DeVELOPER SOLUTIONS INC  Winnipeg, Manitoba

Proposal

UpTrend Website Development

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

Contents

[UPtrend 2](#_Toc108990470)

[1.0 Background 2](#_Toc108990471)

[1.1 UPtrend 2](#_Toc108990472)

[1.2 Developer Solution Inc 2](#_Toc108990473)

[2.0 Goals and Objectives 3](#_Toc108990474)

[3.0 Database 3](#_Toc108990475)

[4.0 Use Cases 4](#_Toc108990476)

[5.0 Security 5](#_Toc108990477)

[6.0 Sitemap 5](#_Toc108990478)

[7.0 Physical Data Model 8](#_Toc108990479)

[9.0 Assumptions 9](#_Toc108990480)

[10.0 Qualifications 9](#_Toc108990481)

[11.0 Scope Statement 9](#_Toc108990482)

[12.0 Target Audience 9](#_Toc108990483)

[12.1 Primary Audience 10](#_Toc108990484)

[12.2 Secondary Audience 10](#_Toc108990485)

[13.0 Budget 10](#_Toc108990486)

[14.0 Workplan 11](#_Toc108990487)

[15.0 Timeline 11](#_Toc108990488)

[16.0 Appendixes 13](#_Toc108990489)

[16.1 Design Mock-ups 13](#_Toc108990490)

[16.2 Invoice 17](#_Toc108990491)

[17.0 Site Bible 18](#_Toc108990492)

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 sell clothing outfits mainly for men, women and kids for different occasions and also allow customers to schedule their order according to their needs. Customers can explore a variety of outfits such as shirts, dresses, tuxedo, ethnic wear and a lot more through the help of online selling store UPtrend. UPtrend has its own brand. All the selected apparels 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 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 and sizes.
* 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, men, boys and girls looking for perfect outfits since they will be our primary audience.

# 3.0 Database

There are 14 tables in the database: user, product, orders, order\_variant, user\_address, transaction, variant, size, product\_category, shipping\_charge, tax, inquiry, product\_media, category including following datatype: BIGINT, INT, TINYINT, 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 User\_address table, there will be varieties of address users left on our website, some of these records are users’ default address, some of them are users’ temporary mailing address or billing address.
3. For Transaction table, there will be payment information stored here.
4. For Variant table, there will be variant information relating to each product, for example, each product can have multiple sizes and different prices, as well as inventory.
5. For Size table, there will be different sizes information located here.
6. For Category table, there will be all categories information stored here.
7. For Shipping\_charge table, there will be information about distinct shipping charge policy regarding to continent. The charges will apply to relating order based on the mailing address.
8. For tax table, there will be information about tax policies relating to specific province.
9. For Product\_media table, there will be information about image names relating to specific products. One product can have multiple images.
10. For Product\_category table, it is a pivot table that contains the information about relationships between products and categories.
11. For Products table, data is collected from UPtrend Company. This table is the primary table for the website. It includes all the information of all products with product id, name, tittle, description, color, price, season, currently available, no. of stocks, brand. Customers can view product list and product details, sort products by categories, search product with keyword. Admin users can add, view, edit and delete products from admin page.
12. For Order 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, Product id, unit price, quantity and line price will be stored in order\_variant table. Product and order\_variant can interact with same product id. We use this information in invoice receipt.
13. For Inquiry table, data is collected when any user visit, view or interacts with the website, users can leave a message on website, relating information will be stored in Inquiry table, Admin can login the Admin Dashboard to deal with these inquiries. Only admin users are able to view it after logging in.

# 4.0 Use Cases

* **Unauthenticated Users**

An Unauthenticated user can visit all the 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 list 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 user 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 “Products” page. Admin can create, view, edit and delete the users from the “Users” page; view, edit and delete the orders sorted by created time from the “Orders” page; create, edit, view, and delete tax from the “Tax” page; and view the “inventory” table.

