Course Teacher: Eng. Golam Rabbany

Course Title: Software Project VI

Course Code: CSE336

Dear Sir,

Re: Enclosed Application Agreement for Digital Market Agency Web Application System.

As Students, We are aware that creating a client-oriented Application takes a mixture of technical excellence and clear communication and our firm hires only the very best to ensure you receive both. We know that every client is unique and we strive to deliver an individual, innovative and affordable proposal every time and to follow it through with an outstanding delivery which is both on time and within budget.

According to your business requirement we design “Digital Market Agency” Web Application System for you. In this agreement paper we write each and every part and all possible features which cover our Application. So please read carefully and if it satisfies you then sign and confirm the agreement.

Yours Truly,

Mohammad Asif Dewan

ID:213-15-4548

Supta Das Dip

ID:213-15-4598

Section:60-C

Daffodil International University

Digital Marketing Agency Website

1.Project Overview

- **Purpose:-** The primary goal is to create an engaging web presence that effectively showcases the startup's services, portfolio, and team to potential clients and partners. The website aims to enhance brand visibility, establish credibility, and encourage user interaction through exploration and contact forms.

- **Scope:-** This project involves developing a responsive website for a small startup or development agency. The site includes essential sections such as a hero banner, services, portfolio, team showcase, and contact details. The design emphasizes modern UI/UX principles with dynamic navigation and interactive features.

- **Definitions, Acronyms, and Abbreviations:-**

  HTML: HyperText Markup Language – used for structuring the web pages.
  CSS: Cascading Style Sheets – controls the layout and design.
  JS: JavaScript – used for interactive elements on the website.
  CEO: Chief Executive Officer – the leader of the organization.
  CTO: Chief Technology Officer – responsible for the technology strategy.

- **Overview:-** The website includes several key sections:

  Navigation Bar: Provides links to Home, Portfolio, Services, and Contact pages.
  Hero Section: A welcoming introduction with a call-to-action button.

  Partners Section: Displays logos of notable partner companies such as Google microsoft.
  Footer: Contains social media icons and copyright information.

  Team Section: Highlights key team members with roles like CEO, CTO, Designer, and Developer.

2.Overall Description

Product Perspective: The webpage represents a modern, responsive website designed for a startup or development agency. It integrates clear navigation, team introductions, and partnerships, showcasing the agency's offerings and team expertise.

Product Functions:

- **Navigation:** Easy access to Home, Portfolio, Services, and Contact pages.
- **Content Display:** Showcases team members, partnerships, and services.
- **Interactivity:** Buttons like "Explore" and "Learn More" direct users to additional information or actions.

User Characteristics:

