DeVELOPER SOLUTIONS INC  Winnipeg, Manitoba

Proposal

UpTrend Website Development

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|  |
| Proposal  Flora & Petals Website Development  For Scott-Media |
| |  |  |  | | --- | --- | --- | |  |  | Capstone Project | |

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Proposal

# UPtrend

Website Development Project

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To:

Steve George <<edu@pagerange.com>>

Date: May 5, 2021

# Background

## 1.1 UPtrend

UPtrend Inc is the organization that send gifts mainly organic and fresh flowers for different occasions and also allow customers to customize flowers according to their needs. Customers can explore a variety of fresh vibrant flowers such as roses, tulips, orchids, sunflowers and a lot more through the help of online gifting store UPtrend. All the selected beautiful flowers will be delivered at their desired destination in blooming condition only.

## 1.2 Developer Solution Inc

Developer Solution Inc. is the organization that is known for its quality deliverables. Developer Solution Inc. was established in 2002 by a group of 5 people studying from the same university. Our organization has grown from 5 to 500 employees working to meet the customer’s requirement to deliver quality deliverables. Our organization have the widest distribution network and sheer number of retail stores that makes us differentiates us from the competition.

The main technology which will be used to develop the website and an make it a dynamic, database driven website are PHP and MySQL. First, we will create a database with MySQL with all the data of users and stored in different tables. Secondly, we will use PHP to convert all the existing HTML Pages with the MVC (Model View Controller) and front controller design pattern. With PHP and MySQL, we can get data from the database and dynamically render pages.

# 2.0 Goals and Objectives

Developer Solution Inc. will definitely be able to meet all your goals. The site will be designed in such a way that it could deliver service-specific information to the user in an intuitive and easy to use way. The website will be user-friendly. The navigation would be easily accessible. Also, the content would be structured in an organised manner. The website will be designed in an MVC with Front Controller Framework and will have following features:

* The Customers can add products into wish list, as well as remove products from wish list. They can also save the list for later use.
* Registration authentication – when a customer registers, the email provided will be verified and make sure it is unique in the database.
* After Logging in, customers can view profile, wish list, previous orders and make new orders.
* Login and Logout Authentication – Password entered will be encoded for website security.
* Customers can search products by keyword. Search bar is located on the top of each page.
* Customers can view products sorted by different categories.
* Customer can add products into shopping bag, edit quantities, view order subtotals, and make payment.
* Easy to use Navigation to obtain any information about organization or services offered.
* The website would be Vibrant and appealing to women since they will be our primary audience.

# 3.0 Database

There are 4 tables in the database: users table, flowers table, invoices table, invoices\_flowers table and log table including following datatype: integer, varchar, decimal, Enum, Boolean, text, char, date, datetime.

1. For Users table, data is collected mainly through registration process. We are storing user’s name, email, password, phone, city, province, postal code, country. After registration, user will be redirected to login page. With that email and password, users can login and view profile, previous orders, wish list and make an online purchase. A unique user id will be generated each time a user registers in the database automatically. Regular user and an Admin user can be distinguished as per the privilege level which is added with default value of 0 for regular user and 1 for admin user.
2. For Flowers table, data is collected from Flora&Petal Company. This table is the primary table for the website. It includes all the information of all products with product id, name, tittle, description, product type, material, occasion, item weight, color, price, season, currently available, no. of stocks, brand. Customers can view product list and product details, sort products by flower categories, search product with keyword. Admin users can add, view, edit and delete products from admin page.
3. For invoices\_flowers table, data is collected from ordering process. After customer successfully make an online order, customer id, order date, subtotal, tax and total amount will be stored in invoices table with an auto generated id, Flowers id, unit price, quantity and line price will be stored in invoices\_flowers table. Flowers and invoices\_flowers can interact with same flower id. We use this information in invoice receipt.
4. For log table, data is collected when any user visit, view or interacts with the website, it triggers the log function and file information of current date, request method, request URI, information related to the browsers to the log table in database. Only admin users are able to view it after logging in.

# 4.0 Use Cases

* **Unauthenticated Users**

An Unauthenticated user can visit all the five main pages through the main menu, they can view product list and detailed information, search for a certain product, add products into shopping bag and wish list, view the shopping bag, edit product quantities and remove products but they cannot view the wish lost or proceed to checkout to place an order.

* **Authenticated users**

An authenticated user can register or log in to become an authenticated user. Once a customer register or log in successfully, they will be redirected to profile page. Users can access “My Orders” page to view all previous orders. “My Wishlist” page to view the products saved in the wish list. They can also remove products from wish list, add products to shopping bag directly from wish list. Proceed to checkout and make an order.

* **Admin users**

Admin users can access the backend admin site. Once an admin user sign in successfully, they will be redirected to amin dashboard. The admin users can view, add, edit, remove and search products from “View Products” page, view all customers sorted by created time from the “View Customers” page, view all orders sorted by created time from the “View Orders” page and view most recent 10 logs from the “View Logs” page.

# 5.0 Security

**XSS Protection**

Cross side script injections are prevented by using PHP in-built htmlentities() function to sanitize data. This makes sure that all data gets sanitized before getting used throughout the website.

