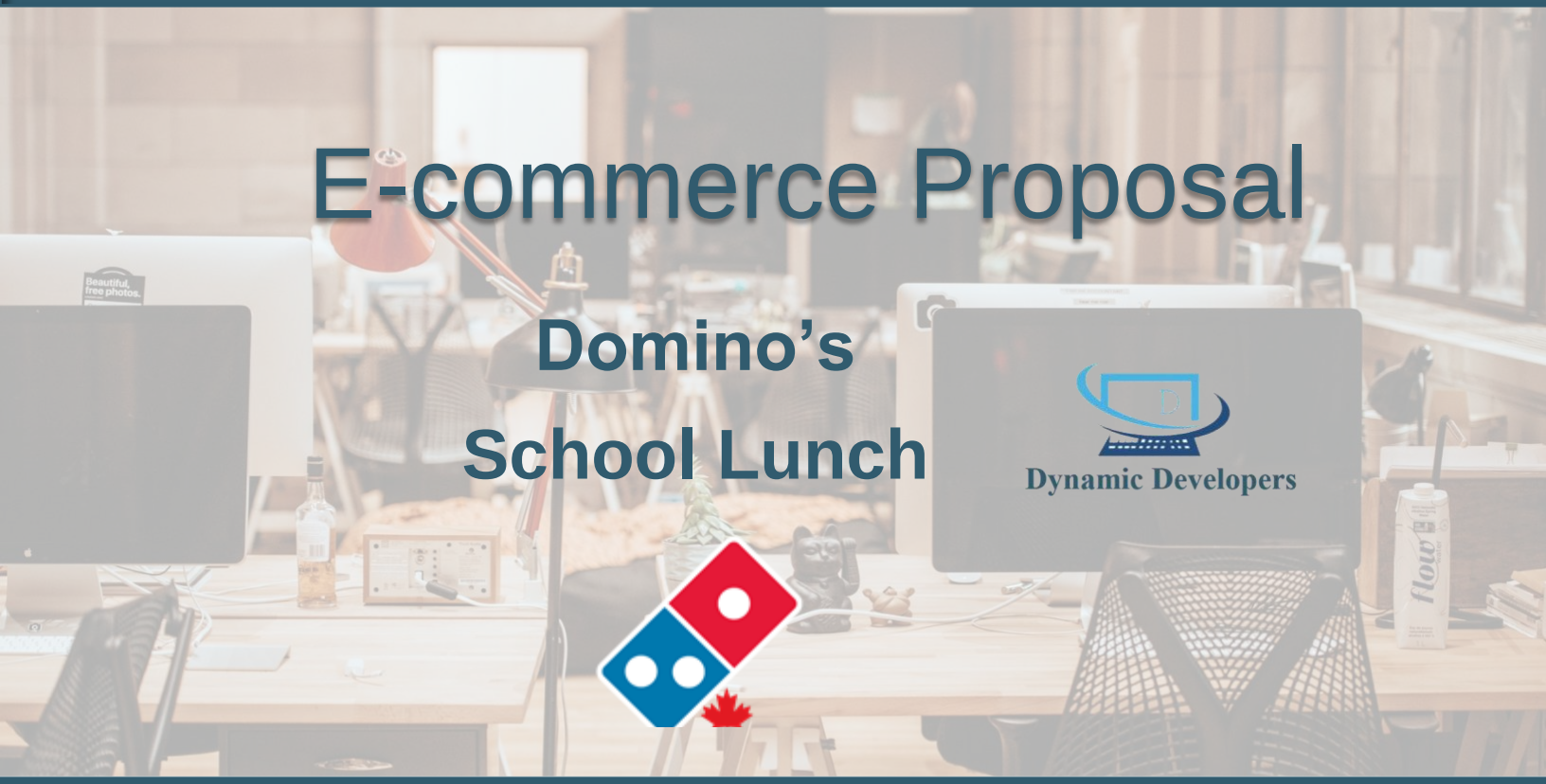
Proposed to: Domino’s Pizza



E-commerce Proposal

Domino’s

School Lunch

Dynamic Developers

Prepared by: Dynamic Developers Group

Alessandra Sericolla Diniz

Amandeep Kour

Maryna Haidashevska

Monika Reddy Obireddy

Nguyen Truong

Wilmer Almazar

Zohaib Ali

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1. Executive Summary

Our team Dynamic Developers has prepared proposal for your company Domino’s, since Domino’s has around million customers all over the country. To improve fundraising for school’s lunch program, your company is going to provide a new website for school’s lunch program manager.

Dynamic Developers is a perfect team of our company located in Winnipeg, Manitoba for your project. Dynamic Developers possess all the skills and experience for building your company’s website.

To effectively capture your target market, we are proposing key design and functionality aspects to website that will have immediate and long-term impact on your brand. The Dynamic Developers will create a website for your business that will have:

- Sales Improvement
- Separate Admin panel for school’s program managers
- Ability to book date and menu for lunch
- Lunch menu list
- Registration for students/parents
- Pay online
- Boost your brand identity

In the following pages, we have included database design, mock up design for your websites and how it will look.

Sincerely

Dynamic Developers

2. Background

Domino's Pizza is an American multinational pizza restaurant chain founded in 1960 and one of the top Pizza restaurants in Canada. In February 2018, the chain became the largest pizza seller worldwide in terms of sales. Domino's requested for web development service for the new website which will be used by lunch program managers to reserve their school lunch dates and to allow parents/students to select available menu items and pay online. Main audience of the new website will be parents/students and school's lunch program manager as administrator.

3. Assumptions

- Upon approval of this proposal, the clients will provide all the content text and materials, logos, color, font guidelines etc. to be used in the new website.
- Domino's will provide list of restaurants and their addresses and complete lunch program menu with prices, images and details.

4. Goals and objectives

- Provide a platform to allow schools manage their lunch events.
- Schools can mark up the cost of the menu items offered.
- Parents can choose how many items they want to order and according to all orders, schools can calculate the total profit for themselves.
- Currently, this process is manual. The company wants to automate this process and create a new website.

5. Scope of work

Domino emphasized their expectations for the new website as below:

- Website matches with modern standards
- The company's logo and similar fonts as parent's site (Domino)
- Allow lunch program coordinators to plan their school lunch dates
- An option to select available items
- An option to invite parents/students
- An option for parents to pay for their order
- Must be functional, usable with easy-navigation

6. Target Audience

6.1. Primary Audience

The primary target audience of the Dominos website are parents and school administration. The main objective of this website is to attract the schools to book their lunches through online system. Every store can book only two orders per day. The school will send the token to respective parents. By using the token, they can select the lunch through provided menu. After selecting the menu, the payment will be done through online. School will charge some commission through payment. The dominos will receive the order by student class number.

6.2. Secondary audience

The secondary audience of this project will be children. They are not directly using the website, but they will affect the decisions of parents to decide the lunches from dominos website. Children diet will also affect the decisions.

7. Qualifications

Dynamic Developers is a well-known IT company in the industry. Dynamic developers have an experience of working with number of companies.

We have qualified professional team members. All of them are having qualified experience of more than 5 years. We have experience of working with small and medium size websites of different companies in the industry. Each team member has their own portfolio, and the following reflects the field of expertise in respective domain.

Team Members

Name	Background
Wilmer Almazan	Project manager. Web-Developer and Network Engineer. 10 years of experience as project manager developing several IT projects. Responsible for server setup and security implementation.
Alessandra Diniz	Wide experience as project manager, database administrator and software developer. She will be in charge of the database design and implementation.
Zohaib Ali	Programmer. 3 years experience as Computer Science Engineer. He will be in charge of code validation, testing and debugging.
Amandeep Kour	Programmer. Front end design and coding.
Monica Obireddy	Web developer. 2 years' experience. Wide experience with CSS, HTML, JavaScript, jQuery and VueJS. Front end design manager.
Marina Haidashesvka	Web Developer and Business Analyst.
Nguyen Truong	Programmer lead. Wide experience in e-commerce environment.

8. Business Scenario

Data will be related to the menu, event dates, list of schools and list of students. Menu data will be provided by Dominos. Live calendar will be used for advance booking of event dates. School administration will select the nearest Dominos' store from the list and make the decision for their menu.