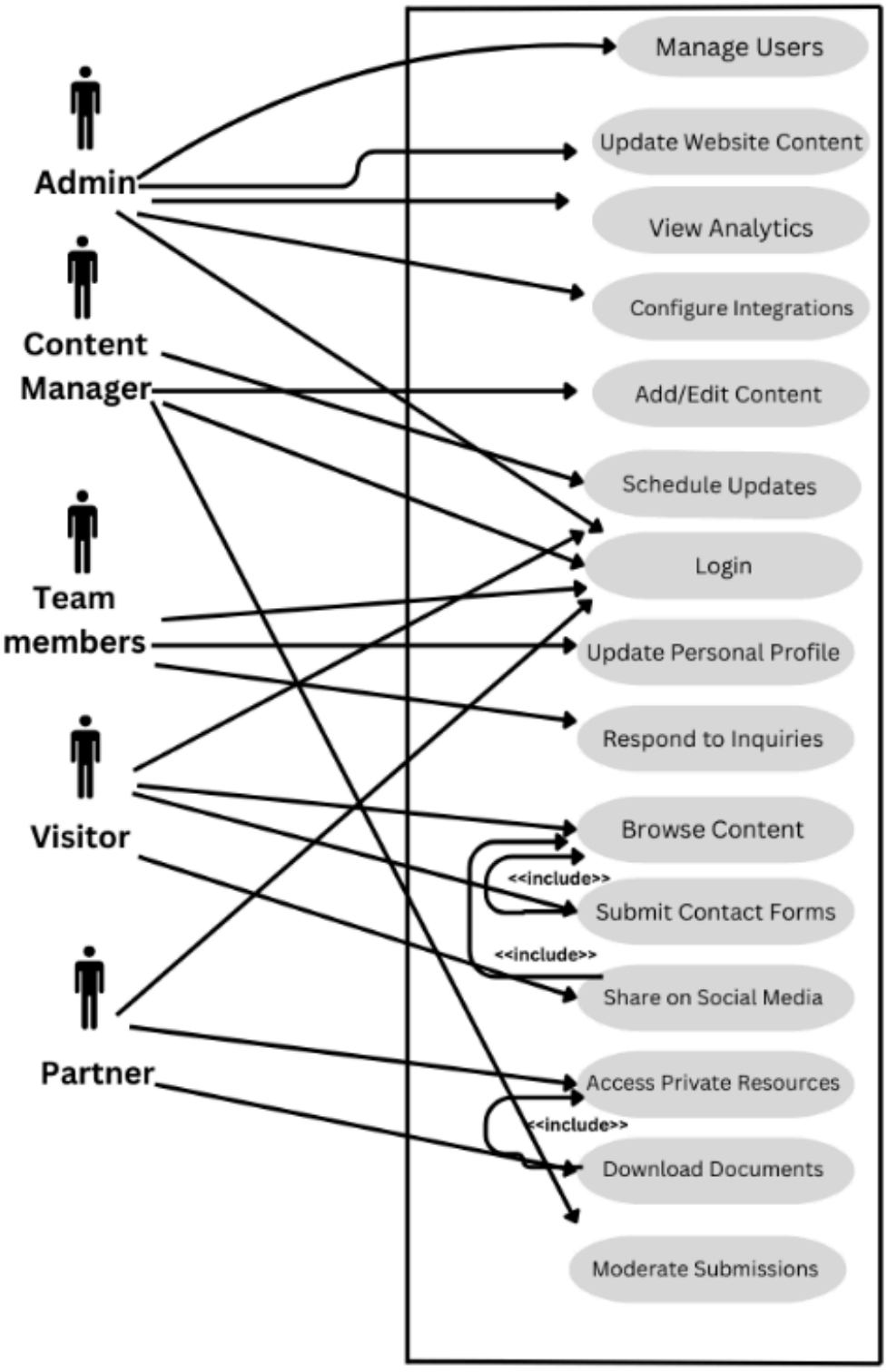
- **Business Clients:** Companies looking for development services.
- **Potential Partners:** Organizations interested in collaborations.
- **Job Seekers:** Professionals exploring roles within the agency.

3.System Features

User Roles and Permissions:

- **Admin:** Full access to manage all content, analytics, roles, and integrations.
- **Content Manager:** Edit, publish, schedule updates, and moderate submissions.
- **Team Member:** Manage personal profiles and respond to assigned inquiries.
- **Visitor/users:** View public content, submit forms, and interact with buttons/social media.
- **Partner:** Access secured collaboration materials and private sections.

Use Case Diagram:



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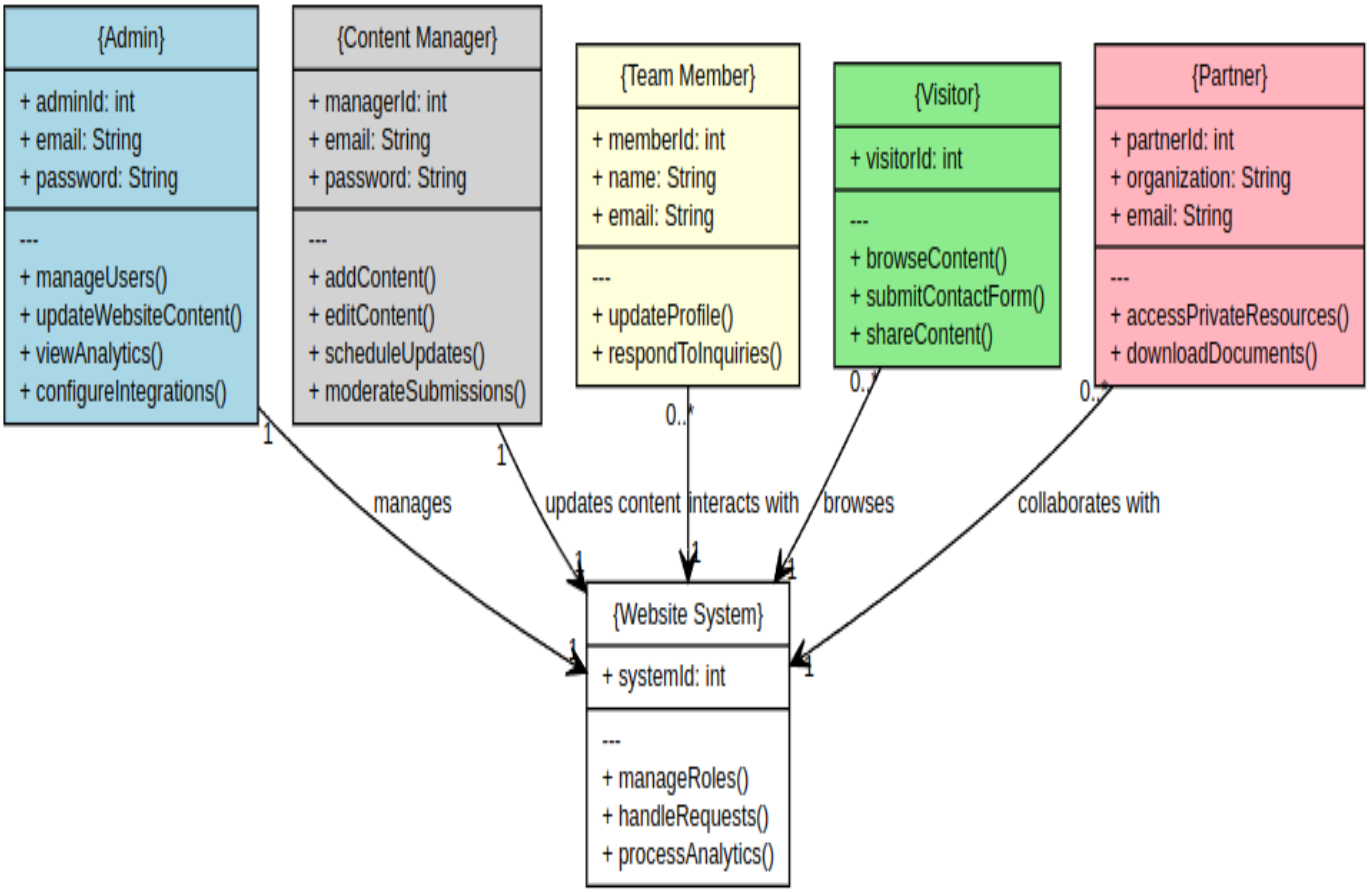
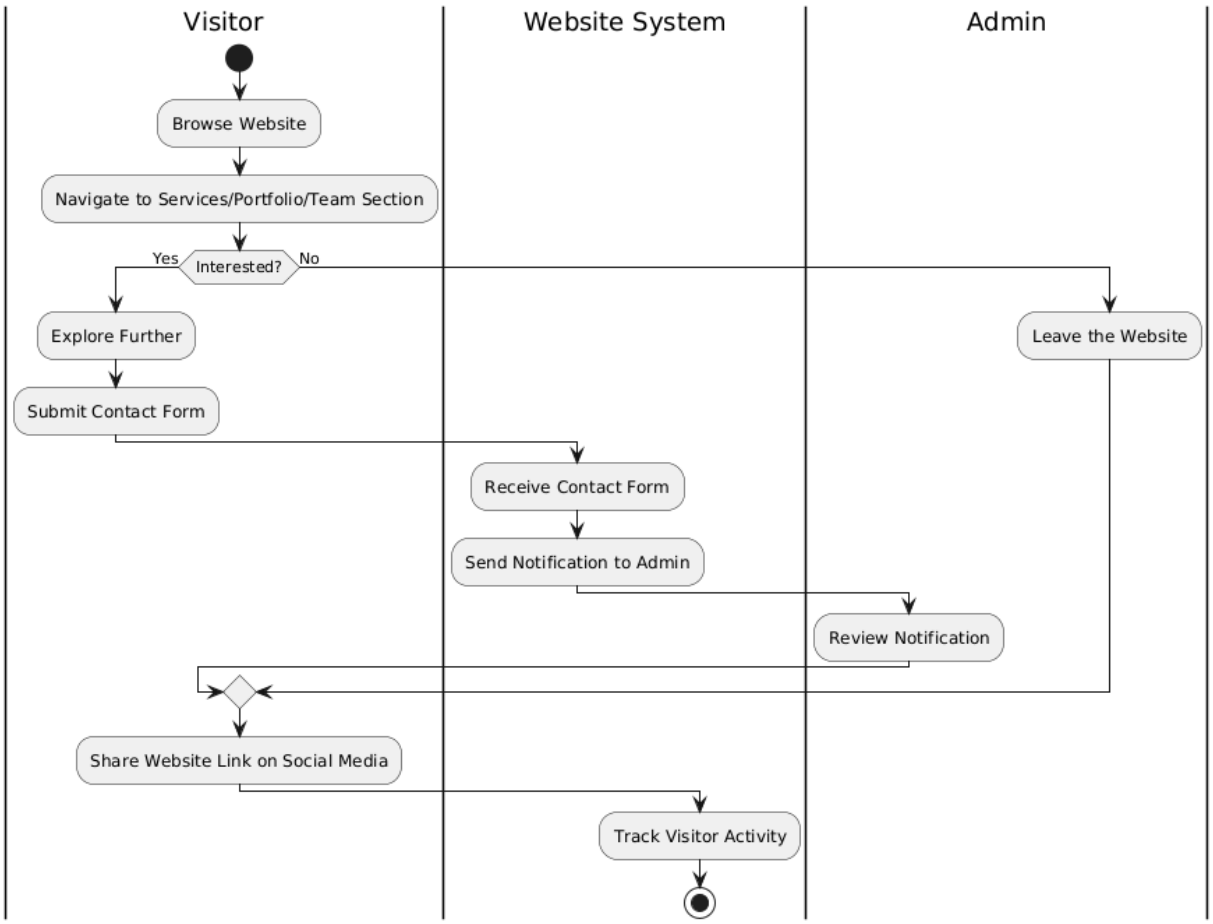