**CSRF Protection**

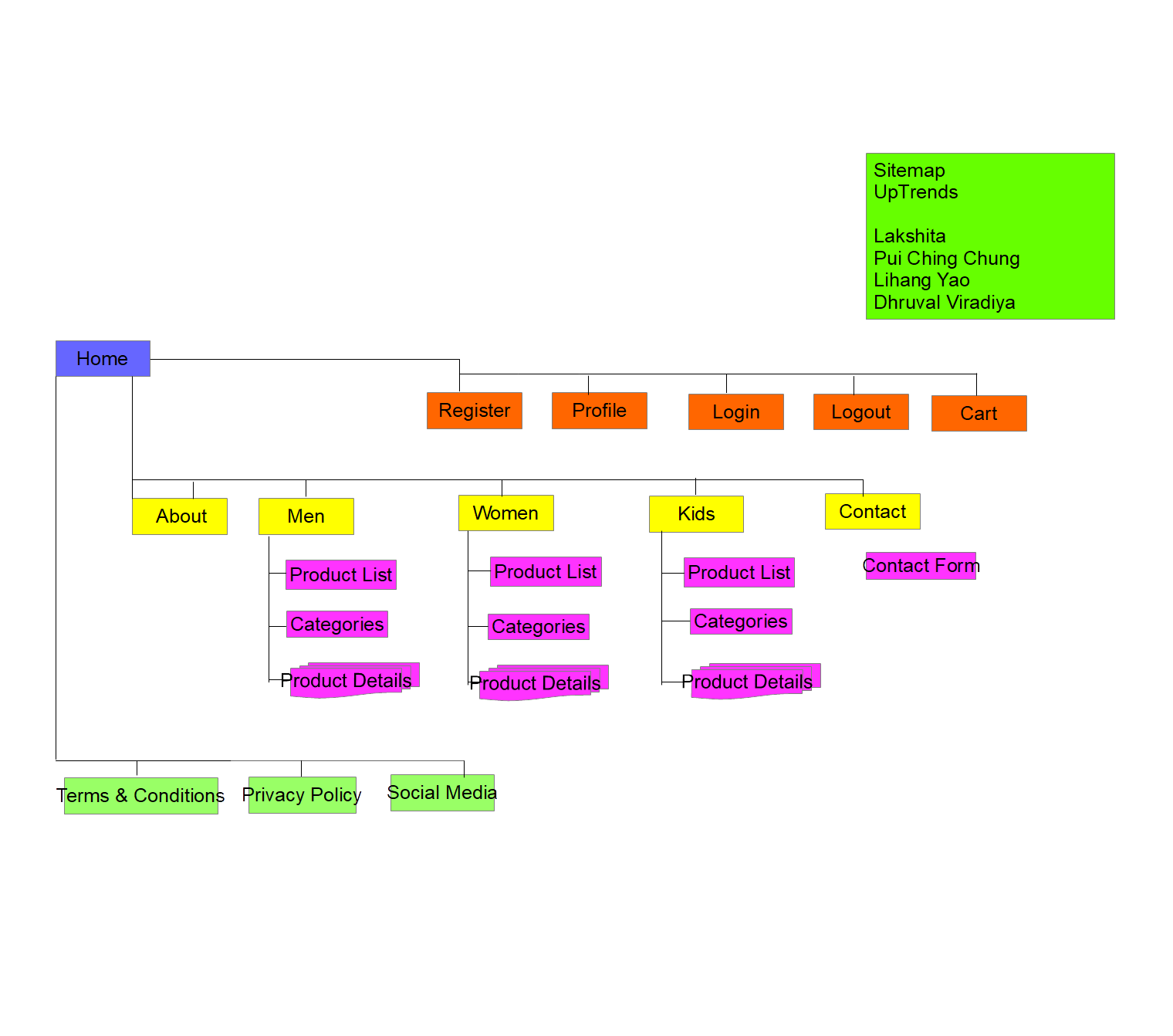
Cross-site forgery attacks are prevented by adding CSRF tokens to forms and session. Tokens are random and encoded values. When submitting the token will be verified, and the form will be submitted only if the token matches the setting.

**SQL Injection protection**

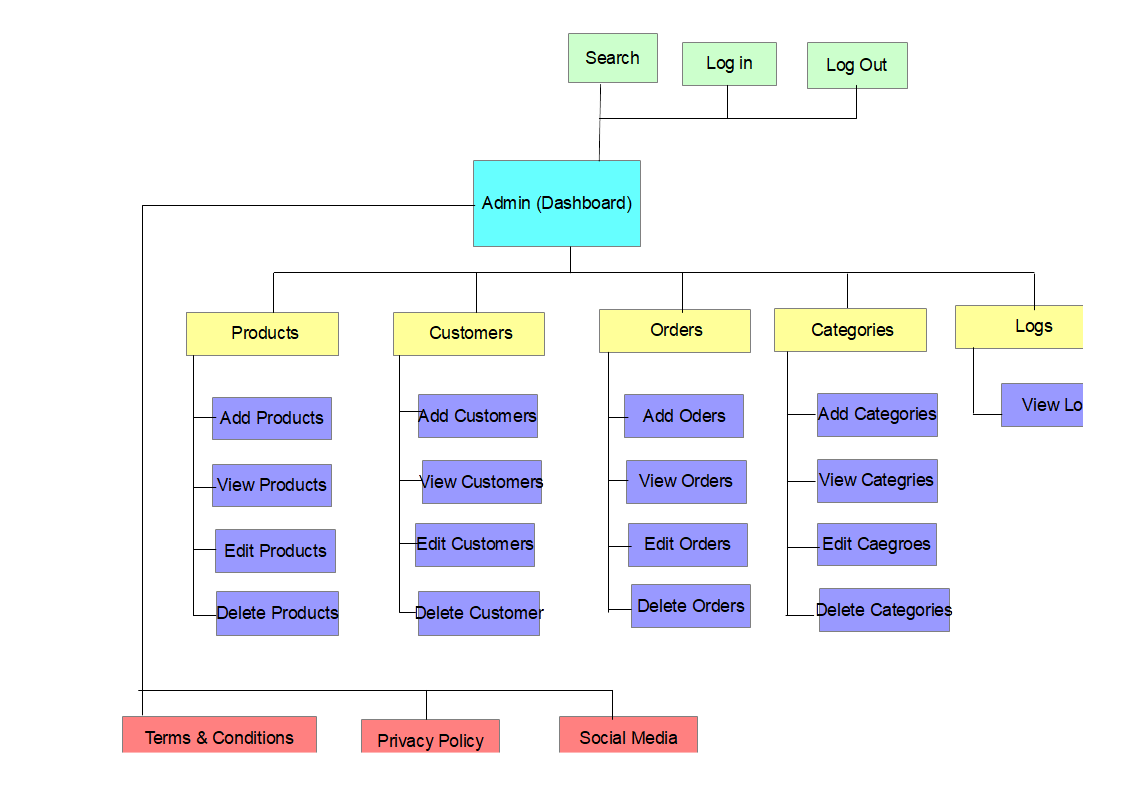
SQL injections are prevented by using prepared statements. When interacting with the database, to avoid the input be taken as part of SQL Command, we bind parameter and thus force the input to be handled a parameters