# 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

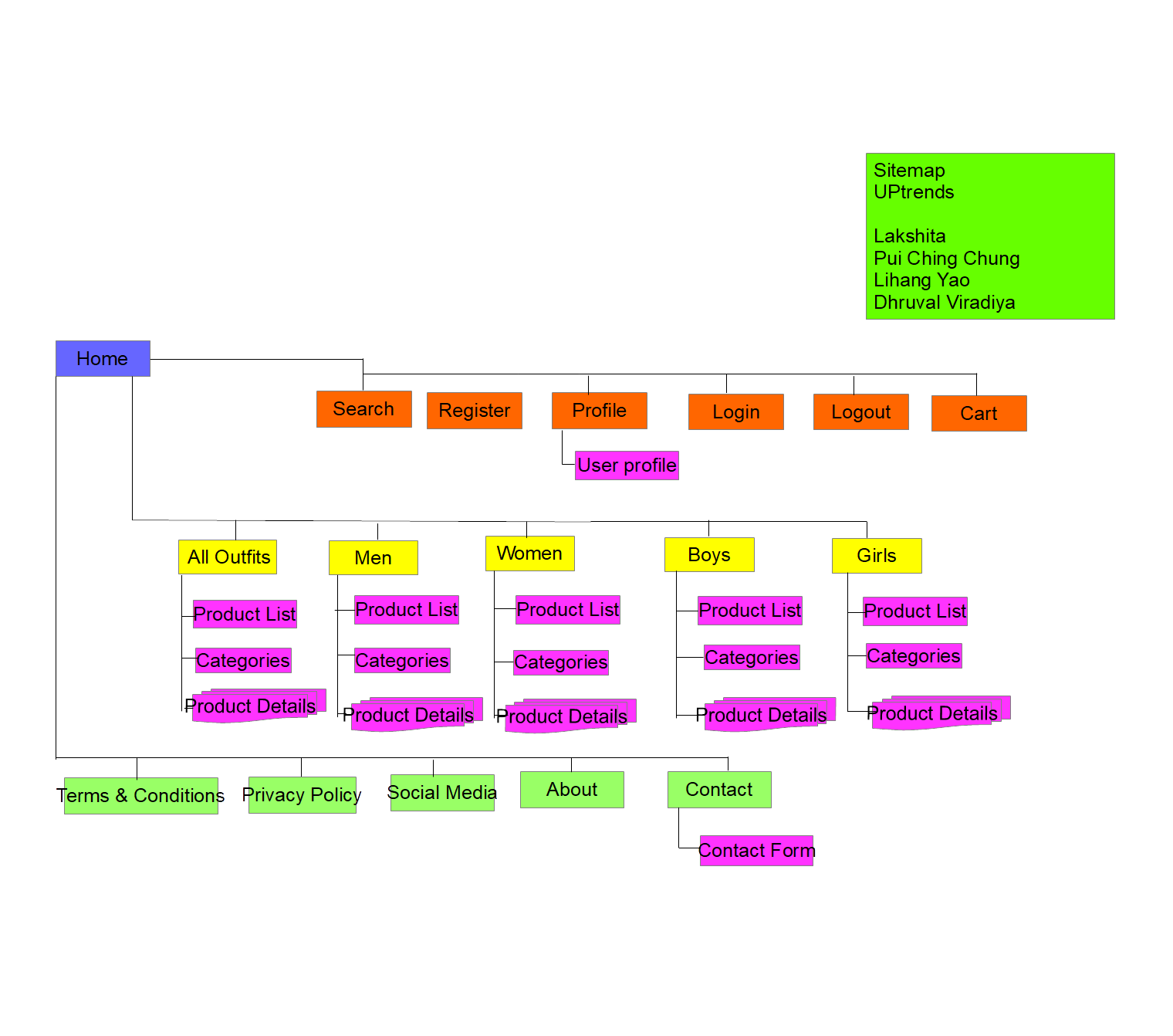
Cross-site forgery attacks are prevented by adding CSRF tokens to forms and session. Tokens are random and encoded values. When submitting the token will be verified, and the form will be submitted only if the token matches the setting.

