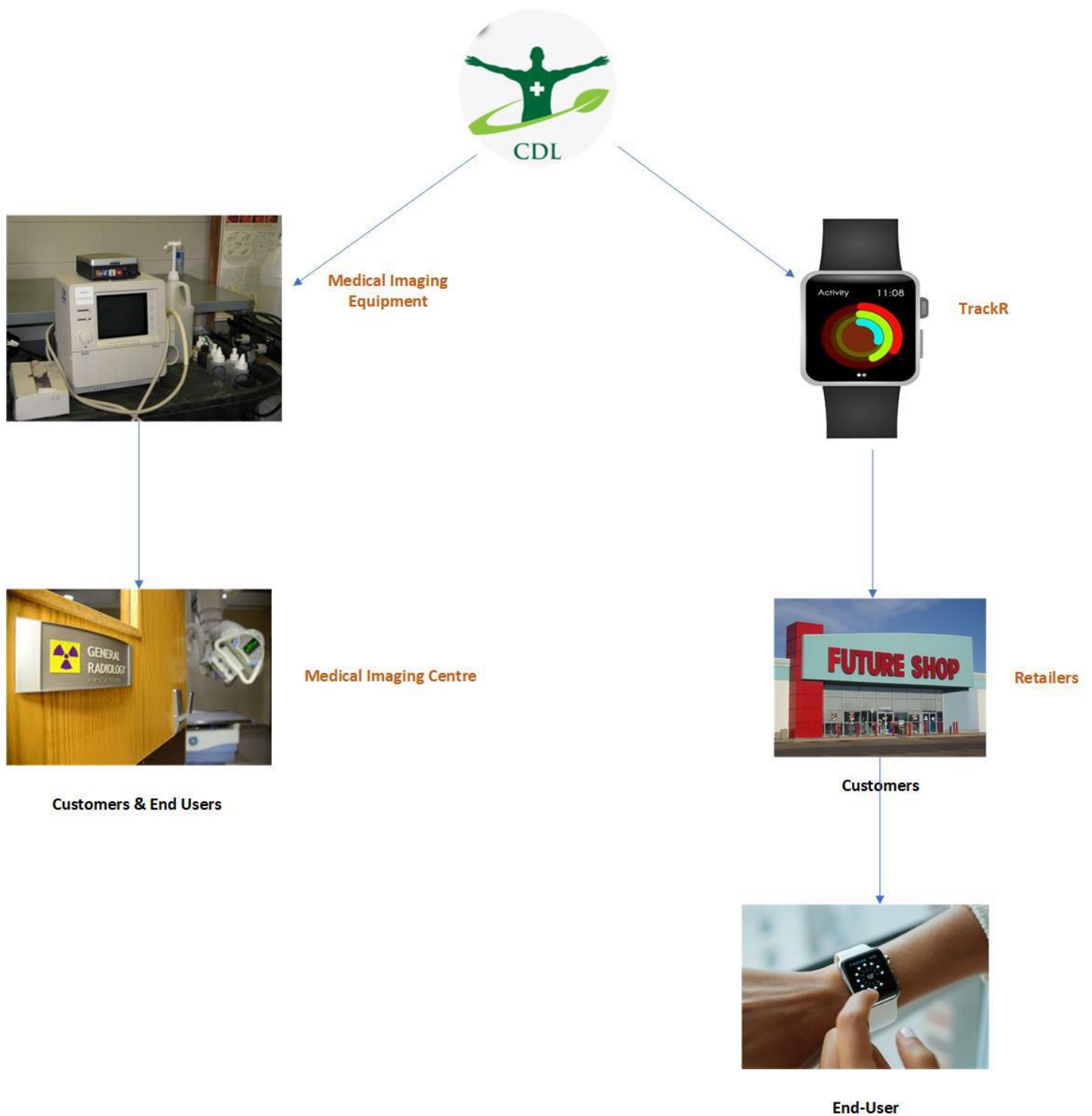
Customers

End-User

In the future, if CDL plans to sell the TrackR units online on there website, the persons purchasing and using it will be the customer as well as the end-user.

