

Proposal:

Made by:

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Submitted to:

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Winnipeg Luxury
Cars Website
Development

Proposal: Winnipeg Luxury Cars Website Development

Made by: Alexandr Pasko, Leading Web Developer,

“Eldorado” Web Development Company

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Winnipeg Luxury Cars

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Background

It was a pleasure to learn more about Winnipeg Luxury Cars (WLC) in Winnipeg and we admire the company's mission you are following. We realize that the company is creative and ambitious. WLC is the only company that offers exclusive cars for sale and rent in Winnipeg. The business definitely needs to have a modern and impressive website, as most of the company's deals are being made online. A new website should be developed, as a WLC current website does not meet targeted audiences' expectations. A design, a layout, and a content of the website should be improved. We also see that technical side of the website does not meet modern standards, and as a result, the website does not run very quickly, and what is more, it cannot integrate many IT innovations which are a requirement in today's web world.

Goals and Objectives

WLC's goal is to develop a brand new dynamic and database driven website. The goal includes:

- reflection of actual content
- applying newly developed design and branding elements
- development of intuitive navigation
- engaging target audiences
- development a database containing data about company's cars, users, and users' reviews
- adding user authentication system for clients and admins
- develop leave/read reviews feature for clients to store feedback in database
- creation of admin website allowing admins to manage database data
- develop leave/read reviews feature for clients to store feedback in database

All those aspects would lead to an ultimate goal which is to increase the number of online deals made on WLC website.

Target Audiences

Expected primary audience of the website is successful middle aged people, who can afford an expensive car. As this group of people might not always be very comfortable with websites, this website should be intuitive and ease to navigate. A good combination of dark colors and gold

elements will make a royal look. Main font should be font-serif throughout the website as it is easy to read in different font sizes; however, serif main heading on main page might make a better look. Secondary target audience is young people aged between 18-28, who promote the concept of renting luxury cars. Current WLC's experience shows that young people rent exclusive cars more often than other age groups. An abundance of attractive images on the website might increase their interest as ideas for photo session, because young people tend to rent expensive cars to make photos and videos for their social media.

Database Overview

Database will consist of three major tables: cars, clients, and reviews.

1. Cars database table will contain data about the cars that Luxury Cars possess for sale or rent. Each car data will include make, model, color, mileage, sale price, rent price, body type, condition, year made, transmission, type of fuel, photo, description, dates when a car was added/updated and identify if the car is available for rent or sale.
2. Clients database table will contain data about users including customers and admins. This table will allow customers to login to the website and leave reviews on cars. Authenticated admins will be able to manage database data on secured admin website. The table will include users' full name, full address, phone, email, encrypted password, creation date, and identify a user as a customer or admin.
3. Reviews database table will gather clients' feedback about their experience with company's cars. These data will be available to authenticated users on relative pages. Each record will include a review, an author, a reviewed car, number of stars, and date when the review was added

Visual database hierarchy and structure can be seen in an attachments section.

User Interaction

Luxury Cars website will allow unauthenticated users to browse through website pages; however, authenticated users will have more rights on the website. Navigation (on every page) will have a 'create an account' link that will allow users to create a personal account which will later be saved in database. Profile page will be available for authenticated users as well.

Logged in customer will be able to write a review and share his personal experience with a company's car. The review will be available to all other users when they will be on a single car details page.

Authenticated admin will have access to backend secured admin website where he can manage database data. The admin site will have separate pages representing database tables. Admin will be able to see, search, update, add, and delete information in database.

Security Implementation

Our company provides high standards of website security. We recognize that keeping information safe is very important not only for the website's company, but also for multiple users whose information is stored on website's database. Some of the steps we do as security implementation:

- XSS Protection – protects from cross-site scripting which might be possible on areas where users are allowed to interact with a website.
- CSRF Protection – prevents user experience from possible attacker vulnerability that induce users to perform unwished actions on a website
- Password Encryption – storing passwords encrypted, which prevents attackers from stealing sensitive information and using it somewhere else
- User Authentication – prevents unauthorised users from saving any information on a website. Only authorised users are able to interact with database and have access to interactive features
- Admin Authentication – verifying administrator rights before providing access to backend admin website and database

Project Requirements and Deliverables

Our team will meet high standards in developing WLC website and will apply most reasonable solutions to meet Community Centre management expectations:

- Integrate newly developed design and branding into WLC website
- Develop, organize and apply content which will reflect actual and engaging info

- Develop understandable and intuitive navigation throughout the website
- Make the website capable of growing in the future without extra web development
- Meet modern standards of website in terms of compatibility with wide range of computer systems and mobile devices, including old versions of computer systems
- Develop a database that would store information about cars, clients, and reviews
- Develop admin website for administrative use, where admin can see, create, update, or delete records from database, according to CRUD principles
- Engage users by interacting with website database by allowing them to leave or read reviews reflecting users experience

Supplier Qualifications

“Eldorado” Web Development Company has a significant experience in creating, developing, and maintaining various websites for almost 10 years. We offer our services worldwide, however we base in Winnipeg and most of our clients lead their businesses in Manitoba. We are proud to demonstrate our achievements in Web Development field and are able to provide a portfolio reflecting some excellent projects. These are some of our team members who will develop most of work in this project (we have a big team and this list does not limit our possible contributors in the project):

- Alexandr Pasko, Leading Web Developer, Computer Science degree, more than 10 years experience in programing.
- Smirnov Vacheslav, Graphic Designer, Web Design diploma, more than 5 years experience in design.
- Sadikova Alfiya, Head of Marketing Department, Marketing diploma, more than 10 years of experience in marketing.
- Oljas Imanmadirov, Project Manager, Project Management degree, 8 years experience in the field.

Budget

Preliminary estimate can be seen in the table bellow. The estimate is represented by phases of web development and calculated by blended rate, which is 50\$ per hour. More detailed estimate is available upon request.

Phase of Web Development	Hours	Estimated Price (\$)
Proposal	8* (not included)	
Planning / Exploration	6	300
Design / Content	18	900
HTML / CSS	12	600
Database / SQL	4	200
PHP Programing	20	1000
Launch / Maintenance	4	200
Total	64	3200

Timelines

Our company always focus on meeting deadlines. Especially, the date of hard launch is crucial for us, that is why we plan all phases of Web Development separately. This allow us to control projects on all stages of development and avoid any delays. Detailed timeline schedule can be seen in the table bellow.

Phase of Web Development	Hours	Start Date	Due Date
Planning / Exploration	6	May 5, 2020	May 8, 2020
Design / Content	18	May 9, 2020	May 14, 2020
HTML / CSS	12	May 15, 2020	May 19, 2020
Database / SQL	4	May 20, 2020	May 23, 2020
PHP Programing	20	May 24, 2020	May 30, 2020
Launch / Maintenance	4	June 1, 2020	June 3, 2020