SQL Injection protection

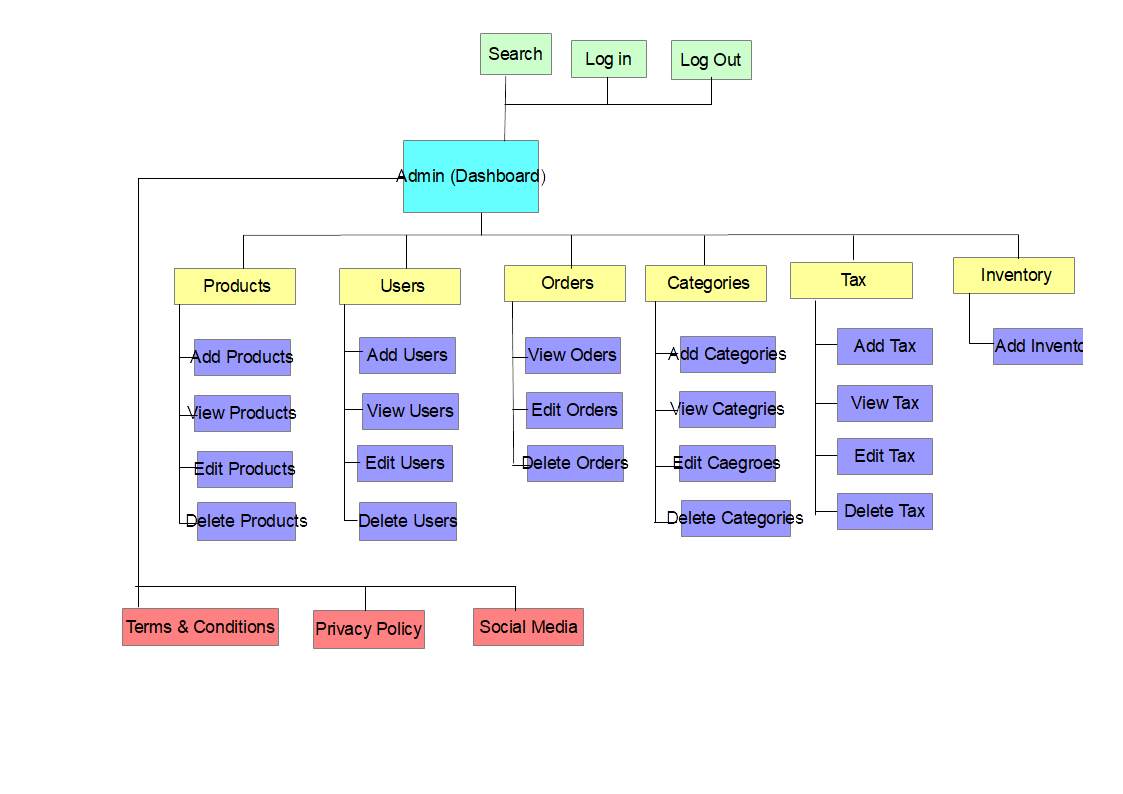
SQL injections are prevented by using prepared statements. When interacting with the database, to avoid the input be taken as part of SQL Command, we bind parameter and thus force the input to be handled a parameters

