



**BRAND  
CENTRICAL**

**Alaris Lanka**

Website Proposal

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## Proposed Solution – Alaris Lanka

Feature/Facility	Description
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*(Below are the estimations on the features based the brief. Time plan might change once the detailed layouts are given)*

Look & Feel (Layout)	<ol style="list-style-type: none"><li>1. Layouts will maintain a modern, simpler, corporate look in order to capture enhance the usability of the site.</li><li>2. Navigation of the website will be unified in every section of the website.</li><li>3. Some pages will be interlinked for usability purposes</li><li>4. Homepage of the website will have a clear and clean look while delivering many dynamic features.</li><li>5. The main navigation tabs will contain of the following main tabs.<ul style="list-style-type: none"><li>• Home Page<ul style="list-style-type: none"><li>Explore Featured Products</li><li>Sub Menus – Product Category<ul style="list-style-type: none"><li>• Skin Care</li><li>• Nutraceuticals</li><li>• Slimming</li><li>• Personal Care</li></ul></li><li>4 Secondary banners for selected products</li><li>Video Blog – Banner Link</li><li>Where To Buy – Banner link</li><li>Review – Banner link</li><li>Beauty Tips &amp; Advice – Banner link</li><li>Here for you – Banner</li><li>FAQ's – Banner link</li><li>Latest offer– Banner link</li><li>Live Chat</li><li>Social Media links</li></ul></li></ul></li></ol>
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### **Navigation Tabs**

- About Us
  - Who We Are.
  - Organizational Structure
  - Director's message
  - Partners
  - Corporate Ethics & CSR
  - Joins us
    1. Opportunities
    2. Why Alaris Lanka?

- Products
  - Product Filtration
- FAQ
  - FAQ Form to ask questions-
- Offers
  - All Offers.
- Sales & Distribution
  - Sri Lankan map with distribution channels
  - Sales force.
- Contact Us
  - Contact details with Google map
  - Send a Message Form.

## Content Areas

### Home Page

This section includes the following.

- a. There will be static navigation bars on top of the home page including followings.
  - i. About Alaris Lanka
  - ii. Products
  - iii. Offers
  - iv. Sales & Distribution
  - v. Contact us.
- b. **Banners** - Five dynamic banners will be included.
  - Admin will be able to change the banners & the banner text via CMS.
- c. **Explore Feature Products** - Maximum 6 products will be featured under each category.
  - Users will be able to explore the products by clicking and it will be directed to the product page under applicable category. Users will be able to buy products and enter the quantity of the products through redirected page.

\* **CMS Enable**

- d. **Sub Menus** – secondary banners will be given under main

banners. Each banner can contain a topic & and a relevant image of the product.

- Users will be directed to product page once they click the banner.
- Admin will be able to give a link to particular banner via CMS

**\* CMS Enable**

- e. **Video Blog Link** – A link of the latest video will be given along with the picture of that specific video. Admin should upload the video initially to Alaris YouTube channel to upload the website. There will be no separate video blog.

**\* CMS Enable**

- f. **Where To Buy** – This feature helps users to find a close place to buy Alaris Products.

- **Users will have to enter following to find a place.**
  - **Product Category** – User selects the product category from dropdown.
  - **Products** – According the selected product category drop down will suggest the products. User has to select the products.
  - **Province** – Users will have to select the province from dropdown.
  - **City** – Users will be given the Cities based on Province selection & they have to select the Area accordingly.
- This will only list down the retailer points which Alaris maintaining the inventory/Database.
- If the product is not available in the particular distribution point according to maintaining Database/Inventor, system will not list the particular distribution point.
- If the product is not available at any distribution point according to maintaining Inventory/Database, the product will be temporarily taken off from list via CMS & it will not be shown in the product list

**\* CMS Enable**

- g. **Review** – Once user clicks the review on the banner it will be directed to that particular review under applicable products.