To place the order for school lunch, users (schools and parents) should register with Dominos. In term of schools' registration, they will be able to filter menu in the current list and pick up the date for their event. In term of parents' registration, after entering personal information, they need to confirm their contact email to receive token later.

Authenticated users will be available to see the profile, receipt, edit option and cancellation. They will get updates about delivery after placing the order.

In future phases, administrator can add, delete and update information related to the order before specific date. Administrator will able to see the information related to the users like log file.

9. General Requirements

- Product scalability with a good database design
- Easy to use and clear navigation of the site
- Redesign website with the same branding for a new look and feel of the program
- Real time scheduling of events
- Good usability for school and parents to order lunch
- Simple admin interface to make things easier
- Token assignment system to uniquely identify school
- Reliable registration process to facilitate correct delivery of orders
- Mail server set up for sending confirmation emails
- Payment gateway API for order transactions

10. Application Security Requirements

Cross Site Scripting	Sanitize and escape data
Cross Site Request Forgery (CSRF)	Use CSRF token in the submit forms.
Session Hijacking	We regenerate users' session id every time they login, so their session id can't be stolen.
SQL Injection	Sanitize data and use binding parameters to query the database.
Password Cracking	Use hash to store password. Using BCrypt algorithm to increase security
User Authentication	Categorized permissions to allow access to certain areas of the application based in the user profile (public, school manager, parent)

11. Server Setup Description

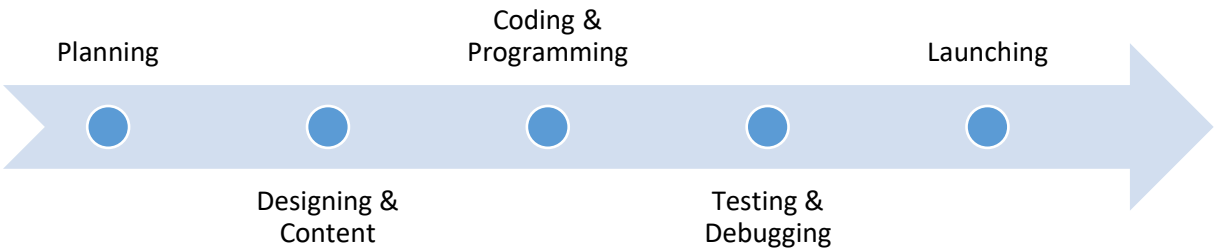
- Digital Ocean cloud server
- Operating System: Ubuntu Linux 18.04 LTS
- Architecture: 64bit
- Web Server: Apache
- Programming language: PHP 7.2

12. Server Security Description

- Linux firewall enable.
- Security policy: Close everything, allow just SSH, HTTP and HTTPS. TCP ports 80, 443 and 22.
- Remote root login prohibited.

13. Work Plan:

The project has been divided to five functional stages. Every stage will have specific tasks, deliverables to be approved by the client, and estimated times.



13.1. Planning

In this stage, we will meet with the client to have a detailed understanding of objectives, expectations, outline, and the main goals that need to be accomplished through the website.

Estimated completion date	:	July 29th, 2019
Total hours	:	36 hours
Cost	:	$ 4,114
Deliverables	:	Site-map, content outline, wire frames , Design Mock-ups

13.2. Design and Content

The website will be graphically designed to be attractive to the visitors and make it easy to get the site's objectives to the client.

Estimated completion date	:	July 30th, 2019
Total hours	:	24 hours
Cost	:	$ 2,760
Deliverables	:	Approved Photoshop PSD's, and final content

13.3. Coding and Programming:

In this stage, we will code the front-end and program the back-end of the website. We will add all the functionality expected to the graphic design.

Estimated completion date	:	August 12th, 2019
Total hours	:	210 hours
Cost	:	$ 24,150
Deliverables	:	Approved Fully Functional website and Documentation

13.4. Testing and Debugging

Quality and security assessment to verify whether all requirements are working according to the specifications.

Estimated completion date	:	August 13th, 2019
Total hours	:	12 hours
Cost	:	$ 1,380
Deliverable	:	Website completed.

13.5. Launching

Website becomes accessible for the public.

Estimated Completion date	:	August 14th, 2019.
Total hours	:	2 hours
Cost	:	$ 230
Deliverables	:	Live website

Total hours : 284 hours

Work Back

Task	Responsible	Date
Work starts	DD Team	25/07/2019
Testing server setup	Wilmer Almazan	25/07/2019
Planning phase begins	DD Team	25/07/2019
Kickoff meeting with client	DD Team	25/07/2019
Content outline complete	DD Team	27/07/2019
Wire frames and Mockups complete	Monika	28/07/2019
Database design complete	Alessandra	28/07/2019
Proposal complete	Zohaib	29/07/2019
Proposal approved	Client	29/07/2019
Planning phase ends	DD Team	29/07/2019
Design phase begins	Monika	29/07/2019
MySQL DB Tables setup	Alessandra	29/07/2019
Product data normalization	Alessandra	29/07/2019
Graphic design review	Monika	29/07/2019
Kickoff meeting with client: initial design client inputs and revisions	Client	29/07/2019
Additional changes to initial design complete	Monika	30/07/2019
Final design approved	Client	30/07/2019
Design phase ends	DD Team	30/07/2019
Coding and programming phase begin	DD Team	30/07/2019
Review PSD's complete	DD Team	30/07/2019
Front end coding templates complete	DD Team	30/07/2019
Assign work and systems to team members	DD Team	31/07/2019
HTML coding complete	DD Team	02/08/2019
Validate HTML complete	DD Team	02/08/2019
Code CSS complete	DD Team	04/08/2019

Validate CSS complete	DD Team	04/08/2019
JavaScript and jQuery complete	DD Team	05/08/2019
Front end complete	DD Team	05/08/2019
Front end tests complete	DD Team	06/08/2019
PHP backend programming starts	DD Team	06/08/2019
User CRUD starts	DD Team	06/08/2019
User CRUD ends	DD Team	07/08/2019
Product CRUD starts	DD Team	07/08/2019
Product CRUD ends	DD Team	08/08/2019
Order CRUS starts	Daphne	08/08/2019
Order CRUD ends	DD Team	09/08/2019
Payment gateway integration starts	DD Team	09/08/2019
Payment gateway integration complete	DD Team	11/08/2019
PHP backend programming ends	DD Team	11/08/2019
Coding and programming phase ends	DD Team	12/08/2019
Testing and debugging	DD Team	13/08/2019
Launch phase begins	DD Team	13/08/2019
Publish website (live, public)	DD Team	13/08/2019
Launch phase ends	DD Team	14/08/2019

14. Budget:

The budget for the new website is shown in the following table

Phase	Cost
Planning	$ 4,114.00
Design/Content	$ 2,760.00
Coding/Programming	$ 24,150.00
Testing/Debugging	$1,380.00
Launching	$230.00
Total Amount	**$32,634.00**

15. Invoice

Dynamic Developers

INVOICE

354-460 Portage Avenue
Winnipeg, MB - R9R 9R9
Phone (204) 123-4567
contact@d_dev.ca | www.dynamicdevelopers.ca

INVOICE # 011
DATE July 29, 2019

TO
Daniel Craig
Domino's
460 Portage Avenue
Winnipeg, MB - R9R 9R9
Phone (204) 123-4444 | contact@d_dev.ca