# 6.0 Sitemap

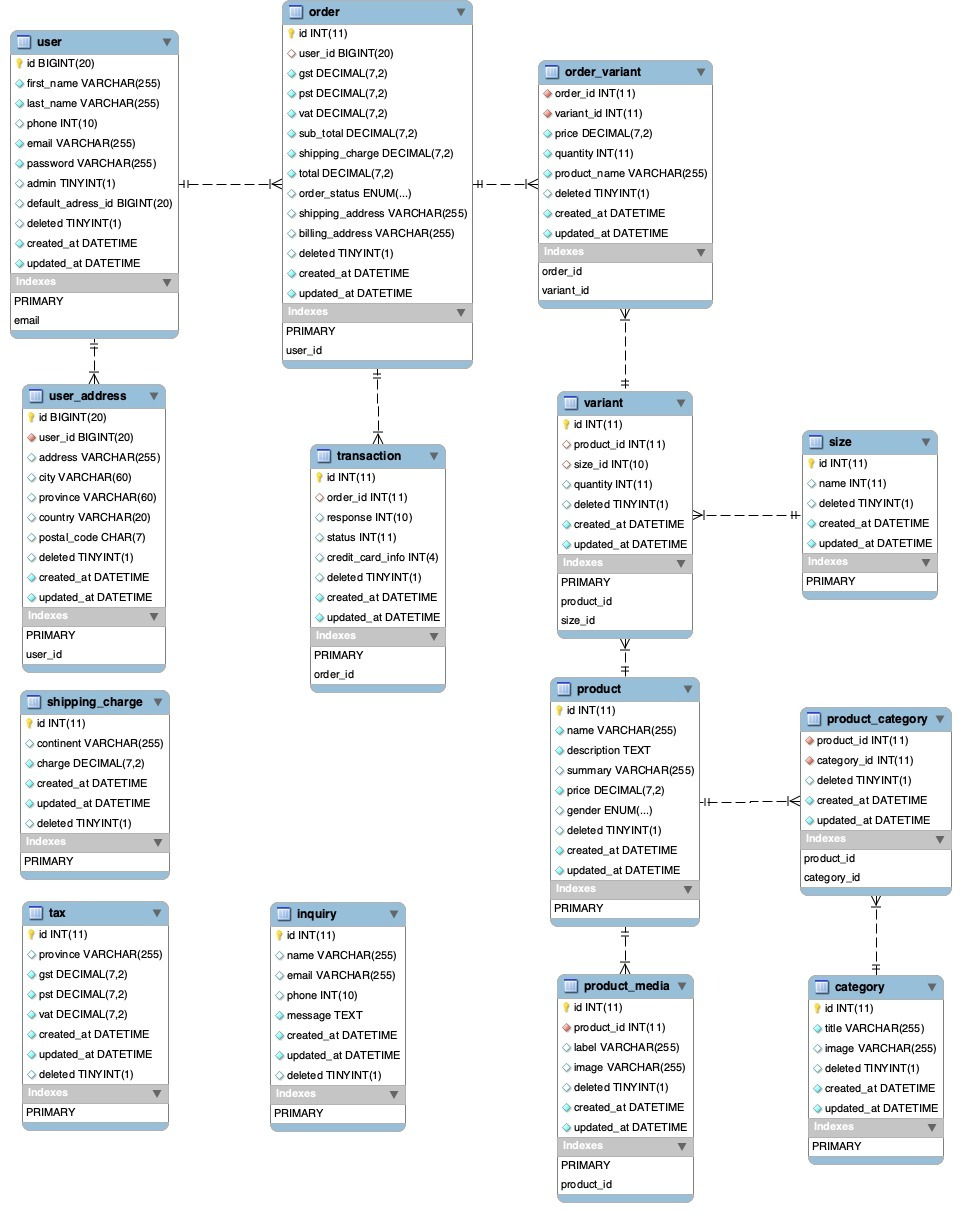
**Front End Sitemap**



**Back End Sitemap**



# 7.0 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

# 

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 and men of every age range. Either they or their parents should have an income greater than $35,000 and should be outgoing. The website appearance would be subtle and would have white color as background so the outfits we are selling stands out. White color helps to establish contrast for all other colors. It will add to the overall appealing products of the website. Also, the website color contrast and appearance would tempt the customers 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 would primarily consist of parents of girls and boys who may be looking to purchase perfect outfits for their sons/daughters causally or occasionally.
* Secondary audience will also consists of wholesaler who might want to buy dresses, sports wear stocks in large quantities for their shops.

# 

# 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 (10 hrs) | $1,000 |
| Design/ Content (10 hrs) | $1,000 |
| Coding and Programming (20 hrs) | $2,000 |
| Testing/Launch (7 hrs) | $700 |
| Total Estimated Cost (Before Taxes) | $4,700 |
| Tax (13%) | $611 |
| Total (Taxes Included) | $5,311 |