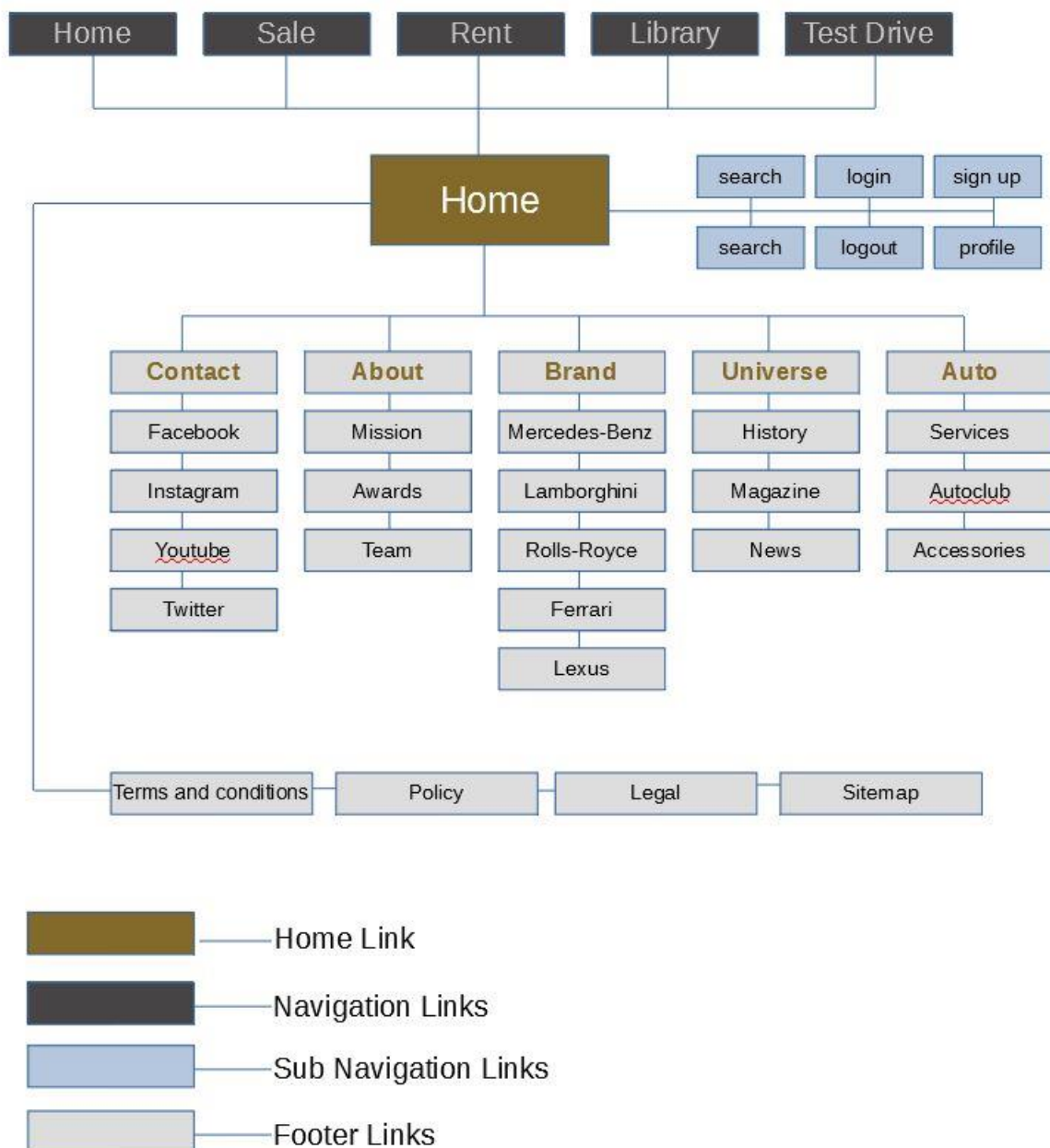
Conclusion

It was a pleasure to learn more about Winnipeg Luxury Cars company. We hope you will consider our competency and experience in Web Development field. We hope for a positive decision and will be glad to cooperate in this project.

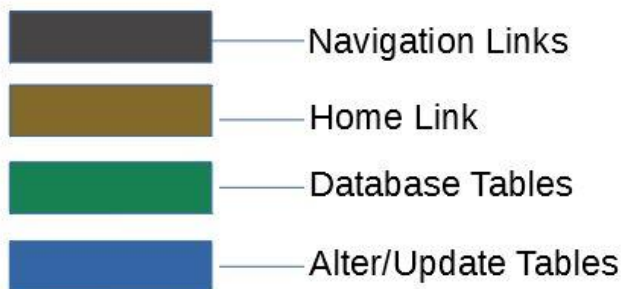
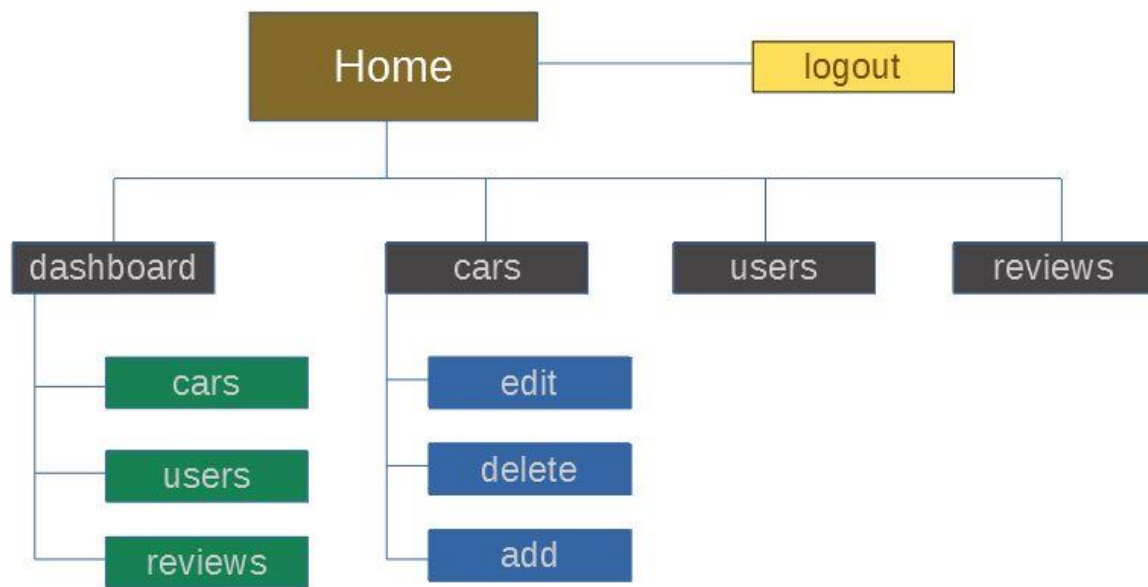
Attachments