Suggestion(s) on long term maintenance of the website

After the website is developed and launched to the general public, it is essential to keep the website working and up to date.

Below are the suggestions our team would recommend.

1. **keeping Web d   team**: The IT director is adamant that CDL will not be left with a website with no tech support on staff, like what happened in 2004. A dedicated team (either permanent or on contract) of website developers should be kept all the time. This will ensure that the website remains operational and any issue(s), if occurs, is resolved quickly.

2. **Back Up of the site**: All the data on the website should be backed up regularly. This will help to keep the data safe and can be quickly recovered in case of any data loss.

3. **Support plan from website host**: Almost all web hosting site provide plans and features (on the cost of extra money) to support the site and keep it more secure. We recommend subscribing to one those plan that provide the best protection and value. Support from other third party can be also taken if necessary.

4. **Regular Updating the site**: It is very important to keep the site updated with the latest information and according to latest trends. This will help to keep the site fresh, pertinent and also secure.

5. **Keeping access credentials secure**: Not everyone needs to have access credential of the website. It is highly important to keep the access credentials of the website safe and secure. Only relevant persons should be given access control of the website.

WebHosts Survey and Comparison

Following considerations were taken for selecting these Web Hosting Service.

a) Email – what number email addresses do they permit? Do they offer spam channels?

b) Total Cost – What is involved in the price? It can change generally from host to host and wind up costing significantly more down the road. Web Hosts can charge extra for security features, traffic load, backups, the size of your site/storage, email addresses, protection, and so on. Introductory price can change when the term ends. Finding out how much it will cost to renew in necessary to avoid an expensive surprise.

c) Guaranteed "uptime" – Make sure you get an ensured "uptime" (the measure of time your site will be accessible without going down) recorded in on paper. It ought to be 99%+.

d) Load time – Some mutual facilitating plans can be horrendously slower. It pays to get some information about speed policies. It is good to inquire as to whether they can give links to sites they have to test at various occasions for the duration of the day.

e) Tech Support – The most ideal approach to test technical support is to connect with them. Pose inquiries about their hosting by means of email and telephone to perceive how their procedure functions and if it addresses our needs.

For this project, our team would like to recommend following three Web Hosting Service which are Canadians as well as Environment Friendly.

1. **HostPapa**: It is operated by 100% renewable energy.

2. **WebHosting Canada**: It powers its servers with sustainable hydroelectric energy. There servers are temperature-constrained by outside air and water-cooling innovation.

3. **HostUpon**: This hosting company has greened virtually all aspects of its business. Their environmentally friendly hosting programs incorporate less hardware through cloud innovation, Energy Star-qualified items and gear, office reusing and waste decrease, working from home alternatives for representatives, and more.

Features Comparison Table

Web Hosting Company	Price (Two Years)	Uptime	Load Time (ms)	Alexa Rating	Features	Website
	$310.8	99.95%	500	16,983	HQ + servers in Canada A LOT of support options Great performance 30-day money back guarantee Unlimited SSD Storage Unmetered Bandwidth Unlimited Websites	https://www.hostpapa.ca/
	$191.76	99.98%	445	34,490	Unlimited Websites Pro Email Unlimited Web Space Unlimited Data Transfer Free Dedicated IP Super green hosting Quick and Easy setup Servers in Canada and world-wide	https://whc.ca/
	$320.6	99.89%	510	283,432	Locked-in pricing! Unlimited SSD Disk Space Unlimited Bandwidth Personalized E-mail Accounts In-House North American Sales & Support	https://hostupon.com/

As clear from on the above table, Web Hosting Canada provide best value to price and features.