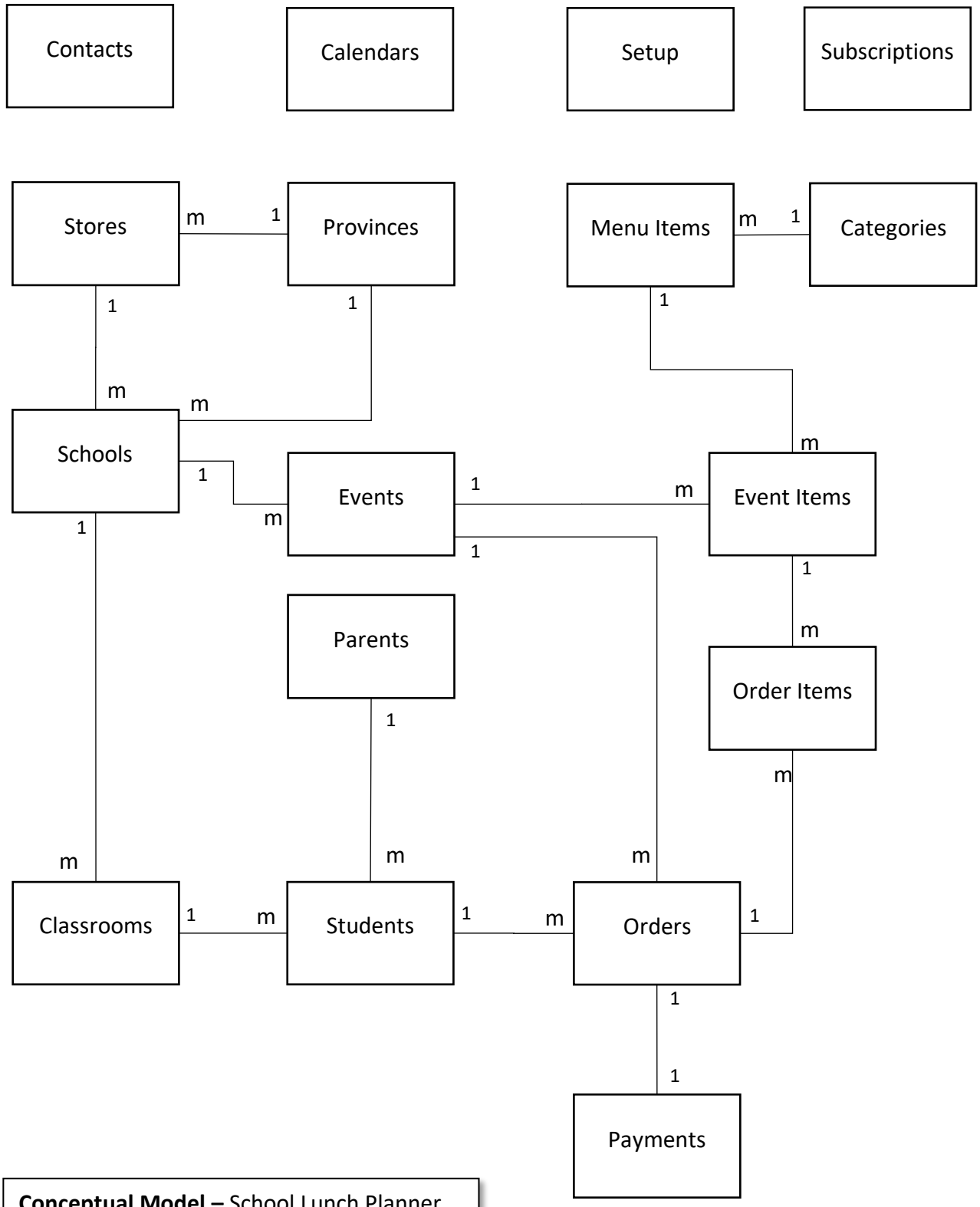
FOR Domino's lunch program
Website
P.O. # 101

Description	Hours	Rate	Amount
Planning	36	$115	$ 4,114
Design/Content	24	$115	$ 2,760
Coding/Programming	210	$115	$ 24,150
Testing/Debugging	12	$115	$1,380
Launch/Maintenance	2	$115	$230
Total	**284**	**$115**	**$32,634**

Make all checks payable to Company Name
Payment is due within 30 days.
If you have any questions concerning this invoice, contact Maryna Haidashevska | Phone: (204)123-4567| Email: dd_maryna@d_dev.ca

Thank you for your business!