The attachments are on following pages

Preliminary Sitemap Production Website

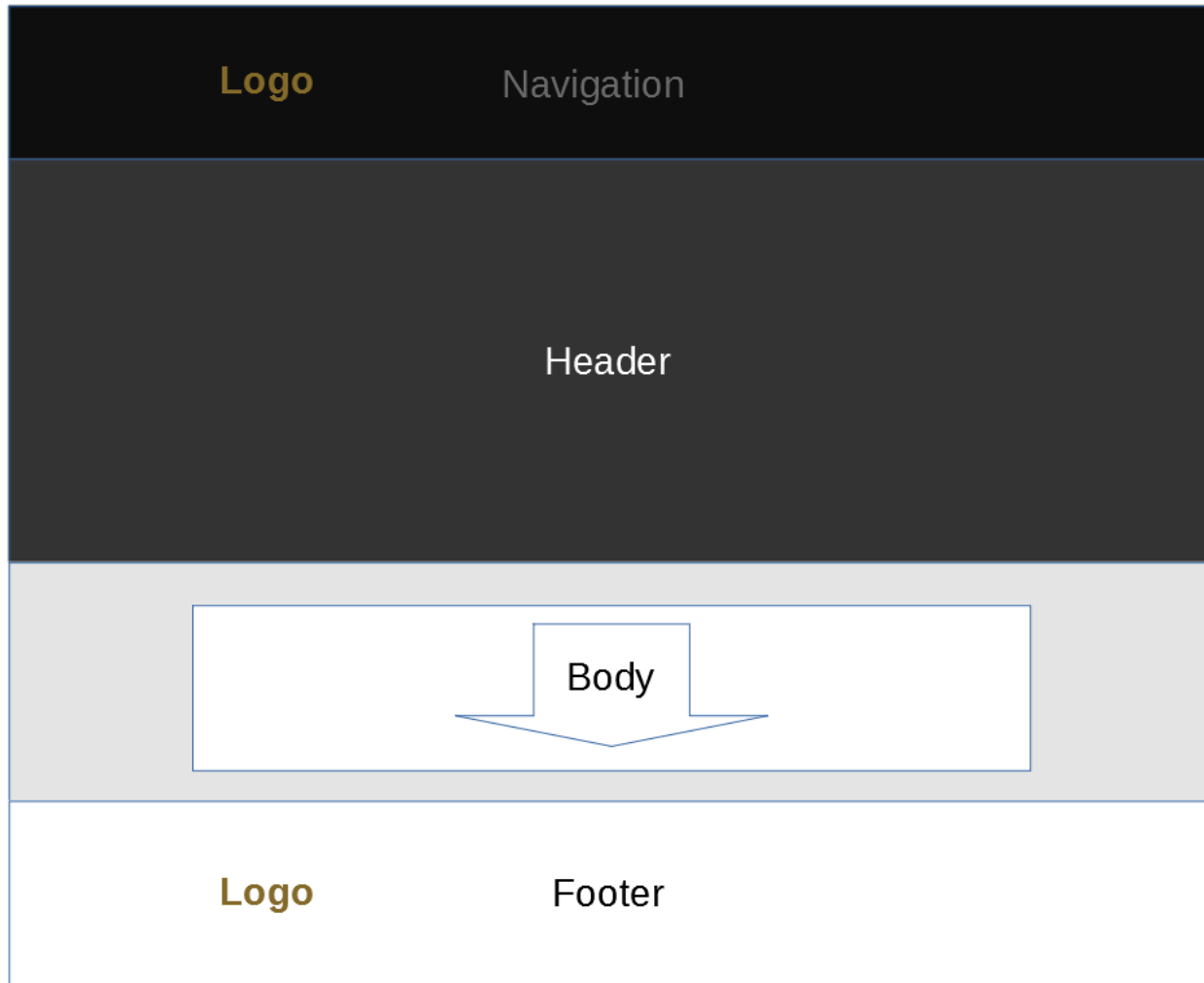


Preliminary Sitemap Admin Website

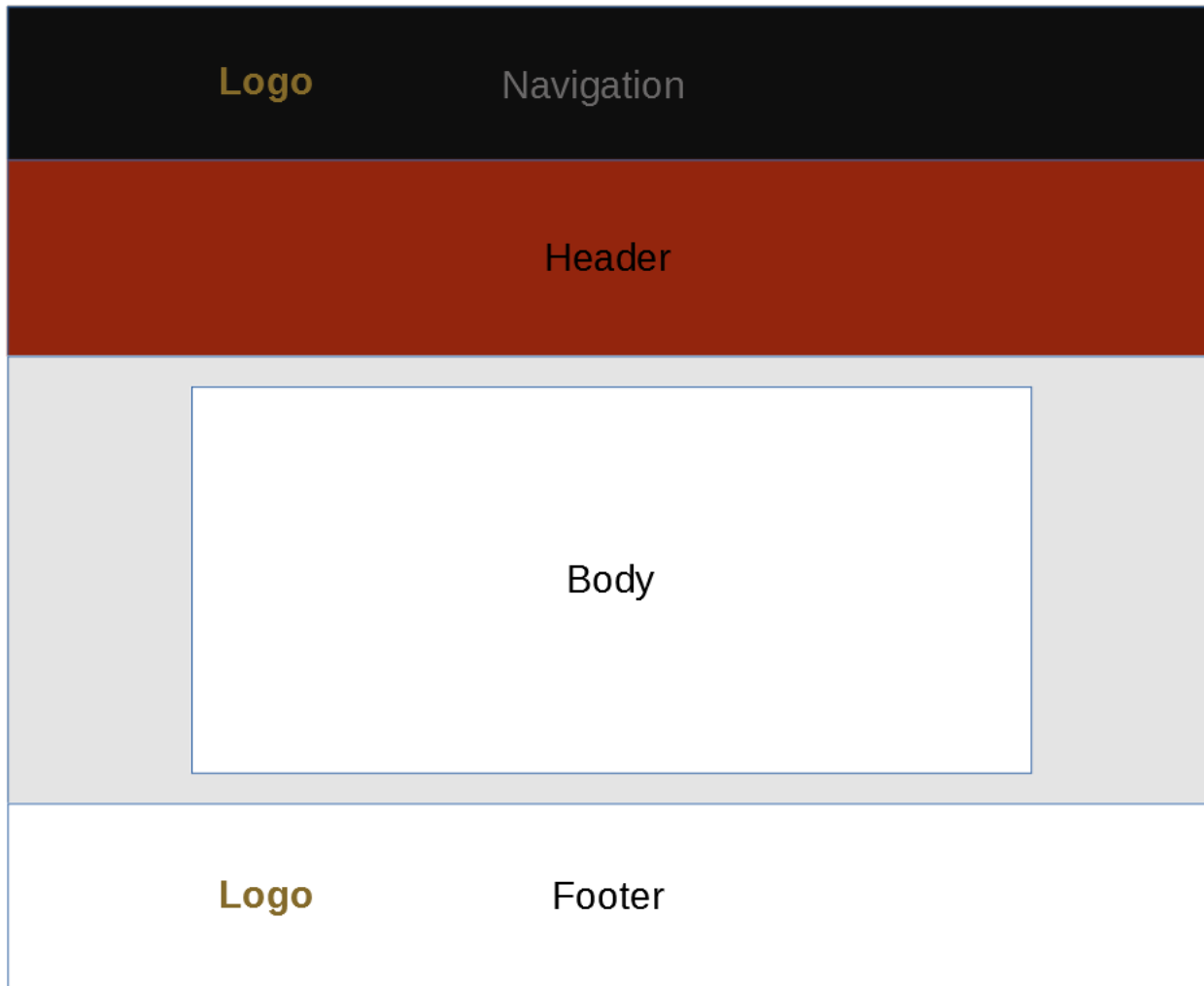


Wire Frames

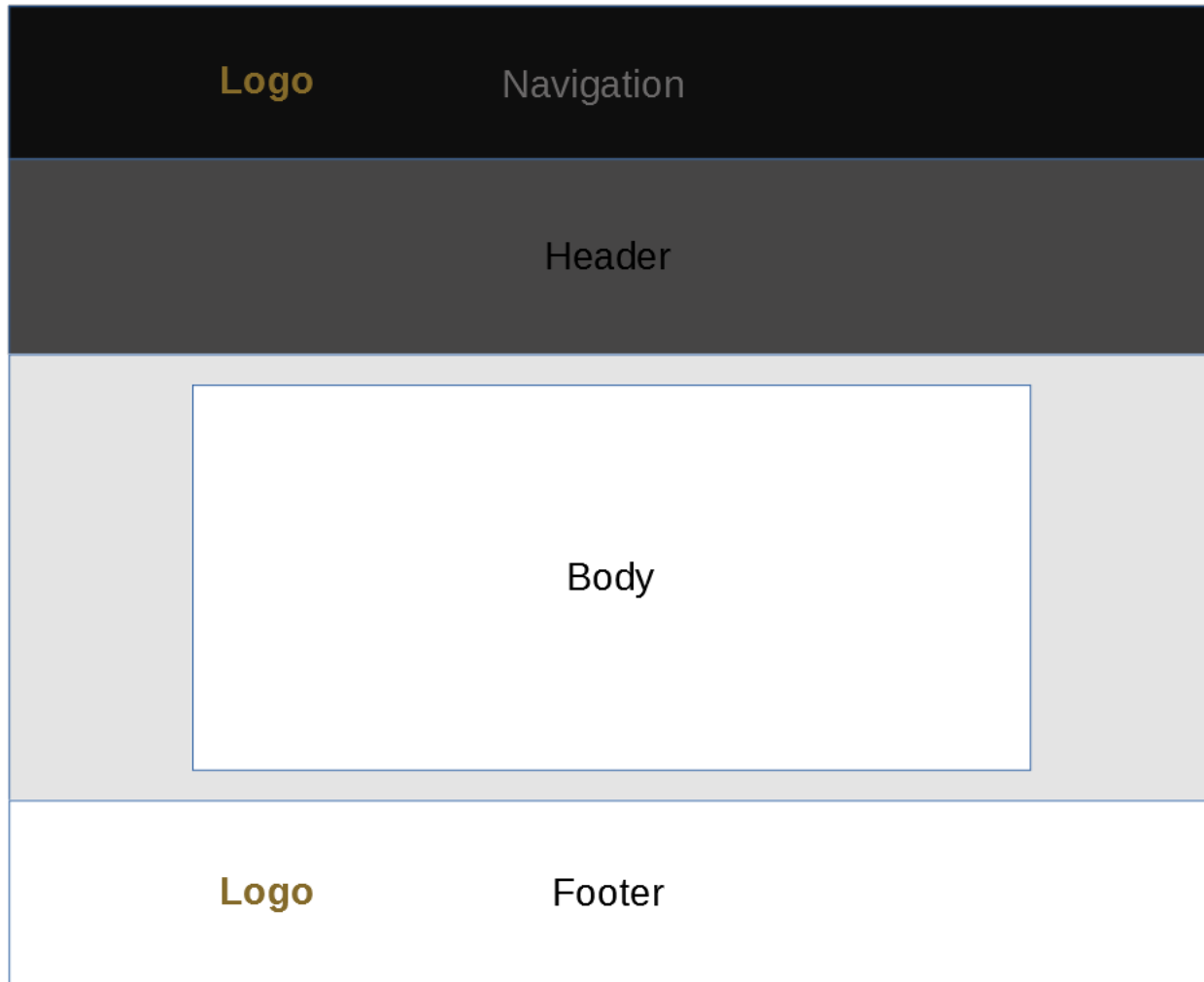
Website “Home” Page



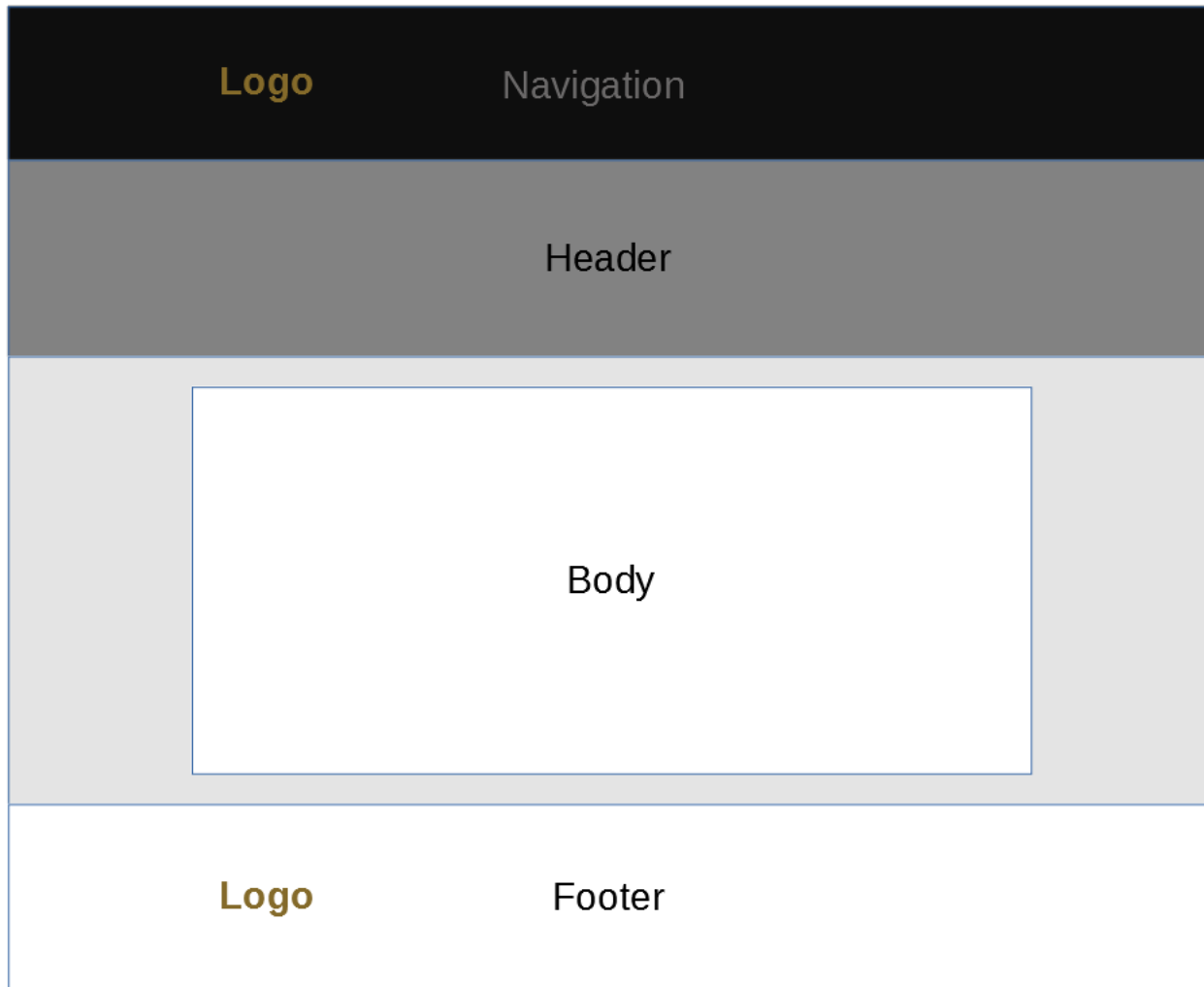
This page is a main page of the website (home). User will open this page by default when browsing the company online. Links to all other web pages can be found on this page. A background image is displayed full screen in order to attract and engage a user. Brief summary of the company’s objectives bellow will engage and navigate the user. For his/her convenience, each section will have a link to other main pages as call to action.

Website “Sale” Page