Client Project Plan

Request for Quotation

Project Name: First Point of Contact/Website
Company Name: Conestoga Design Limited
Marketing VP: Bill Nixon

Customer Background

CDL is a market leader in commercial manufacturing in the field of medical imaging. CDL is renowned for its quality. CDL has entered the industry of fitness tracking, which is a wearable device and a compatible app called the TrackR app. Now, CDL has decided to relaunch its existing website.

Summary

Conestoga Design Limited has issued this quotation for creating and relaunching its website and the newly hired CDL business analyst has developed this quote.

The Submission of the quote does not finalize the contract between you and the CDL. The final quote will be finalized based on the best quotes submitted.

The sole purpose of the document is for request for quotation and it does not serve other purpose.

Services

The website developed consists of many technical elements and processes. The selected organization is expected to develop the website and marketing strategy with the provided specifications.

The selected must have an experience of developing and maintaining a website previously. The CDL is looking for a highly experienced web developers and effective marketing strategists.

The Elements included in website:

1. User friendly navigation
2. Flexible design
3. Obeying every heuristic
4. TrackR information
5. Medical Imaging information
6. Online chat box
7. Social media marketing strategy

8. Site architecture •
9. Content writing
10. Copywriting
11. Wireframe and mock-ups
12. Front-end and back end development
13. Mobile optimized web design
14. Quality testing and debugging

Project Timeline

Notice for RFQ: March 10th, 2019

Deadline for Quoters to submit questions: March 17th, 2019

CDL Responds to Quoters Questions: March 18th, 2019

Date of negotiation: March 20th, 2019

The Project should be completed within the 45 Days

Budget

Estimate of Elements

#	Object Type	QTY	Cost/Object type	Total Cost/Object Type	Design Phase -Est.Duration(hrs)	Build Phase -Est.Duration(hrs)	Test Phase -Est.Duration(hrs)
1	Image	11	18	198	12	16	7
2	Text	6	8	48	5	10	2
3	Button	45	15	675	20	26	7
4	Label	49	6	294	12	22	8
5	TextBox	13	10	130	10	16	5
6	HyperLink	32	20	640	25	35	8
7	Breadcrumbs	1	10	10	4	8	1

Budget Estimates

PHASE ID	PHASES	Est. Duration		Job Role ID		Job Role		Hourly Salary
P1	DESIGN	160		J1		Junior Web Developer		$25
P2	BUILD	245		J2		Lead Web Developer		$30
P3	TEST	72		J3		Project Manager		$40

PHASES	Job Roles Involved	Est. Dur	Total Cost of Implementation
DESIGN	Junior Web Developer	53.33333	$1,333
BUILD	Lead Web Developer	81.66667	$2,450
TEST	Project Manager	24	$960
DESIGN	Junior Web Developer	53.33333	$1,333
BUILD	Lead Web Developer	81.66667	$2,450
TEST	Project Manager	24	$960
DESIGN	Junior Web Developer	53.33333	$1,333
BUILD	Lead Web Developer	81.66667	$2,450
TEST	Project Manager	24	$960
			$14,230

Project Plan

Background

CDL is a market leader in commercial manufacturing in the field of medical imaging. CDL is renowned for its quality. CDL has entered the industry of fitness tracking, which is a wearable device and a compatible app called the TrackR app. Now, CDL has decided to relaunch its existing website.

Vision

Our vision is to develop a working website for the CDL which used for the business purpose. This will help CDL to expand their business, increase clients and revenue. The website can be used to brochure CDL products. Our Team has been collaborating with the CDL for developing a flexible and user-friendly website.

Needs

The current requirement is to gather the ideas about the website feature from the CDL and work on it to implement it on the working website. This also includes collecting website feature ideas from BA team. The website needs an effective SEO for the presence of website in the social media.

Actions

- The BA team and CDL team should collaborate on the content of the website, CDL team will provide the content of the website.
- Need a junior developer and Senior developer for the website development.
- Need a Social Media Expert to build an effective marketing strategy which can increase the social media presence of the CDL website.