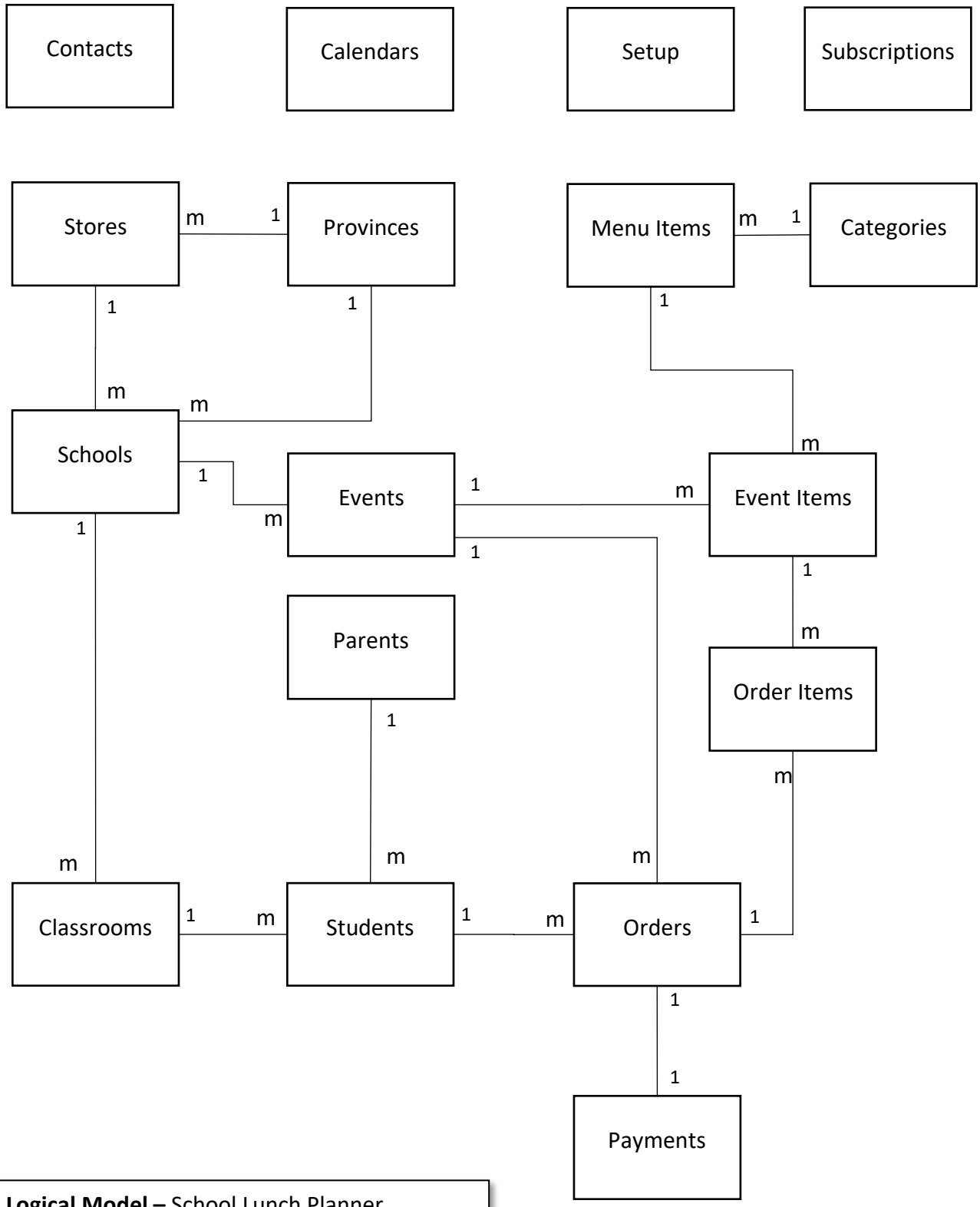
16. Conceptual Model



Conceptual Model – School Lunch Planner

July 27, 2019

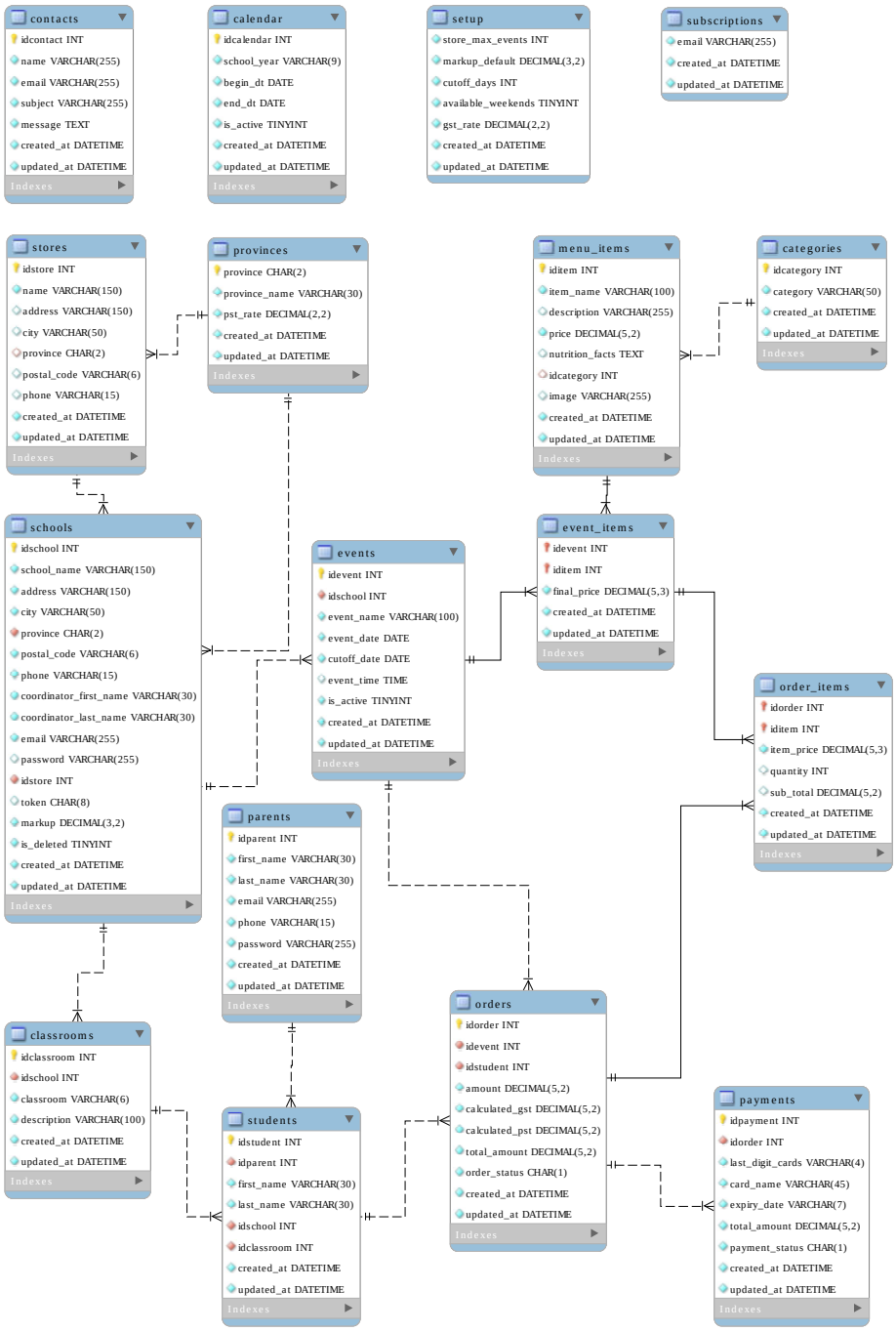
17. Logical Model



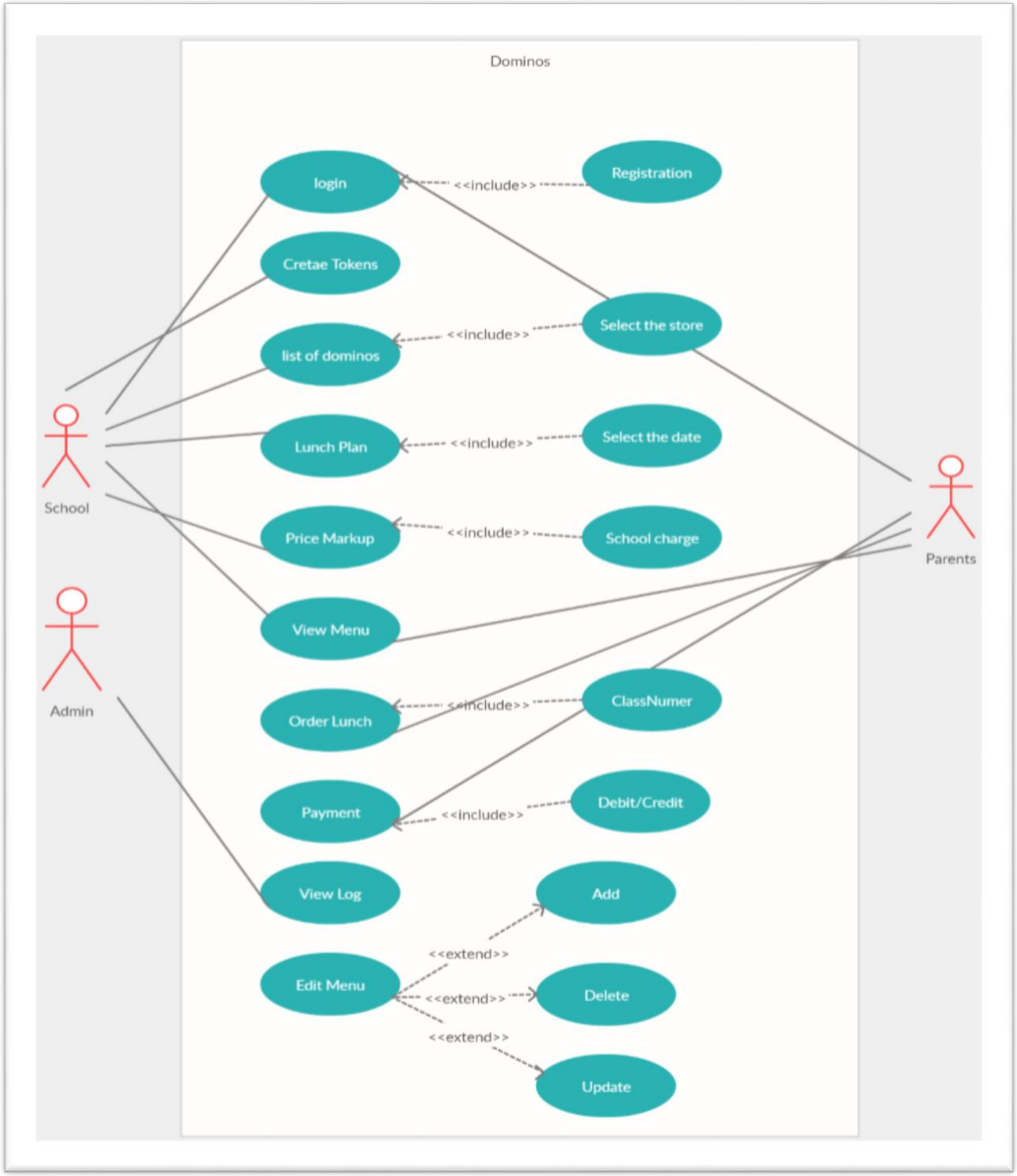
Logical Model – School Lunch Planner

July 27, 2019

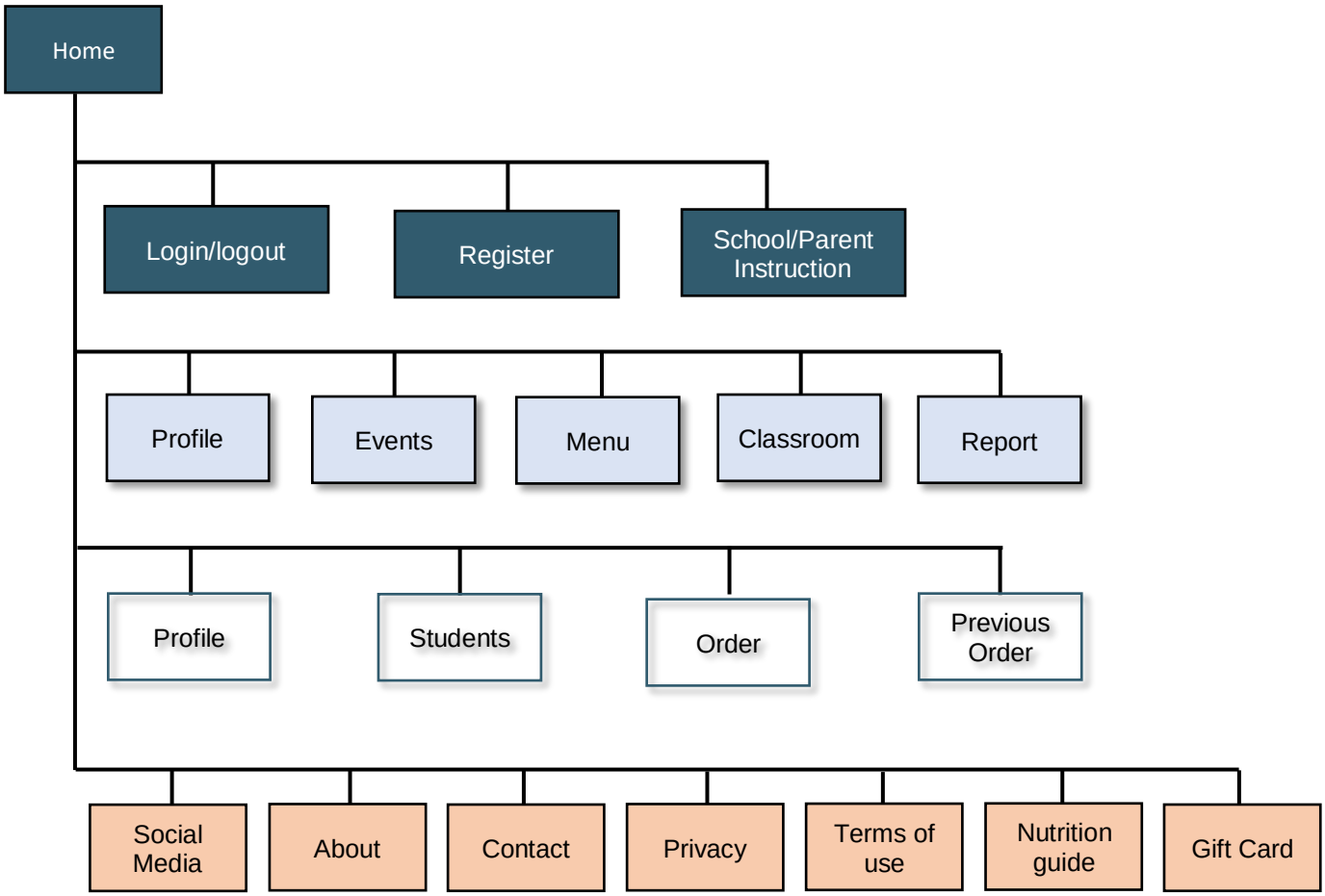
18. Physical Model

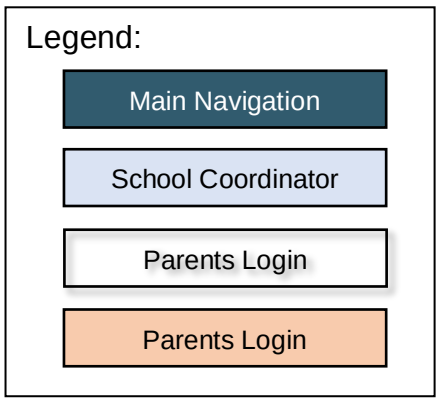


