Proposal for Wind-Travel Project

One-stop solution with good-looking, well-designed, cutting-edge and secure website.

Mountain Rock Tech

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1. Introduction

Wind Travel, Inc. is a Canadian company providing one-stop traveling services to people around the country and the whole world. People can purchase travel products, such as accommodations, flights, tickets, and coupons. They can also acquire travel insurance service and tour guide service. Providing online products and recreational activities, we focus on the people who like traveling and sightseeing, so the website should be attractive, creative, and convenient for our customers to manipulate. Our company-Mountain Rock Tech, a website design, and development company can provide the best solution for your company.

2. Goals & Objectives

2.1 Our main goals:

- The website should have modern standards, logical structure, new look, and branding. The content will be streamlined and organized clearly, especially display main products by dynamic PHP.
- Using web technology and methods of designing, the website can grow as time goes by.
- The website will be compatible with different computers, operating system, and devices.

2.2 Well-designed, Intuitive and Clear website by using PHP will be set up.

- Navigation with bread crumbles added in the website can enhance the customers' experience. This can be accomplished by PHP

- PHP and MySQL technology will strengthen search function can help customer to find the right info or products as easily as it can be.

- Using PHP to show obvious entrance for Login or Logout, and Register/Shopping Cart according different conditions. This can be beneficial to possibility of purchase and number of potential customers.

- Dynamic websites with appropriate using templates and PHP backend can be convenient for multiple items operation and multiple pages modifying.

2.3 **Advanced Database and Data Modeling**

- Database will be implemented for customer, products and invoice management. Some of data is shown to the regular customer, some of it is arbitrary for administrator.

- Logged in customer can add products to the shopping cart and purchase whatever products they want. They can also review the orders and invoice they have created.

- Admin can add, delete, modify the products table, customer table, and invoice table. All the operation can record log and timestamp.

- Hotel (main products) Table collects all useful data: id, hotel brand, hotel name, room, bed, adults, phone, address, price, images, description and operation log, etc.

- Customer table collects all key info: id, name, country, city, street, postal code, email, phone, passwords, etc.

- Invoice table will have relevant data: price, tax, amount, etc.

2.4 Security Mechanism for website

- Password Encryption: all password will be encrypted safely in the Database.

- XSS Protection: all output from the user typed in will use htmlspecialchars() method to prevent unsafe cross sites scripting.

- CSRF Protection: using Referer, Token, XMLHttpRequest testing and certifying to reduce the possibility of CSRF problems.

- Authentication: visitors can browse all products and basic info on the websites as well as search for products. But only authenticated users (log in or register) using correct username and password can manipulate backend of the website or fulfill all kinds of purchase. And we enhance the safety level of password, such as charging for different types of data: number, letter, special characters.

3. Target Audience

3.1 Primary Audience

In Canada, more and more people like traveling around the country or the world with their family and friends. Sometimes, people spend a lot of time and effort on searching information about tickets, hotels, and places, etc. They even get exhausted before they begin their trip. Our primary audience is the people who like traveling but don't like troublesome procedures. We are willing to set up a one-stop service traveling website. People do not have to worry about accommodation, transportation and traveling insurance, etc. They can easily purchase tickets, book hotels, and restaurants, and even acquire guidance, insurance, and other kinds of help. According to this, the new website will focus on traveling service and information, such as "The most popular places", "The most popular hotels", flights, restaurants and other helpful services. Besides, many beautiful colors on this website make it eye-catching. It also has "Canadian styles": not only the beautiful scenery in Canada but also includes red color and maple leaf. All these designs will be a good reason for people to use this new website. Moreover, the new website will have "map" and "search" function, because searching and positioning is really important for a traveler.

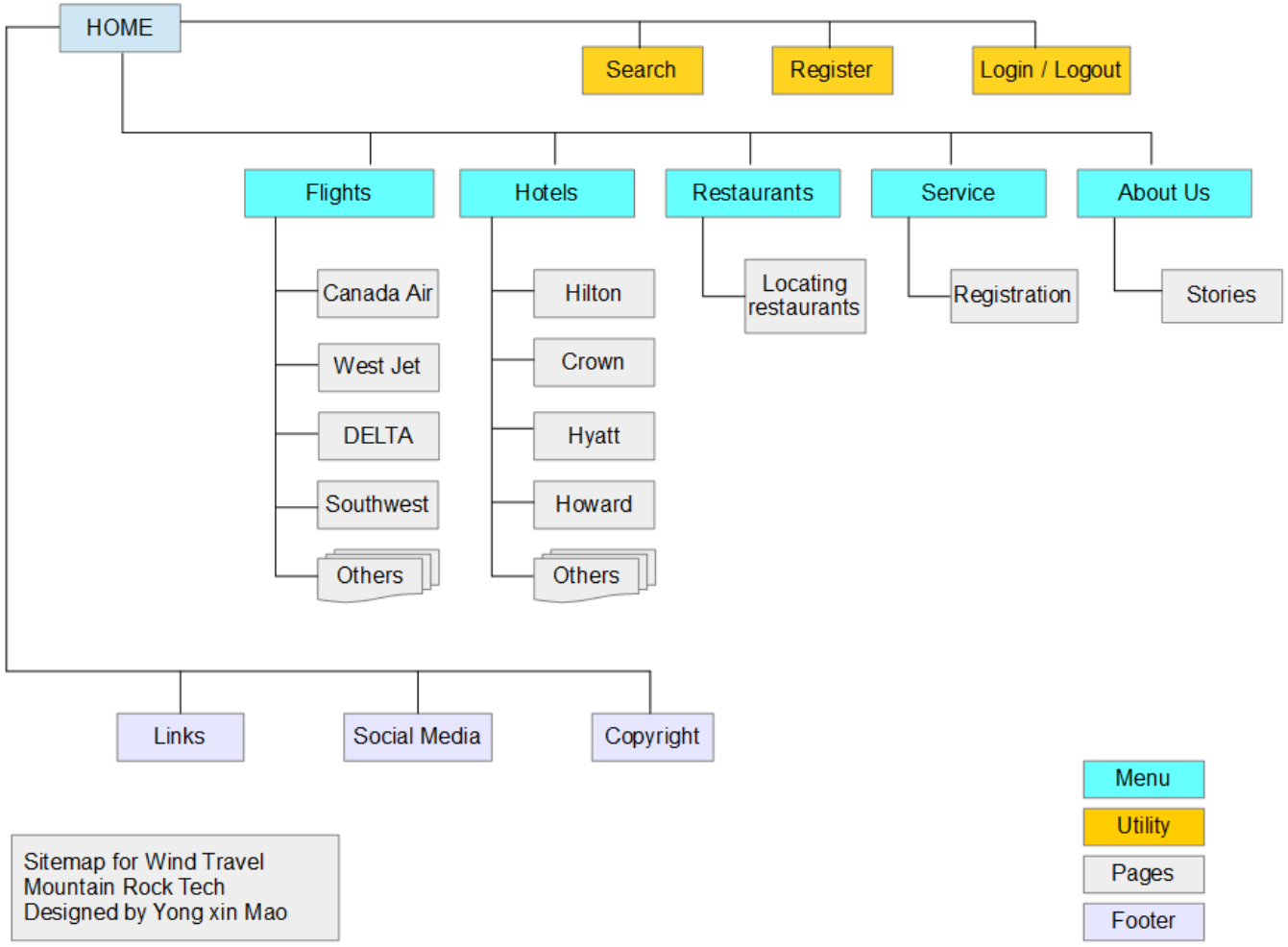
3.2 Secondary Audience

As global economics grows, many customers from other countries are emerging market, such as tourists from Europe and Asia, especially China, India, Japan, etc. It is a good opportunity to launch this website as soon as possible. Providing all kinds of traveling information and helpful advice, the new website will attract many foreign visitors.

