



Proposal

for website devevelopment - Sports Buy

Submitted By: Unicode
Submitted To: Steve George
Date: December 14, 2018



Proposal for Sports Buy- Website Development

Prepared by: Unicode Team, Sports Buy

To: Steve George, CEO, WDD

Re: Proposal, Sports Buy website development

Submitted: December 14, 2018

Dear Steve,

First and foremost, accept our warm greetings and thanks from the team of Unicode for taking our proposal into your consideration for developing a website for Sports Buy.

We have designed some mock-ups and detailed information for website development of Sports Buy which are enclosed in this document along with all the content you required from us at this very first step till the end. Our proposal contains all the necessary information, your company has asked for in the RFP provided to us.

We assure you to deliver all the promises that are stated here, within the agreed time period. We are confident that Unicode possesses full potential and experience to meet all the needs of your organization and will come up with the best solution for your website.

Communication turns out to be the best way to learn and share various things so as to make the better relations and come up with better outcomes. We would love to make it with you. So, if you have any questions, please feel free to contact Unicode and details are provided in the footer of the document. We look forward a reply from you.

Yours Sincerely,

Thai Tran

Project Manager

Unicode



Table of contents

Background.....	4
About Unicode	4
About Sports Buy	5
Competitors.....	6
Goals and Objective	6
Target Audience and Market Competition	7
Project Requirement and Deliverables	8
Compatability	9
Budget	10
Work-Plan.....	11
Conceptual and ER Diagram	13-14
Use-Case Diagram	15-16
Block-Comp and Sitemap	17-20
Design Screenshots	21-32
Invoice	33



Background

About Unicode

Unicode is the leading planning, programming, and funding agency for the development of amateur sport in Manitoba. We build online business with major technology and analyze every aspect of the industry and provide digital ability to offer a road map for success. The primary focus of Unicode is on the development of athletes, coaches, officials, and volunteers, people who are passionate about sports. People who believe that the sport is a healthy and positive activity to build strong and vibrant citizens and communities.

We are located in the center of the North American continent and in the heart of the city of Winnipeg. Our project initiatives range from basic affordable web design and website maintenance to the most complex levels of website redesign, upgrades, development and ecommerce websites. Our core business deals with partner funding, marketing, programming development, provisions of sport partner service. We are establishing a new home to serve the province-the Sport for Life Center. The sport for Life Center will profoundly improve access to sport and sport training across Manitoba.

Our Team

Thai Tran, Project Manager

Thai's passion for web development is competitive by his commitment to sustainability issues. He is a principal project and client manager at Sports Buy. He is intensely committed to create a dialogue between designers, clients, developers and producers so that all can incorporate the tenets of sustainability into their processes and methods. He holds speciality in extension and customization of content management system such as WordPress, Shopify, Drupal and certificate in web-development diploma from University of Winnipeg.



Avinesh Sijapati, Graphic Designer

Avinesh is a professional graphic designer with an experience of 5 years. He created and designed an impressive range of websites for clients ranging from non-profits to government organizations. Avinesh joined Thai to become co-founder of the Sports Buy. His great sense of humor in dealing with the designs of website, cartoons for kids, brochure or newsletter is extra-ordinary. He has ability to clear his message just by designing the pictures. His organizational skills have been described by clients as beyond imagination and his great business sense keep budgets and schedules tightly on track.





Amarjeet Sharma, Database Administrator

Amarjeet has been working as a database administrator in our company. He has an experience of storing and organizing data using specialized software for almost 4 years. His skills in dealing with MySQL, PhpMyAdmin installation, configuration, monitoring, security, troubleshooting as well as backup and data recovery is amazing. The contribution of Amarjeet is commendable in our company.



Arushi Jain, Front-End Developer

Arushi is a professional front-end developer with an experience of 6 years in the industry. She is responsible for implementing visual elements that users see and actively engage with through their web browser. Her skills in dealing with front-end technologies including interpreting graphic visuals and designs in development languages like HTML, CSS and JavaScript is out of the box. Her experience in education is Master's in Computer Application which has advocated her with a focus on consistency and usability.



Alex Ten, Back-End Developer

Alex has been working as a back-end developer in our company. He has an experience of 3 years in creating, coding, improving the server, using server-side applications when joined with front-end codes. He indulges in dealing with functionality of the website and meeting the user requirements. He also controls server, an application and a database. The contribution of Alex is wonderful in our company.



About Sports Buy



Sports Buy was founded in 2013, which is Canada's health and wellness destination for looking well, feeling well, and performing well. It is a multi speciality sports equipment company with presence in more than 10 locations across the country. It is Canada's largest provider of team sporting equipment,



apparel, accessories and gym supplements. Some of the incredible brands we carry in clothing and bags are Adidas, Under Armour, Nike, Puma and Trek, Giant, Marin Cycles for bicycles. Sports Buy is also concerned with community's health and fitness, so we also deal with various gym supplements like BCAA, Whey, Mass etc.

Our mission is to “to help motivate Canadians to get moving and help them achieve their wellness goals and want to inspire our customers to live an active lifestyle by playing sports and activities more fun, approachable, and inclusive”.

From grassroots sporting, our company has aimed at getting youngsters involved in activity at an early age to our ties with national, amateur-level sporting organizations. Sports Buy is committed to helping communities get moving. In-order to make most of its potential for the benefit of the entire community, Sport Buy applies the values of sport as they have evolved and consolidated over time.

Competitors

The competitors of Sports Buy are mainly medium and big size sport companies which have their branches in different states of Canada. One of the biggest competitors is Sport Check because they are huge in this profession with huge presence across the globe. One big reason for its popularity is that people get attracted to big brand names quite easily. Another reason for their powerful dominance is their dedicated sales and user-friendly website. The website of Sport Check mostly appears in the top 10 results when searched for sports and outdoors. They also provide good offers for users who register for programs online. Some of the other competitors are The Mark's, Canadian Tire, Sport Manitoba which also deal with the vast assortment of apparel and equipment in sports in the world.

Goals and Objectives

The primary objective of creating the Sports Buy website is to get better accessibility and increase online sales within the scope of digital market and shipment.

- Display all the branding elements so that more users can register and access the website.
- Website will be accessible to all the age group.
- Website will have high SEO rating and will be responsive
- Information architecture should be structured and organized so that old aged people, kids are easily able to access the information.
- Increase usage of promotional offers during festive seasons and weekends.
- Streamline content and high usability.
- Deliver a fully functional website with ecommerce gateways.
- The website is now more secure and safe to use as now we have added a password security feature and form validation feature.