The main purpose of this page is to display exclusive cars for sale. A layout of the page will be similar to the main page. However, a background image will not take the whole page, but will leave a majority of the page for actual content. Each car offer will display an image of the car, a title, a brier description, a price, and a “call to action” for more information about the car. It is expected that this page will be the page where most online deals will be made.

Website “Rent” Page

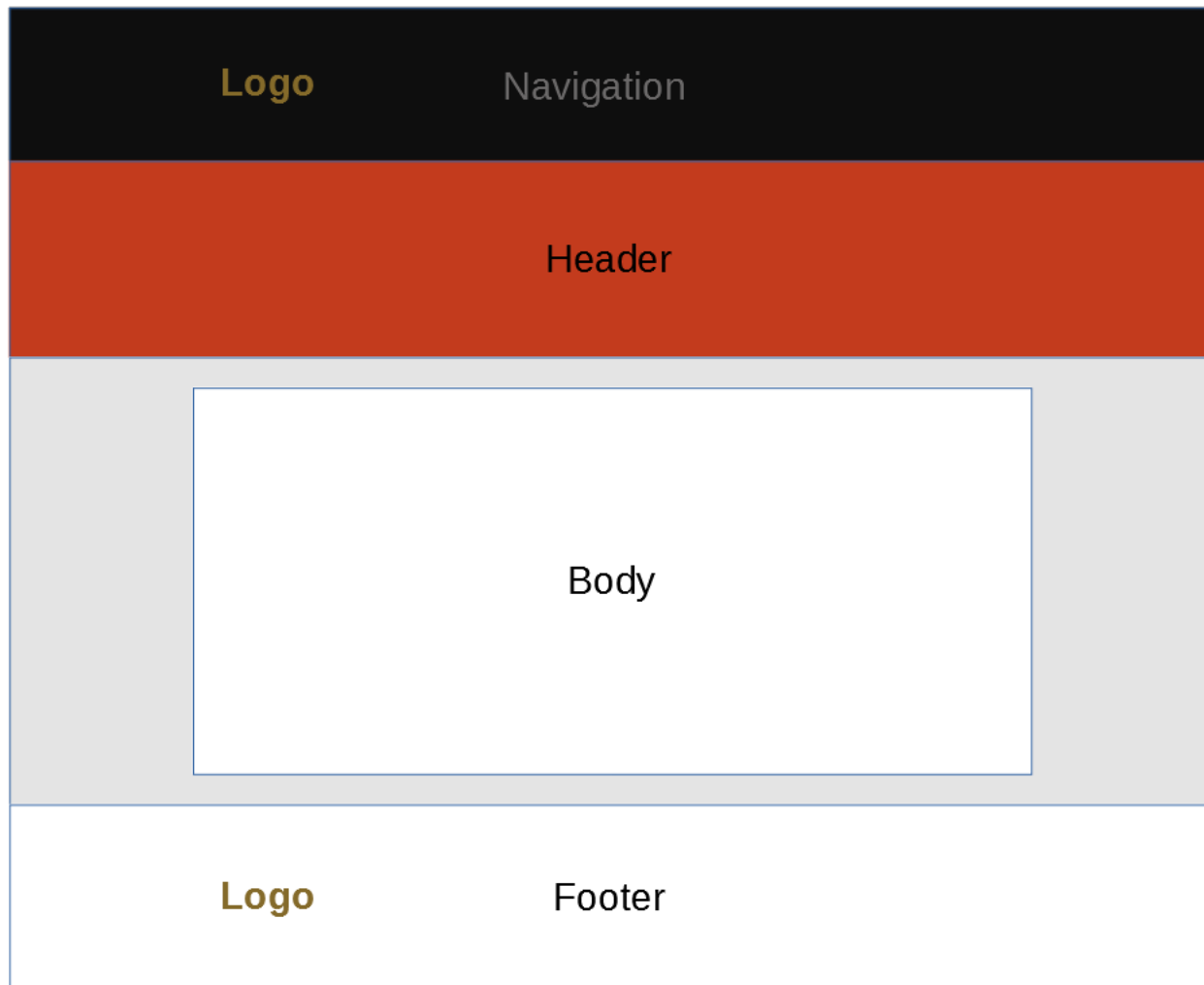
The main purpose of this page is to display exclusive cars for rent. A layout of this page will be similar to previous ones. Each car offer on this page will have an image of the car, a title, a brief description, a price for daily rent, and “call to action” for learning more about the offer. It is expected that this page will engage secondary audience, young people aged between 18-28, as this age group is known for love to exclusive experience.