19. Use Case Diagram

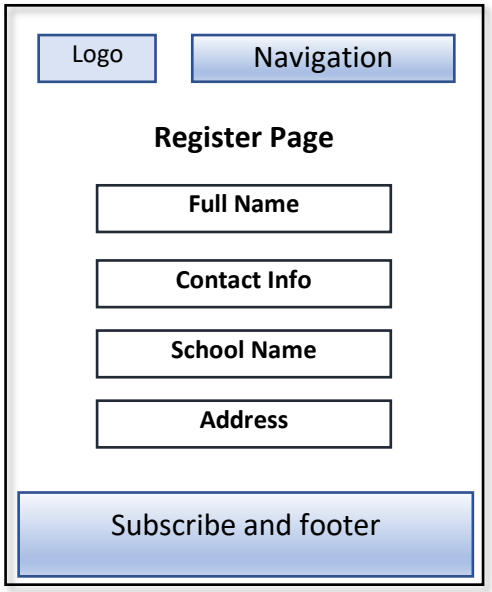


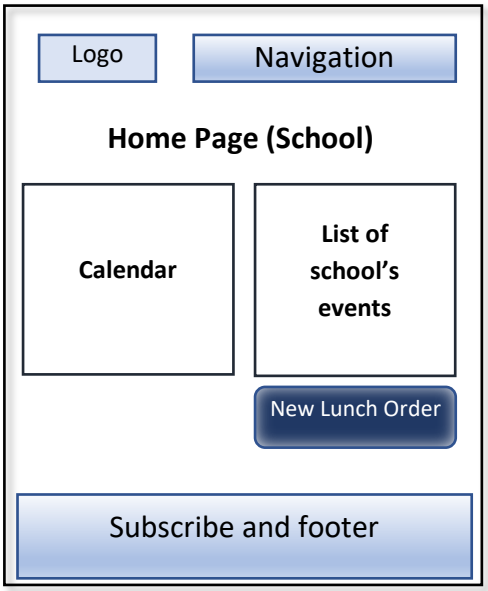
20. Site-map

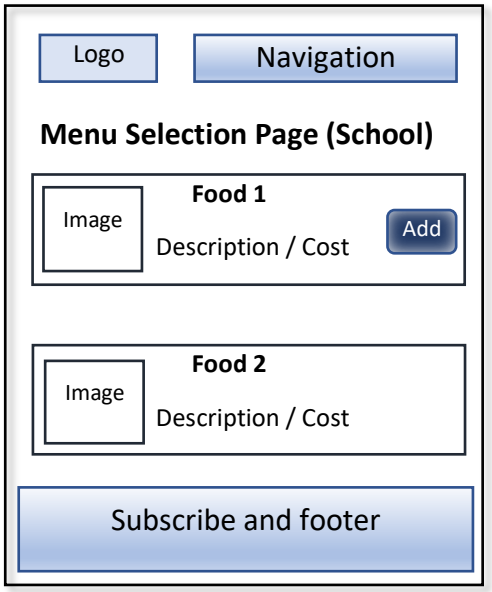

Home
Login/logout
Register
School/Parent Instruction
Profile
Events
Menu
Classroom
Report
Profile
Students
Order
Previous Order
Social Media
About
Contact
Privacy
Terms of use
Nutrition guide
Gift Card