# 6.0 Sitemap

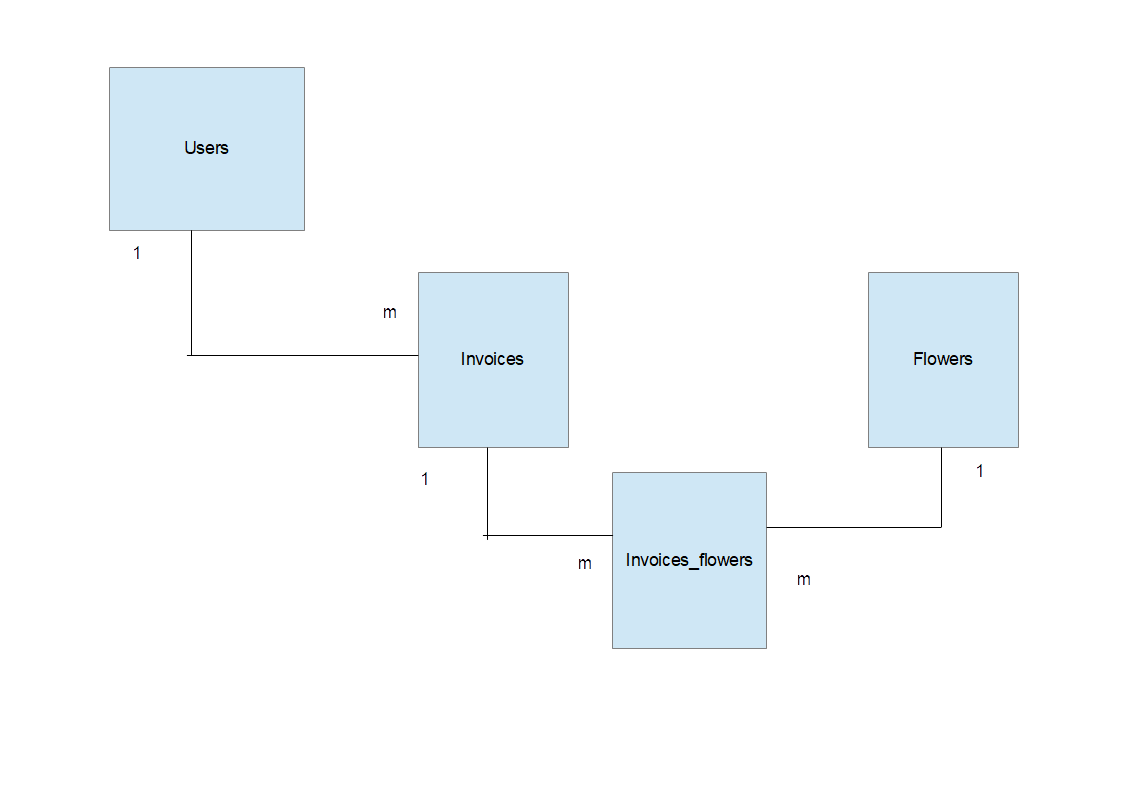
**Front End Sitemap**



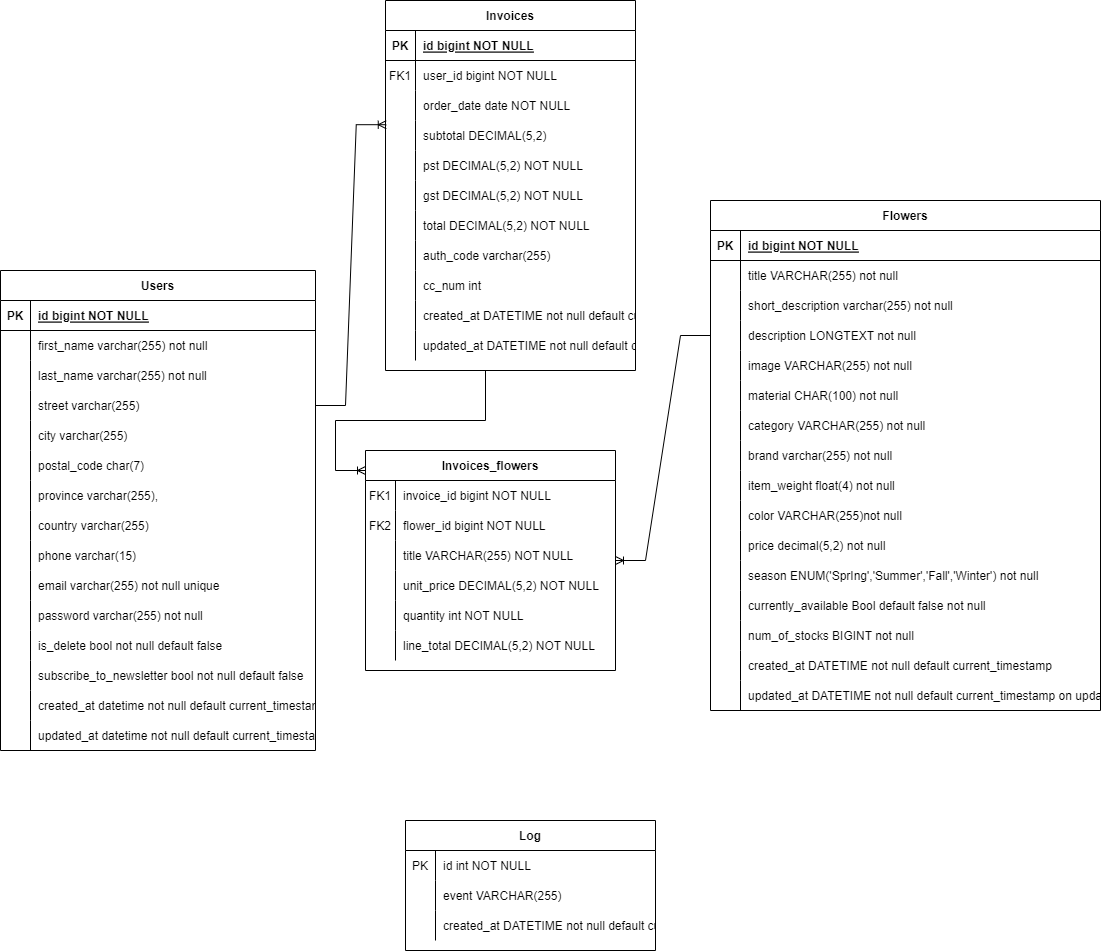
**Back End Sitemap**



# 7.0 Conceptual Data Model



# 8.0 Physical Data Model



# 9.0 Assumptions

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* UPtrend will provide all text and visual content for use on site
* After launching the website, its maintenance will be responsibility of UPtrend.
* If any modification or improvement is required after launch, we will charge per hourly rate.