Website “Library” page

The layout of this page will be similar to other previous pages, except a body of the web page.

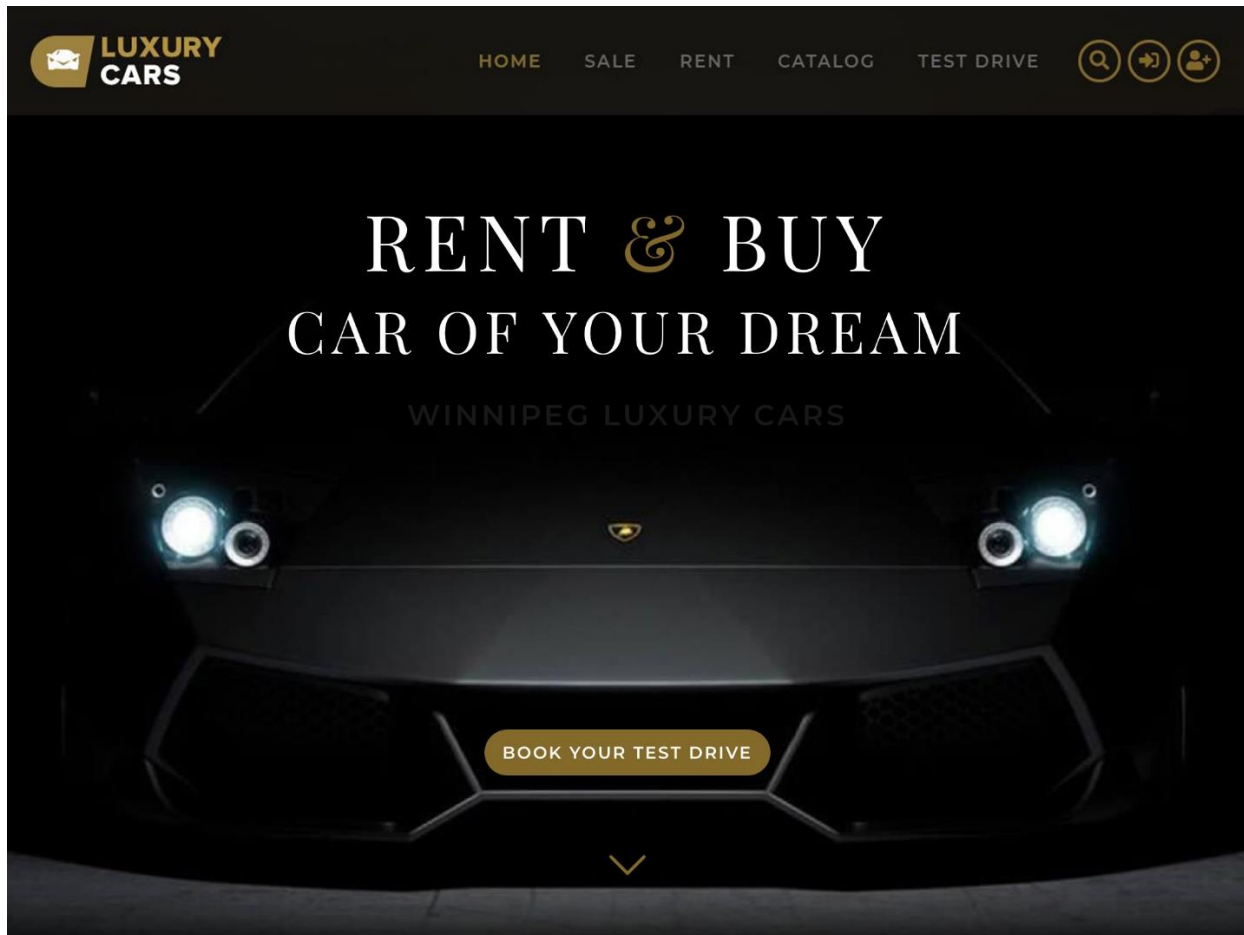
The body will display a table with major information about all exclusive cars the company has.

The main purpose of this page is to gather, compress, and show all the offers. This will be an alternative way of presenting company’s offers, for extra convenience of its clients.

Website “Test Drive” Page

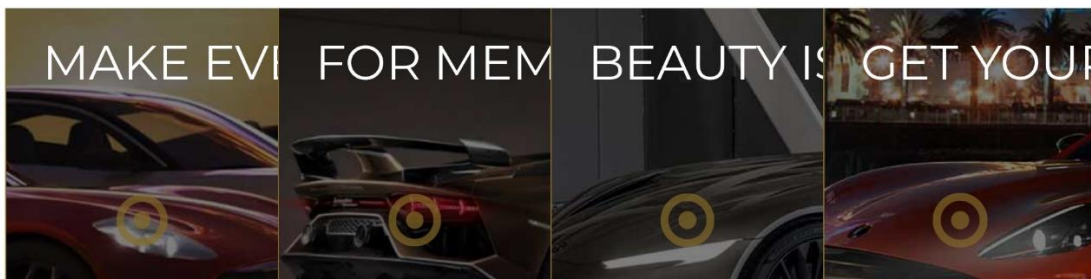
The main purpose of this page is a connection between a potential client and the company. The body of the page will contain a form, which is a request to book an appointment for test drive. The form will gather an information about a potential client and schedule the test drive for a convenient for the client day. All other web pages will have a “call to action” for booking an appointment, which is a link to this page. This page is a final step that a potential client does on the website.





Design Mock Ups Production Website



FOR THE FEW WHO KNOW THE DIFFERENCE


Don't dream it. Drive it! Make every mile count. We stand behind every car we sell. Let us find an exclusive car that would blow your mind. Do you want to show the world you're arrived? You need an exclusive car.




[HOME](#)
[SALE](#)
[RENT](#)
[CATALOG](#)
[TEST DRIVE](#)




MAKE EVERY MILE COUNT

Don't dream it. Drive it! We stand behind every car we sell. Let us find an exclusive car that would blow your mind.




\$179,999

FERRARI 812 GTC

The Ferrari 812 Superfast (Type F152M) is a front mid-engine, produced by Italian manufacturer.

New 2020 [LEARN](#)




\$229,999

ASTON MARTIN LAGONDA

The Aston Martin Lagonda is a full-size luxury saloon manufactured by British automobile manufacturer.

New 2020 [LEARN](#)




\$269,999

LAMBORGINE HURACAN

The Huracan is capable of accelerating from 0-100 km/h in just 2.9 seconds.

New 2020 [LEARN](#)




\$429,999

LAMBORGINE AVENTADOR

The car is a mid-engine sports car produced by the Italian automotive manufacturer Lamborghini.

New 2020 [LEARN](#)




\$149,999

MERCEDES-BENZ AMG

The new 2020 Mercedes-Benz AMG delivers high-performance thrills in a luxurious package.

New 2020 [LEARN](#)



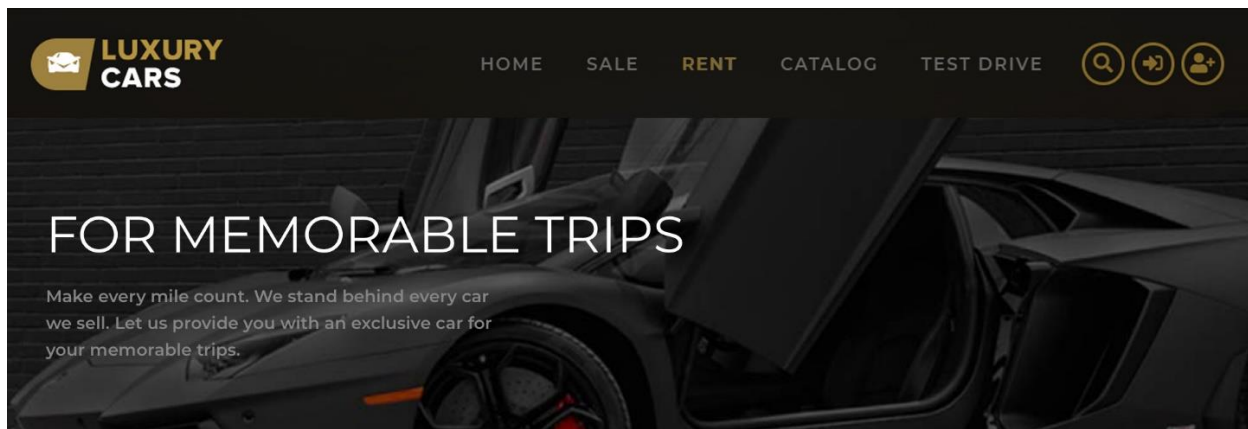
\$129,999

LEXUS LC 500

The heart of the LC 500 is a potent 5.0-liter V8 engine that drives the rear wheels.