Target Audience:

Sports intends to cater to a wide group of people. Our relationships with many national and regional amateur sports and active lifestyle organizations have helped us reach out to Canadians of all ages, at all levels. It is our goal to have "something for everyone" on our menu each day. So, the target audience of the website will be commonly for those who are passionate about sports and watch sports. In looking at our market analysis, we have defined the following groups as targeted segments:

Primary Audience: The primary audience for the website is almost for all age groups but can be differentiated on-the-basis of their taste, interest and profession. The target audience will be players, fans, coaches and teenagers who prepare themselves to be a sports person. The website is made clear, with good color combination so that it can be easy for all the users to look. The website is designed with good compatibility, so that on every browser website can be seen. For fast services now, mobile app is also created for the same where people can shop online.

Secondary Audience: The secondary audience of the website are the supervisors, managers of the various sports organization who would use the website to buy the clothing, shoes, or bags for their team. They can also access the website to buy the products for promotion by distributing the clothes as gifts to people who come to stadium to see matches. The website is designed with light color combinations as almost all the managers age between 40-65. The design of website will be based on the above analysis. So, the design of the website will not put strain on their eyes. Moreover, website is made clear and simple to use with proper linking of pages with each other. Usability of website is put into consideration for latest technologies also, as less usage of advance features will be there so that it is compatible to all the people.

Tertiary Audience: The tertiary audience of the website would be the staff working at various locations who would use the website to help the customers with any issues in using the website or on finding what they are looking for. There is also a customer service helpline number for the customers. The customer service representatives would also use the website to help the callers navigating the website.

Market Competition:

- Sports Buy will now deal with digital ordering service i.e. shipment services
- Expanding the team to deal with the digital ordering service will make it easier for customers to order products and will grow sports market partner's footprint in the U.S.
- In the next five years, about 30 percent of the sales will occur through digital ordering.
- Being in the center of the Winnipeg City, the competition in the market and attraction of customers will increase and will help in increasing the digital sales.



Project Requirements and Deliverables:

- Modern website design which should reflect sports buy look feel and branding
- Streamlined and organized content structure to make website user-friendly
- Flexible website, capable of adding more pages without requiring rebuild
- Website to be built on PHP/MySQL technology
- Compatible with majority of users (Users of IE 8 with Windows 7 and above)
- Responsive website for mobile users
- Add social media links on the website
- Functionality on website that will allow users to register with Sports Buy
- Ability for users to login, view profile information and buy products from website
- Functional cart-based checkout system for buying products from the website

Compatibility:

The website will be compatible with computers and mobile phones for majority of users. However, just to be on a safer side, the minimum browser requirement is:

Internet Explorer 8 or above, Safari 5.1 or above, Opera 15 or above, Chrome 10 or above, Firefox 4 or above, Internet connection: 2 Mbps or more

Dynamic: The new website is dynamically created as most of the content is database-driven with server-side scripting language such as PHP. Each page has its different content each time its viewed. The information regarding each customer, products, services is handled by the admin.

Admin: The admin has additional permissions who is responsible for updating the website with the new content, handle the databases of the users, products, add to cart, services. Admin can add, edit, delete, billing information and assign the specific privileges to the users.

Server: We proudly provide a Linux server that runs LAMP (Linux Apache MySQL PHP) technology configured and setup properly as following:

- Stable OS version: Linux Ubuntu 18.04
- Internet Service Software: SSH, Apache 2
- Firewall: ufw
- Database: MySQL 5.7
- Programming Language: PHP 7.0



Server security description: We provide highest levels of security for the server in-order to gain best defense practice to protect our client business:

- Usernames and passwords are limited which are provided to access the server and their access and permissions are at low privilege level.
- Only required service ports such as HTTP, SSH, SSL are open in our firewall implementation.
- No root/admin account is allowed to login the server from remote address.
- No database access is allowed to connect outside.
- Log files are regularly checked by our system administrator.
- Strict web authentication and XSS, CSRF vulnerability protection are applied in our Apache module configurations.
- Database backup is performed weekly by our system staff.

Admin Authentication: The admin has the ability to programmatically retrieve, create, update, delete, manage users, generate custom tokens and verify ID's. Only admin has the access to the dashboard of the database and all the credentials of the users are secured by the admin. The payment gateways are controlled by the admin where the information about the passwords, credit cards are secured.

Budget:

The budget for the project will be \$18,740.00 as it uses the blended rate policy for budget purposes.

Sr No.	Different types of Phases involved for website	Number of working Hours	Rate per hour (in dollars (\$))	Amount (in dollars (\$))
1.	Planning and Exploration	48	130	6,240
2.	Design and Coding	40	150	6,000
3.	Testing and Validating	10	170	1,700
4.	Launch	24	200	4,800
	Total	122		18,740



Work Plan

Planning and Exploration:

In this phase we will begin to collect the information about Sports Buy as well as the customers and online users. We will explore the RFP and identify various resources, technologies, content, time, browser compatibilities and cost. All the details will be finalized and approved by the client to fulfil the requirements of the project.

Completion date: November 26, 2018

Deliverables:

- Sitemap
- Block Comp
- Use-Case Diagrams
- Work Back
- Timeline sheets

Design and Content

In this stage the beginning of actual designing of the website will take place, based on the colors, borders, layout etc. The streamlined content will also be discussed in this phase.

Completion date: November 28, 2018

Deliverables:

- Designs of unique pages in PSD format
- Content Writing

Coding/Programming/Testing

In this phase, Coding and Programming will be done by the backend team of Unicode. The testing of the website will be done across all the platforms in this phase. Backend work will be done in PHP by our expert team with an experience of 5 years in PHP. Once all the coding is done, our testing team will create test cases and assess the website for bugs. Any encountered bugs will also be fixed and validated in this phase.

Completion date: December 10, 2018

Deliverables:

- Website Proof
- New website with all functionality
- Free from bugs and ready to be launched.



Launch/Maintenance:

In this stage, Sports Buy should provide access to their server to the Unicode team for launching the website.

Completion date: December 13, 2018

Deliverables:

- Backup existing site
- Hosting on the server

Project Timelines

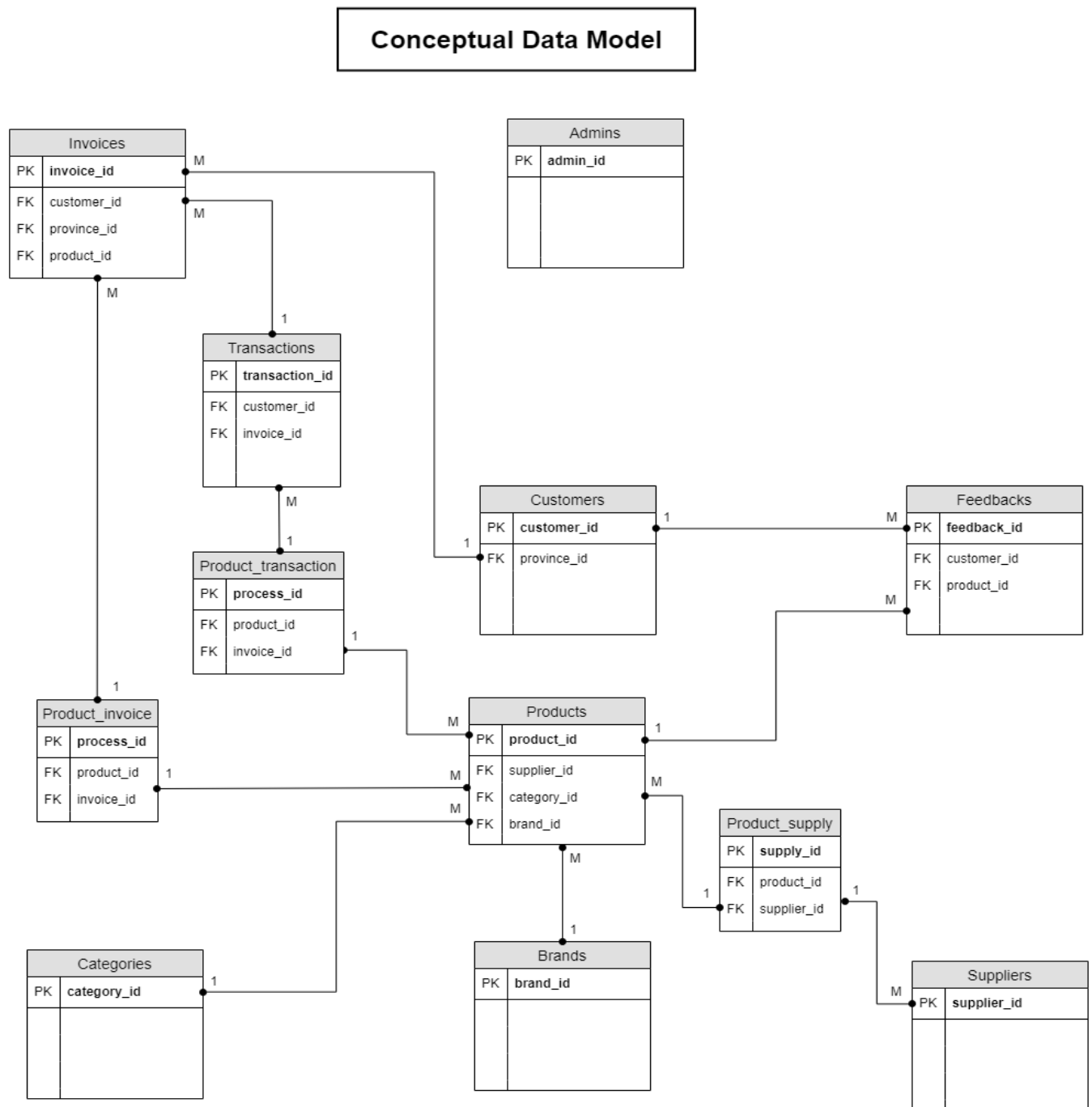
The project is expected to start from **November 24, 2018** and complete by **December 13, 2018**. Please refer to the following workback schedule for more details:

Date	Tasks	Responsibility
November 24, 2018	Work begins	Unicode
November 25, 2018	Discovery documents completed	Unicode
November 26, 2018	Internal review of discovery documents	Unicode
November 26, 2018	Discovery documents to client	Unicode
November 26, 2018	Discovery documents approved	Pagerange.com
November 27, 2018	Design Begins	Unicode
November 27, 2018	Content Development begins	Unicode
November 28, 2018	Internal approval of Content	Unicode



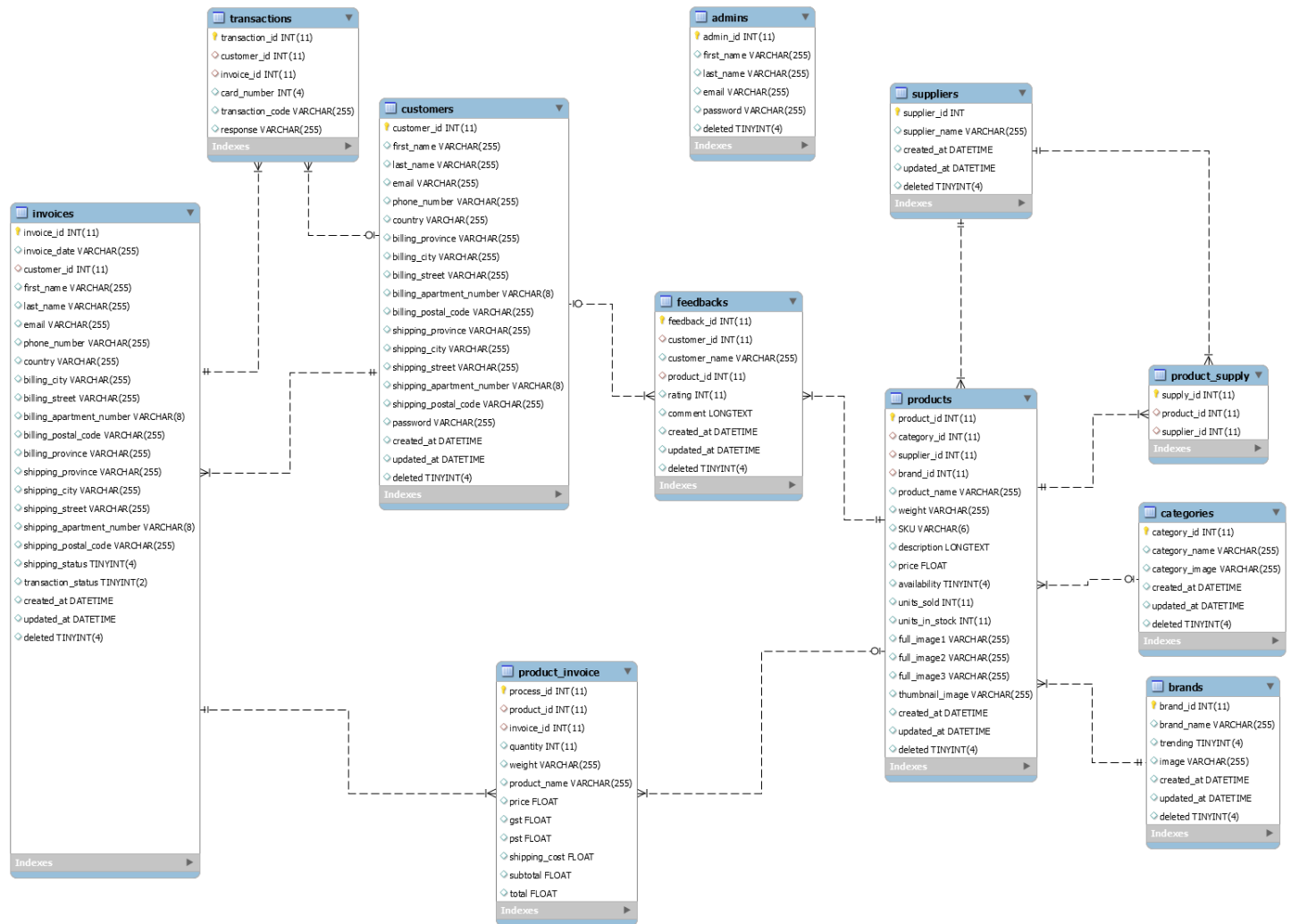
November 28, 2018	Internal approval of Design	Unicode
November 28, 2018	Design approve by client	Pagerange.com
November 29, 2018	Design submitted for coding	Unicode
November 29, 2018	HTML/CSS Coding Part Begins	Unicode
December 1, 2018	Coding is completed, and unit tested	Unicode
December 1, 2018	Back-end Programming part begins	Unicode
December 02, 2018	Internal review of Programming	Unicode
December 10, 2018	Testing / QA	Pagerange .com
December 11, 2018	Internal review launch	Unicode
December 12, 2018	Final Launch for review to client	Pagerange .com
December 12, 2018	Hosting begins	Unicode
December 14, 2018	Work Ends and Website Launched	Unicode