# 10.0 Qualifications

Developer Solution Inc. is a renowned company and we deliver what we commit. We have an extremely skilled team working day in-out to meet your requirements and deliver quality work.

Here is the list of our team members that will be working on the Development of the website:

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Qualifications** |
| Lakshita | Project Manager | 10 Years |
| Pui Ching Chung | Frontend Designer | 5 Years |
| Lihang Yao | Git and Database Administrator | 7 Years |
| Dhruval Viradiya | Backend PHP Programmer | 15 Years |

# 11.0 Scope Statement

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This project will include Planning & exploration, Designing, Programming & Testing and delivery of the Project. This project doesn’t include the maintenance after the successful deployment of the project

# Target Audience

## 12.1 Primary Audience

* The website is targeting dominantly women in the age range of 18- 45. They should have a income greater than $35,000 and should be outgoing. The website appearance would be vibrant and will consist of colors that women mostly prefer to make them feel special and it will add to the overall appealing of the website. Also, the feminine look would tempt the ladies to make larger purchases which would help increase the revenue.
* The audience will consist of middle class to elite class people.
* Audience should have least 5mbps internet connection.

## 12.2 Secondary Audience

* Secondary audience consists primarily of Men who are husbands, boyfriends, fathers, brother who will be using the site to send the gifts or flowers from the site to their ladies
* Secondary audience would also consist of parents of girls/ladies who may be looking to send flowers to their daughter on their birthday’s, Anniversaries.

# 

# 13.0 Budget

The table below illustrates the breakdown of the estimated pricing. The hourly rate for each service is $100/hour.

|  |  |
| --- | --- |
| **PHASE** | **CHARGES** |
| Planning / Exploration (5 hrs) | $500 |
| Design/ Content (10 hrs) | $1000 |
| Coding and Programming (20 hrs) | $2000 |
| Testing/Launch (4 hrs) | $400 |
| Total Estimated Cost (Before Taxes) | $3900 |
| Tax (13%) | $507 |
| Total (Taxes Included) | $4407 |

Note: The maintenance services price depends upon the change required.

# 14.0 Workplan

**Phases of Web Development**

* **Planning/Exploration**
* Sitemap/ Content outline
* Creative brief/ Workback
* Site bible
* **Design/Content**
* Design of website
* Written content
* Original photography
* **Coding/Programming**
* Fully Functioning website with dynamic pages
* Usability Tested Website
* Site following standard requirements
* **Launch/Maintenance**
* Website published live on host server
* Changes/updates as required for maintenance

# 15.0 Timeline

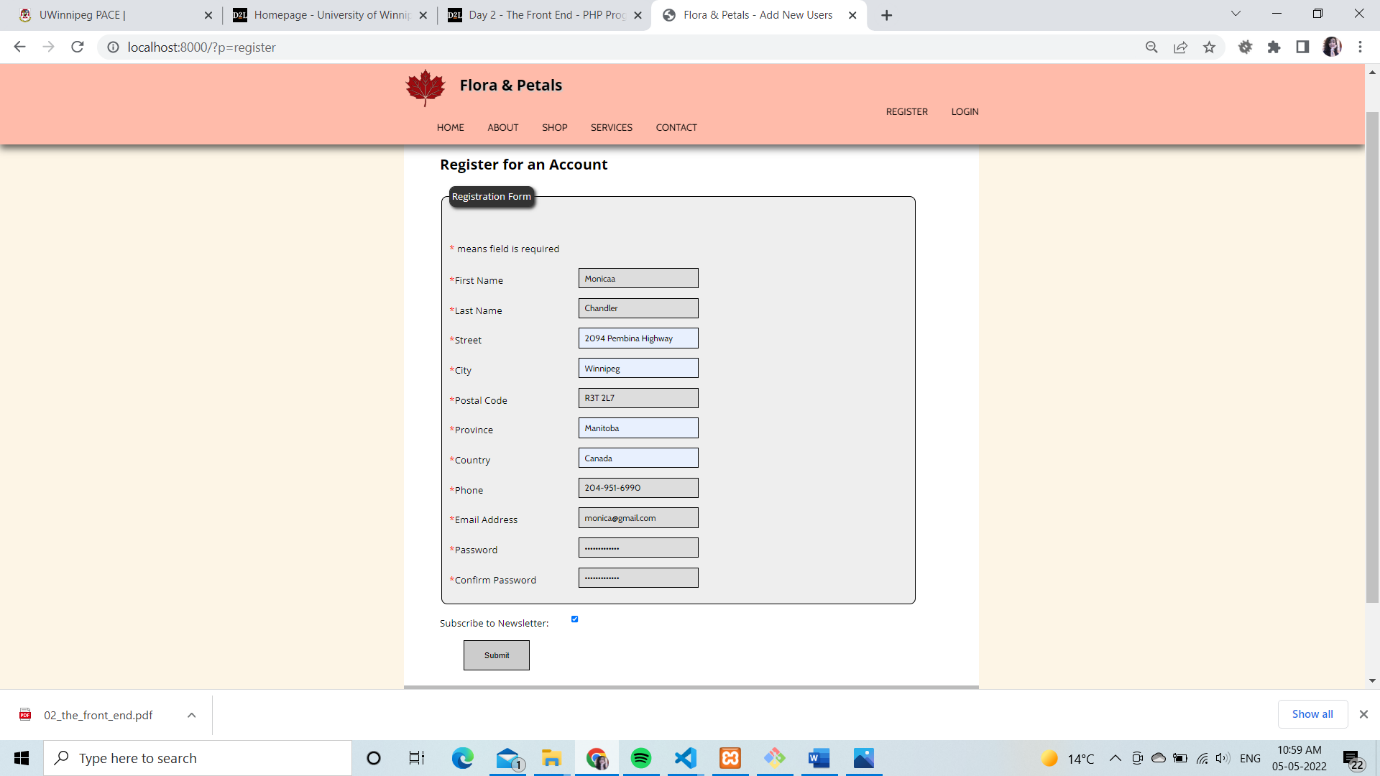
|  |  |  |
| --- | --- | --- |
| Completion Date | Item/Action | Responsible |
| **PLANNING AND EXPLORATION** | | |
| May 2, 2021 | Contact Awarded | UPtrend |
| May 2, 2021 | Kick off Meeting | Solution Developers & UPtrend |
| May 3, 2022 | Preliminary Sitemap, Content Outline, Block Comps Complete | Solution Developers |
| May 3, 2021 | Feedback on Content Outline and Sitemap | UPtrend |
| May 4, 2021 | Sitemap, Content Outline, Block Comps Approved | UPtrend |
| **CONTENT AND DESIGN** | | |
| May 4, 2021 | Concept Design Begins | Solution Developers |
| May 4, 2021 | Provided feedback on Design | UPtrend |
| May 4, 2021 | Approval of concept | UPtrend |
| May 4, 2021 | Full site design begins | UPtrend |
| May 4, 2021 | Site design Completed | UPtrend |
| May 4, 2021 | Complete design approved | Solution Developers |
| **CODING AND PROGRAMMING** | | |
| May 4, 2021 | Development Phase Begins | Solution Developers |
| May 5, 2021 | Database Completed | Solution Developers |
| May 7, 2021 | Authentication System Completed | Solution Developers |
| May 9, 2021 | Frontend PHP Scripting Completed | Solution Developers |
| May 11, 2021 | Backend PHP Scripting Competed | Solution Developers |
| May 11, 2021 | Debugging | Solution Developers |
| May 10, 2021 | Unit Testing & Functional Testing | UPtrend |
| May 11, 2021 | Successfully Completed Testing | Solution Developers |
| **LAUNCH** | | |
| May 12, 2021 | Site Launched | UPtrend |