Activity Diagram:



Detailed Workflows:

Visitor Workflow:

- **Browse Website**: Visitor views the website content, including services, portfolio, and team sections.
- **Navigate to Sections**: Visitor explores specific sections like Services or Portfolio for more details.

- **Interest Decision**: Visitor decides whether to explore further or leave the website.
- **Explore Further**: If interested, the visitor dives deeper into available content.
- **Submit Contact Form**: Visitor fills in a contact form with name, email, and message to ask for information.
- **Share on Social Media**: Visitor shares the website link using social media sharing buttons.
- **Leave Website**: Visitor leaves if they are not interested.

Website System Workflow:

- **Receive Contact Form**: The system captures the form submitted by the visitor.
- **Send Notification to Admin**: Send a message to the admin about the form submission.
- **Track Visitor Activity**: Tracks visitor actions, such as exploring content or sharing links.

Admin Workflow:

- **Review Notification**: Admin checks the notification sent by the system (e.g., new contact form submission).
- **Leave Website**: Admin logs out or exits after reviewing the notifications.

4. Module Description

Customer Modules:

Home Page

- The home page introduces the agency to visitors.
- It displays the agency's logo and highlights the main services.
- There is a big welcome section with a button that encourages users to explore more of the website.

- **Technologies**: HTML, CSS, JavaScript

Portfolio Page

- This page shows examples of the agency's past projects.
- It lists projects with images and short descriptions.
- Visitors can click on each project to get more details about it.

Services Page

- This page lists all the services that the agency offers, like SEO, digital marketing, and others.
- Each service has a brief description to help visitors understand what is offered.

Contact Page

- The contact page allows visitors to get in touch with the agency through a form.
- Visitors can enter their name, email, and message.
- It also shows the agency's phone number, email, and physical address.

Admin Management Modules:

1. **Content Management System**
    - The admin can log in and update website content, like changing text, adding images, or updating the portfolio.
    - It is an easy-to-use interface, so no technical skills are needed.
    - **Technologies**: HTML, JavaScript (Admin interface), Backend database

2. **User Management**
    - The admin can manage who can access the website's backend.
    - Admins can add or remove users like team members and content managers.
    - Different roles and permissions can be assigned to these users.
    - **Technologies**: JavaScript, HTML

System Modules:

1. **Content Delivery Network (CDN) Integration**
    - The website uses a CDN to make loading faster.
    - It stores images and other resources on servers in different parts of the world.
    - This helps visitors load the website faster, no matter where they are.