Conceptual Data Model

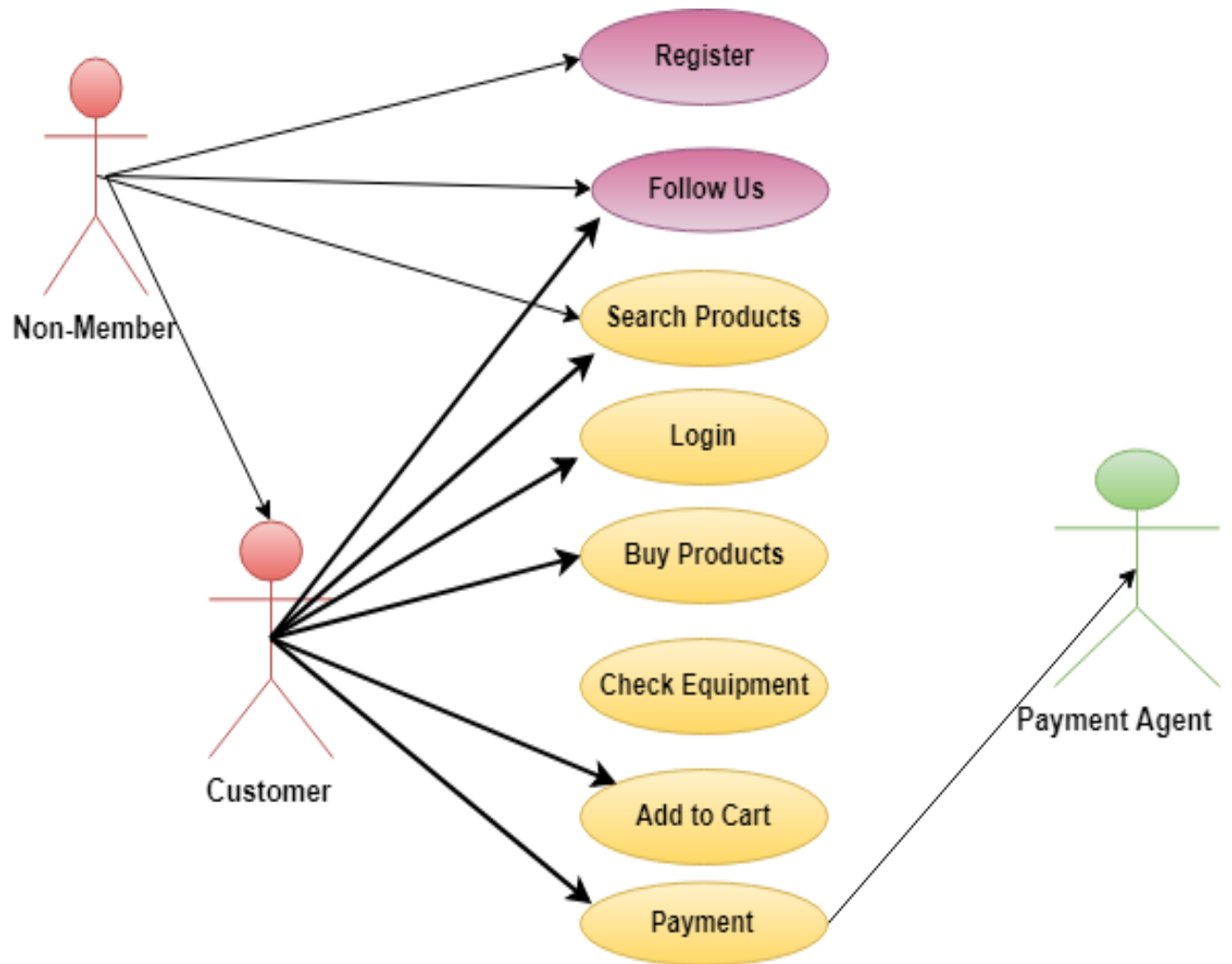




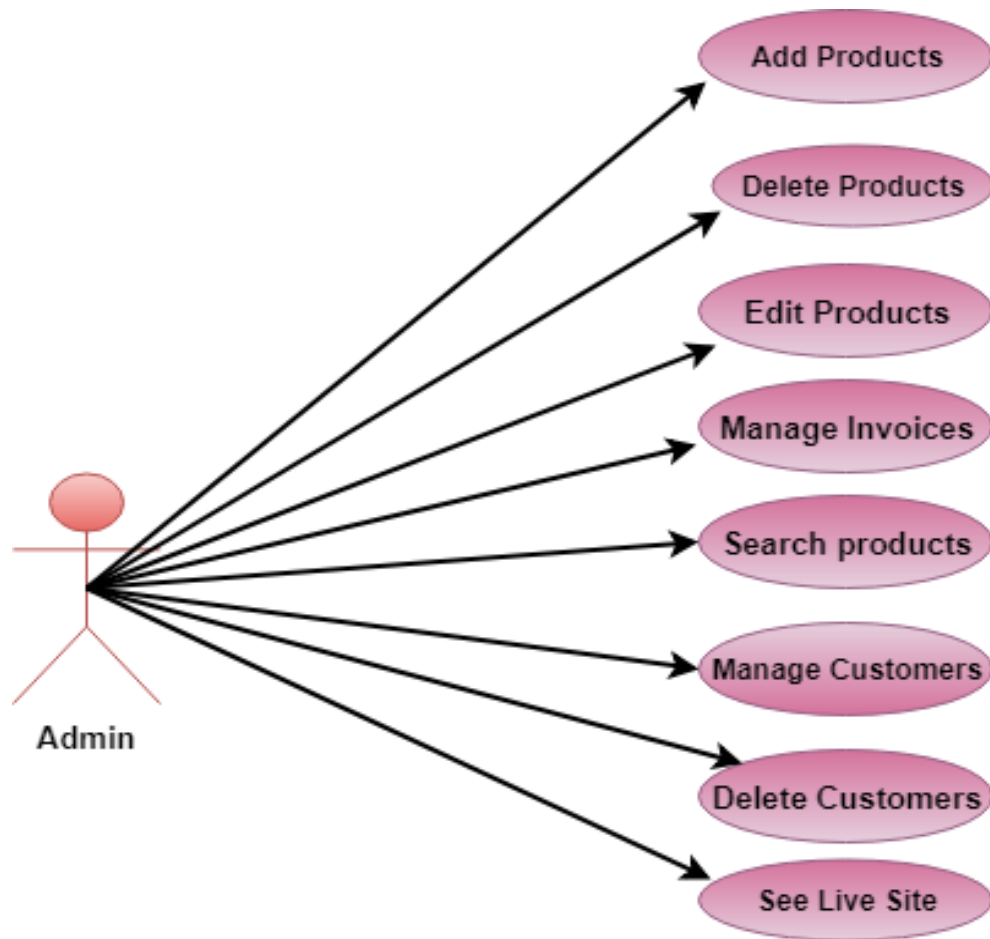
ER Diagram



Use-Case Diagram for Customer



Use-Case Diagram for Admin



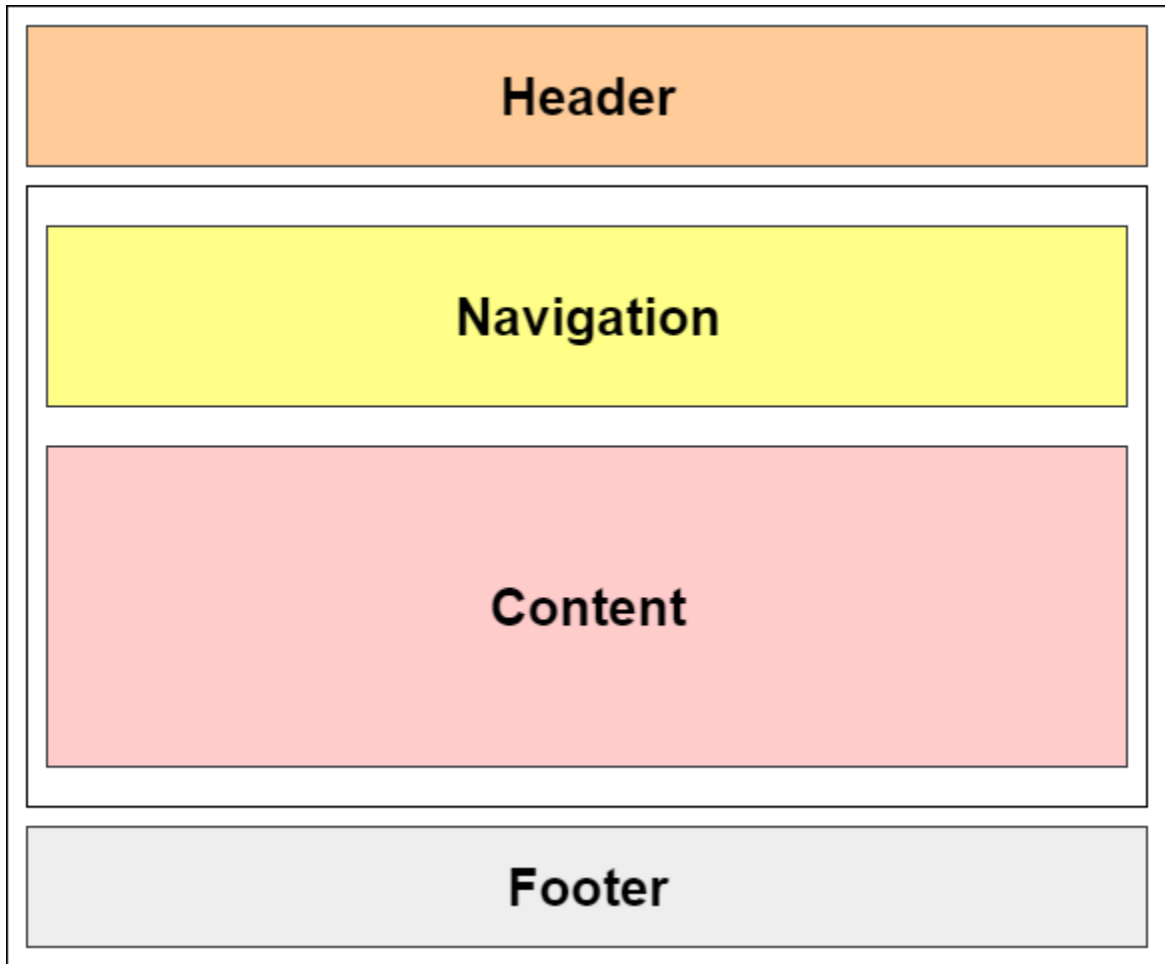


Proposed Block comp for Customer-Side

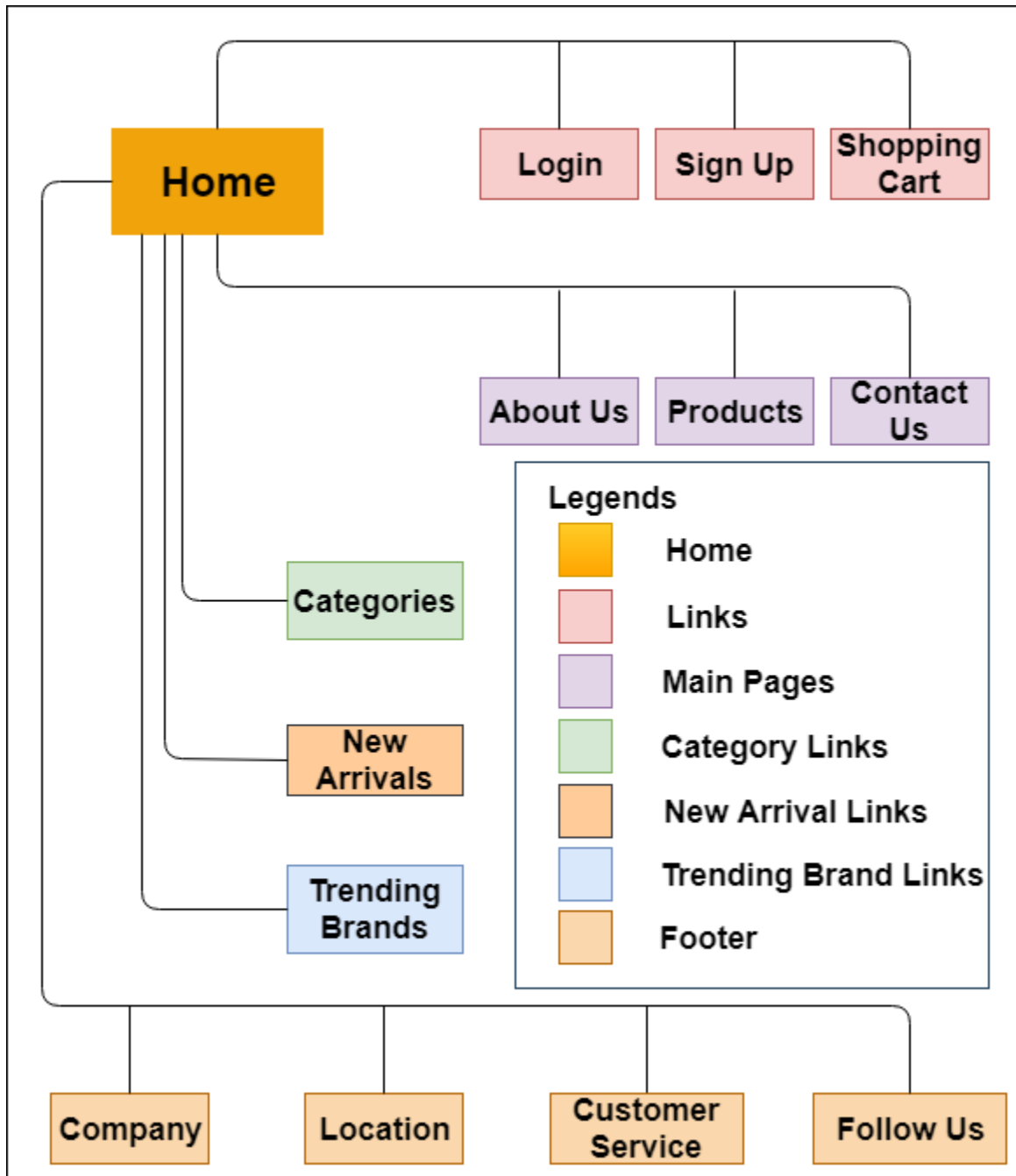




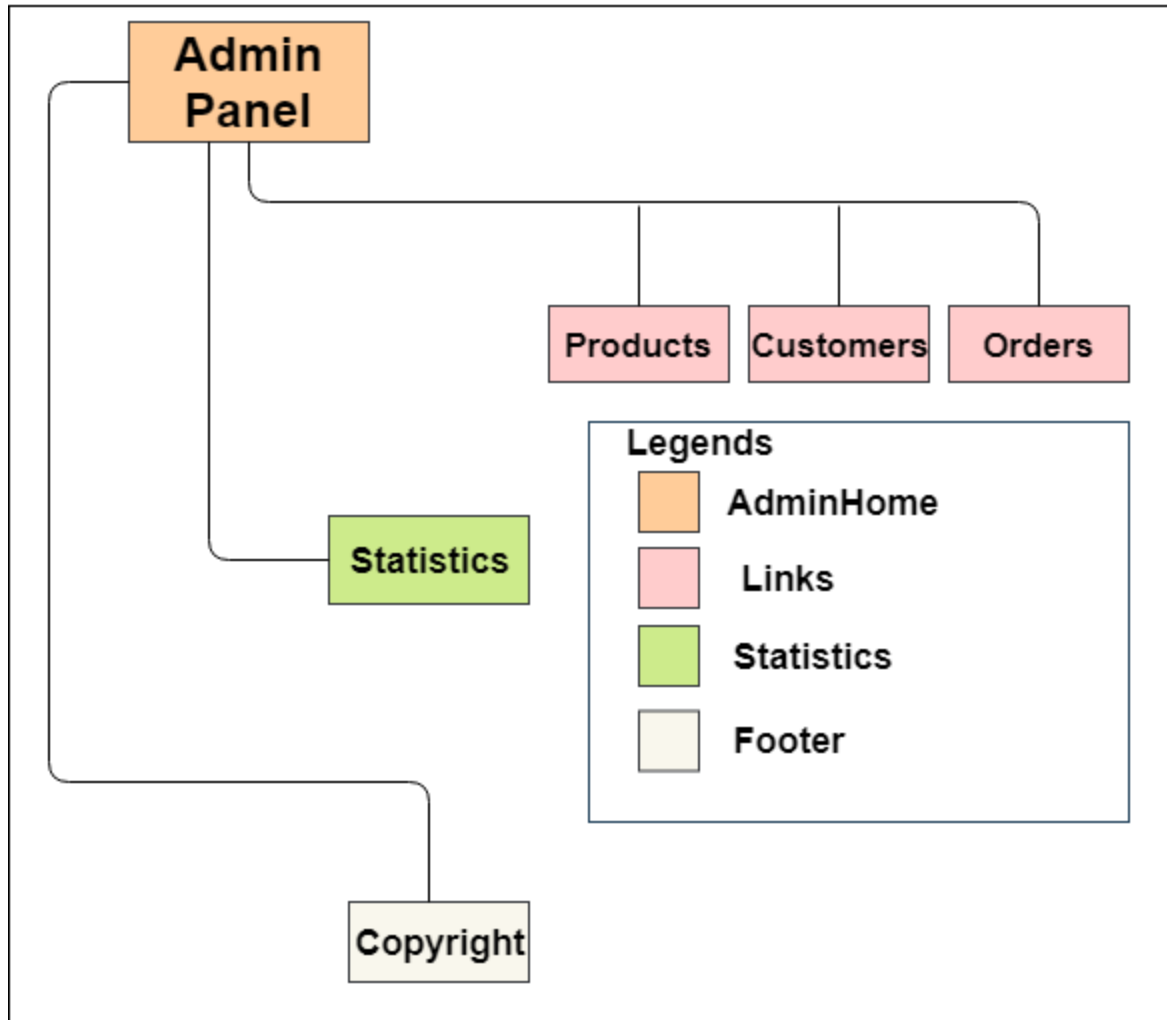
Proposed Block comp for Admin-Side



Proposed Sitemap Customer-Side



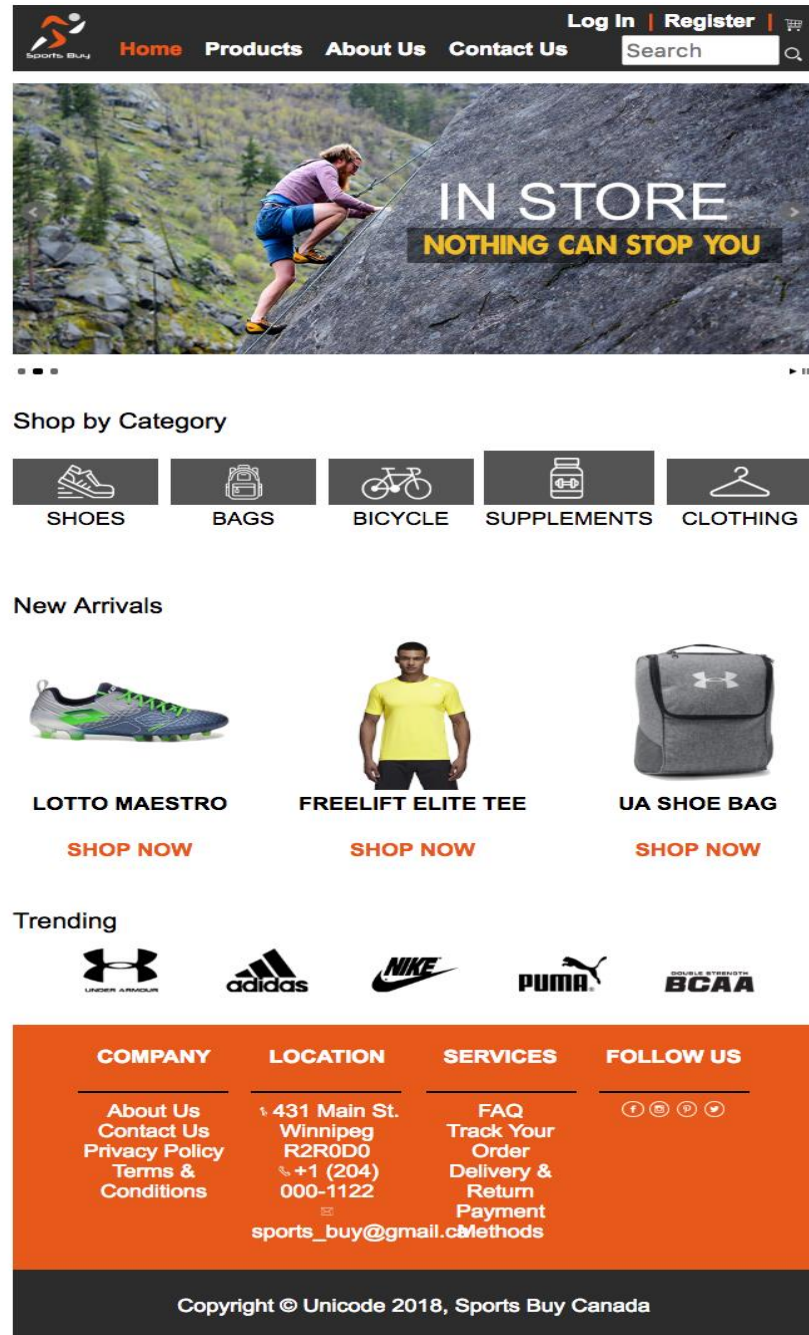
Proposed Sitemap Admin-Side





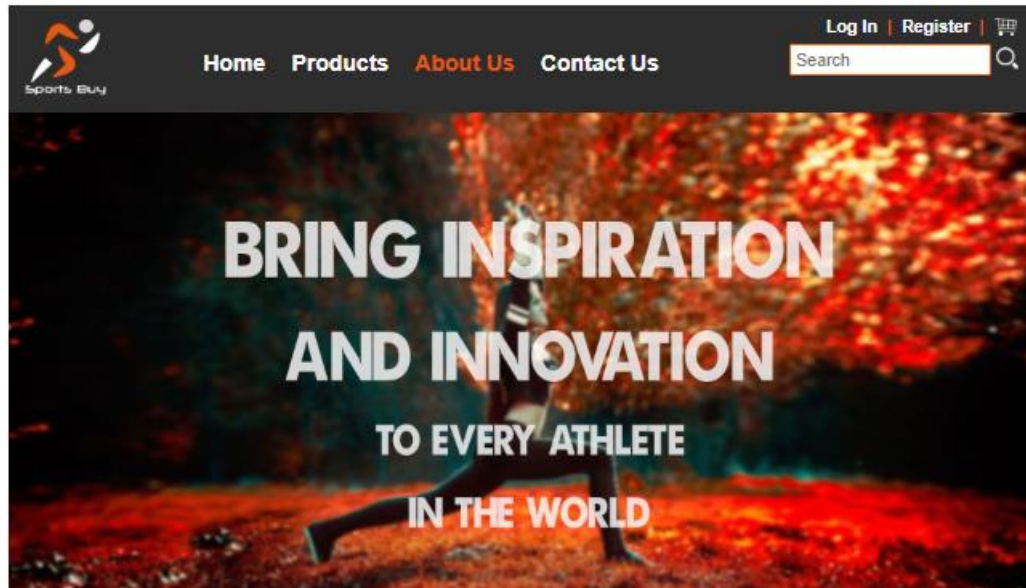
Design Mock-ups

Home Page





About Us Page



About Us

Sports Buy was established in 2013 which is Canada's health and wellness destination for looking well, feeling well, and