A black background with a black square

AI-generated content may be incorrect.

### WEB page development project

### Visualization of Apartments and information about Eclipse condos.

###### Eclipse Condominiums WEB Page

##### SCOPE PLAN

|  |  |
| --- | --- |
| PROJECT NO. | 01 |
| VERSION: 1.0 | Date**:** 23/06/2025 |
| RESPONSIBLES: | ANDRÉS E. MOREIRA LEE |
| CLIENTS: | ECLIPSE CONDOS |
| PROJECT: | DEVELOPMENT OF A PUBLIC WEB PAGE |

## objective of the project

We are working together with Eclipse Condos to develop a public web platform that presents their rental apartments in Playa del Carmen in an attractive and professional manner, allowing for better promotion beyond platforms like Airbnb. The website will include a manageable image gallery, multilingual information to appeal to an international audience, and automatic integration with social media and operator-provided content, with the goal of centralizing and efficiently updating information.

#### Equipo del proyecto y responsabilidades

For the initial development for this project, we are contemplating only two people working in the making of this product.

* Andrés E. Moreira Lee
* Mackenzie Moore

By the lack of personal and scale of the project, we assigned the roles and responsibilities accordingly.

* Responsable A (Andrés E. Moreira): Design, Documentation, management and development

Redact objectives, Scope and requirements.

Create wireframes and visual prototypes.

Design the initial interface and User Experience.

Coordinate deliveries and perform documentation.

Program the WEB site (frontend)

Responsible B (Mackenzie Moore): Development and Technical Implementation

Program the WEB site (frontend + backend)

Integration of content, panel of administration and interactions.

Make functional tests

Implement API integrations (Airbnb, social media, and Maps)

Configure hosting, domain, and deployment.

##### PROJECT DELIVERIES WITH ROLES

|  |  |
| --- | --- |
| DELIVERABLE | RESPONSIBLE |
| Project Scope Document | Responsible A |
| Requirements Document (SRS) | Responsible A |
| Wireframes and Prototype | Both |
| Website Development | Both |
| External Integrations (Airbnb, social media) | Responsible B |
| Functional Testing | Both |
| User Manual | Responsible A |
| Deployment and Launch | Responsible B |
| Final Project Report | Responsible A |

#### High level objectives

1. Strengthen the digital presence of Eclipse Condos by making a Web site that is; attractive, functional, and aligned with the visual identity. That projects professionalism and trust to potential guests.
2. Offer an official source of information about the apartments, without replacing digital platforms like Airbnb, but complementing each other.
3. Facilitate the internationalization of the business, incorporating multilingual functionalities that let clients understand in different countries the information y widens the reach of the site.
4. Centralize the information, and simplify the management of the content, letting updates for the images, texts, and promotional videos through an administrative panel exclusive for the dev team that will manage the Web site.

#### Regarding with business objectives

This Web site will let the owners y managers of Eclipse Condos to modify, update and visualize the promotional content of their apartments – including images, descriptions and rules at convenience – from an administrative panel. When offering a direct and professional channel of information. The platform will help to increase the visibility, attract new customers, build loyalty to previous costumers and ensure that the internal rules are clearly communicated and respected.

#### measurable success criteria

* Increment on the number of reservations
  + Measured by comparative before and after the implementation of the site. (this includes the user tracing that comes from the website to Airbnb)
* Percentage of international Clients.
  + User follow-up that reaches from outside of México. (Use of Google Analytics or similar)
* Number of contact forms completed
  + How many users are requesting information or show interest to make a reservation.
* Engagement in social media from the site
  + Clicks on the buttons of Instagram, Facebook, Whattsapp or link to Aitbnb.
* Average Loading Speed of the site.
  + Objective: <2.5seconds (Impacts directly to the User Experience and SEO)
* Successful updates made by the client.
  + Amount of times that managers of the site updates images, descriptions and rules without external help.
* Bounce rate
  + Percentage of users that leave the site after only seeing one page. Objective: <50%
* Average time on site
  + How many time the users are exploring the properties. Indicateing genuine interest.
* Search positioning (SEO)
  + Improving the appereance of the site in searches such as “apartment in playa del carmen” (3-6 per month)

#### cost, schedule and quality objectives

Schedule:

The preliminary development will conclude in a lapse of two months.

Quality:

The site needs to have the capacity to support a big number of visits to the site without crashing down, it will also have the correct standards to achieve maintainability and adaptability according to the times it finds itself.