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

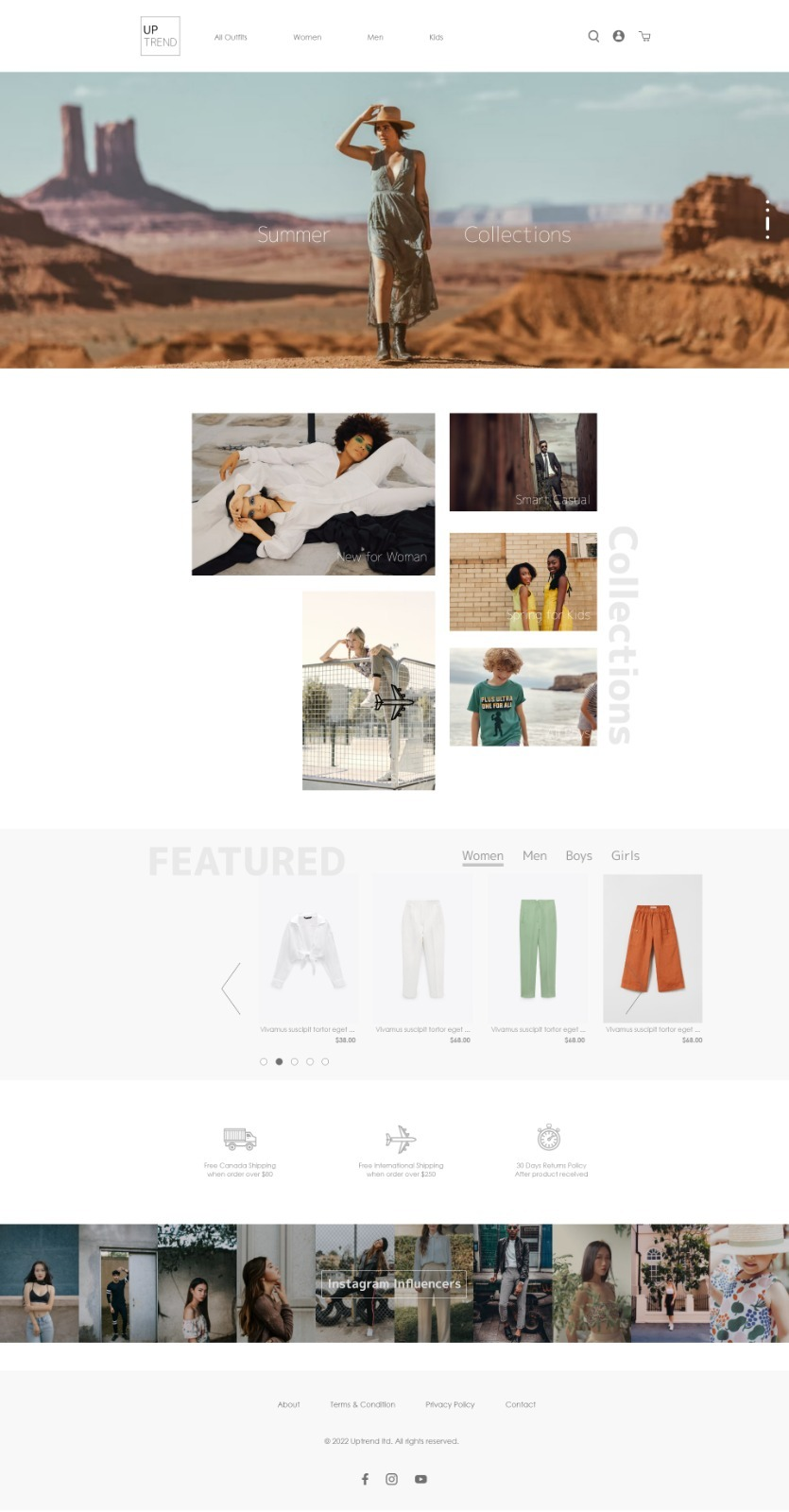
|  |  |  |
| --- | --- | --- |
| Completion Date | Item/Action | Responsible |
| **PLANNING AND EXPLORATION** | | |
| July 14, 2022 | Contact Awarded | UPtrend |
| July 14, 2022 | Kick off Meeting | Solution Developers & UPtrend |
| July 14, 2022 | Preliminary Sitemap, Content Outline, Block Comps Complete | Solution Developers |
| July 15, 2022 | Feedback on Content Outline and Sitemap | UPtrend |
| July 18, 2022 | Sitemap, Content Outline, Block Comps Approved | UPtrend |
| **CONTENT AND DESIGN** | | |
| July 15, 2022 | Concept Design Begins | Solution Developers |
| July 16, 2022 | Provided feedback on Design | UPtrend |
| July 17, 2022 | Approval of concept | UPtrend |
| July 18, 2022 | Full site design begins | UPtrend |
| July 19, 2022 | Site design Completed | UPtrend |
| July 21, 2022 | Complete design approved | Solution Developers |
| **CODING AND PROGRAMMING** | | |
| July 21, 2022 | Development Phase Begins | Solution Developers |
| July 22, 2022 | Database Completed | Solution Developers |
| July 24, 2022 | Authentication System Completed | Solution Developers |
| July 24, 2022 | Frontend PHP Scripting Completed | Solution Developers |
| July 28, 2022 | Backend PHP Scripting Competed | Solution Developers |
| July 29, 2022 | Debugging | Solution Developers |
| July 29, 2022 | Unit Testing & Functional Testing | UPtrend |
| August 3, 2022 | Successfully Completed Testing | Solution Developers |
| **LAUNCH** | | |
| August 4, 2022 | Site Launched | UPtrend |