performing well. We are Canada's largest provider of team sporting equipment, apparel, accessories and gym supplements.

We are a sincere company with a straightforward vision and we want to inspire our customers to live an active lifestyle by making sports and activity more fun, approachable, and inclusive.

Our Mission

Our mission is to "to help motivate Canadians to get moving and help them achieve their wellness goals and want to inspire our customers to live an active lifestyle by playing sports and activities more fun, approachable, and inclusive".

Our Team Members



Thai Tran is an Owner and the Creative Director for Sports Buy. Possessing the ability to drive unique insights into any design or marketing challenge. Thai assists our clients in maximizing the value of their online presence.



Alex Ten is a Project Manager for the Sports Buy. He is responsible for direction, executive, control and completion of the projects. From leading business development meetings to participating in "project evangelism" to rolling up his sleeves for the hands-on work that goes along with day-to-day operations.

Filters

















Categories

[Clothing](#)
[Bicycle](#)
[Shoes](#)
[Supplements](#)
[Bags](#)
[All Products](#)

Price

[Under C\\$50](#)
[C\\$50-C\\$100](#)
[C\\$100-C\\$200](#)
[C\\$200-C\\$300](#)
[Above C\\$300](#)

Shoes

 <p>Pureboost Go C\$ 240 Availability: Yes</p>	 <p>Ultraboost Clima Shoes C\$ 228 Availability: Yes</p>	 <p>Ultraboost Shoes C\$ 196 Availability: Yes</p>	 <p>Ultraboost Sports Shoes C\$ 220 Availability: Yes</p>
 <p>Nike Zoom Fly Flyknit C\$ 220 Availability: Yes</p>	 <p>Nike Air Zoom Pegasus C\$ 220 Availability: Yes</p>	 <p>Nike Zoom Pegasus Turbo C\$ 220 Availability: No</p>	 <p>Nike Air Zoom Pegasus Shield C\$ 250 Availability: No</p>
 <p>Puma Amp XT C\$ 120 Availability: Yes</p>	 <p>Puma Defy C\$ 220 Availability: Yes</p>	 <p>Puma Echo C\$ 280 Availability: Yes</p>	 <p>Puma Hybrid Rocket C\$ 120 Availability: Yes</p>
 <p>Lotto Maestro C\$ 130 Availability:</p>	 <p>Lotto Strent C\$ 140 Availability:</p>	 <p>Lotto Solista C\$ 180 Availability:</p>	 <p>Lotto Stadio C\$ 220 Availability:</p>

