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| Moffat-bay |
| lodge tdd |
| Mark Witt | Brittany Kyncl |



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|  | SUMMARY |
|  | A comprehensive proposal for designing and developing an advanced website for Moffat-Bay Marina Lodge. This enchanting hotel and retreat, nestled within a vibrant marina and local attractions, seeks to establish a strong online presence in the evolving hospitality industry. The proposal outlines a visually captivating, user-friendly, and functional website that not only showcases the Lodge’s unique offerings but also integrates a reservation booking system to enhance guest experiences.  The objectives of the proposed website encompass aesthetic appeal, intuitive navigation, seamless booking procedures, the showcasing of local attractions, responsive design, and optimal performance. User personas, reflecting different segments of potential visitors, play a pivotal role in shaping the website's design and functionalities. Each persona, ranging from a family-oriented mom to a newlywed couple and a business professional, informs specific user stories that address their unique needs and expectations. The document further outlines development tasks, including frontend and backend work, database design, testing, deployment, and bug fixing. |



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| Decorative  Legs of person in pink pants, black shoes on wooden boat on lake with fall forested and snow-capped mountainDecorativeFather standing with child on shoulders outdoors, looking across water in bayDecorativeLakeside cabin  Decorative  Decorative  Sailboat sailing out, with a mountain in the background  DecorativeDecorativeStaff at a restaurant | Decorative |
|  | Introduction |
|  | In the ever-evolving landscape of hospitality and travel, a strong online presence is paramount to success. We are thrilled to present this business proposal for the comprehensive design and development of a cutting-edge website for Moffat-Bay Lodge, a captivating hotel and retreat nestled amidst the tranquil charm of its local attractions and a vibrant marina. This proposal outlines our vision to create a visually stunning, user-friendly, and functional website that not only showcases the Lodge's unique offerings but also seamlessly integrates a reservation booking system to enhance customer experience. ABOUT MOFFAT-BAY LODGE Moffat-Bay Lodge stands as an idyllic haven, offering a harmonious blend of relaxation and adventure. Situated in a prime location surrounded by captivating local attractions and a bustling marina, the Lodge provides a retreat like no other. With a diverse range of accommodation options, including double full beds, queen, double queen beds, and king-sized rooms, Moffat-Bay Lodge caters to a wide array of guests seeking comfort, luxury, and unforgettable experiences. WEBSITE OBJECTIVES: Our proposed website aims to capture the essence of Moffat-Bay Lodge while serving as a digital gateway for prospective guests. Key objectives include:   1. **Visual Appeal:** Design an aesthetically pleasing and immersive online platform that reflects the Lodge's natural surroundings and luxurious ambiance, creating an immediate connection with visitors. 2. **User-Friendly Interface:** Develop an intuitive and easy-to-navigate website structure that allows users to explore room options, amenities, local attractions, and the marina effortlessly. 3. **Reservation Booking System:** Implement a seamless and secure reservation booking system that enables guests to effortlessly select their desired room type, choose convenient dates, and complete bookings with confidence. 4. **Attractions Showcase:** Devote dedicated sections to highlight the captivating local attractions and the marina, enticing visitors to explore the area's charm and experience the Lodge's unique offerings. 5. **Responsive Design:** Ensure the website is fully responsive across various devices and screen sizes, guaranteeing a consistent and enjoyable user experience for all visitors. 6. **Performance and Speed**: Optimize the website's performance to ensure swift loading times, minimizing bounce rates and enhancing user engagement.   As digital landscapes continue to reshape the hospitality industry, a robust and captivating online presence is no longer optional—it's essential. Our proposal encapsulates our commitment to crafting a bespoke website for Moffat-Bay Lodge that not only mirrors its allure but also elevates its brand identity. By seamlessly integrating a reservation booking system and accentuating local attractions, we are poised to create a digital experience that resonates with potential guests and enhances the Lodge's reach in this competitive market. We eagerly anticipate the opportunity to collaborate and bring Moffat-Bay Lodge's vision to life in the digital realm. |
|  | A person standing in front of a brick wall with notes |
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## terminology