# 16.0 Appendixes

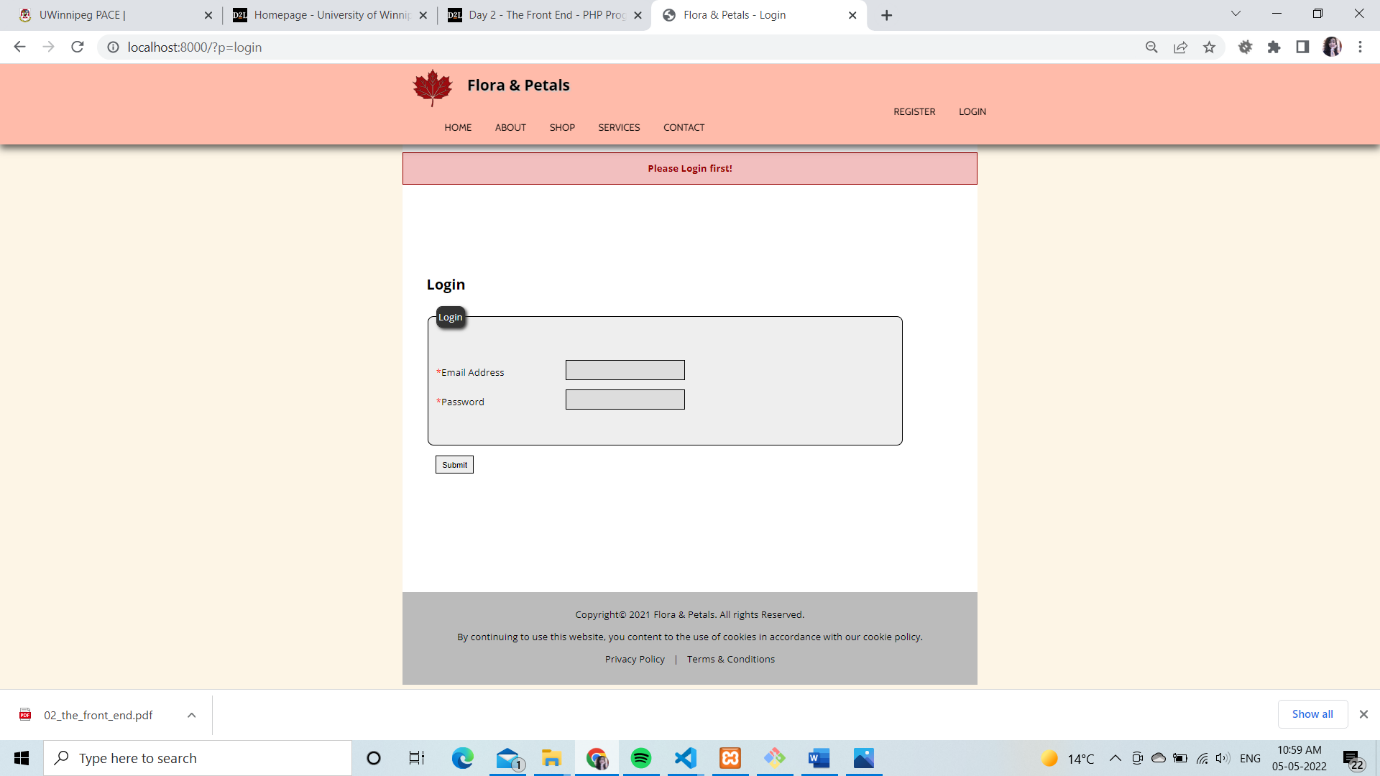
* Mockups
* Invoice

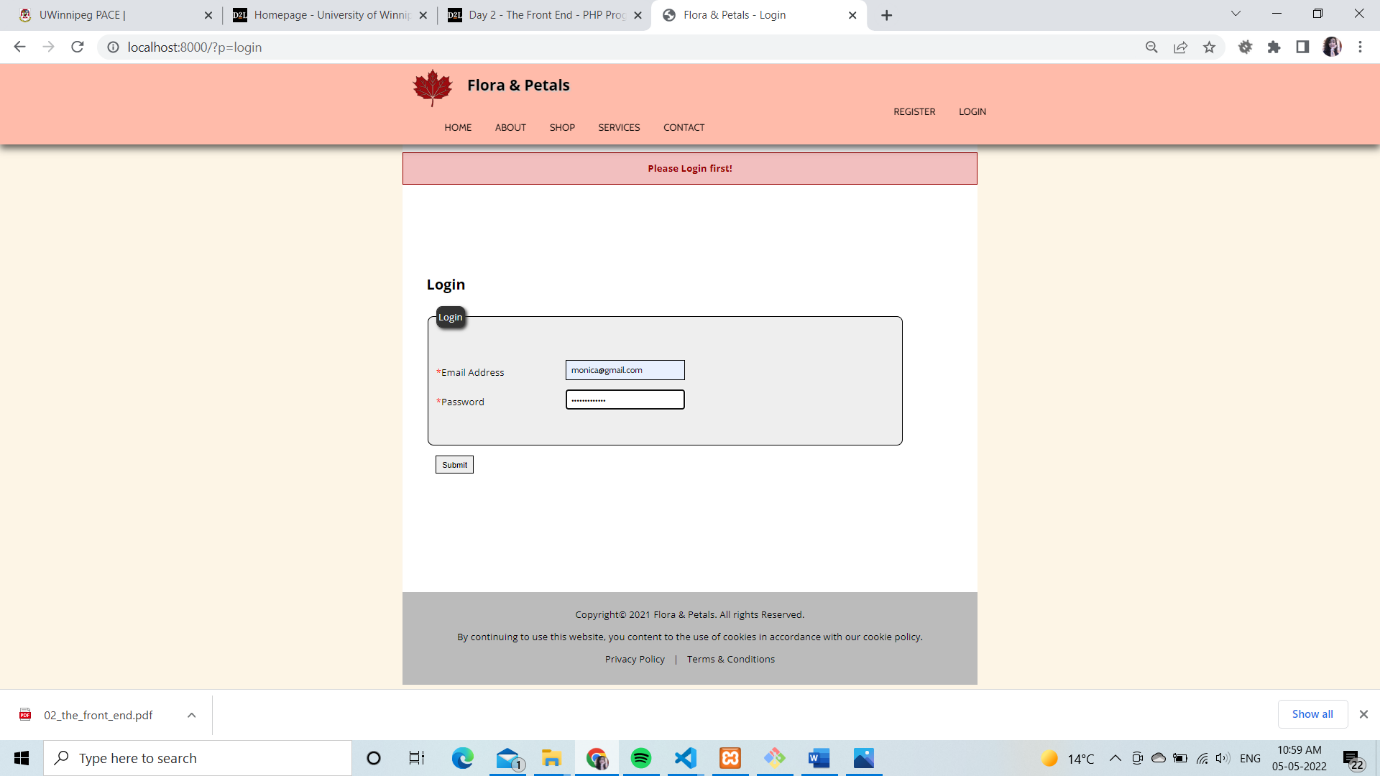
## 16.1 Design Mock-ups

Registration Page:

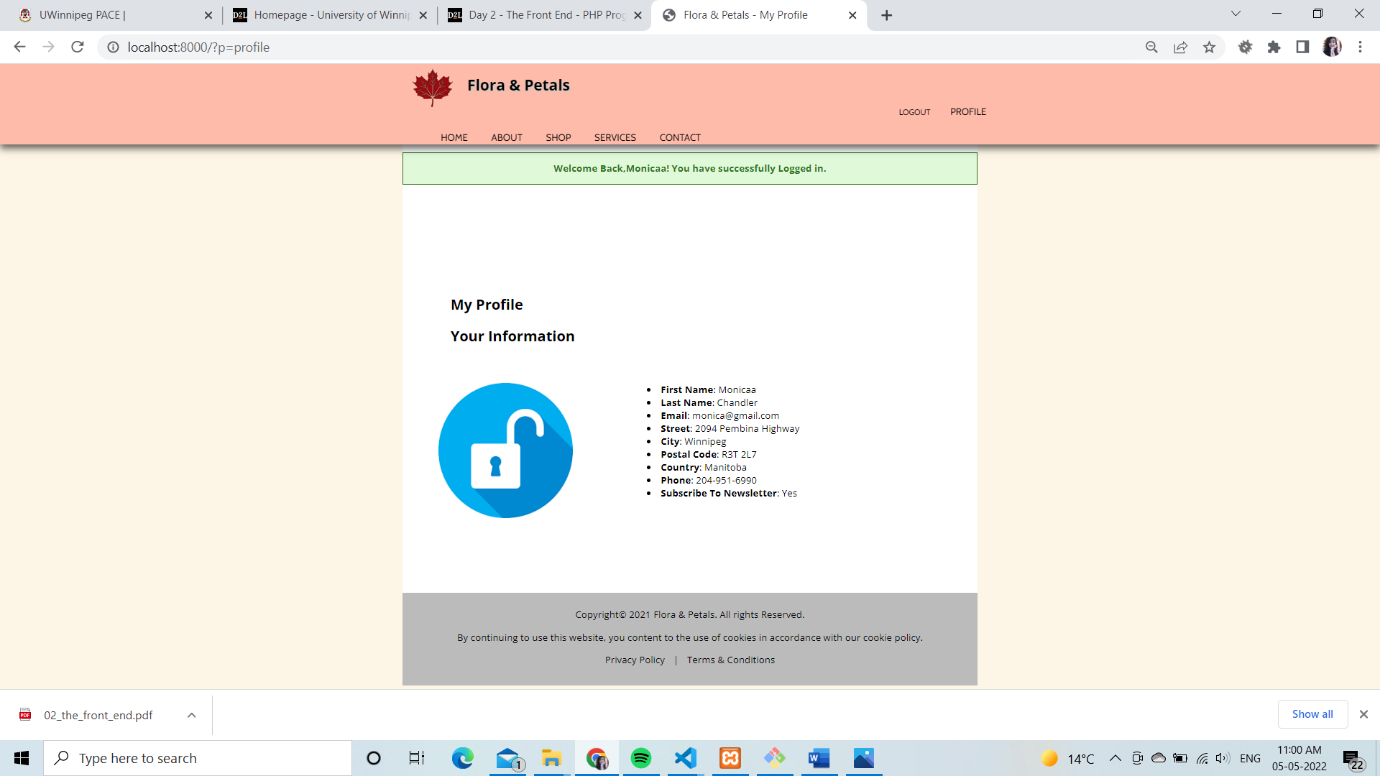


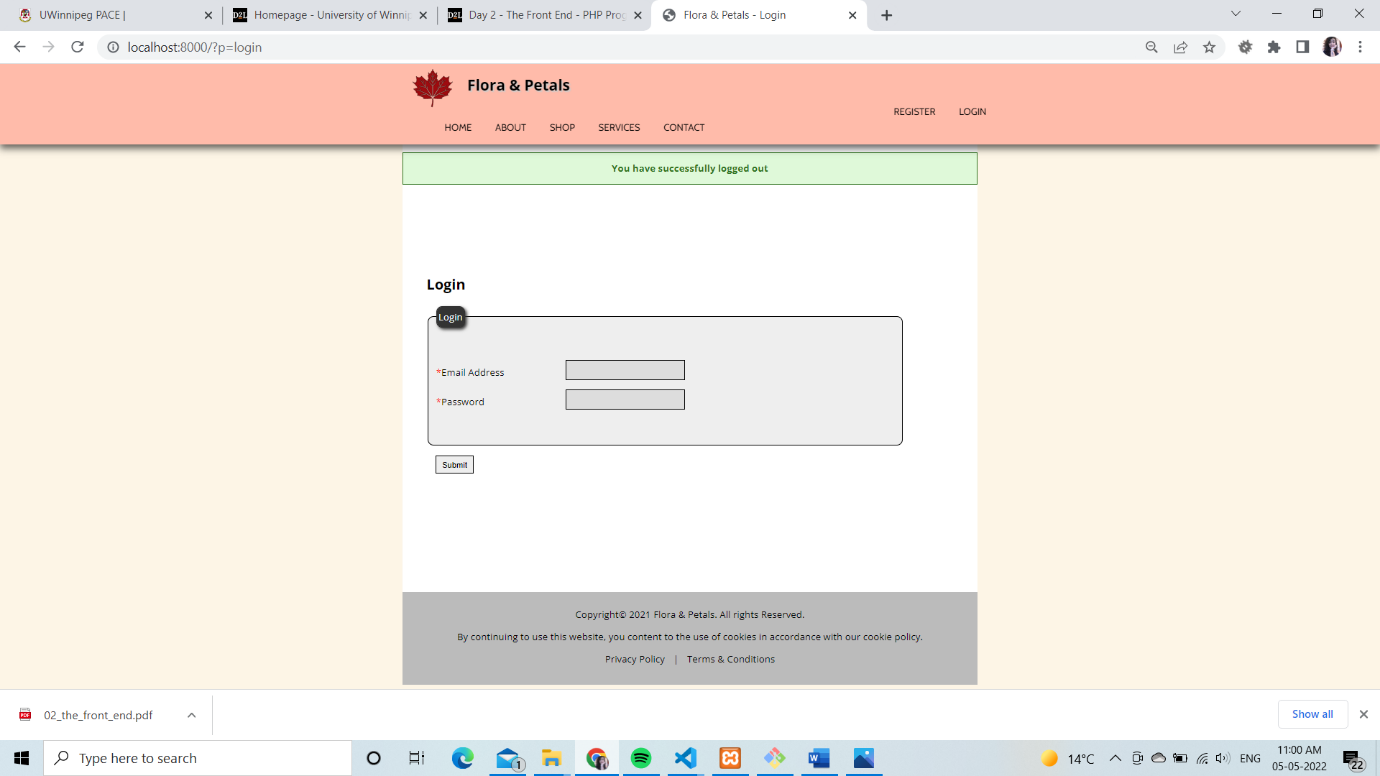