- Each product will have it's own reviews.
- Admin will be able to delete, edit, hide/show the reviews.
- Reviews page will have pagination.

**\* CMS Enable**

- h. **Beauty tips & Advice** – This contains the latest article either video or a blog article.
- Users will be directed to Beauty tips & advice blog once they click on banner link.
  - Users can share the published videos & articles on following Social Medias.
    - Facebook
    - Twitter
    - G+
  - Videos & articles will be uploaded by admin to the Website.
  - Initially Videos should be uploaded to YouTube and embedded to the system via CMS.

**\* CMS Enable**

- i. **Here For you** – This contains a small description about the company & it will be directed to about us page once user clicks.
- j. **FAQ's** – Users will be directed FAQ's page once click on FAQ's banner link.

**\* CMS Enable**

- k. **Latest offer** – This contains the latest offer from the offers list. Users will be directed to offers page once click on the given banner link.

**\* CMS Enable**

- l. **Social Media Links** – Facebook, LinkedIn, G+, twitter & Instagram page will be linked to relevant icons & users will be directed to respective pages.

## **About us**

This section includes the following.

**a. Who We Are**

Description about Alaris Lanka & Vision and mission will be featured under this area.

**b. Why Alaris?**

Description about working environment, teamwork & special experiences of Alaris Lanka

**c. Organization Structure**

Organization hierarchy will be featured

**d. Director's Message**

This section will feature an article and an image.

**e. Partners**

Descriptions & partner's logos will be featured.

- Partner name
- Logo
- Description
- Website link

**f. Join Us**

- Working At Alaris Lanka  
A description about Alaris working environment & special experiences with 3 images.
- Current Opportunities (**\*CMS Enable**)
  - List available vacancies
  - Admin will be able to add the available vacancies via CMS
  - Online application for includes the following
    - Name
    - Email
    - Position Applied For
    - Attach Your CV – user can upload Word either PDF file, which is less than 5mb.
    - Captcha
    - Apply Button
- An email will be sent admin with entered data & CV as an attachment once user uploads the CV via online application.
- Admin will be able to add, edit, delete, and disable the available opportunities via CMS.

**Products**

This section includes the following.

**a. Products**

- All the products that is imported & distributed by Alaris Lanka will be featured here.
- Filtration options will be given on left side to filter the products as follows.
  - Product Categories

- Personal Care
  - Slimming
  - Skin Care
  - Nutraceuticals
- Product type
  - Facia
  - Jojoba
  - Slimming
  - Stimulants
- Gender
  - Male
  - Female
- Each product will be featured with a thumbnail image. It includes the following as well.
  - Name
  - Price
  - Rating – Users will be able rate the products right there by hovers the stars under products & users can check the overall rating as well. Users will be able rate the products after logging in with Social media (Facebook & G+)
- Once user clicks a product it will be directed detail product page, which gives a description about the product. And this page contents the followings.
  - Product description
  - Review – Users will be able to write reviews by clicking “write a review button” and will be able to check the reviews through “ see all reviews option’. Users have to log in through Social Media (Facebook & G+)

#### **b. Filtrations**

- 2 filtration options will be given based on client’s suggestion.

## **FAQ**

This section includes the following

### **a. FAQ’s**

FAQ’s will be featured on alphabetic order under this section &



users will be able to clarify their doubts by reading through

- FAQ's and Answers will filter & post by admin via CMS.
- Admin will be able to add, edit, delete & update the FAQ list via CMS.
- Users may ask any number of questions after log in through following Social Media.
  - Facebook
  - G+

**b. Form**

- If the specific question is not featured, users will be able to send in their questions through the form provided by log in with following Social Medias.
  - Facebook
  - G+
- Admin will receive an email with questions & will be able to add the question to FAQ list and also answer via email
- Admin will be able to add, delete, edit the question via CMS

**\* CMS Enable**

**Sales &  
Distribution**

This section includes the following.