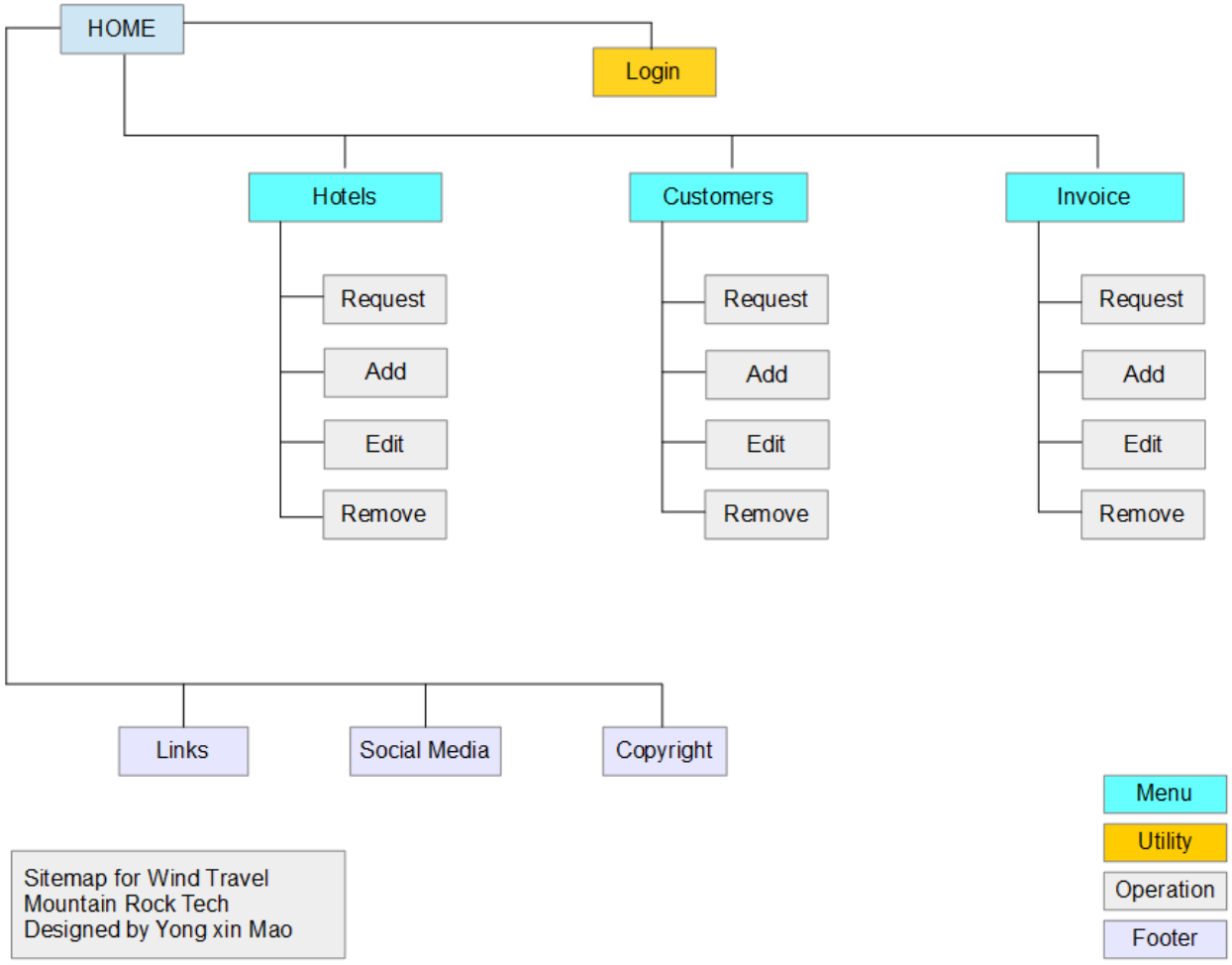
4. Website Designs and Mock up

4.1 Sitemap

Front End



Back End



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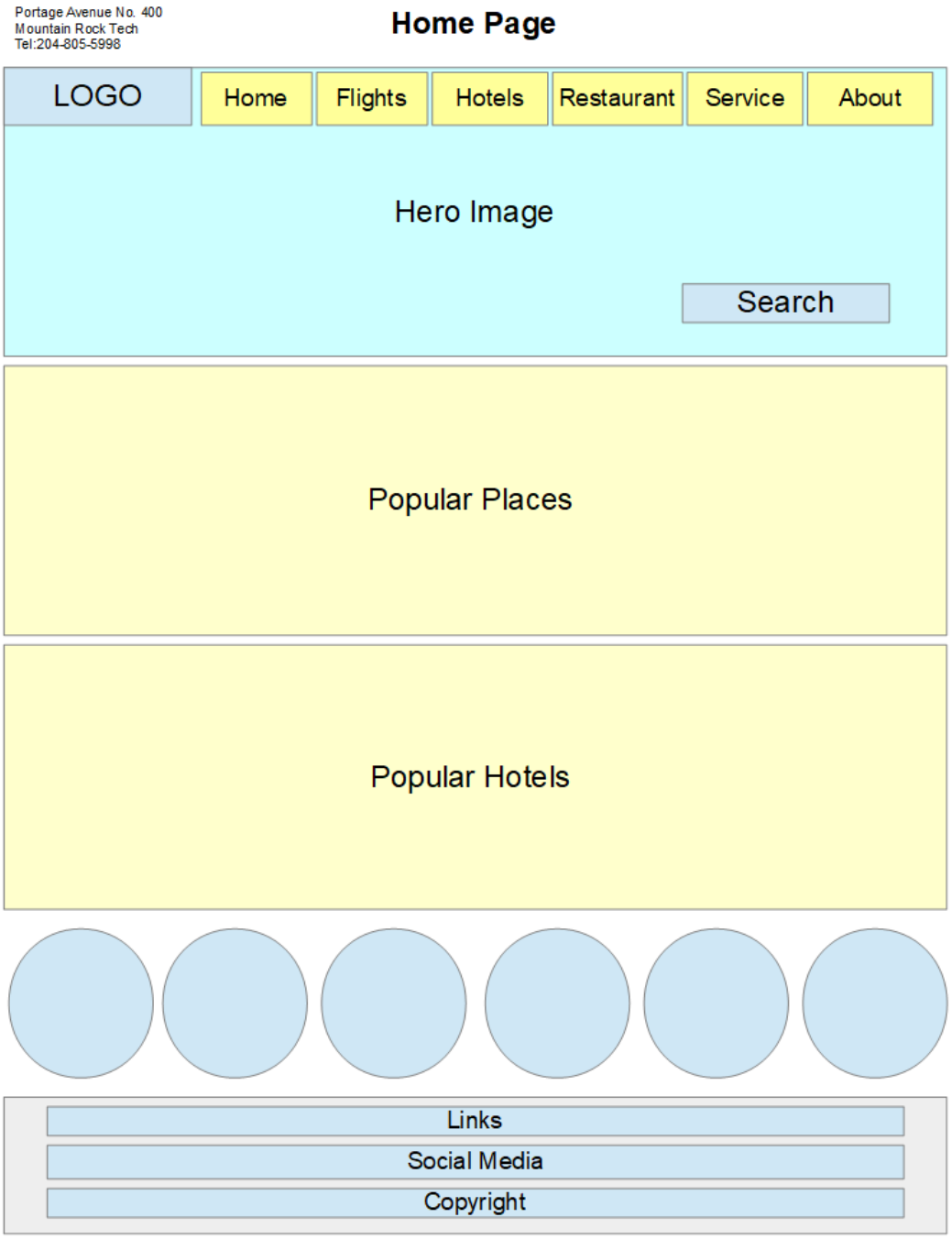
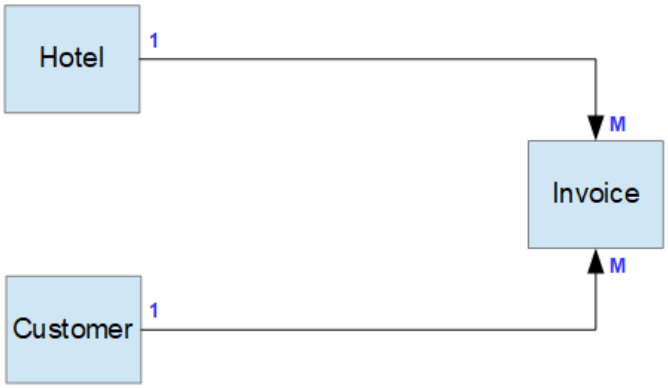
4.2 Block Comp