# 16.0 Appendixes

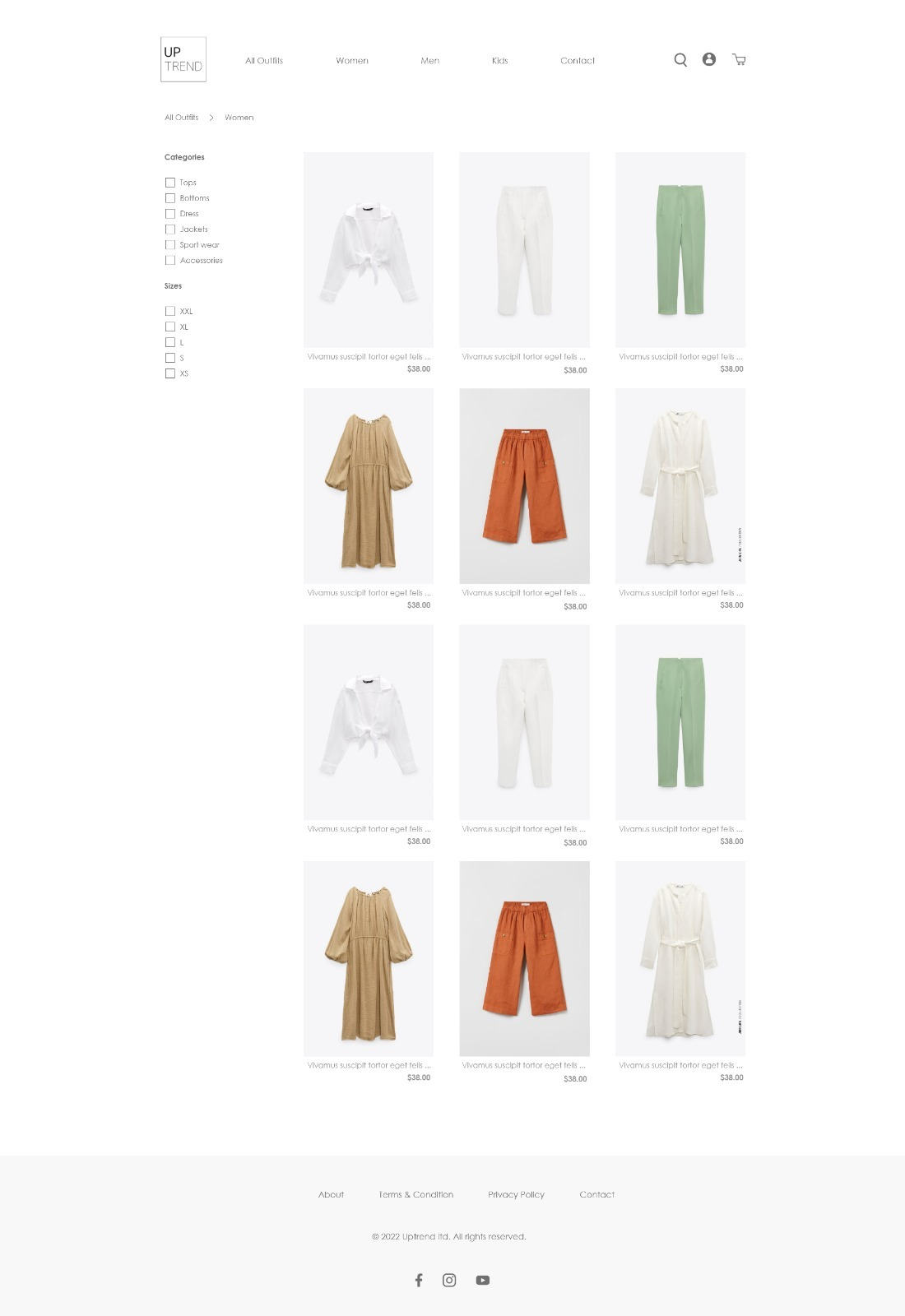
* Mockups
* Invoice

## 16.1 Design Mock-ups

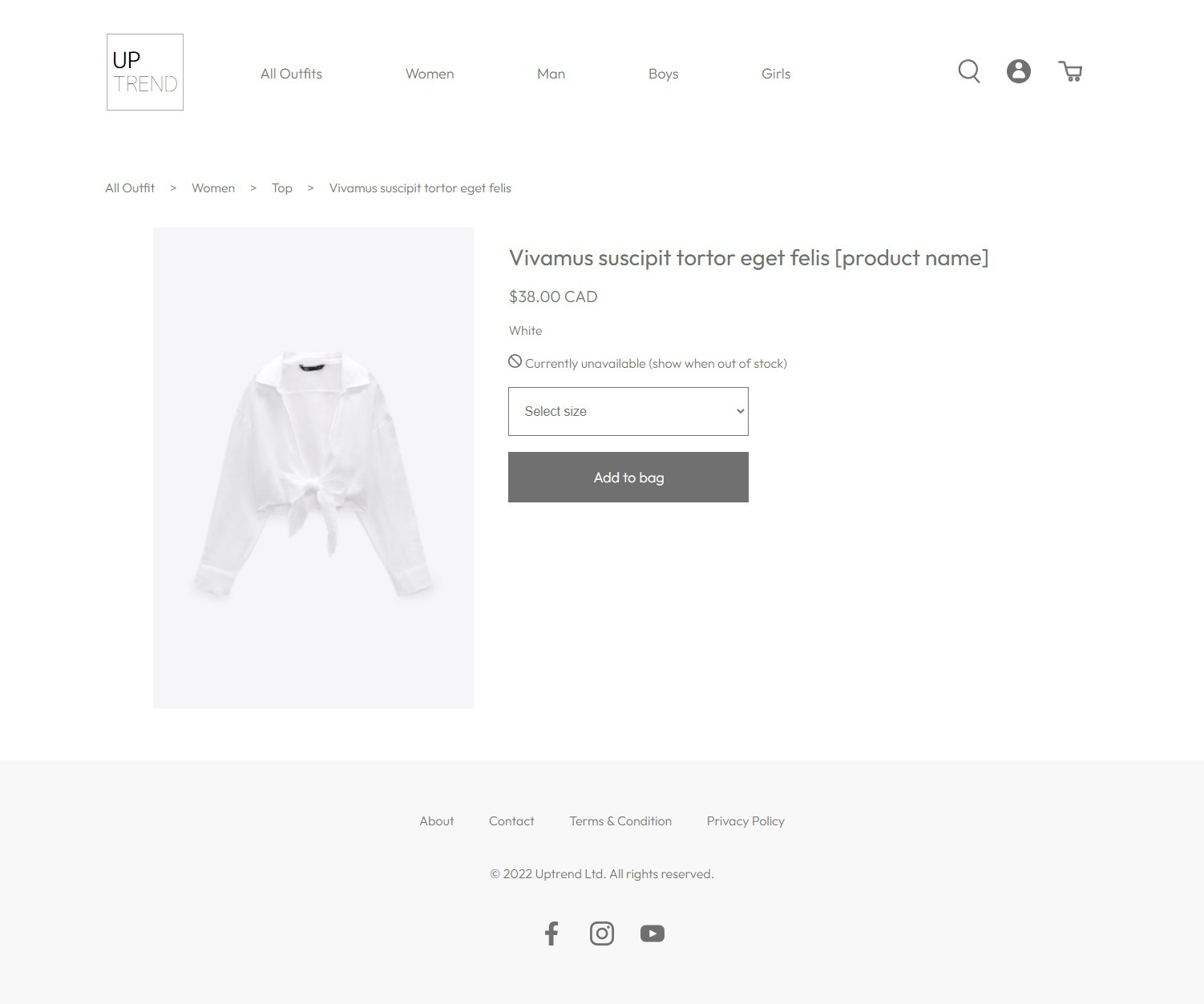
Home Page:



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: July 18, 2022** |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DESCRIPTION** | **HOURS** | | **UNIT PRICE** | **AMOUNT** |
| Planning / Exploration | 10 | | $100.00 | $1,000.00 |
| Design Services | 10 | | $100.00 | $1,000.00 |
| Coding and Programming | 20 | | $100.00 | $2,000.00 |
| Testing / Launch | 7 | | $100.00 | $700.00 |
|  |  | SUBTOTAL | | $4,700.00 |
|  |  | TAX(13%) | | $611.00 |
|  |  | **TOTAL DUE** | | $5,311.00 |

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**

134.122.35.36

**URL of the Project**

[http:// team3.uwpace.ca/](http://capstone.lakshitawebdev.xyz/)

**Admin User**

Email: team3@gmail.com

Password: team3@

**Regular User Login**

Email: team3\_regular@gmail.com

Password: team3@

**THANK YOU FOR YOUR BUSINESS!**