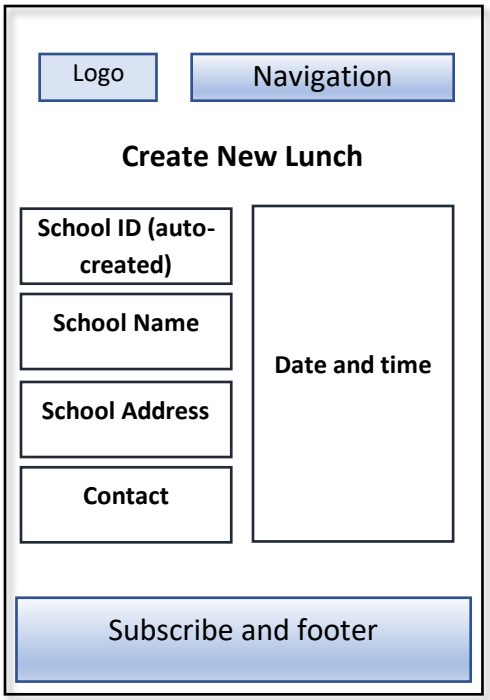

Legend:
Main Navigation
School Coordinator
Parents Login
Parents Login

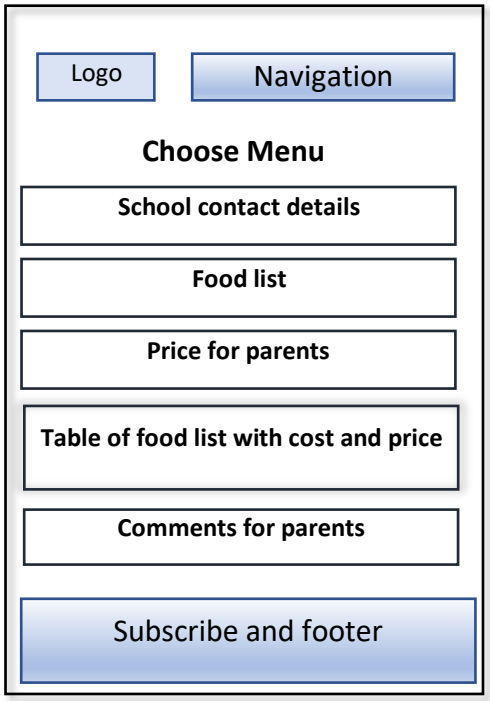
22. Wireframes

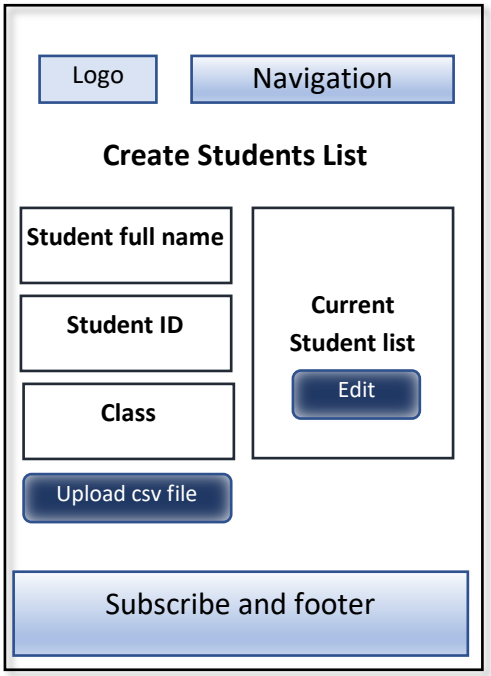






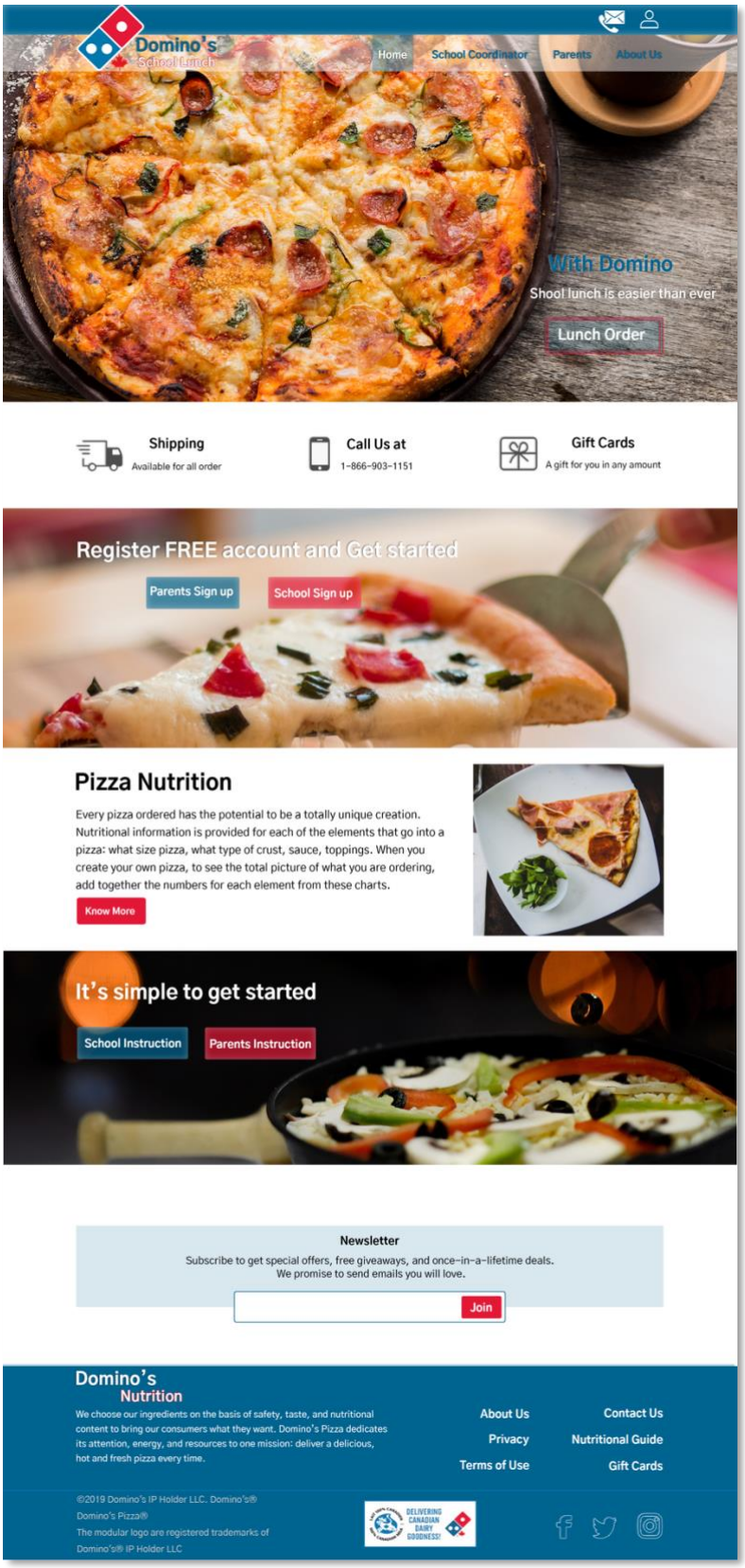

Logo
Navigation
Create New Lunch
School ID (auto-created)
School Name
School Address
Contact
Date and time
Subscribe and footer


Logo
Navigation
Choose Menu
School contact details
Food list
Price for parents
Table of food list with cost and price
Comments for parents
Subscribe and footer