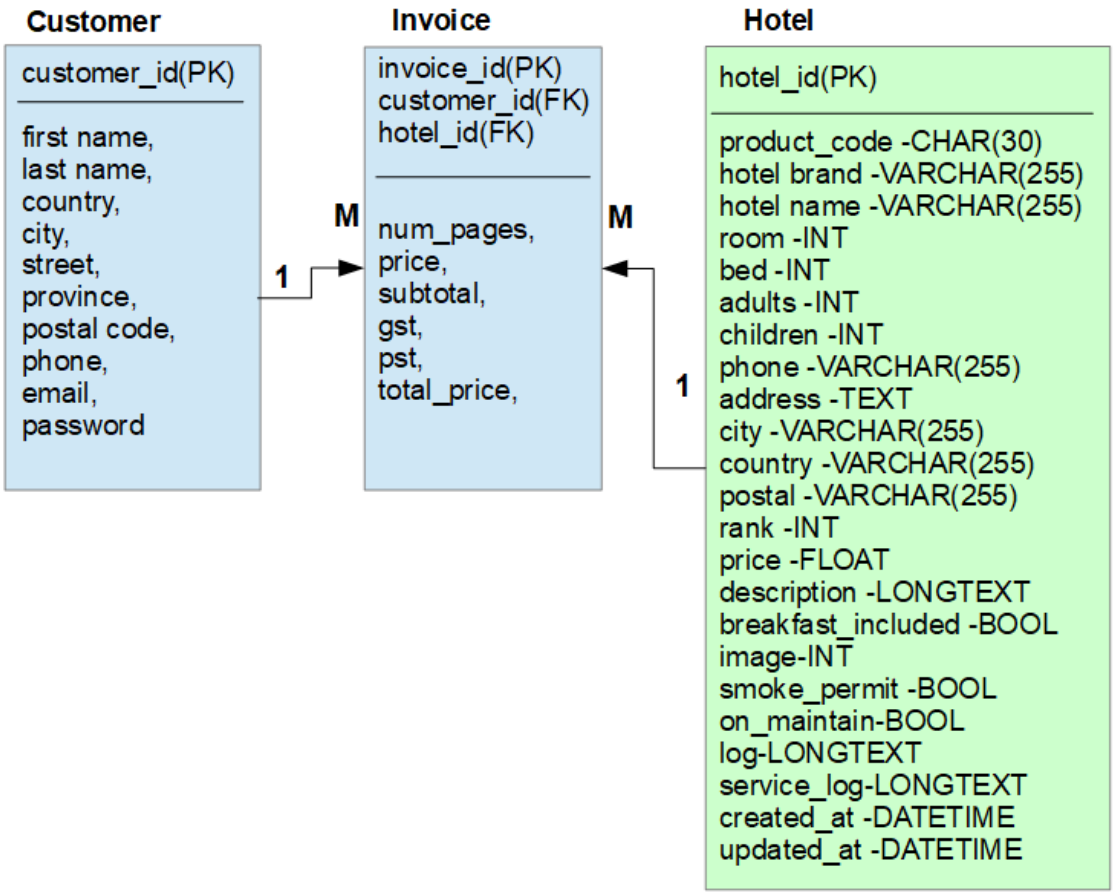


4.3 Database Management

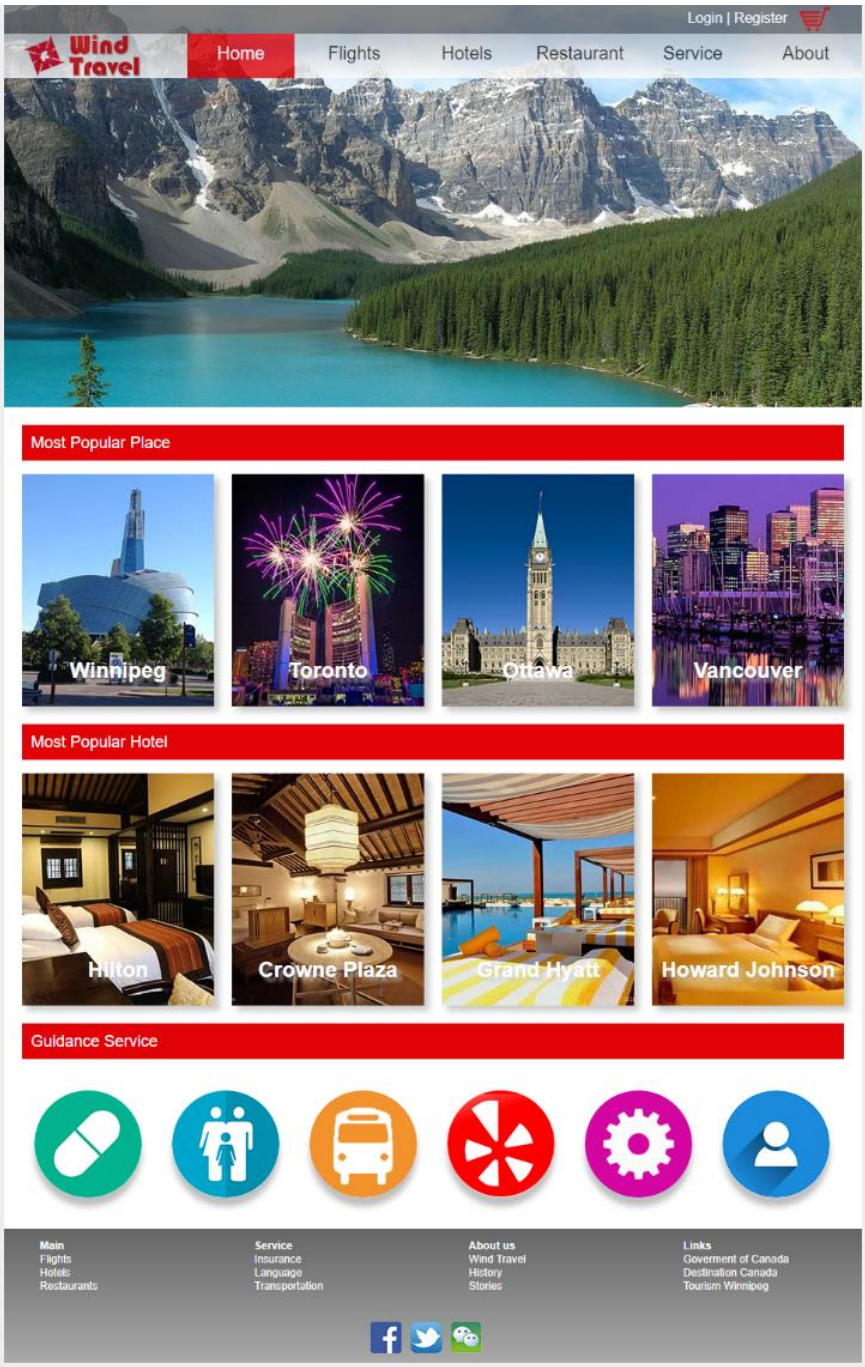
Conceptual Data Model



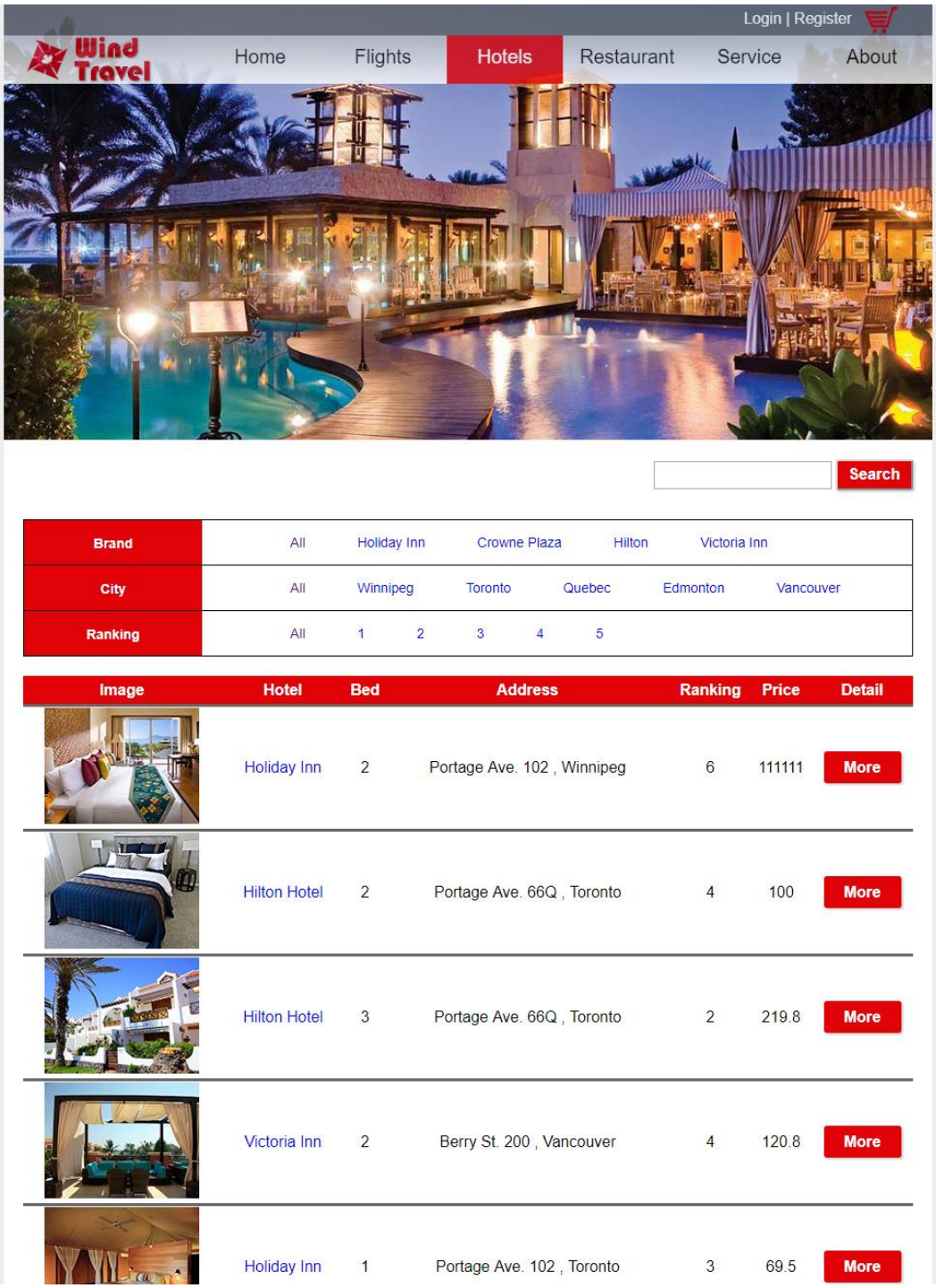
Physical Data Model



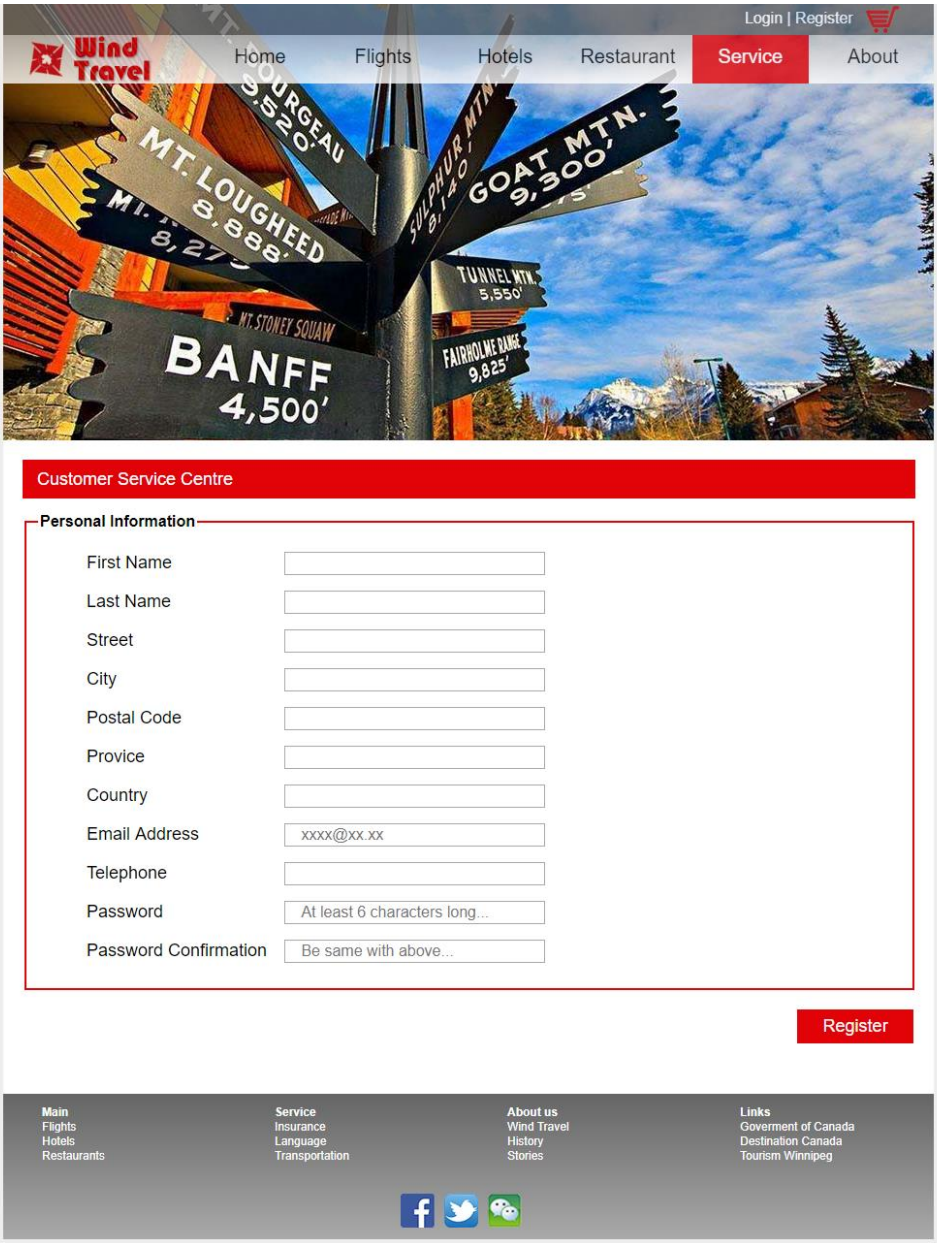
4.3 Main Page


Login | Register
Wind Travel
Home
Flights
Hotels
Restaurant
Service
About
Most Popular Place
Winnipeg
Toronto
Ottawa
Vancouver
Most Popular Hotel
Hilton
Crowne Plaza
Grand Hyatt
Howard Johnson
Guidance Service
Main
Flights
Hotels
Restaurants
Service
Insurance
Language
Transportation
About us
Wind Travel
History
Stories
Links
Goverment of Canada
Destination Canada
Tourism Winnipeg