Login Page:



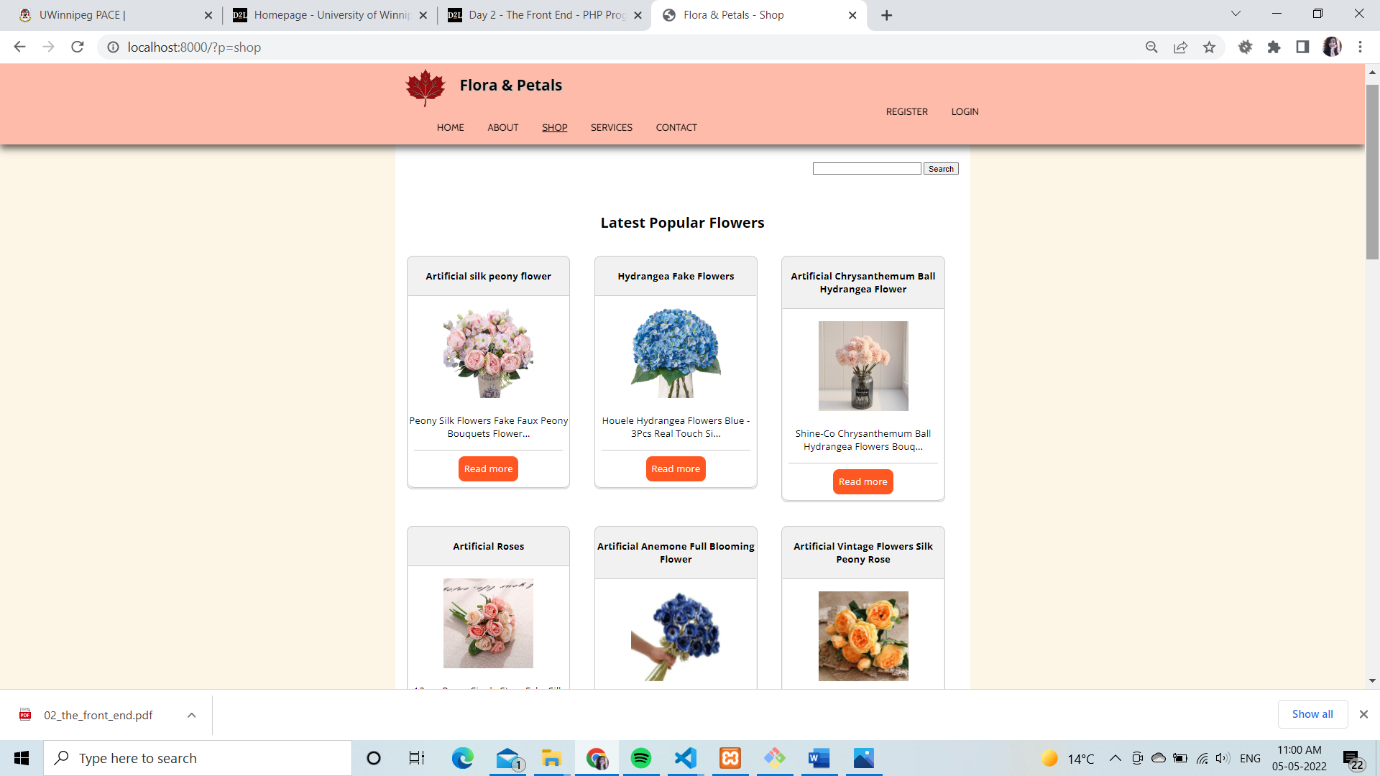


Profile Page:

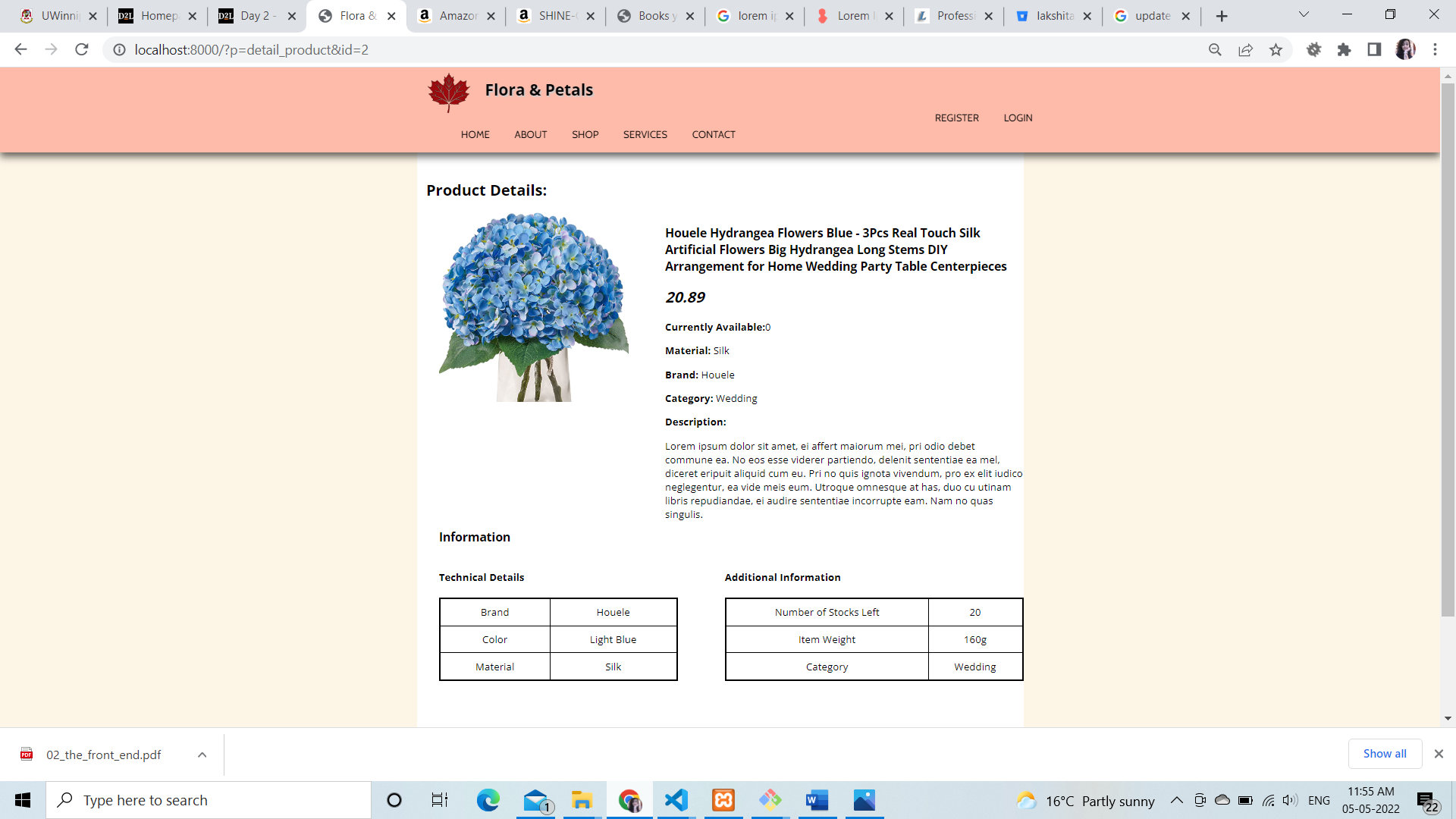




Shop page (Dynamically loading data)



Product Details Page (Dynamically loading data):



## 16.2 Invoice

**Solution Developers Inc** INVOICE

|  |  |
| --- | --- |
| 81 University Crescent  Winnipeg, MB  Phone: (204)-410-2628 | **INVOICE No INV18902**  **DATE: May 5, 2021** |

|  |  |
| --- | --- |
| **Billing Address:**  **UPtrend**  Steve George  515 Portage Avenue  Winnipeg, MB  Phone: (401)-202-9985 |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DESCRIPTION** | **HOURS** | | **UNIT PRICE** | **AMOUNT** |
| Planning / Exploration | 5 | | $100.00 | $500.00 |
| Design Services | 10 | | $100.00 | $1,000.00 |
| Coding and Programming | 20 | | $100.00 | $2,000.00 |
| Testing / Launch | 4 | | $100.00 | $400.00 |
|  |  | SUBTOTAL | | $3,900.00 |
|  |  | TAX(13%) | | $507.00 |
|  |  | **TOTAL DUE** | | $4,407.00 |

Make all cheques payable to **Solution Developers Inc**

# 17.0 Site Bible

**Hosting**

Amazon Web Services (AWS)

**PHP Version**

PHP 8.1.2

**IP of Server**

35.182.135.43

**URL of the Project**

<http://capstone.lakshitawebdev.xyz/>

**Admin User**

Email: lakshita0000@gmail.com

Password: Lakshita0000@

**Regular User Login**

Email: rajat@gmail.com

Password:Lakshita0000@

**THANK YOU FOR YOUR BUSINESS!**