**a. Sales force of Alaris Lanka**

A description about Alaris sales force along with a group picture will be featured.

**b. Distribution network**

A Sri Lankan map with all distribution points will be featured.

**Contact Us**

This section includes the following.

**a. Contact details**

This section includes the basic contact details of Alaris Lanka.

- Address
- Telephone number
- Fax

**b. Google Map**

The location of the company will be pointed on Google map & will be featured under this section.

**c. " Send a message " form**

Users can send their inquiries & message by filling online inquiry card.

- Admin will receive the same via email & will be able to response via email.

#### **Additional Modules**

1. Rate & Review
2. Where to Buy
3. Video Blog
4. Online shopping
5. Beauty tips & advice

Above sections are separate models & quoted separately.

#### **Rate & Review**

This feature allows the user to rate & review the products. A separate module will be added to the system for this functionality.

- a. Rate – Any users who access the site will be able to rate the products by log in either with Facebook or Gmail.
  - Users can rate the products by hover the stars under every products.
  - Overall rating will be shown under each product
- b. Review – Any users can who access the website can write a review by log in with Facebook or Gmail.
  - User can write a review by clicking ‘write a review’ button under every product.
  - Reviews will be sent to admin’s approval & it will be published once admin approves the review.
  - Users can read the approved review under every product.

**Note – If we do not include the rate review model to the system, rate & review section on product page will be taken off since this is an additional module.**

#### **Where to Buy**

This feature helps users to find a near by place to buy Alaris Products.

- **Users will have to enter following to find a place.**
  - **Product Category** – User selects the product category from dropdown.
  - **Products** – According the selected product category drop down will suggest the products. User has to select the products.
  - **Province** – Users will have to select the province from dropdown

- **Area** – Users will be given the area based on Province selection & they have to select the Area accordingly.

- This will only list down the retailer points which Alaris maintaining the inventory/Database.
- If the product is not available in the particular distribution point according to maintaining Database/Inventor, system will not list the particular distribution point.
- If the product is not available at any distribution point according to maintaining Inventory/Database, the product will be temporarily taken off from list & it will not be shown.

**Note – If we do not include the where to buy model, banner link given on home page will be taken off either replaced since this is an additional module**

## **Online Shopping**

This feature helps users to buy Alaris products online.

- This will have an Inventory system & contains the following
  - Admin will be able update the product availability or unavailability.
- Third party payment gateway will be integrated.
- Shopping cart – Users can log in to the system by Social Medias (Facebook & G+) to add the products cart & individual cart will be given to each user.
- Users will be able to proceed the payment through shopping cart.
- Two payment options will be given as follows.
  - Card payment – Users will be able to pay by card
  - Payment on delivery – Users can add the products to cart & get it delivered.

**Note – If we do not include online shopping module, online shopping options feature will be taken off from the website & users will not be able to buy online.**

## **Beauty tips & advice**

This section contains the video & article relates.

- Users can share the published videos & articles on following Social Medias.
  - Facebook
  - Twitter

- Videos & articles will be uploaded by admin to the website via CMS
- Initially Videos should be uploaded to YouTube and embedded to the system via CMS.

**Note – If we do not include the beauty tips & advice blog, banner link given on home will be taken off either replaced since this is an additional module.**

## Sitemap

Alaris website sitemap and interrelated links will be appeared in this page.

## Search Engine Optimization (SEO)

### Tags

Every element of the site will include tags that will make it easy for search engine's to recognize the website during a search.

### Keywords

Keywords will be included in the coding of the site. These keywords will be handpicked after analyzing the search patterns of the users

### Content

Content choose to be included in the site will be arranged in a specific manner to support algorithms of major search engines such as Google, Yahoo and MSN.

### SEO Methods

- Web Master Tools  
We will integrate the website to Web master tool (Google) to check whether the site has barriers for SEO.
- Robots.txt, Descriptive URLs, link text & Anchor text  
Above attached methods will be used to increase the presence of the website in the search results.
- Meta tag, HTML title tag & structured data

Key words will be included in the coding to improve the website presence.