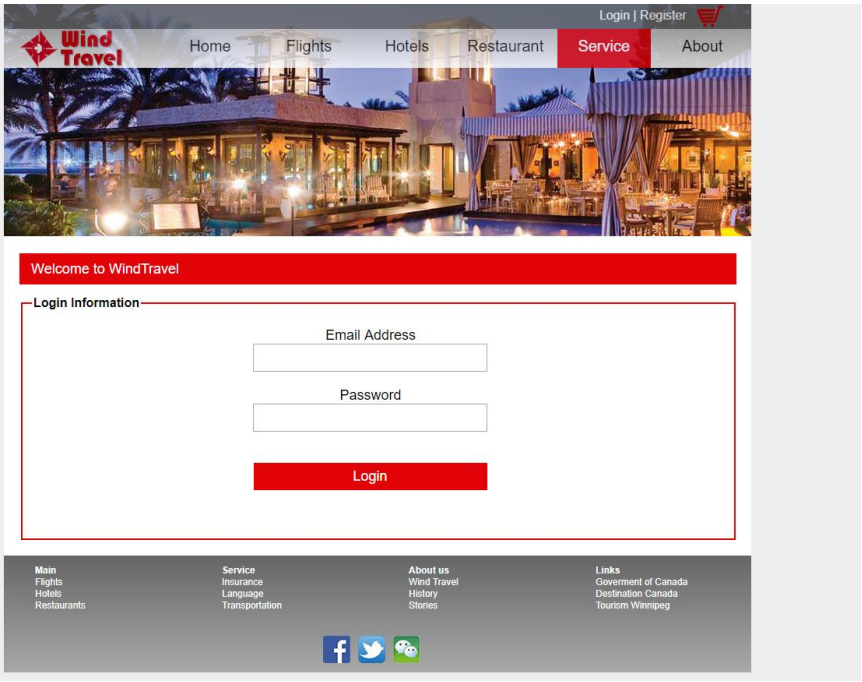
4.4 Products Page



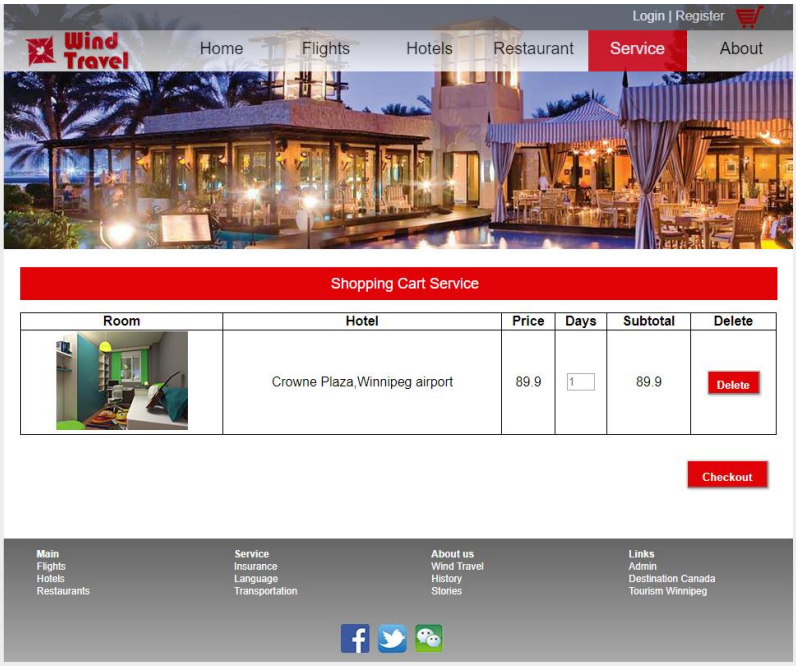
4.5 Register Page



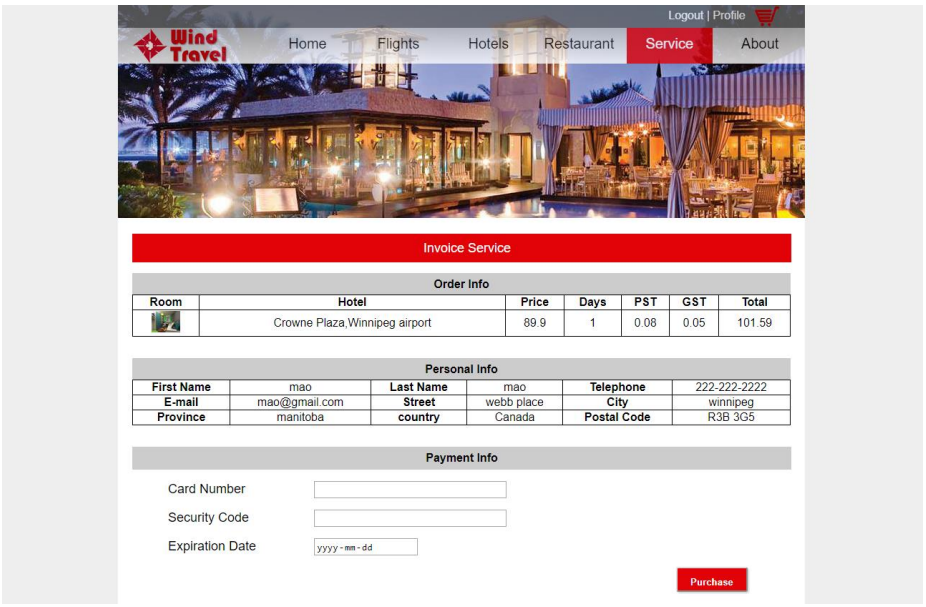
4.6 Login Page

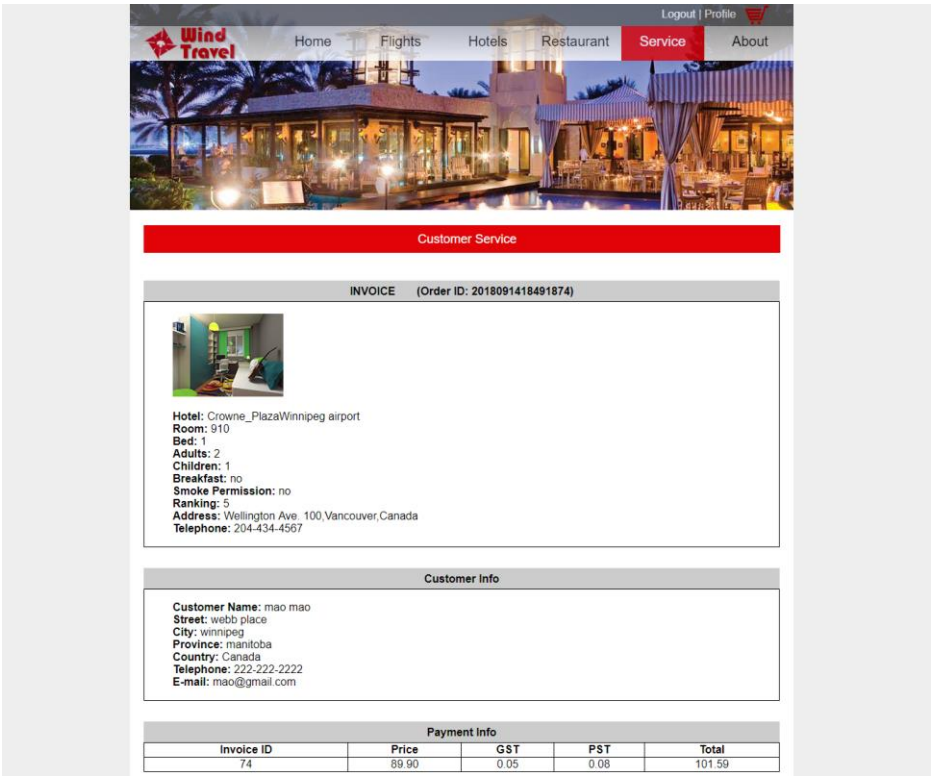


4.7 Shopping Cart

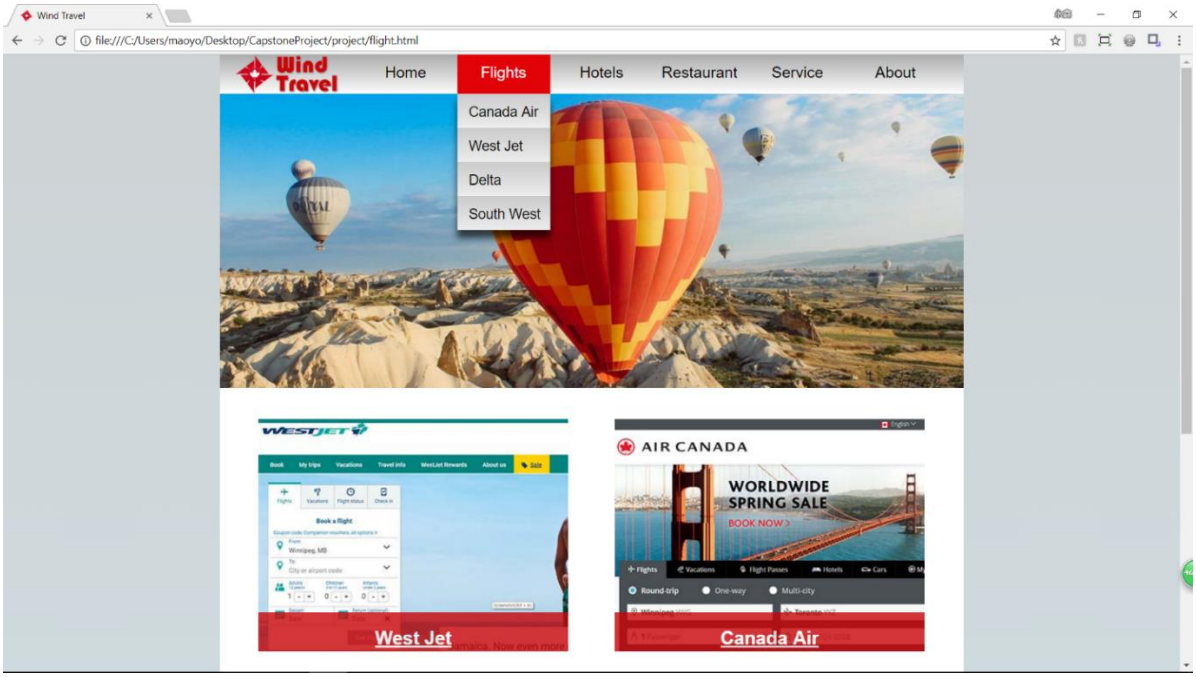


4.8 Checkout Page

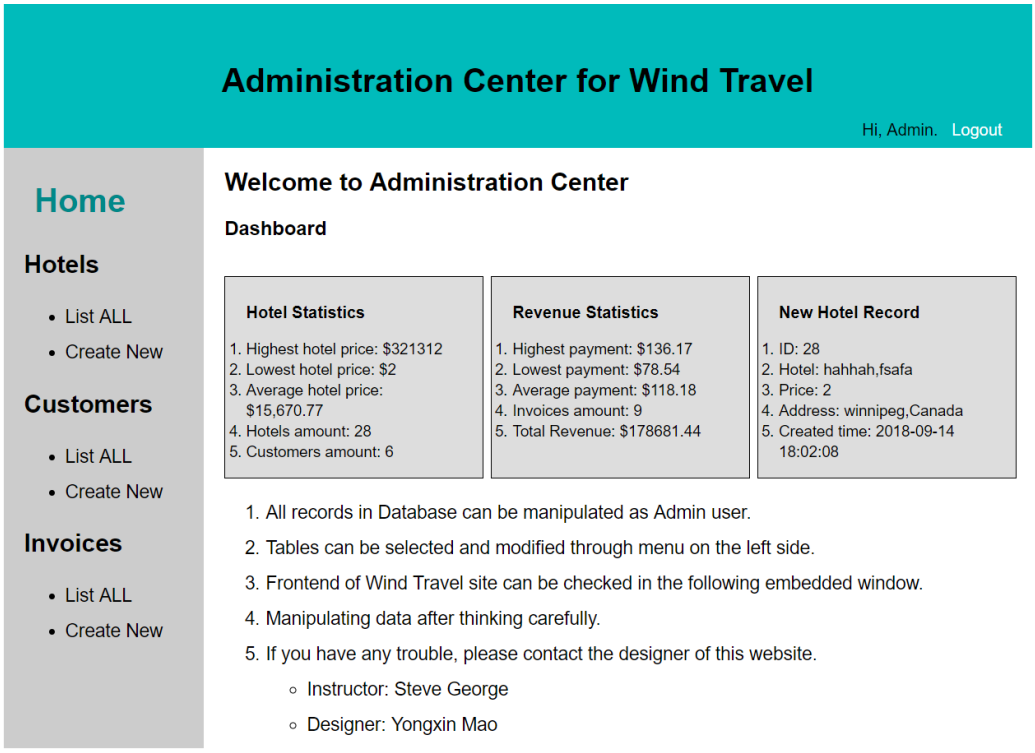


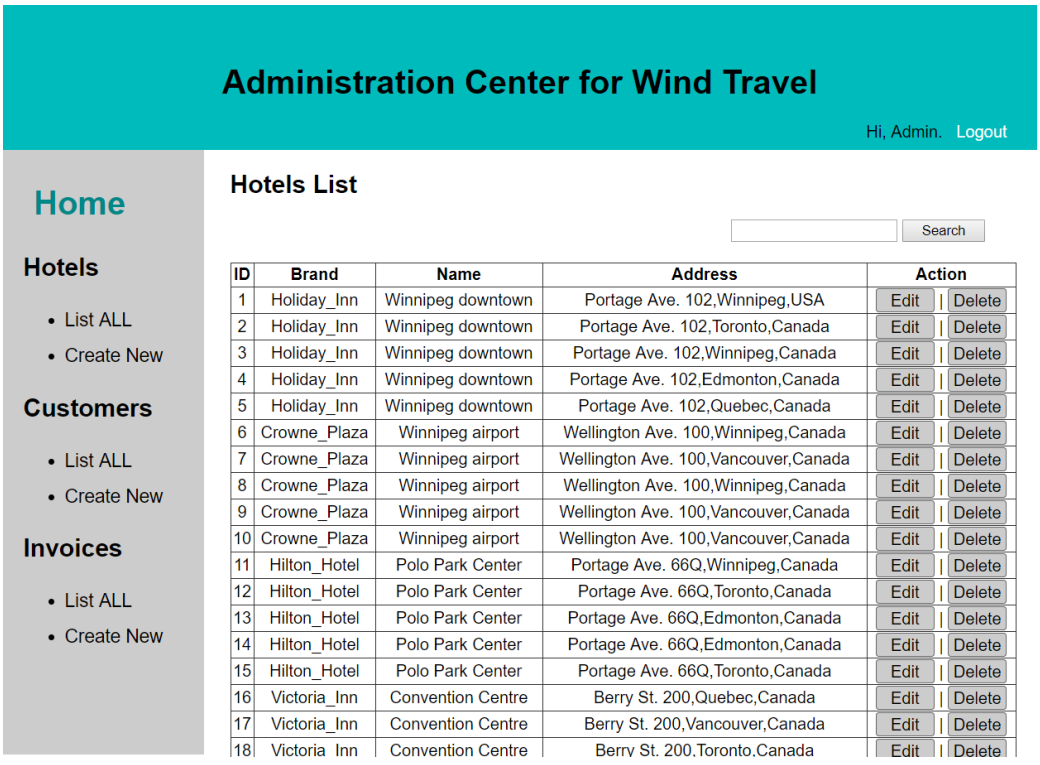


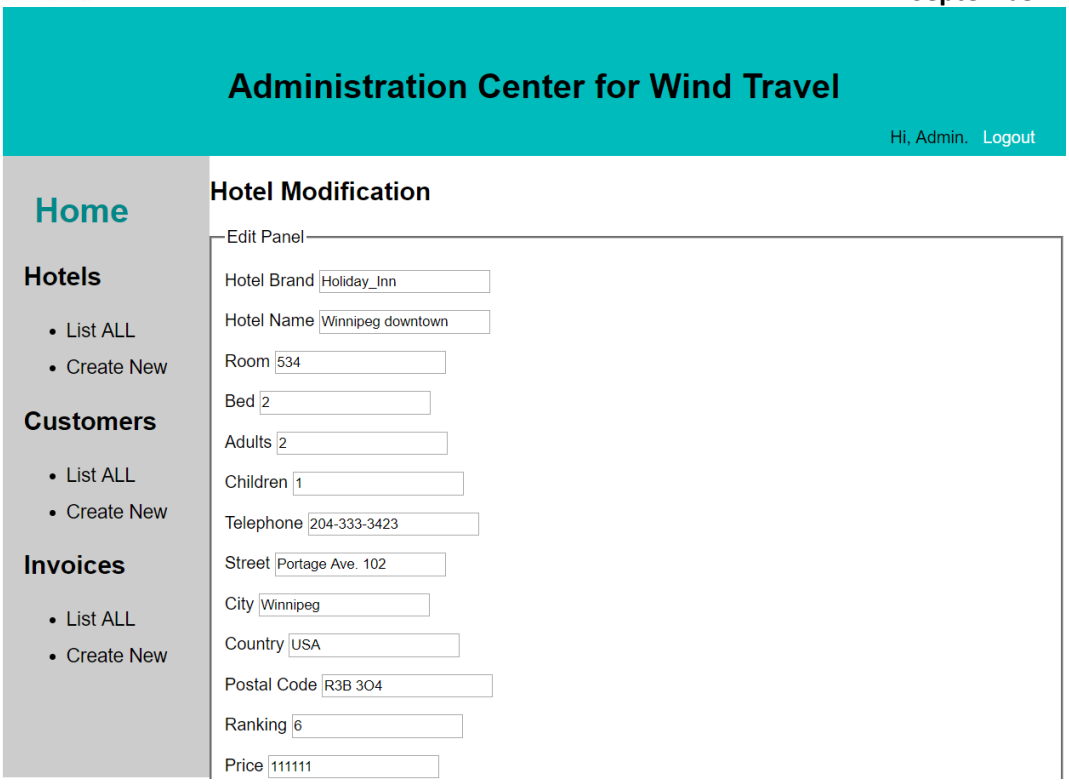
4.9 Web Page in Browser

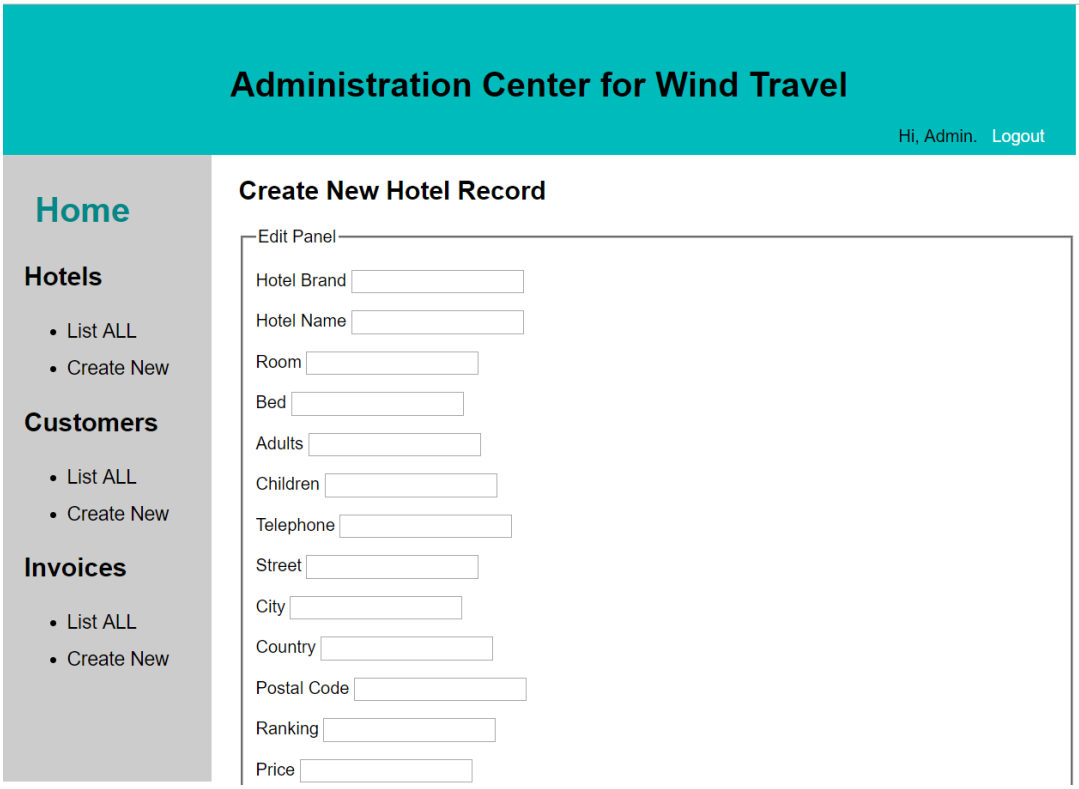


4.10 Administration Backend Page









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5. Budget

Phrase	Hours	Fee ($)
Planning/Exploration	40H	1200
Design/Content	80H	2000
Coding	120H	3500
Programming	110H	3000
Launch/Maintenance	50H	1800
Subtotal	--	11500
Contingency FEE (10%)	--	1150
Total	400H	12650

6. Timeline

Start Date: September 7, 2018.