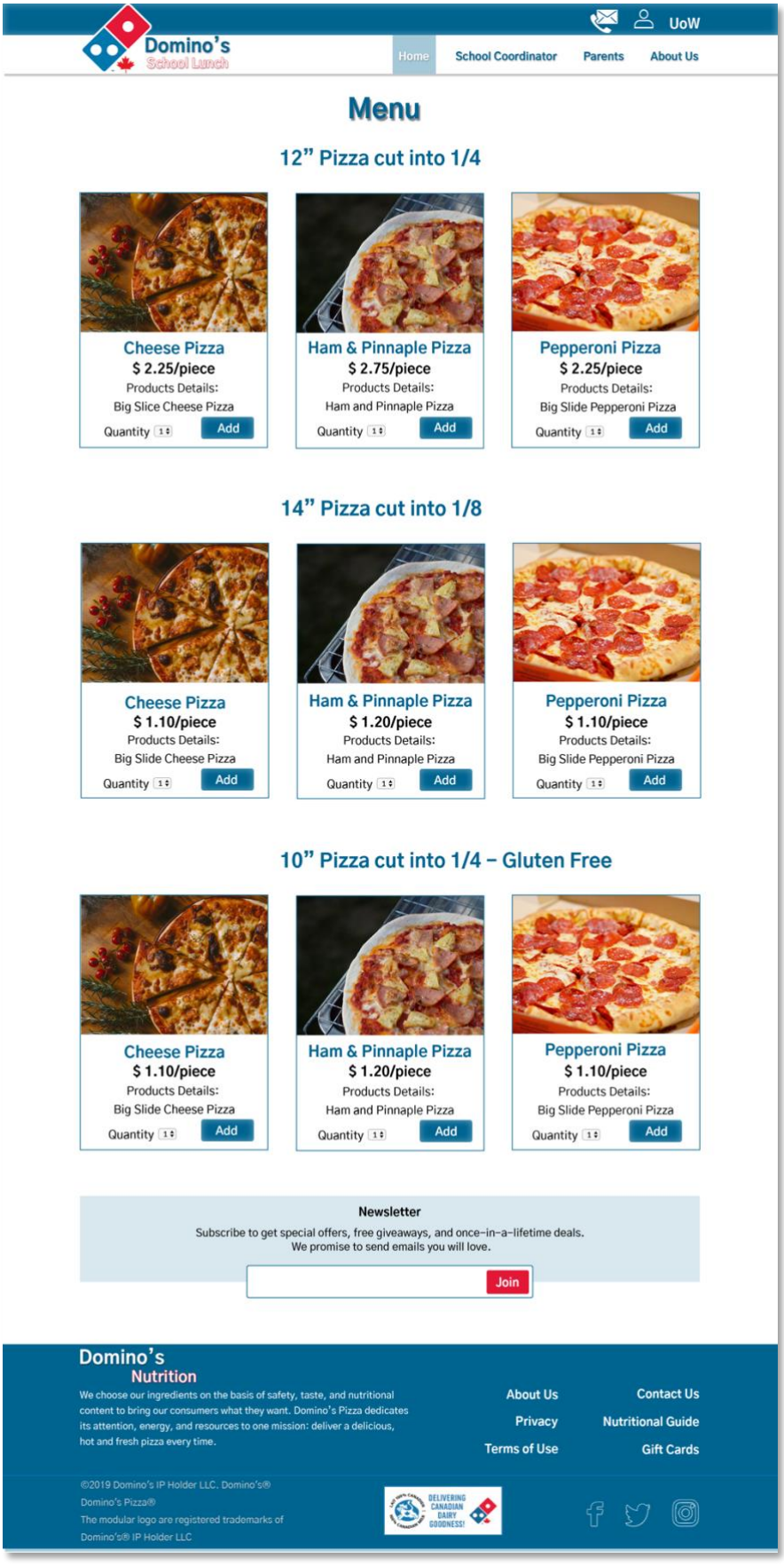

Logo
Navigation
Create Students List
Student full name
Student ID
Class
Upload csv file
Current Student list
Edit
Subscribe and footer