- Remove duplicate content, Pagination & Manage optimization  
Whilst development, code duplication will be avoided and pagination will be defined in a correct manner to maintain the proper inter link between every pages.

Website  
Standards &  
Compliance for  
Compatibility.

Website Standards

- W3C
- Unicode consortium
- PHP
  - PSR-3
- MYSQL
  - Sql1992

Compliance For Compatibility

- Cross browser / platform compatibility.
- Mobile optimized views.
- Use of no-scripts.
- Image quality and viewport / device balance.
- Database normalization.
- OOP concept.
- Code factoring.
- Page loading optimization.
- Minified JavaScript and CSS.
- Cleaning loopholes memory leaks.
- Optimize AJAX calls.
- Custom exceptions.
- Centralized error handling.
- Custom CSS media queries.
- Screen reader compatibility
- Data encryption.
- HTML 5.0 compatibility layouts.
- Code Readability and proper indentation.

**CMS**

**Application**

This will be applied only for below mentioned areas of the website.

**1. Home page**

- a. Banners – CMS access will be given to change the banner

& banner text.

- b. Secondary Banners – CMS access will be given to change the banner & topic of the banner.
- c. Latest Offer Banner Link – CMS access will be given to link the latest promotion from offers list.

## **2. About us**

- a. Available Vacancies – CMC access will be given to upload the available vacancies (Job & Description)

## **3. Products**

- a. Product - CMS access will be given to add, edit, update & delete the products & details

## **4. FAQ's**

- a. **Questions** – CMS access will be given to add, edit, update & delete the questions. And admin can add the question, which are sent by users through form as well.

## **5. Rate & Review**

- a. **Review** – Admin will be able to add, edit, and delete the review, which are posted by users.
- b. **Rate** - Admin will be able to add, edit, and delete the ratings.

## **6. Where to Buy**

- a. Inventory/Database - Access will be given view the Inventory/Database via CMS.

## **7. Video Blog**

- a. **Video upload** - CMS access will be given to embedded the video to the site.

## **8. Beauty tips & advice**

- a. **Article** – CMS access will be given to upload the articles
- b. **Video** – CMS access will be given to embed the video through YouTube.

**Admin**

3 admin access

## Project Timeline For Alaris Lanka

No	Task	Estimate (Man hours)
	<b>Layout Designing &amp; Optimization:</b>	
1	Layout designing	40
2	Optimization	13
	<b>Development Process:</b>	
4	Front End Development (jQuery + CSS3)	103
5	Back end logics integration and corrections	110
6	Content Management System Development	67
7	SEO	26
	<b>Testing &amp; Bug Fixing:</b>	
8	Testing, rework, review and bug fixing	20
<b>Total</b>		<b>379</b>

## **Timeline For Additional Modules**

1	Online Shopping	130
2	Video Blog	40
3	Where To Buy	36
4	Rate & Review	20
5	Beauty Tips & Advice	30
	<b>TOTAL</b>	<b>256</b>

## **General Website Standards & Compatibility**

1	Compatibility	26
2	Standards	26
	<b>TOTAL</b>	<b>52</b>

## **Timeline Execution**

- Step 1 – Layout will be designed & sent for client approval within the mentioned timeline for final approval & feedback.
- Step 2 – Optimization will be done after getting the feedback from the client & it will be sent for final approval again after optimization
- Step 3 - Development Process will be started after approving the all designed layouts & providing 80% of the content.
- Step 4 – Testing & Bug fixing will be done after final demonstration & feedback.

## **NOTE:**

- We are not responsible for the delays due to insufficiency in providing content for the site.
- We are not responsible for the delays in providing content & third party delays. If there is a day delay in providing content either approval for the layouts, two



additional working days will be added to the development process from the approval date.

- Development process will be started once all the layouts are approved & after receiving all the contents.