Completion Date: October 25, 2018.

Task	Responsible	Date
Work Starts	MRT	September 7, 2018
Discovery documents completed	MRT	September 10, 2018
Discovery documents to the client	MRT	September 20, 2018
Discover documents approved	Wind Travel	September 21, 2018
Design and Content begins	MRT	September 25, 2018
Design completed	MRT	September 30, 2018
Content Completed	MRT	October 1, 2018
An internal review of design and content	MRT	October 3, 2018
Design and Content to the client for approval	MRT	October 5, 2018
Design and Content approved	Wind Travel	October 10, 2018
Coding and Programming begins	MRT	October 12, 2018
Coding and Programming completed	MRT	October 15, 2018
Internal Testing	MRT	October 18, 2018
Coding and Programming completed	MRT	October 20, 2018
Coding and Programming to the client for approval	MRT	October 21, 2018
Coding and Programming approved	Wind Travel	October 23, 2018
Launch	MRT	October 25, 2018
Work Finished	MRT	October 25, 2018.

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7. Competition Advantages

- Our company locates in Canada, so we are familiar with the needs and markets in Canada.
- Our staff comes from different countries, such as Canada, India, Ukraine, Egypt, Bengal, Kyrgyzstan and China, we can satisfy different tourists from different countries.
- Our company have the right capacity to establish cutting-edge and secure websites according to the changing needs of different clients.
- We are willing to give the best experience to our clients.
- Our price is super reasonable, and our service can be the better and better.

8. Team Members

- Project manager: 15 years' experience in HTML, CSS, JAVA, PHP, and projects management.
- Web designer: one professional web designers with 10 years' working history.
- HTML/JAVA/CSS coder: 3 coders with at least 5 years' coding and programming by using cutting-edge tool.
- Graphic designer: 2 professional graphic designers with 10 years' working history.
- Content writer: one articulate and passionate writer with web development background.
- Data administrator: proficient expert in data modeling and database construction.

9. About Us

Mountain Rock Technology is a web design and development company which established in 2000. We dedicated to providing a better solution for our clients all over the world, just as our slogan saying---You deserve better service. Our clients include governments, universities, corporations and non-profit associations.

Thanks for offering a proposal for the project. Look forward to working with you.