Web Application development proposal for

Mr Eloka Amobi

© <CuriouzMind Tech > 2015

Email: Samizares@hotmail.com

Dated

10/2/2015

# Project Title

Business Listing/Directory Web Application design, development, hosting and consultation.

# Project Description

The project will involve designing, developing and hosting a Business Directory Web Application with the starting target market being Lagos state in Nigeria.

The web application will be developed using the latest technology tools within the IT industry, and its design will be presented through a very appealing and attractive interface to the client and online community in general. In addition, it will be hosted through a top notch service provider in order to ensure uninterrupted availability, optimum speed and scalability as needed for a web application of this nature.

We will use Laravel, a PHP framework that is used to provide industry-standard and high quality web applications to develop the application backend (functionalities, features, database etc.). The frontend (website design) will be designed using Twitter Bootstrap 3 framework, known within the IT industry for being used to design websites that are responsive and display-customized for different screen sizes e.g. smartphones, tablets, laptops etc.

The domain and site hosting will be provided through GoDaddy, an industry-leading domain services and hosting provider. We will develop and design the web application with search engines (e.g. Google) in mind and ensure a good level of SEO (Search engine optimization). This helps to promote the level of the Business directory’s visibility on Search Engines search results. Although, we would recommend additional marketing campaign strategy (e.g. Facebook pay-per-click) to maximize the site visits.

# Scope of Work

The project will have milestones and deliverables at points where partly finished sections (e.g. homepage) of the web application will be delivered to the client (Mr Eloka). Subsequent progress on the project will be dependent on the client’s feedback and approval of the previous deliverable.

### Activities undertaken by CuriouzMind Tech

* Client concept research and requirement analysis with consultation services
* Planning and mock-ups of the web application homepage and interior pages across large screen and mobile devices.
* Images, Typography, Icons and colour theme research.
* Design and testing of web application homepage and other interior pages, using bootstrap 3 framework, based on mock-ups signed-off by the client.
* Coding of web application backend and testing across different browsers and devices (screen sizes) using Laravel.
* Domain and hosting server purchase and installation
* Web application migration to domain and hosting server
* Adding SEO capabilities to pages. Including keyword research and analysis
* Remote training of web application usage process

### Recommended activities for the client (Mr Eloka)

* Provide CuriouzMind Tech with business name, business profile and Web application name.
* Other recommended activities will be communicated as needed during the project life cycle.

# Budget Breakdown

The industry standard budget estimate for a project of this nature is below:

|  |  |  |
| --- | --- | --- |
| Item | Description | Cost £ |
| Web designer fee ( £20 per hour) | £20 (hourly) \* 7hrs (per day) \* 10 weeks ( 58 days) | 8,120 |
| Programmer fee  ( £20 per hour) | £20 (hourly) \* 7hrs (per day) \* 10 weeks ( 58 days) | 8,120 |
| Tester fee ( £10 per hour) | £10 (hourly) \* 3 hrs (per day) \* 4weeks ( 23days) | 690 |
| 1yr Domain, Hosting & SSL | Domain name, hosting and SSL (for site security) services for 1 year, including acquisition and installations | 195 |
| Logo design & other content generation | Not billed | 0 |
| User Training | Not billed | 0 |
| Project management | Not billed | 0 |
| Consultation services | Not billed | 0 |
| **Total** |  | **17,125** |

Key price drivers:

* Fully customised and themed interface design
* Custom coding using latest backend technology – Laravel framework
* Fully responsive website design that works properly across desktops, tablets and mobile phones.
* Photo galleries
* Social media integration
* Cross browser compatibility
* Keyword research and content optimisation
* Site mapping
* Logo creation
* Forms

The above estimate will be highly discounted to put the charged amount at £3,500 with client referrals as additional compensation among other benefits (to be agreed).

A 50% deposit is required prior to commencement of the project with the balance payable on completion.

# Timescale

The project duration estimate is 12 weeks with start date commencing from 11/2/2015 and proposed end date being 10/5/2015. Although, the website will be live from end of week 8 allowing for rigorous testing of the application through searching, login, and registration along with profile creation. Other agreed features of the site will be updated within week 9 and week 12 after which the project will be signed off once all deliverables have been handed over.

The project team’s working schedule will be 7 hours per day and 5 days a week (Mondays – Friday) adding to 35 hrs per week.

Speed of completing the web application will be determined by the feedback and approval speed of the client (Mr Eloka).

Please see below for a breakdown of the project activities timeline.

Note: some activities will be carried out simultaneously.

|  |  |  |
| --- | --- | --- |
| Activity | Description | Duration (Days) |
| Concept research & requirement analysis | Researching existing or similar ideas online. Determining and analysing the client requirements (e.g. site features, design etc.) in order to determine the project feasibility. | 5 |
| Site pages structure & layout mock-ups | Planning and mock-ups of the web application homepage and interior pages across large screen and mobile devices. | 5 |
| Design resources collection | Images, Typography, Icons and colour theme research | 4 |
| Web design (Front-end design) | Design and testing of web application homepage and other interior pages, using bootstrap 3 framework, based on mock-ups signed-off by the client. | 22 |
| Programming (Back-end development) | Coding of web application backend and testing across different browsers and devices (screen sizes) using Laravel. | 33 |
| Domain & Hosting | Domain and hosting server purchase and installation | 1 |
| Migration & Testing | Web application migration and testing to domain and hosting server | 10 |
| SEO | Adding SEO capabilities to pages. Including keyword research and analysis | 2 |
| Users Training | Remote training of web application usage process | 2 |
| Project Sign-off | All deliverables handed over to client | 1 |
| Total |  | 85 Days  (3 Months) |

# Project Team

Client/Project Sponsor – Mr Eloka Amobi

Bolaji Alade – Project Manager/ Frontend Web developer

Samuel Junior Oghogho – Backend Developer/Programmer

Yaqub Umaru - Tester

Thanks for showing interest in our services.

Further enquiries can be directed through our contact details below.

Email: <Samizares@gmail.com>

Mobile: +447446106003

Email: [Gbolahanalade@gmail.com](mailto:Gbolahanalade@gmail.com)

Mobile: +447908174846