Deliverables

The Business Analyst team has been constantly working with the internal team of CDL to produce the outputs with full efficiency and collect ideas for website features. The Business analyst team has developed suggestions, website prototypes, detailed specifications for websites and potential risks associated with the websites. The business analyst team has developed a budget plan for website development and its maintenance. The developer's team and Business analyst team should work to build a superior quality of the website, which requires communication for regular intervals.

Project Scope

Project Name	First Point of Contact / Website	Date	03/06/2020
Team Name	Team 2	Prepared By	Suneel Kumar Maurya
Project Sponsor	Conestoga Design Ltd.	Project Manager	Devangi Shah

Project Justification

Currently CDL has no official presence in the Web. CDL's website is so out-of-date that it is now confusing the current and prospective clients and damaging the brand. This project is to help CDL design and implement a new, updated website.

Client Requirements

Develop Executives Education Plan
Develop SWOT
Create Marketing Ideas for website
Develop Ideas for Website
Develop AS – IS Profile
Develop RFQ for Contractor
Create Website Prototype
Create CDL Staff Website Project Plan
Advise CDL on different Web Host options
WebHosts Ongoing Tech Support

Project Deliverables

Medical Imaging Marketing Group's Website ideas. (I.D. #3) – Collect ideas about website features from them and make suggestions on how they might be realized.

TrackR App Upgrade Team Website Ideas (I.D. #4) – Collect website request from them and make suggestions on how they might be realized

ITBA Team Website Suggestions (I.D. #5) – Suggestion from our team as to features that may benefit CDL.

First draft of a Corporate Website: (I.D. #10, #12, #13)
- Prototype – To get everyone started, our team needs to produce a first draft of a website using prototyping software
- PseudoCode – Create pseudocode for each interactions
- Menu Map, Process Flow – Create the all the structure of the website.   - Annotated List of Elements in Excel Sheet(s) – Create annotated list of all the interactions

User Interface and Other Standards (I.D. #11) – Create a detailed set of specs for the website

E-Commerce Explanation. (I.D. #7) – Provide the potential dangers and benefits of ecommerce.

Definitions of CDL's customers and end-users for medical Imaging and TrackR (I.D. #8) – Explain the definition between both to all the executives.

Website Elements Cost Estimating Excel Worksheet(s) and Workbook. (I.D. #13) – Create a excel sheet to calculate the total budget cost for the website.

Survey and comparison, as of June 2019, of three potential Canadian website hosts. (I.D. #15) – Advise CDL on three different Web Host options, that are Canadian and environmentally friendly.

Request for Quotation for Website Developer Services (I.D. #9) – Create RFQ document, that will be issued to interested contractor.

Detailed Project Plan (background, vision, needs, actions, deliverables) (I.D. #14) – Showing how CDL staff can provide content to the new website, then cooperate with the developers to start up and test the website.

Training plan for 3 executives on Website Tech and uses. (I.D. #1) – Creating a custom training plan including goals to educate them so that they can participate in decision making processes about this website development.

Risks of Using Website to sell or support TrackRs. (I.D. #26) – Create a list of various risk and challenges of using the new created website.

Metric(s) to determine the impact of the website. (I.D. #26) – List metrices to determine the whether the new website is having positive or negative impact on CDL.

Activities to perform for Deliverables
Elicit info from Client
Prepare and Update RACI & Gantt Chart
Gather requirements & ideas for website
Draft Prototype for website
Web Hosts Surveys
Formulate implementation and risk mitigation Strategies

Project Success Criteria
Project completion on time.
Meet all the client requirements.
Happy and satisfied client.

Coaching Plans

Coaching Plan 1

Position: VP of Facilities   **Coach**: Bhupinder Singh
Date of Plan: 13th March 2020

Current Situation (reason for coaching, starting point)

CDL has conducted elicitation or survey to assess the knowledge on the website technology and computer skills. The survey depicts the lack of skills in the field on website and online shopping. To further assist and educate them regarding the technology this training would be helpful.

Goals (where do you want to end up?)

