Date-A-Base

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| 6/15/2016 | Proposal |
|  | See how The Best Co. can assist you in creating the perfect dating website. Our expertise will make your “Date-A-Base©” the most functional, useful and enduring website available.  *Proposal Director, Danielle Coulter* |
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The Best Co.  
Proposal for Services

Date-A-Base, LLC

# Overview

The Best Co. is pleased to submit this proposal for services to support Date-A-Base by listening carefully to your needs, designing a database specifically tailors for you, and then giving you the training and skills to maintain your dream. We have partnered with dozens of start-ups throughout the Pacific Northwest—start-ups with a great idea of how to provide a needed service to the customers waiting for their answer.

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|  | **The Objective** |

* Need #1: Allow people to hide sensitive information while creating a fun, interactive profile viewable by anyone.
* Need #2: Allow users to make their profile as simple or detailed as they desire by hundreds of questions
* Need #3: Allow users to store unlimited photos!
* Need #4: Allow users to set and save criteria, based on their preferences, making their matches more accurate
* Need #5: Allow users to communicate privately with others based on secure Messaging.
* Need #6: Enhanced security measures allow users to block users they do not wish to communicate with, see and prevents users from being able to communicate or see them.

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|  | **Our Proposal** |

Detailed in this document is how we can deliver the database you need. Inside outlines how, step-by-step, only The Best Co. can analyze, organize and store your data in a sleek method that will allow you to quickly and easily access your data. On the following pages, you will find:

1. An easy to understand outline demonstrating that we understand what’s important to you
2. Information on why we will store that data and standards we’ve assigned to data through “Reference Tables”
3. Script language of how the database is drafted

We look forward to working with Date-A-Base and supporting your efforts turn your dream into a fully functional, highly recognized and heavily visited dating website. We are confident that we can meet the challenges ahead, and stand ready to partner with you.

If you have questions on this proposal, feel free to contact Danielle Coulter, CEO at your convenience by email at dcoult01@seattlecentral.edu or by phone at 555-222-1234. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Danielle Coulter  
The Best Co.

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SECTION 1

Entity Relationship Design (ERD)

SECTION 2

Reference Tables

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|  | **2. Reference Tables** |

### What Is a Reference Table?

A Reference Table is an informational table; a reference guide. A Reference Table contains a complete list of all possible options. The most common codes are created by the International Organization for Standardization (ISO).

We use these ISOs to help your users select a choice. Although users do not see these tables, these “choices” help to restrict the options according to industry standards.

Here at The Best Co., we share this information with you because we want you to know we are professionals. We know the industry standards that will ensure your database will stand the test of time. In addition, when a standard is not yet available (as you will see on the next page) we have done the research to create one. That is how committed we are to your needs; if the standard does not exit we will tailor one specifically for you. *Note that each selection on the left has a description available on the right.*

#### Reference Table: Gender. Source: ISO 5218

|  |  |
| --- | --- |
| Reference\_Gender | |
| GENDER\_CODE | Comment |
| 0 | Not Known |
| 1 | Male |
| 2 | Female |
| 9 | Not Applicable |

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|  | **2. Reference Tables** |

### Selecting a “Band”

Occasionally, we select to use a “band” to give options to the users, as you will see in the Income Band table below. This method is useful for numerous reasons. First, this “range” technique may make answering difficult questions easier. For example, if a user is not comfortable sharing their specific Income, providing a range to choose from will take the pressure off. A user can share what they are comfortable with without being too specific.

Additionally, ranges help make the results manageable. We can avoid hundreds of inputs by providing a few, simple, manageable answer ranges. Doing so will ensure the profile set-up process is quick and easy, as well as keeping their search for a mate just as simple. We will see “bands” used again.

|  |  |
| --- | --- |
| Reference\_Income\_Band | |
| Income\_Code | Comment |
| NOT | Unemployed |
| HOME | Stay-at-home Job |
| DIS | Disabled |
| RET | Retired |
| SCH | In School |
| -15000 | <$15,000 |
| 15000+ | $15,000-$20,000 |
| 20000+ | $20,000-$30,000 |
| 30000+ | $30,000-$40,000 |
| 40000+ | $40,000-$50,000 |
| 50000+ | $50,000-$60,000 |
| 60000+ | $60,000-$70,000 |
| 70000+ | $70,000-$80,000 |
| 80000+ | $80,000-$90,000 |
| 90000+ | $90,000-$100,000 |
| 100000+ | $100,000-$150,000 |
| 150000+ | $150,000-$200,000 |
| 200000+ | >$200,000 |

#### Reference Table: Income. Source: The Best Co., RFT19

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|  | **2. Reference Tables** |

### Creating a New Reference Table

Because ISOs are expensive, they are created based upon on the greatest need. However, this does not mean we are limited to *only* the ISOs out there. For example, there is no ISO for Age, but you do not need to invest the money to have an ISO created. In these cases, this is when The Best Co. and our expertise can help.