    - **Technologies**: CDN Services (e.g., Cloudflare, AWS CloudFront)
2. **Database Connection (For Content Management)**
    - The website is connected to a database to store and retrieve important information, like project details and client information.
    - This helps the website stay dynamic and lets the admin update the content easily.
    - **Technologies**: MySQL, MongoDB, JavaScript (backend)
3. **User Authentication System**
    - The system makes sure only authorized users can access specific parts of the website, like the admin section.
    - Users log in with secure passwords or tokens to protect sensitive information.
    - **Technologies**: Node.js, Express, JWT (JSON Web Tokens)
4. **Analytics Integration**
    - The website is linked to Google Analytics to track user activity.
    - It helps the agency understand how visitors use the website and what pages they visit.
    - The data collected helps the agency improve website performance and marketing strategies.
    - **Technologies**: Google Analytics, JavaScript

Visitor Modules:

1. **Navigation**
    - The navigation bar helps users easily move around the website.
    - It provides links to important pages, like home, services, portfolio, and contact.
    - **Technologies**: HTML, CSS, JavaScript
2. **Social Media Links**
    - The footer displays icons for the agency's social media profiles (like Facebook, Instagram, and Twitter).
    - When users click on these icons, they will be taken to the agency's social media pages.
    - **Technologies**: HTML, CSS, JavaScript

5.Technology Stack

1. **HTML (Hypertext Markup Language)**
    - The backbone of the website, providing the structure of all the content (texts, images, links, buttons, etc.).

2. **CSS (Cascading Style Sheets)**
    - Used to style the HTML elements. It controls the layout, colors, fonts, margins, and other visual aspects of the webpage.
    - It ensures the website is responsive, adapting its layout to different screen sizes.

3. **JavaScript**
    - Adds interactivity to the website. For instance, the menu toggle in the navbar uses JavaScript to show/hide the menu items when clicked.
    - Additional interactive features can include form validation, dynamic content loading, animations, and more.

4. **Database (Backend)**
    - For a basic database connection, you might be using a server-side language (such as PHP, Node.js, or Python) to interact with the database.
    - The database could store information like user data, client interactions, or content for the website (e.g., portfolio items, team members, or partners).
    - If you're using a relational database (like MySQL) or NoSQL database (like MongoDB), you might use SQL or NoSQL queries to fetch, update, or delete data.

6.Milestones and Timeline

Milestone	Tasks	Reporting	Time
1.**Analysis**	Analyze project requirements	Weekly report	7 days
2. **Requirements Gathering**	Collect and finalize requirements; obtain approval	Bi-weekly report	10 days
3.**Development**	Code, design, and build system	Weekly report	60 days

4.**Testing**	Unit testing, integration testing, user acceptance testing	Daily report during testing	20 days
5.**Deployment**	Deploy to production environment; validate installation	Deployment checklist	5 days
6.**Delivery**	Final delivery and project closure activities	Final project report	5 days

Front Page:

TEAMS

Our Teams

Lorem ipsum dolor sit amet consectetur adipisicing elit. Recusandae, porro?