23. Mock-up Design

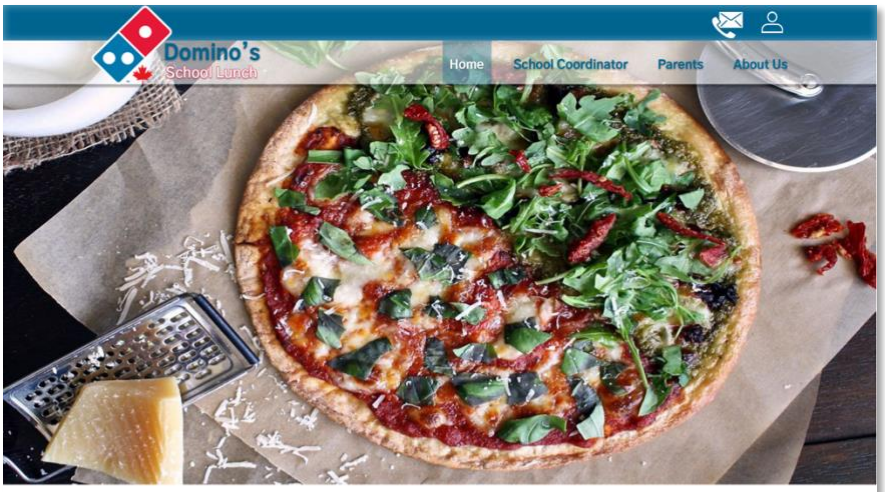
21.1. Home Page



21.2. Product List Page

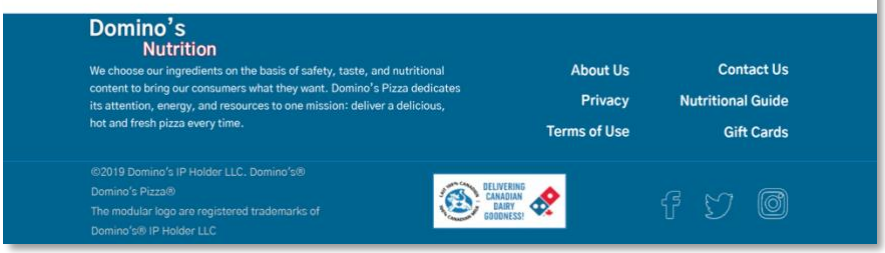


21.3. About Page

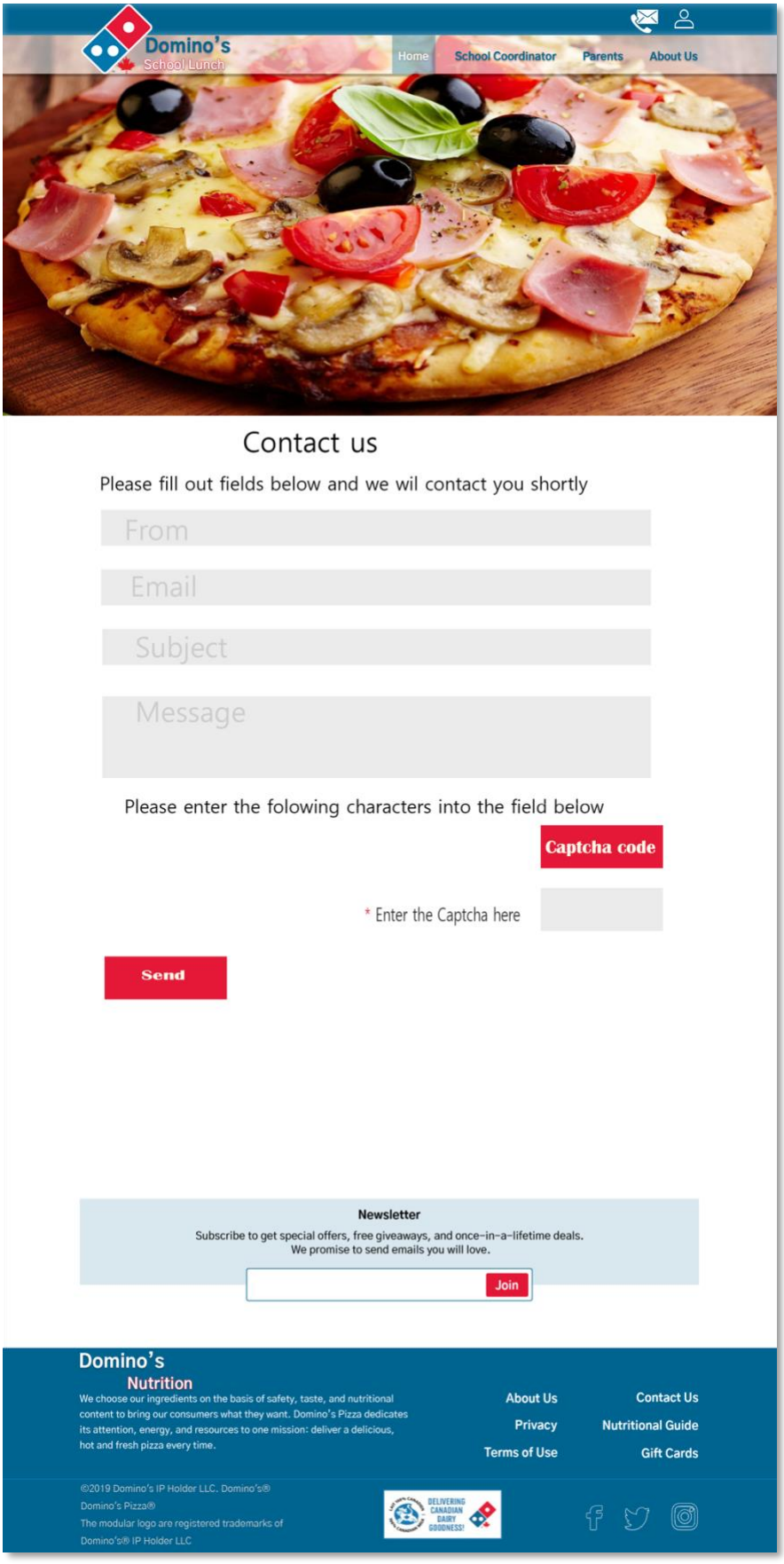


ABOUT US

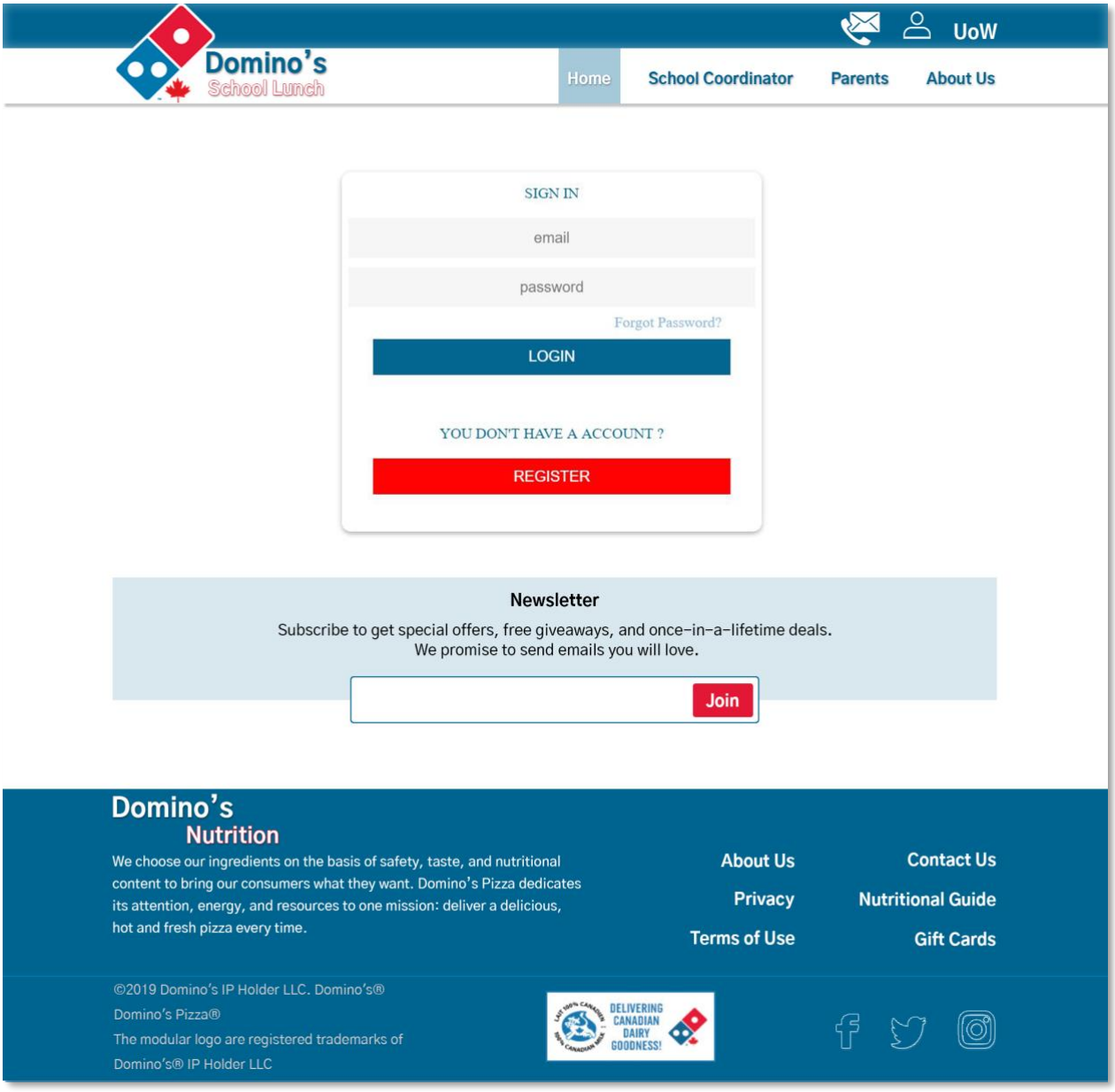
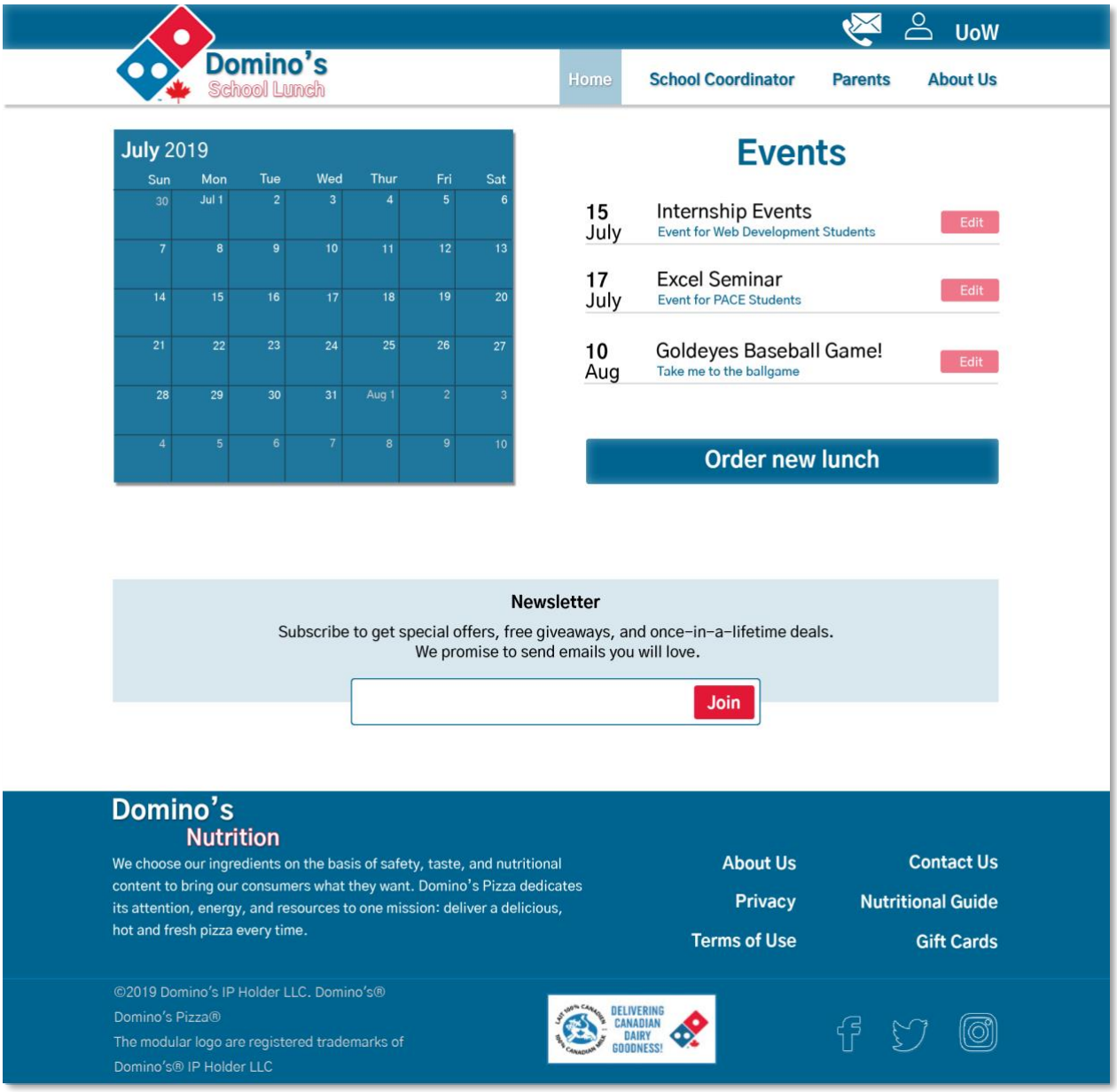
Every pizza ordered has the potential to be a totally unique creation. Nutritional information is provided for each of the elements that go into a pizza: what size pizza, what type of crust, sause, toppings. When you create your own pizza, to see the total picture of what you are ordering, add together the numbers for each element from these charts.
Lunch is an important meal of a day. Food is what gives you energy. Lunch raises your blood sugar level in the middle of the day, making you be able to focus for the rest of the afternoon. For kids, lunch is even more important because this is when they get their vitamins and nutrients for the day.
Domino's Pizza helps them grow, to be energetic during all activities by supplying meals for school lunches. This program is also benefitial for the parents. They do not need to feel out the papers for ordering food, they can rest couple days per week without packing lunches for their little ones. Finally, these lunches make schools' lives easier, they do not need to collect money from all kids, to count amount of slices and convert them to the pizzas.
With Domino's delivery kids will get fresh pizza very quickly and enjoy it.



21.4. Contact Page



21.5. Login Page



24. Home Page (After School Login)