Based on intensive research, we have studied what ranges are best and will tailor the product specifically to your needs. In this case, we have created many options for the user to select regarding their age. Again having numerous ranges can make answering sensitive questions less intimidating. Secondly, when searching for a mate, the user can find others of a specific age if they wish to stay close to a certain age. Of course, the user can select more than one range if they are less concerned with age. We can create the perfect functions for your users to keep them happy.

#### Reference Table: Age. Source: The Best Co., RFT11

|  |  |
| --- | --- |
| Reference\_Age\_Band | |
| Age\_Code | Comment |
| 1 | 18-25 |
| 2 | 26-30 |
| 3 | 31-35 |
| 4 | 36-40 |
| 5 | 41-45 |
| 6 | 46-50 |
| 7 | 51-55 |
| 8 | 56-60 |
| 9 | 61-65 |
| 10 | 66-70 |
| 11 | 71-75 |
| 12 | 75+ |

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|  | **2. Reference Tables** |

#### Reference Table: Hair Color. Source: The Best Co., RFT32

|  |  |
| --- | --- |
| Reference\_Hair\_Color | |
| Hair \_Code | Comment |
| BD | Bald |
| BK | Black |
| BL | Blonde |
| BR | Brunette |
| GY | Grey |
| RD | Red |
| WH | White |

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|  | **2. Reference Tables** |

#### Reference Table: Eye Color. Source: The Best Co., RFT35

|  |  |
| --- | --- |
| Reference\_Eye\_Color | |
| Eye \_Code | Comment |
| AM | Amber |
| BU | Blue |
| BR | Brown |
| GR | Green |
| GY | Grey |
| RV | Red & Violet |
| SP | Spectrum |

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|  | **2. Reference Tables** |

#### Reference Table: Occupation. Source: The Best Co., RFT42 (Adapted from ISCO 88)

|  |  |
| --- | --- |
| Reference\_Occupation | |
| Occupation\_Code | Comment |
| 0110 | Armed Forces |
| 5131 | Child Care |
| 1223 | Construction |
| 0002 | Entrepreneur |
| 2221 | Environmentalist |
| 2419 | Financial Services |
| 2251 | Medical |
| 2229 | Mental Health |
| 0003 | Philanthropist |
| 0008 | Retired |
| 3145 | Sales |
| 5414 | Security |
| 1317 | Service Industry |
| 2446 | Social Programs |
| 0001 | Stay-At-Home Job |
| 2331 | Teacher |
| 7243 | Technology |
| 2212 | Veterinarian |

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|  | **2. Reference Tables** |

#### Reference Table: Race. Source: Agency for Healthcare Research & Quality

|  |  |
| --- | --- |
| Reference\_Race | |
| Race\_Code | Comment |
| R1 | American Indian or Alaska Native |
| R2 | Asian |
| R3 | Black or African American |
| E1 | Hispanic or Latino |
| R4 | Native Hawaiian or Other Pacific Islander |
| R5 | White/Caucasian |
| R9 | Other Race |
| RZ | Unknown/Not Provided |

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|  | **2. Reference Tables** |

#### Reference Table: Ethnicity. Source: Agency for Healthcare Research & Quality

|  |  |
| --- | --- |
| Reference\_Ethnicity | |
| Ethnicity\_Code | Comment |
| 20586 | African American |
| 00017 | American |
| 21295 | Arab |
| 20297 | Asian Indian |
| 20560 | Black |
| 20347 | Chinese |
| 21089 | European |
| 20362 | Filipino |
| 21352 | Hispanic/Latino |
| 21212 | Iranian |
| 20412 | Laotian |
| 21782 | Latin American |
| 21485 | Mexican |
| RZ | Not Provided |
| 00016 | Russian |
| 20479 | Vietnamese |

SECTION 3

MySQL Script