New 2020 [LEARN](#)

1 , 2 , 3 , 4 , 5 68



BUGATTI CHIRON SUPER SPORT 300



\$799 / day

BUGATTI CHIRON SUPER SPORT 300

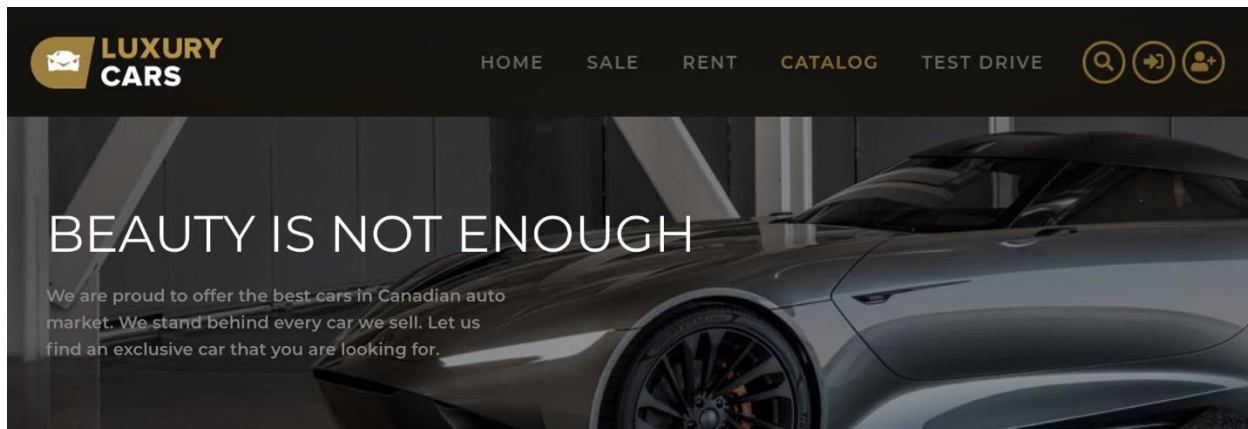
Try the Chiron Super Sport 300, an extremely limited-production coupe that is not only road legal, but capable of hitting the modified car's 300-mph top end. The Super Sport uses the same 8.0-liter, quad-turbo W16 engine as the top-speed record car, which delivers nearly 1,600 horsepower, as well as the long-ratio gearbox that allows this Chiron to actually reach that 300-mph v-max.

New 2020

BOOK

ROLLS ROYCE PHANTOM










We Sell Luxury

The list represents currently available selection. Book your appointment on a "Testdrive" page.

Option	Model	Year	Description	Price
	Bugatti Vision Gran	2019	An extremely limited-production coupe that is not only road legal, but capable of hitting the modified car's 300-mph top end.	\$279,999
	Chevrolet Corvette	2019	The car is a limited-production coupe that is not only road legal, but capable of hitting the modified car's 300-mph top end.	\$119,999
	Ferrari 812 GTS	2020	The Ferrari 812 Superfast (Type F152M) is a front mid-engine, produced by Italian manufacturer.	\$279,999
	Lamborghini Aventador	2019	The car is a mid-engine sports car produced by the Italian automotive manufacturer Lamborghini.	\$349,999
	Lamborghini Huracan	2019	The Huracan is capable of accelerating from 0-100 km/h in just 2.9 seconds.	\$299,999
	Aston Martin Lagonda	2020	The Aston Martin Lagonda is a full-size luxury saloon manufactured by British automobile manufacturer.	\$219,999
	Rolls Royce Phantom	2019	The Rolls Royce Phantom is not only the ultimate status symbol, it is the Holy Grail of handcrafted luxury automobiles.	\$329,999
	Lexus LC 500	2020	The heart of the LC 500 is a potent 5.0-liter V8 engine that drives the rear wheels.	\$129,999
	Mercedes-Benc AMG	2019	The new 2020 Mercedes-Benc AMG delivers high-performance thrills in a luxurious package.	\$159,999
	Maserati Quattroporte	2020	Maserati is conventionally a royal car. Want to show the world you're arrived? You need a Maserati.	\$179,999

[HOME](#) [SALE](#) [RENT](#) [CATALOG](#) [TEST DRIVE](#)   



GET YOUR FAVORITE HERE

We are glad to book an appointment for a test drive.
We believe that you will discover a future lifestyle,
which is already available today!

Schedule your appointment

Please submit the form to schedule your appointment for a test drive.

Personal Info	Car information
First name: <input type="text"/>	Make and model: <input type="text"/>
Last name: <input type="text"/>	Transmission: <input type="text"/>
Email: <input type="text"/>	Comments: <input type="text"/>
Phone number: <input type="text"/>	Date: <input type="text"/>

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MAKE EVERY MILE COUNT

Don't dream it. Drive it! We stand behind every car we sell. Let us find an exclusive car that would blow your mind.

PORSCHE 718 CAYMAN


\$219,999

Price:	\$219,999
Condition:	new
Year:	2020
Body Type:	coupe
Color:	blue
Mileage:	0 km
Transmission:	automatic
Fuel:	gasoline



Spice up your day to day commute or simply you weekend enjoyment when you step inside this 2020 Porsche 718 Cayman GTS! Equipped with a seven(7) speed automatic (PDK) transmission and a 3.4L boxer six(6) engine, this could be the joyride you've been craving for. This Cayman GTS is finished in a Black exterior and complimented by a Black Leather interior; the exterior is completed with a set of 20" Wheels with calipers painted in Red. Stepping inside the cabin, you will discover air conditioning, dual zone climate control, heated and vented seats, Bose audio system, navigation, leather wrapped steering wheel and much more. What are you waiting for? Hurry in and drive away in this 2020 Porsche 718 Cayman GTS!

[TEST DRIVE](#) [SEE REVIEWS](#) [LEAVE REVIEW](#)



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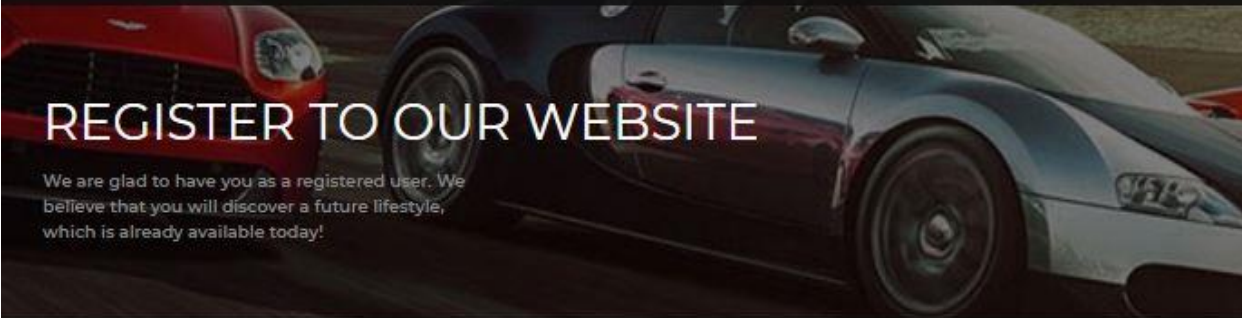
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HOME SALE RENT CATALOG TEST DRIVE   



REGISTER TO OUR WEBSITE

We are glad to have you as a registered user. We believe that you will discover a future lifestyle, which is already available today!

Register

Create your account. It's free, and only takes a minute.

Personal Info

First name:

Last name:

Email:

Phone number:

Password:

Confirm password:

Address Information

Street:

City:

Postal Code:

Province:

Country:



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HOME SALE RENT CATALOG TEST DRIVE

WELLCOME TO LUXURY!

We are glad to have you as a registered user. We believe that you will discover a future lifestyle, which is already available today!