* **Scope of Work (SOW):** A detailed description of the tasks, features, and functionalities that the website project will encompass.
* **Responsive Design:** Designing the website to automatically adjust its layout and content to different screen sizes and devices.
* **UI/UX Design:** User Interface (UI) design focuses on the visual elements of the website, while User Experience (UX) design focuses on how users interact with the site.
* **Wireframes:** Basic visual representations of the website's layout, illustrating the placement of elements, without final design details.
* **Mockups:** High-fidelity visual representations of the website's design, often including colors, typography, and imagery.
* **Front-End Development:** The process of building the client-facing parts of the website using HTML, CSS, and JavaScript languages.
* **Back-End Development:** Developing the server-side functionality of the website, including databases, server scripting, and application logic.
* **E-commerce Integration:** Incorporating features for online shopping, product catalog, cart, and payment processing.
* **Domain Name:** The unique web address that users will use to access the website (e.g., www.example.com).
* **Hosting**: The service that stores the website's files and makes them accessible on the internet.
* **SSL Certificate:** A security protocol that encrypts data transmitted between a user's browser and the website's server.
* **User Registration and Authentication:** Allowing users to create accounts and log in to access personalized content and features.
* **Analytics:** Collecting and analyzing data about website traffic, user behavior, and other relevant metrics.
* **Call to Action (CTA):** Prominent buttons, links, or banners designed to guide users towards specific actions, such as signing up or making a purchase.
* **Mobile Optimization:** Ensuring the website works well and provides a good experience on mobile devices.
* **Sitemap:** A visual representation of the website's structure, showing how different pages are connected.
* **Project Timeline:** A detailed schedule outlining the different phases of the project and their respective deadlines.
* **Milestone:** Significant points in the project timeline, often marked by the completion of specific tasks or goals.
* **Client Review and Approval:** The process where the client provides feedback on different stages of the project and approves them before moving forward.
* **Project Deliverables:** The final products or outcomes of the project, such as the completed website, design files, documentation, etc.
* **Accessibility:** Ensuring that the website is usable and navigable by people with disabilities.
* Third-Party Integrations: Incorporating external services, tools, or APIs to enhance the website's functionality.
* **Wireframing Tools:** Software used for creating visual representations of the website's layout and structure.
* **Version Control:** Managing and tracking changes to the website's code and design files over time.

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| USER PERSONAS Understanding the diverse needs, preferences, and behaviors of our target audience is pivotal in shaping a user-centered design and functionality for the Moffat-Bay Marina Lodge website. This section introduces a set of user personas that represent key segments of our potential visitors. By crafting these personas, we gain valuable insights into the expectations and motivations of our users, enabling us to tailor the website experience to their individual needs. Each persona encapsulates a distinct user archetype, embodying specific goals, requirements, and usage patterns.  User personas help our development team understand the needs, goals, and behaviors of the Moffat-Bay Lodge target audience in a more personal way. These personas help keep our users at the forefront of our design decisions, it is as if our target users are in the room with us! Each unique user persona describes the types of users, their wants, needs, and goals, and provides insight into how users will interact with the website. Moreover, it serves as a personal road map into what type of experience the target user base is looking for. These personas in turn influence the design and functionality decisions in order to provide the best user experience possible. A screenshot of a computer  Description automatically generatedPersona 1: SarahA screenshot of a web page  Description automatically generatedPersona 2: Nicole and Tyler |
| A screenshot of a computer  Description automatically generatedPersona 3: James |