#### project task list

*Number all the tasks for the project that will be done, in function of numbered deliveries in the previous section.*

*Alternatively, the Work Benchmark Structure (WBS) will be linked here in the declaration of scope.*

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| --- | --- | --- | --- | --- |
| ESTRUCTURA DE DESGLOSE DEL TRABAJO (WBS) adjunta | NO |  | SÍ | X |
| *Proporcione el enlace, si corresponde.* | [Documento WBS.pdf](Documento%20Estructura%20de%20trabajo%20(Español)%20copy.docx) | | | |

#### out of scope

This project will **not include or achieve** the following:

* Reservation system integrated directly into the website  
  (Reservations will be made exclusively through external platforms such as Airbnb).
* Payment processing or integration with banking gateways  
  (No type of monetary transaction is planned within the site).
* Bank-level security or advanced cybersecurity certifications  
  (Standard practices will be applied, but no corporate-level protection systems will be implemented).
* Implementation of artificial intelligence or autonomous virtual assistants  
  (The site will not include advanced chatbots, AI assistants, or predictive systems in this phase).
* Development of a native mobile application (Android / iOS)  
  (The site will be responsive, but no standalone app will be developed).
* Login system or management of external user accounts  
  (The site will not have user registration or external authentication systems).
* 24/7 technical support or post-launch maintenance  
  (Ongoing support service is not included in the current scope).
* Integration with external platforms or third-party systems not previously prioritized and approved by the client  
  (e.g., Booking, Expedia, CRM, etc.).

#### Planed functionalities for posterior fases

* User Data Collection System

Implementation of forms to capture visitor’s name, email, and phone numbers for promotional and personalized purposes. Must comply with personal data protection laws.

* Promotional Campaign Panel

Administrative section to redact, schedule and publish promotions that will be shown on the site or sent to the registered users.

* Blog or News Section

Space to share updates, events, local recommendations, or articles related to Playa del Carmen and Eclipse Condos.

* Review or Rating System

Section where guests can share updates, events, local recommendations or related articles with Playa del Carmen and Eclipse Condos.

* Customer Support Chat or Basic Chatbot

Fast contact window to solve Frequent Asked Questions, or redirect the visitor to Airbnb or Whatsapp

* Full Multilingual Support (Beyond Basic Translation)

Includes language switching through buttons, menus, navigation paths, validations, and SEO metadata.

#### project assumptions

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| NO. | PRESUNCIÓN | IMPACTO |
| 1 | It is estimated that the focus of the sistem audience will initially be to spanish speakers. On posterior fases there will be a version in english. And after that the sistem will have a translation to all languages. | During this project phase, all the content and validations will be in. spanish. We’ll considerate a flexible architecture to facilitate the future implementation of multiliguall versions, without remaking the key components of the system. |
| 2 | The reservation Website is still going to be managed by Airbnb | The site will only show the availability through iCals, without any direct reservation functionality |
| 3 | The content (images, videos, information, links to social media and calendars) will be extracted directly by the developers using references provided by Eclipse Condos. | This does not include the creation of new content required to meet the objectives established from this document. |
| 4 | The site will be temporarily managed by the developers until an administrator panel is implemented, allowing non-technical personnel to manage the site. | A functional prototype will be delivered with visible elements available to the public, in a state that allows future improvement and implementation of the admin panel. |
| 5 | Visitor will not be required to login to navigate on the site. | A system to register users or authentification it’s not planned. |
| 6 | A domain and hosting previously contracted via Wix are available to implement the new version of the site. | Compatibility between Wix and the new development will need to be evaluated. If hosting migration is decided, domain redirection and site deployment from an alternative provider will be managed. |
| 7 | The external integrations approved at the start of the project are limited to: Airbnb (via iCal), social media (Instagram, Facebook, WhatsApp), and Google Maps. | The development will focus solely on connecting these platforms. Any additional integration requested during the project will be considered a scope change and will require further planning and evaluation. |

#### project restrictions

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| --- | --- |
| **START DATE OF THE PROJECT** | 06/24/2025 |
| **DATE OF DEPLOYEMENT** | 08/05/2025 |
| **FINISH DATE OF THE PROJECT** | 08/13/2025 |
| **QUALITY OT PERFORMANCE RESTRICTIONS** | * The site must load under 2.5 seconds on normal conditions, to guarantee a fluid user expirience. * The design must be responsive and be able to adapt to movile devices * The system must be easily updatable by non-technical users through the admin panel. * The code must be structured for long-term maintainability without requiring a full rewrite. |
| **TEAM / EQUIPMENT LIMITATIONS** | * The development team consists of only two people, so the number of features and level of customization is limited to the time and capacity available within a 2-month timeline. * There is no specialized post-launch support team, which limits the ability to provide immediate assistance after delivery. * The client must assign a person responsible for providing content (images, texts, links, etc.) to avoid delays due to missing inputs. |
| **REGULATORY RESTRICTIONS** | * The site must comply with Mexico's Federal Law on the Protection of Personal Data Held by Private Parties, especially if in the future data such as names, phone numbers, and emails are stored. * All data collection must include explicit user consent and clearly visible privacy policies. * No payment systems will be integrated, so banking or financial regulations do not apply at this stage. |

#### updated estimates

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| **Estimate of the required hours to complete this project** | 380 – 420 hours |

#### approvals

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| --- | --- | --- |
| **NAME AND TITLE OF THE STAKEHOLDERS** | **DATE OF APPROVAL** | **SIGNATURE** |
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