Alexandr Pasko

Your profile has the following information:

First Name:	Alexandr
Last Name:	Pasko
Email:	pasko2050@gmail.com
Phone:	(204) 509-9840
Street:	409-690 Kenaston Blvd.
City:	Winnipeg
Postal code:	R3N 1Z3
Province:	Manitoba
Country:	Canada

BROWSE CARS



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LOGIN TO YOUR ACCOUNT

We are glad to have you as a registered user. We believe that you will discover a future lifestyle, which is already available today!

Login to Your Account

You need to enter your email address and a password associated with it.

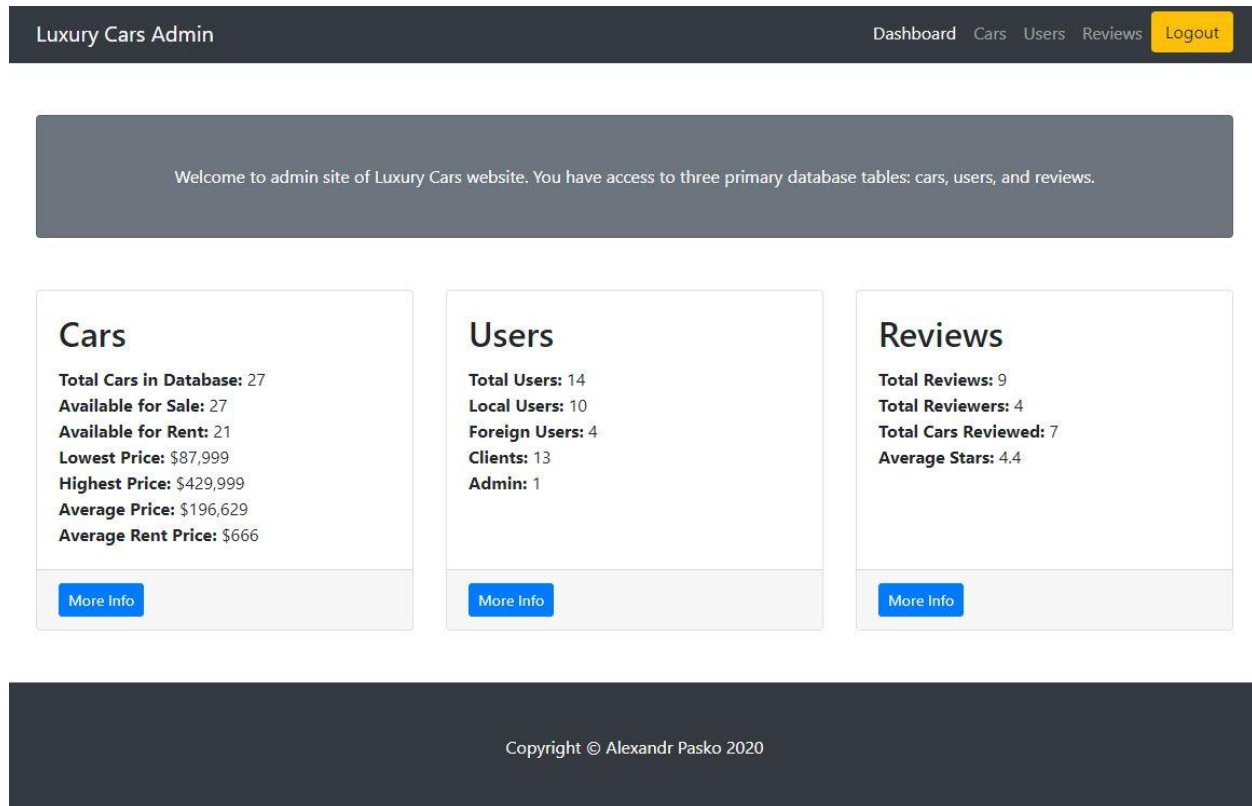
Email:

Password:

[SUBMIT](#) [CLEAR](#)

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	Youtube	Team	Rolls-Royce	News	Accessories
	Twitter		Ferrari		
			Lexus		













Design Mock Ups Admin Website



Cars (primary table)

Add a car

Search cars Search

Car ID	Make	Model	Year	Condition	Added	Image	Actions
1	Ferrari	812 GFC	2020	new	2020-04-18 23:23:16		edit delete
2	Aston Martin	Lagonda	2019	used	2020-04-18 23:23:16		edit delete
3	Lamborghini	Hurican	2018	used	2020-04-18 23:23:16		edit delete
4	Lamborghini	Aventador	2020	new	2020-04-18 23:23:16		edit delete
5	Mercedes-Benz	AMG	2019	used	2020-04-18 23:23:16		edit delete
6	Lexus	LC 500	2018	used	2020-04-18 23:23:16		edit delete
7	Bugatti	Vision Gran	2019	used	2020-04-18 23:23:16		edit delete
8	Chevrolet	Corvette	2019	used	2020-04-18 23:23:16		edit delete
9	Rolls Royce	Phantom	2019	used	2020-04-18 23:23:16		edit delete
10	Maserati	Quattroporte	2020	new	2020-04-18 23:23:16		edit delete
11	Bugatti	Vision Gran	2019	used	2020-04-18 23:23:16		edit delete
12	Mercedes-Benz	AMG GT	2019	used	2020-04-18 23:23:16		edit delete

Users

User ID	Full Name	Email	Address	Admin
30	Ivanov Eugene	ivanov@gmail.com	18 Wheatgrass Lane, Winnipeg, Manitoba, Canada	no
33	Mark Yaeger	mark@gmail.com	19 Wayfarers Haven, Winnipeg, Manitoba, Canada	no
39	Alexandr Pasko	pasko2050@gmail.com	409-690 Kenaston Blvd., Winnipeg, Manitoba, Canada	yes
40	Sergey Pasko	serg@gmail.com	34 Seifullin, Astana, Aqmola, Kazakhstan	no
41	Petrov Eugene	petrov@gmail.com	18 Wheatgrass Lane, Winnipeg, Manitoba, Canada	no
42	Fred Yaeger	frred@gmail.com	19 Wayfarers Haven, Winnipeg, Manitoba, Canada	no
43	Fred Yaeger	frreed@gmail.com	19 Wayfarers Haven, Winnipeg, Manitoba, Canada	no
44	Sabira Yaeger	sabira@gmail.com	19 Wayfarers Haven, Winnipeg, Manitoba, Canada	no
47	Alexandr Pasko	pasko2030@gmail.com	409-690 Kenaston Blvd., Winnipeg, Manitoba, Canada	no
48	Ingrid Yaeger	ingrid@gmail.com	19 Wayfarers Haven, Winnipeg, Manitoba, Canada	no
49	Nikita Loboda	nikita@gmail.com	34 Seifullin, Moskov, Aqmola, Russia	no
50	Misha Yaroslavcev	misha@gmail.com	18 Wheatgrass Lane, New York, New York, USA	no
51	Ingrid Yaeger	pasko2020@gmail.com	19 Wayfarers Haven, Winnipeg, Manitoba, Canada	no
52	Lora Milcev	lora@gmail.com	23 Beibitshilik, Pavlodar, Dnepropetrovsk, Ukraine	no