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| USER STORIES |
| User stories are concise descriptions of features or functionality from the perspective of our user personas. In this section, we present user stories for three distinct user groups: Sarah our family focused mom looking for a stress free family vacation, our newlywed couple looking for an Instagram worthy honeymoon retreat, and our business professional looking to book and organize an efficient but fun corporate getaway for his team.  These user stories represent the specific needs and requirements of each group, helping us to tailor the design and functionality of the Moffat-Bay Marina Lodge website to ensure a seamless and satisfying user experience. They will guide our development process, ensuring the website caters to the needs and expectations of each user group. By addressing these requirements, we aim to create an inclusive and user-centric platform that offers value and convenience to all users. User Stories 1: Sarah  1. As a single mom who appreciates flexibility looking for a family vacation, I need a secure user account where I can easily log in and view/configure my reservation details. So that I can double-check or make any changes if need be. 2. As a busy mom seeking convenience, I want to see detailed information about on-site facilities, amenities, and activities nearby. Such as restaurants and recreational activities so that I can plan our days without needing to leave the site frequently. 3. As a mom with a full plate, I want a straightforward booking process that allows me to preview the rooms and select my preferred accommodations and needs in just a few clicks. So that I can minimize frustration and stress in my planning process.  user stories 2: Nicole and Tyler  1. As a Newlywed couple looking for a honeymoon retreat, we need a website that will show room availability so that we can book accommodations for our stay. 2. As a Newlywed couple looking for a honeymoon retreat, we need a website that will show us nearby activities so that we can plan our honeymoon. 3. As a Newlywed couple looking for a honeymoon retreat, we need a website that we can log into and view our reservations so that we can confirm the booking and travel plans in advance.  user stories 3: James  1. As a professional arranging a corporate event, I want to have the option to book multiple rooms for our team members, including guest rooms and the conference room, all in one streamlined booking process to save time and effort. 2. As an efficient professional trying to manage event planning, I want to receive notifications confirming my booking, including all the necessary details such as check-in and check-out times. So that I can keep track of multiple reservations without having to search for the information later. 3. As an HR Directory focused on team building, I want to have the option to book available conference rooms or business centers. So that I can ensure we have a comfortable and productive space for our meetings and presentations. |

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| SCOPE OF WORK (SOW) ESTIMATIONSMockups and planning:  * + Front-end UI elements planning   + Wireframe designs for each page   + Mockup of website   + Estimated Effort: 40 hours   + Estimated Time: 1 weeks |
| Frontend Development:  * + Implementing responsive design for various screen sizes.   + Creating UI components for home page, room listings, booking forms, amenities, contact page, attractions page, and highlights page.   + Creating UI components for user registration, log in and account pages.   + Estimated Effort: 120 hours   + Estimated Time: 3 weeks  Backend Development:  * + Setting up a backend server.   + Setting up Version Control   + Designing the API endpoints for room availability, booking, and contact forms.   + Implementing database models for user accounts, rooms, bookings, and customer information.   + Estimated Effort: 120 hours   + Estimated Time: 3 weeks  Database Design and Setup:  * + Designing the database schema to store lodge room details, bookings, and customer information.   + Setting up a relational database (e.g., MySQL) and creating necessary tables.   + Estimated Effort: 40 hours   + Estimated Time: 1 week  Integration and Testing  1. **Integration Testing:**    * Testing the integration between frontend and backend components.    * Testing user account and reservation functionality.    * Estimated Effort: 40 hours    * Estimated Time: 1 week  Deployment and Launch  1. **Deployment:**    * Setting up Domain Name and Hosting    * Configuring the server and deploying the application.    * Setting up a secure connection (SSL) for data protection.    * Estimated Effort: 20 hours    * Estimated Time: 1/2 week 2. **Final Testing and Bug Fixing:**    * Conducting final rounds of testing to ensure a smooth launch.    * Resolving any last-minute bugs or issues.    * Estimated Effort: 20 hours    * Estimated Time: 1/2 week   **Total Estimated Effort: 400 hours**  **Total Estimated Time: Approximately 10 weeks** |
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