**Project:** Codework Digital

**Web-site URL:** TheTalkMadeSimple.com

**Team profile:**

**Cat Schnelle:** Programming skills in HTML, CSS, JAVA, Python, PHP and C++. Experience with team projects, proposal writing and review, organization, public speaking, and MS Office.

**Chanse Stephens:** Technical skills in HTML, CSS, JavaScript, Python, PHP, WordPress, IP Networking, Troubleshooting. Experience with eCommerce, Blogs, and Business Websites. In my full time job, I work at a bank and train users on valuable security techniques. My specialties are design, colors, and flow.

**Elijah Pemberton:** Programming skills in JAVA, HTML, CSS, C++, and Python. Experience with multiple IDE development environments as well as Microsoft Office tools.

**Kevin Sims:** Experienced IT professional and networking engineer. Skills include; Microsoft Office tools, Cisco systems, network design, problem solving, and TCP/IP.

**Proposed project description:**

**Problem Diagnosis:**

A client needs a website similar to marieforleo.com, mariahcoz.com, and masterclass.com. The site overall, will be an online learning center. She needs a framework built around this site that will allow her to upload various types of content such as training material, videos, blog posts. Key functionality to the site will need to include restricted content, secure sales page, collect contact information from users, cancel accounts, monitor traffic and sales. Additionally, training on how to maintain, update, and use the site will be needed. GDPR will become a bigger issue for all websites in the future, so the team will need to ensure compliance to the best of our abilities.

**Proposed Treatment:**

Implement the website using the WordPress content management system. This will allow the client to upload the necessary training, videos, and posts. Through WordPress we’ll be able to create or implement restrictions to content and keep it behind a paywall. The secure sales page will be implemented through popular official plugins on WordPress. In order to monitor traffic and sales, Google Analytics will most likely be used. Google Analytics is a very robust system and an industry standard. Ultimately GDPR comes down to the information you share with your users and the policies you make available to them. The team can give the required information for GDPR, but we cannot create the written policies.

**Functional Features:**

The user will be able to do the following;

* Register a unique account
* Delete their own registered account
* Navigate the landing page
* Access a secure store page
* Make a secure payment for protected site content without payment information being stored
* See their purchased content on their account page
* Access subpages that correspond to paid content permissions on their account
* View and interact with media stored on the pages they have access to

**Plan of Work:**

The plan of work is as follows;

* Create overall design of website. Include layout, pages, colors, images
* Create WordPress custom theme
  + Create landing page
  + Create sub-pages
* Implement Learning/Sales System functionality
* Implement Customer Account functionality
* Implement Customer Notification (mailing lists, etc) functionality
* Implement Google Analytics
* Gather GDPR data and create document
* Develop training material on maintaining, updating, general use of site

**Functionality:**

We plan to develop a customer registration feature that not only provides the customer with limited fields of information to submit in order to create unique ids but an additional feature that stores data for each user as a boolean type to define their status as having subscribed for the paid service or not. This feature would require data capture from the secure sales page, in the qualitative properties of the site’s structure. Once the data is captured and stored in the customer registration field, which is checked at the user login parameter, an additional feature will be implemented to trigger access to additional pages of the site that will include the paid subscriber content. Another feature included in customer registration is to capture email data provided by the site’s users and stored to a customer list to track all users. This data will be accessed by an additional mailing list feature that is automated and easy to use for the client. We plan to implement site tracking services using Google Analytics so that the client can track their user growth and activity. Not only will users be able to create and remove their own accounts where the data is stored and removed from storage, the client will be able to remove accounts of users with ease from this storage system. Utilizing the WordPress framework, the site will be able to host media content, i.e. video and photos that will be stored in the file manager of the site’s host. The client will be able to download any uploaded content and upload new content using the file manager, creating a reference to the filename in particular sections inside the subpages’ HTML code.

**Qualitative property:**

Develop an easy-to-use user interface for prospective site users of the client. The landing page will include a custom front-end design template that will allow our client to update or change site content with ease implemented in the WordPress framework. We propose to develop a confidential and secure sales page that that customers of the client may purchase the courses for sale while securing their personal information, using the e-commerce plugin “WooCommerce” that is compatible with the client’s chosen framework, WordPress. In addition to the landing page, we will implement sub pages that will be separated by user access permissions to include free content and paid content by the addition of our customer registration and store page features. Integrated in the user interface will be a customer registration interface that will allow the user to create their own accounts using limited information that is stored confidentially and contains the option to delete their own account. We will develop a plan of action for the client going forward in order to independently maintain the site with ease that includes instructions on how to maintain each of the site’s properties without altering the functionality, how to access the site’s tracking data, add or remove user accounts, utilize user information in order to communicate content updates, and instructions on how to operate the file manager on the host server in order to upload and download media files.

**Product ownership:**

**Overall Design:** Each member of the team will contribute to the overall design of the site. Revision can be requested by the client, the team will make revisions and verify the design with the client.

**WordPress Theme:** Each member of the team will contribute to the WordPress custom theme. Individual members of the team will create a page to build the overall theme.

**Learning/Sales:** Chanse Stephens will implement the functionality of how users will interact with the training materials. Other members of the team may contribute if the workload requires it.

**Customer Accounts:** Cat Schnelle will implement the functionality of how users will create accounts and sign into the website. Other members of the team may contribute if the workload requires it.

**Customer Notifications:** Elijah Pemberton will implement the functionality of notifying customers of new content. Other members of the team may contribute if the workload requires it.

**Google Analytics:** Kevin Sims will setup and implement the functionality Google Analytics. Other members of the team may contribute if the workload requires it.

**GDPR:** Elijah Pemberton and Kevin Sims will review what functionality of the website should be included in a GDPR policy. Other members of the team may contribute if the workload requires it.

**Training:** Cat Schnelle and Chanse stephens will develop the training needed to update, maintain, and use the website. Other members of the team may contribute if the workload requires it.