Reviews

Review ID	Client	Car	Stars	Review	Date Added
6	Ivanov Eugene	Ferrari 812 GTC	5	Once you have had a taste, legal limits will never do. All perception of speed is perverted, such that the car will not feel fast until you have left the double digits well behind. At this point, it will occur to you that you do not seem to be spending much time at wide open throttle. It seems like a heinous oversight on your part, but it is OK. This car is so powerful that trying to get to wide open throttle just for the sake of it will cause you to drive erratically. You will always be at full throttle or full brake, never enjoying the in between. Waiting for the appropriate time and place for full throttle makes it all the more rewarding and everywhere else, the throttle's adjustability allows you to fine tune exactly the amount you need for any given situation.	2020-04-18 23:30:15
7	Mark Yaeger	Ferrari 812 GTC	4	It gives me great pleasure to write that, because it wasn't the initial impression from our instrumented testing session. There, the 812 put up fantastic numbers but felt loose and a bit unrefined. On the figure eight, it wanted to be manhandled. Driving delicately just got you midcorner understeer. Coming in hot with a healthy portion of trail braking delivered extra bite from the front tires and rotated the rear slightly. Once the understeer was managed, you could aim for the exit and roll on the throttle, at which point it became all about managing power oversteer. The ultra-quick steering and easily adjusted throttle make it easy to do a little drift off the exit, and even with a slight rear weight bias and front mid-engine placement, it's not snappy like a mid-engine car. If you're using CT Off mode rather than ESC Off, the computer will let you hang the rear end out, provided you've got it under control, but just wood it, and the nanny will straighten you right out.	2020-04-18 23:30:15
8	Petrov Eugene	Porsche 718 Cayman	5	It's refreshingly devoid of driver-selectable modes. The choices that exist are basic. You can switch off the electronic stability control and traction control, and there's a stiffer Sport mode for the suspension. Even on the track, such is the poise and balance on offer that you won't feel inclined to mess around with any of those. There's a sport exhaust button for more sound, plus an auto blip button that rev-matches on downshifts if you're not able to roll onto the throttle yourself via fancy footwork. Other than that, it's just an unadorned steering wheel, three pedals and a gearstick.	2020-04-18 23:30:15
9	Petrov Eugene	Mercedes-Benz AMG GT	5	When it comes to two-seat sports cars, few make an impression like the 2020 Mercedes-Benz AMG GT. Sleek yet aggressive, the AMG GT looks part fighter jet and part classic grand-touring car. The military hardware comes in the form of a turbocharged V8 fitted underneath GT's long hood. Mercedes offers it in three different states of tune, with 577 horsepower at its most potent. That won't necessarily raise a whole lot of eyebrows considering you can get more power from a Mustang or Camaro these days, but this engine has gobs of high-revving V8 personality. Plus, in handling, the GT is easily on par with any of today's top sports cars from Audi, Jaguar and Porsche.	2020-04-18 23:30:15
10	Petrov Eugene	Toyota Supra	5	A good sports car needs to look the part, and debatably, the 2020 Supra does. I'm not completely in love with it, but it's attractive, and definitely distinct. There's some fourth-gen Supra styling inspiration sprinkled into the front end and the nose takes cues from Formula 1 racers. Personally, I find the rear three-quarter angle the best view. The curvy haunches and integrated spoiler hark back to the old Supra. As for the faux hood and door vents, I actually don't mind them, and take comfort in knowing that they likely will become functional should hotter Supra models launch down the line. The Supra garners its fair share of attention from people at stoplights and in parking lots. In one instance, it caused a guy walk out of work, hop in his Scion FR S, and follow me into a parking lot to talk my ear off for 30 minutes on a hot, sunny, sticky day. Ram, if you're reading this, I hope the T-Mobile store didn't fire you for that extended break.	2020-04-18 23:30:15
13	Ivanov Eugene	Porsche 911 Turbo S	4	sdfsdfdsfadsfadsfadsfadsf	2020-05-28 16:29:22
14	Alexandr Pasko	Mercedes-Benz AMG	3	I really enjoyed this car. Very good looking inside and out, makes outstanding impression. No question, a used Mercedes doesn't guarantee you a perfect ride for years and years. When you buy any used car, you are taking a chance. In addition, Mercedes models are luxury cars and can have higher maintenance and repair costs, but it still worth it!	2020-05-28 16:35:34

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☐ manual
☐ automatic

Fuel:

Available for Sale:

☐ yes
☐ no

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☐ yes
☐ no

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Transmission:

☐ manual
☒ automatic

Fuel:


Available for Sale:

☒ yes
☐ no

Available for Rent:

☒ yes
☐ no

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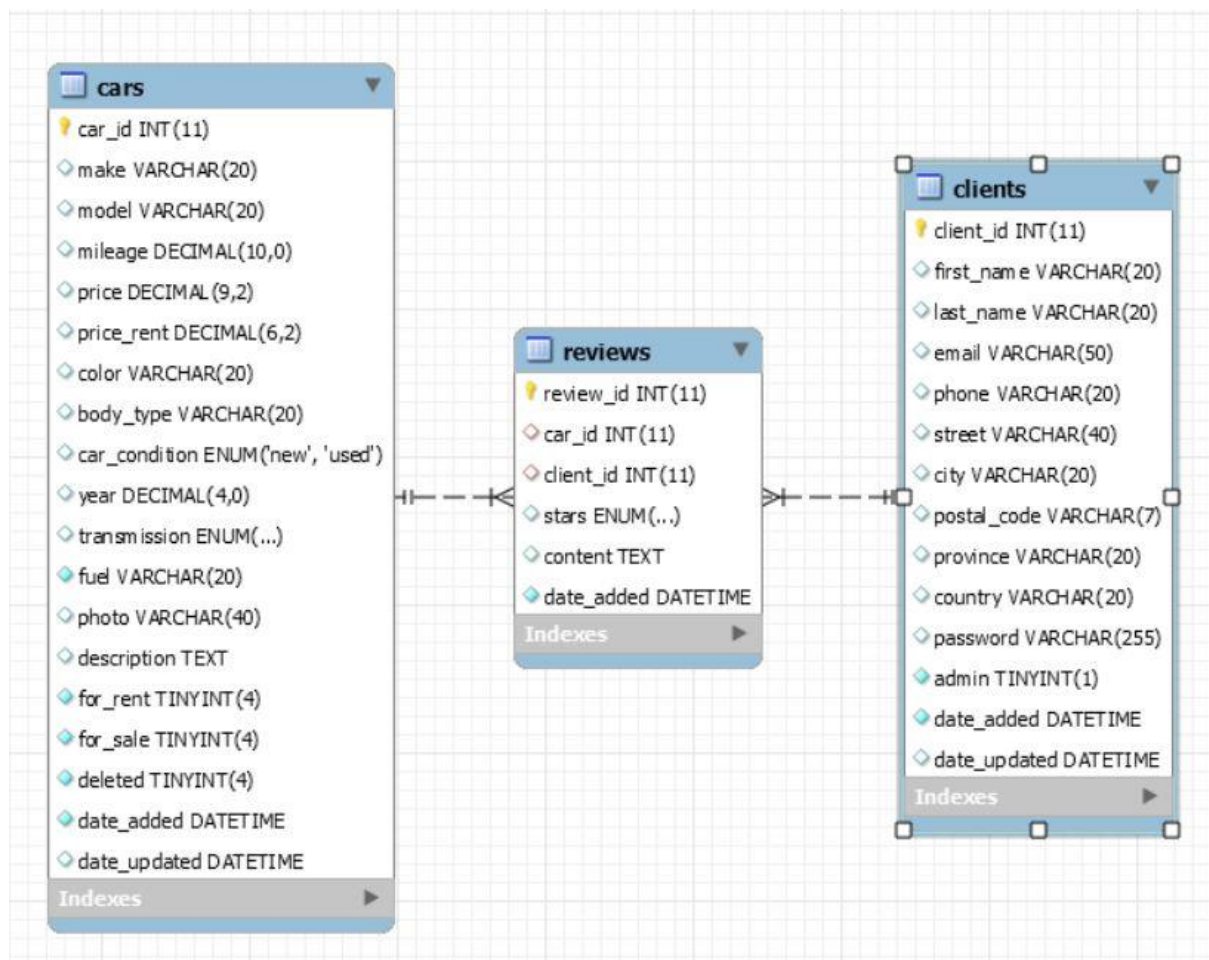
Conceptual Data Model for Luxury Cars Database



Business rules:

- One car can have many reviews
- One clients can write many reviews
- One review can be about one car and written by one client

Physical Data Model for Luxury Cars Database



Invoice

INVOICE

Eldorado

DATE:

May 1, 2020

INVOICE:

#4883212


FROM:

Eldorado Inc.
409-690 Kenaston Blvd.
Winnipeg, MB R3N 1Z3
(204)509-9840
pasko2050@gmail.com

TO:

Luxury Cars
460 Portage Ave.
Winnipeg, MB R3C 0E8
(204)982-6633
edu@pagerange.com

ALEXANDR PASKO	WEBSITE DEVELOPMENT	ADVANCE PAYMENT	MAY 5, 2020
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QUANTITY	DESCRIPTION	UNIT PRICE	LINE TOTAL
			
6 hours	Planning / Exploration	\$50	\$300
18 hours	Design / Content	\$50	\$900
12 hours	HTML / CSS	\$50	\$600
4 hours	Database / SQL	\$50	\$200
20 hours	PHP Programing	\$50	\$1000
4 hours	Launch / Maintenance	\$50	\$200

Subtotal	3200	<input type="checkbox"/>
Sales Tax	416	
Total	3616	