Supta Das Dip

CEO

Mohammad Asif Dewan

CTO

Saiba

DESIGNER

Arusha

DEVELOPER

View Team

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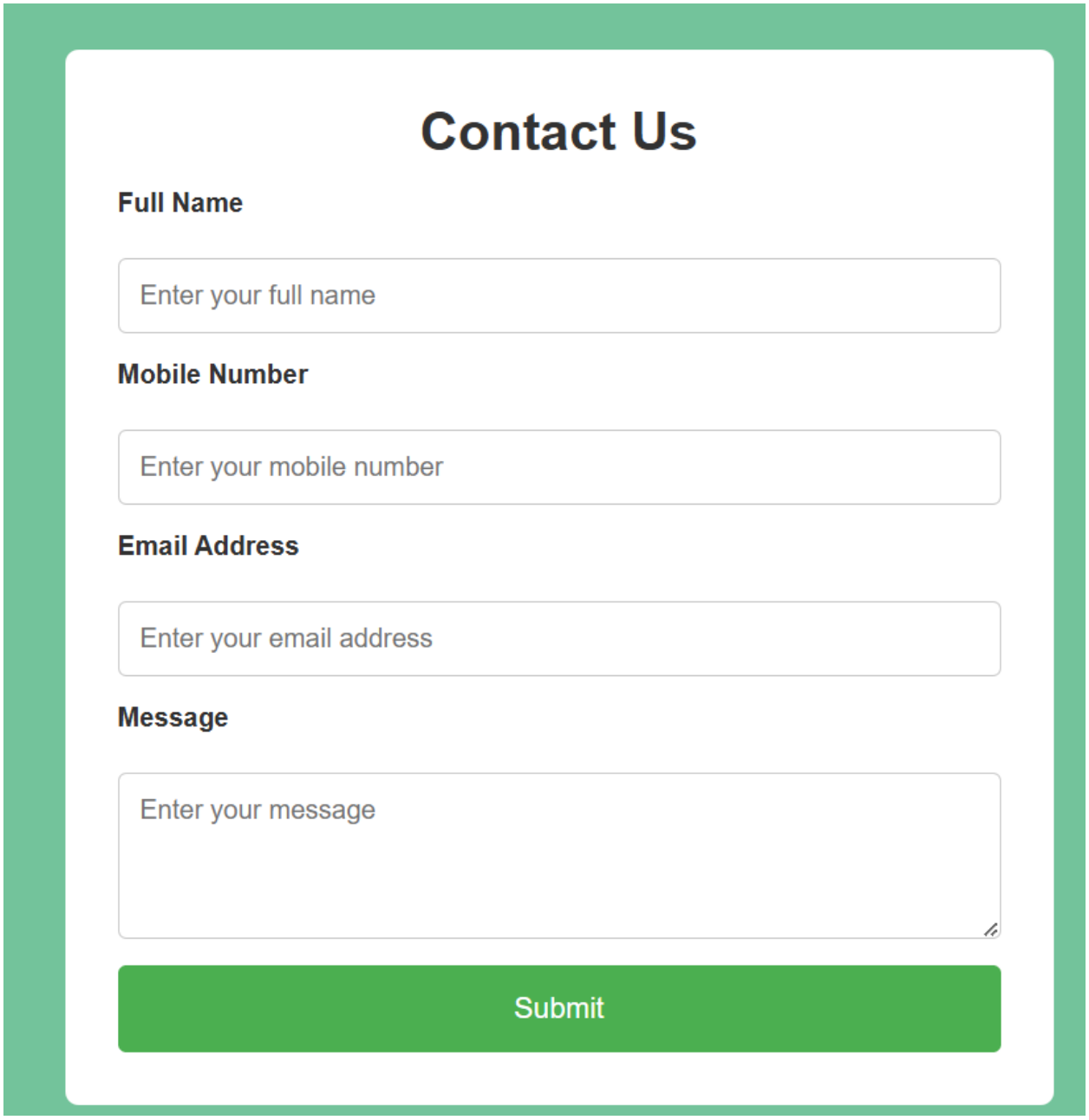
Database:



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7. Testing Process

- **Unit Testing:** We will test individual components of the website using tools like **Jest** and **React Testing Library**. This ensures that elements like buttons, forms, and interactive features are working properly.
- **Integration Testing:** We will test how different systems such as the backend database, content management system, and third-party integrations (e.g., analytics, contact forms) work together seamlessly.
- **End-to-End Testing:** We will use **Cypress** to simulate real user workflows. This will ensure that visitors can navigate the website, fill out forms, explore services, and interact with all features without issues.
- **User Acceptance Testing (UAT):** A group of real users will test the website to provide feedback on usability and the overall experience. This is important to ensure that the website is user-friendly and meets the needs of visitors before the final launch.

8. Support and Maintenance

- **Support Services:** We will provide ongoing 24/7 technical support for any website-related issues. This will include troubleshooting problems with forms, broken links, or integrations, ensuring smooth user experiences at all times.
- **Maintenance Plan:** We will offer regular updates to the website's content and features, ensuring everything remains current. This includes adding new services, updating team information, and implementing security patches to keep the website secure.

9. Pricing and Payment Terms

- **Total Project Fee:** The total fee for developing the website is **1,200,000 BDT** (Bangladeshi Taka).
- **Payment Schedule:**
    - **20%** due after the requirement analysis and approval stage.
    - **40%** due after the completion of the initial development, including the homepage, portfolio, and services sections.
    - **30%** due after the successful completion of testing and User Acceptance Testing (UAT).
    - **10%** due upon the final deployment and website launch.

10. Roles and Responsibilities

- **Client (Digital Marketing Agency):** The client will provide initial requirements, content (text, images, etc.), and feedback on designs throughout the project. The client will also review and approve milestones before proceeding.
- **Frontend Developer:** Responsible for building the website's user interface (UI), ensuring it's visually appealing and responsive across devices. They will use **HTML**, **CSS**, and **JavaScript** to implement the design and interactivity.
- **Backend Developer:** Handles the website's backend development, integrating the database and third-party services (such as analytics or contact forms). They will use **Node.js**, **Express**, and a database like **MySQL** or **MongoDB**.
- **Content Manager:** Responsible for updating and managing the website's content, ensuring everything is up to date. This includes editing text, uploading images, and aligning the content with the agency's branding.
- **UI/UX Designer:** Focuses on creating a user-friendly and aesthetically pleasing website design. They ensure that the website is easy to navigate, responsive, and meets modern design principles for a smooth user experience.

11.Contact Us

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