Products Detail Page

SHOES



NIKE ZOOM PEGASUS TURBO

Price: C\$ 220

Availability: 0

DESCRIPTION


The Nike Zoom Pegasus Turbo is the Pegasus you know and love with major upgrades for speed. The feather-light upper looks as fast as it feels, while the revolutionary Nike ZoomX foam that was designed for elite Nike runners during the Breaking 2 attempt brings record-breaking speed and responsiveness to your daily training runs. It features a breathable mesh upper with an out-turned collar for Achilles comf

Shop by Category







Contact Us Page



[Home](#) [Products](#) [About Us](#) [Contact Us](#)

[Log In](#) | [Register](#) | 



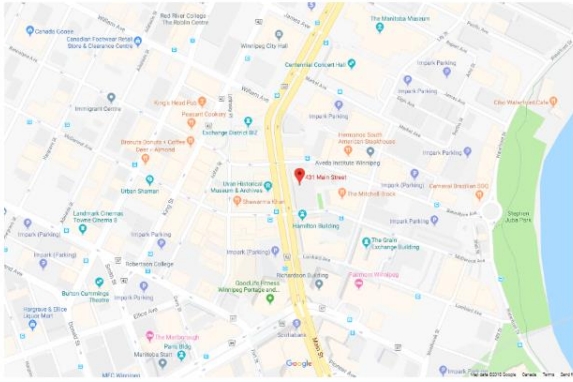
Online Store Customer Service

We welcome and value your feedback. If you have any comments or questions regarding Sports Buy, please fill out the online feedback form below and we will get back to you within 2 business days.

Hours of Operation

Monday - Friday: 8 AM - 9 PM (ET)

Saturday - Sunday: 9 AM - 5 PM (ET)










Stay in touch for Newsletter

*First Name


*Last Name


*Email id


COMPANY	LOCATION	SERVICES	FOLLOW US
About Us Contact Us Privacy Policy Terms & Conditions	 431 Main St. Winnipeg R2R0D0  +1 (204) 000-1122  sports_buy@gmail.ca	FAQ Track Your Order Delivery & Return Payment Methods	   



Log-In Page for Customer

[Home](#) [Products](#) [About Us](#) [Contact Us](#)

[Log In](#) | [Register](#) | 



Login

Login


Email Address

Password

COMPANY

[About Us](#)
[Contact Us](#)
[Privacy Policy](#)
[Terms & Conditions](#)

LOCATION

 431 Main St.
Winnipeg
R2R0D0
 +1 (204) 000-1122
 sports_buy@gmail.ca

SERVICES

[FAQ](#)
[Track Your Order](#)
[Delivery & Return](#)
[Payment Methods](#)


FOLLOW US


   


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Registration Page

[Home](#) [Products](#) [About Us](#) [Contact Us](#)

[Log In](#) | [Register](#) | 



New User Registration

New Customer Info

* - required field

* First Name

* Last Name

* Email Address

* Phone

Billing Information

* Province

* City

* Street


Apartment

* Postal Code



Admin Site Design Mock-up


Admin Dashboard Page




-- Welcome to Admin Panel --

Database Tables

[Products](#)[Customers](#)[Orders](#)[Logout](#)



A Glimpse of Data



- Total financial value of items: **\$14389.05**
- The maximum financial value of item: **\$1289**
- The average financial value of items: **\$158.12**
- The minimum financial value of item: **\$9.99**
- The maximum units sold for any item: **9000 Units**
- The least units sold for any item: **18 Units**
- The maximum units available for any item: **3659 Units**
- The average units available for any item: **227 Units**



Admin Login Page

-- Administrator's Login Area --



Login


Email Address

Password

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Admin Products Page



Admin Panel

[< Home](#) [Customers](#) [Live Site >](#) [Logout](#)




[search](#)

Additional Actions


[Add Brand](#)
[Add Product](#)
[Add Supplier](#)
[Add Category](#)

Product Id	Name	Category	Brand	Price	Supplier	Availability	Units Sold	Units Available	Deleted	Controls
1	BCAA Energya	Bags	Evolution	\$31.99	Mass gainz	0	5360	361	1	Edit Delete
2	Amino Freak	Bags	Evolution	\$39.99	Mass gainz	0	6956	32	1	Edit Delete
3	Anabolic Freak	Bags	Evolution	\$49.99	Mass gainz	0	76	65	1	Edit Delete
4	Thrust	Supplements	BCAA	\$49.99	Grossers	0	5000	0	0	Edit Delete



Admin Panel

[< Home](#)
[Products](#)
[Live Site >](#)
[Logout](#)



[Add Customer](#)

Customer ID	First Name	Last Name	Email	Contact no.	City	Deleted	Controls
1	Thai	Tran	thai@go.com	+1 204 111-1111	Winnipeg	0	Edit Delete
2	Thai	Tran	thaiqnt@gmail.com	+1 204 111-1111	Winnipeg	0	Edit Delete

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Admin-Invoices Page

Admin Panel

[< Home](#)[Live Site >](#)

All

All

Go

Invoice Id	Invoice Date	First Name	Last Name	Email	Phone Number	Billing Province	Shipping Province	Shipping	Transaction	View
1	2018-12-12 17:39:01	Thai	Tran	thaiqnt@gmail.com	+1 204 111-1111	Alberta	Ontario	Pending	Complete	View
2	2018-12-12 17:40:11	Thai	Tran	thaiqnt@gmail.com	+1 204 111-1111	Alberta	Ontario	Pending	Complete	View

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View-Invoice Page

Admin Panel

[< Home](#)[Orders](#)[Live Site >](#)

Product Id	Name	Category	Brand	Quantity	Price	Supplier	GST	PST	Shipping Cost	Subtotal	Total	Back
37	Cool Shell	Shoes	Lining	2	\$80	Pro Shoes	8	0	1.44	160	169.44	Back
39	Chase Wind	Shoes	Lining	4	\$250	Zap Shoes	50	0	9	1000	1059	Back

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Invoice

Dec14, 2018

Invoice No. 31256

To

**Steve George,
pagerange.com
134 Portage Avenue,
MB, R3C 0E8**

Invoice Date: Dec10,2018

Due Date: Dec14,2018

Serial No.	Description	Unit Price	Quantity(hrs)	Total
1	Website development service	153.60	122	\$18,740.00
2	Contingency fees (10%)			\$1874.00
Subtotal				\$20,614.00
G.S.T. (5%)				\$1030.7
P.S.T. (8%)				\$1,649.0
Total Due				\$23,293.00

TERMS AND CONDITIONS

Please send payment within 30 days of receiving this invoice. There will be a 1.5% interest charge per month on late invoices.

Thanks for the consideration!