1. Attending the training sessions without any failure.
2. Make the facility VP learn about the website technology.

Dates and Locations of Coaching Sessions

Date: 13th March 2020 Friday

Time: 5:00 PM

Location: Conestoga College, Meeting Room

Responsibilities

Coach	Person Being Coached
• Provide the basic idea about the website technology before the training. • Provide training of computer skills through practical approach.	• Complete the assignments on time. • Collaborate with the coach. • Performing the task efficiently.

Evaluation Plan (how will we measure success?)

The person will be evaluated based on there performance in the skill test and person will be closely monitored while using the website and getting to know the new techniques in the website. How the features are used in the website.

Coaching Plan 2

Position: VP of Production   **Coach**: Akshay Kumar

Date of Plan: 13th March 2020

Current Situation (reason for coaching, starting point)

CDL has started to develop their interest in relaunching website. This sets a crucial moment to educate the production VP about the website technology (basic knowledge) and conduct the survey regarding their knowledge possessing about the website.

Goals (where do you want to end up?)

1. Make the VP to participate in the survey.
2. Provide training about the website.

Dates and Locations of Coaching Sessions

Date: 13th March 2020 Friday

Time: 5:00 PM

Location: Conestoga College, Meeting Room

Responsibilities

Coach	Person Being Coached
• Develop an effective way to train them in an easy manner. • Develop a real-time method to make the learning easy. • Develop a coaching plan on technical aspects.	• Participate in the training proactively. • Participate in the assessments.

Evaluation Plan (how will we measure success?)

Evaluation will be based on the assessment conducted and how well the VP is getting to know the technical aspects related to the website. This will be done by monitoring the VP on regular basis.

Coaching Plan 3

Position: VP of IT   **Coach**: Akshay Kumar

Date of Plan: 13th March 2020

Current Situation (reason for coaching, starting point)

> CDL has decided to relaunch their website and decided of transition from existing system to new system. The IT VP of the CDL were not willing to change their existing systems. The BA team hired by CDL has conducted eliciting techniques to test the knowledge of the VP>

Goals (where do you want to end up?)

> 1. Educate him about adapting the new technologies.

Dates and Locations of Coaching Sessions

> **Date:** 14th March 2020 Friday
>
> **Time:** 5:00 PM
>
> **Location:** Conestoga College, Meeting Room

Responsibilities

Coach	Person Being Coached
• Introduce the examples where the adaptation new technology has proven results. • Provide them the new technical features which are going to be introduced in the website.	• Participate in the training session and assess him on what he learned with that.

Evaluation Plan (how will we measure success?)

> The evaluation will be based on asking the IT VP to depict the advantages based on the implementing features. This will help how well the person has understood the application of the new features and will ready to adapt the features.

Possible Future Suggestions

If the implementation of this website goes as planned, there are many ways in which the website can be improved by adding additional components and functionality features into it or optimizing the website.

Some of Ideas for future upgradation include:

- Adding Ecommerce Functionality into the website enabling the customers to buy products online.
- Add image recognition feature in the image to help customers find products on the website easily.
- Add advanced analytics to the website in future for better optimization and online results which will help in improving the overall presence of the website on the web.
- Add AutoCAD designing feature inbuilt into the website to enable customers to design their custom equipment on their own which will save them from the hassle of filling out large forms.

Measuring Success

Risk to the website development project

Online Security:
lot of issues can occur while using website technology, issues like hacking into your system, errors in the data entry and many more security issues created by the hackers which can affect CDL business. To solve this problem multi layered security is used to keep your data and customer safe.

Fraudulent chargebacks and customer disputes:
If the products are purchased with stolen credit card than the company need to refund the money to customer. Some of the common disputes are if the product did not arrive before the shipping time than the customer can ask for refund.

Database:
For a high-performance website you need to keep your database updated all the time. If a product is discontinued and it is still live on the website, it can cause negative impact on the brand image. To solve this issue, we need to regularly keep on updating the database and the website content.

Risks of using website to sell or support TrackR

The main issue TrackR is confronting as of now to take their business online is that the retailer still have the TrackR stocks on their store and if we put the TrackR devices online, at that point the retailer may endure a huge loss, as no one would be interested to buy it from the stores. The possible solution we suggest is:

- By increasing the price online of the Trackr devices on the website as compared to the retailer stores so that customer get easily attracted to buy it offline from the store.
- Most people search the product online before purchasing even from store so that they get to know about the product. In some surveys it seen that people read the reviews and check the feature on the website and then visit store to buy the product.

Metrics to determine the impact of the website

Due to high volume in demand of products lot of customers suggested CDL to take their business online so the customer can easily order it.

Support Team: If you are using a website technology for your business than there should be a support team to clear the frequent asked question or doubts people usually have towards business products and services, so that customers do not have to call the retailer for common enquiries.:

Product Catalog: It is a website feature which displays a detailed list of inventories of the store. It contains the data about the price, images and description about the respected products of the company.

Products/Services info chat: When a customer wants a quick information of the products or services than chat supports reply to there query. Companies can use this feature to solve the issues in real time.

Impact of website on Medical Imaging Business Process

Currently CDL uses face-to-face (F2F) marketing with their potential client, CDL marketing executive visits the clinics and talks about their product and the services they offer. For taking the orders they have a 4- page form containing 65 questions, the questions are based upon the equipment made by CDL, which is to be filled by the customer, so the customer gets their own personalized device, after the successful completion of the form by the customer the marketing person comes back to the production. At the facility the marketing person and the production sit downs together and decide how the equipment is supposed to be build according to the customer requirement.
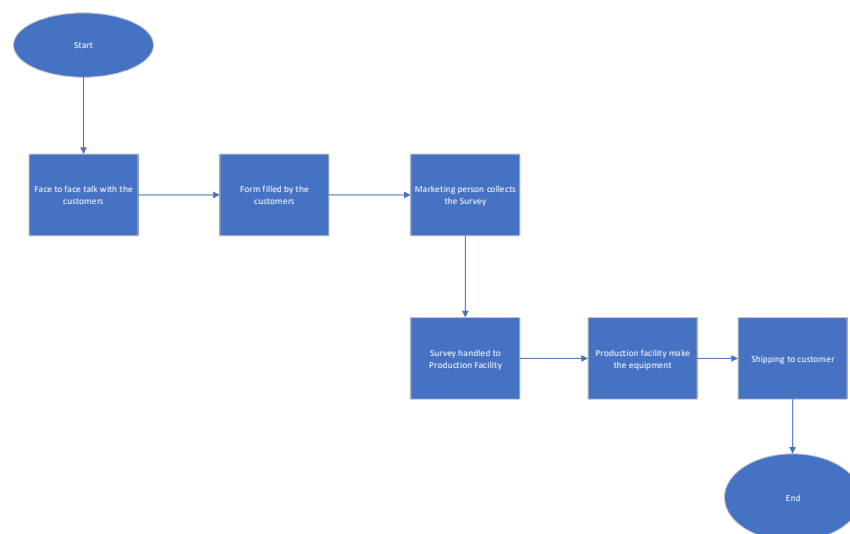
Integrated Case Study
INFO8440 Project 2
Process Imaging marketing strategy
Prepared By : Group 2
Version 1.0
19/03/20

Opposed to the traditional method of marketing, the website will improve the process of advertisement and marketing of the products and the informational catalogues on the website will provide information to the customers which will help them understand the products better.

Impact of website on Trackr Marketing and end user support

Implementing the website can help in providing detailed information to the customers easily through online platform which can ultimately increase the customer interest in the TrackR product line. This will potentially increase the sales of the TrackR product as increasing awareness among potential customers will lead to potential sales.

- Increased customer base
- Increased awareness among potential customers
- Increased potential sales
- Easy access to information regarding the TrackR online

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