PROPOSAL FOR WEBSITE DEVELOPMENT

Prepared by: Maryna Haidashevska, Owner Web Time Company

Web Time Company

123 Main Street
Winnipeg, MB
R3M 2K7

Phone (204) 345-67-89
Email webtime@gmail.com

Web Time

Dear Steve George,

Coffee Time is a modern company, with individual approaches for each of our clients. Our experienced, fully accredited team of professionals helps our clients to rebuild their current website or to create an innovative and creative new one according to your requirements for a decent price. We also have specialists in Web Design, Photoshop, which help to choose modern designs, fonts, effects according to each clients' requirements. Thank you for your consideration with Web Time, and I look forward to discussing further steps with you in the near future.

Thank you,

V.Haidashevskyi

Vadim Haidashevskyi

Web Time

(204)123-45-67

Proposal

From: Maryna Haidashevska,
Web developer, Web Time Company
haidashevska-m@webmail.uwinnipeg.ca
To: Steve George, Director Communications,
Coffee Time
<edu@pagerange.com>
Date: December 11, 2018

1.0 Background

Coffee Time is a small coffee shop which started running in January 2016. This is family business where Vadim and his wife treated each customer as a family member. They are planning to increase their online presence. They find that their current site doesn't satisfied their customers' needs, and not mobile friendly. Also, the company would like to change it, to make it well-organized, streamlined and structured, to do navigation easy for users, to do it mobile friendly Likewise, it's important for company to make information about address more visible (for their primary audience – students and people who work in that area). Also, they would like to add a capability to add items in a shopping bag (for their second audience – people who would like to order a coffee in packages in lbs).

2.0 Target Audience

2.1 Primary Audience

Coffee Time is located in a busy Downtown area close to one of the campuses of University of Winnipeg (Post-Secondary Education), to the head office of Manitoba Hydro, and to a big number of other organizations offices. It makes us assume that students (age 21 to 40 years) and adults with good jobs in Downtown offices (age 25-50) are our primary audience. Students before classes and during their breaks, and workers as well before their work or during the lunch time need to go somewhere to get a high-quality coffee and backing goods for affordable prices. Also, it is a good place to relax with friends after hard day or difficult exam. Owners are so passionate about their business, they try to make an atmosphere in their café very comfortable and friendly to every customer. So, our design will include simple message to attract attention for coffee shop location, show images as an best example what they can get and mention that prices are not so high as competitors'.

2.2 Secondary Audience

Coffee Time wants to start working in online sales. They want to sell coffee in packages for those who prefer to enjoy roasted coffee at home. So, our secondary audience would be older adults (ages 35-65 years) which have houses, big kitchens, and coffee-makers. Coffee Time plan to deliver orders more than 50$ for free. So, we plan to do our website IE compatible as we know older adults still prefer to work with older versions of IE. And make big touchable bottoms on our mobile version.

3.0 Goals and objectives

Coffee Time emphasized their expectations from a new website:

- Website matches to modern standards
- It will help to increase numbers of their new directory – online sales coffee packaging
- The new design is held to imply new company's logo and updated pictures
- The site must allow their customers to order a coffee packaging
- Website could have an option allows to leave a feedback
- Must be functional, usable and easy-navigated

4.0 Project requirements and deliverables

- Streamline content
- User and mobile friendly (buttons bigger for older adults)
- Ability for customers to leave a feedback
- Design assume modern effects and fonts
- Usability testing
- Validate to W3C standards, CSS, HTML
- Needs to be compatible with older browsers (Internet Explorer 8)

5.0 Solutions and assumptions

We plan to keep all the content, but to reorganize and reupdate it, to do it mobile friendly. We plan to optimize content, to make windows to open faster, to do address information more visible as Call for Action (the most important one for our primary audience), to add an opportunity to leave a feedback for us as an additional information. We are assuming our client will provide with filling the content and choosing the appropriate photos and videos. We assuming to choose an appropriate hosting and programming according to your budget.

6.0 About us

We are modern company, with individual approaches for each of our clients. Our experienced, fully accredited team of professionals helps our clients to rebuild their current website or to create an innovative and creative new one according to your requirements for a decent price. We also have specialists in Web Design, Photoshop, which help to choose modern designs, fonts, effects according to each clients' requirements.

The hourly rate for our services is $60

7.0 Budget

The following table shows the budget for each of phase of creating website

Budget	Amount $
Planning	900
Design/Content	1,500
Coding	1,000
Programming	2,000
Launching/Maintenance	1,500
Miscellaneous	600,00
Total cost	**7,500**

As it shown in the table above, the budget for this project will be $7,500
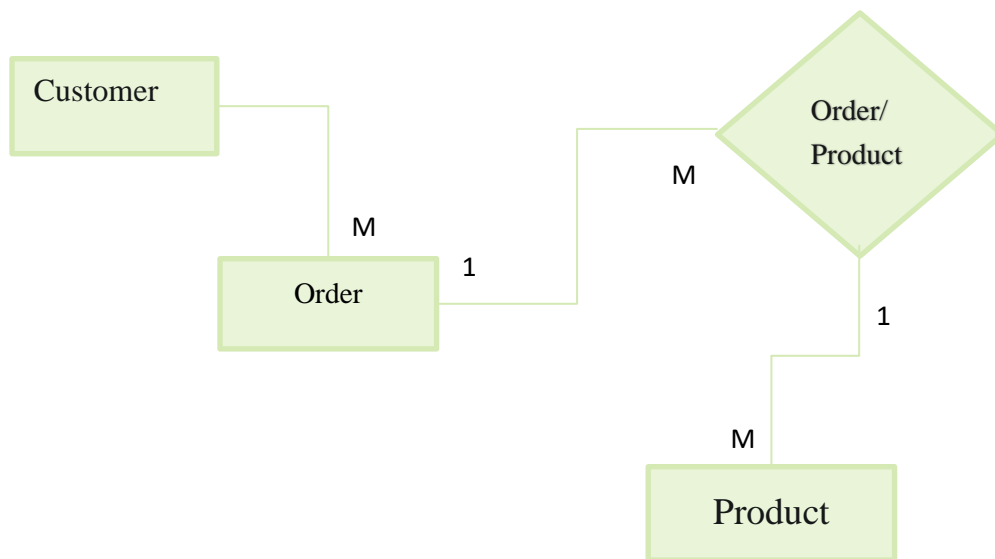
8.0 Work Plan

We are going to work on the following stages:

1. <u>Planning</u>.

    This phase will begin on January 8, 2019. We plan to ask an additional information to our client, to ask them to be more specific about their needs and goals.

    Planning tables for storing data (Logical model)

Customer Table Schema:

customer([customer_id], first_name, last_name, is_admin, age, street, city, postal_code, province, country, phone, email, created_at, updated_at)

Order Table Schema:

order_id([order_id], cost, sub_total, quantity, gst, pst, total, customer_id, created_at, updated_at)

Order/Product schema:

order_id([order_id, problem_id], product_name, price, quantity, subtotal, delivery_cost, total)

Product Table Schema:

product([product_id], product_name, long_description, short_description, availability, country_of_origin, weight, price, roast, grind).

Customer
- customer_id INT
- first_name VARCHAR(45)
- last_name VARCHAR(45)
- is_admin VARCHAR(45)
- age INT
- street VARCHAR(45)
- city VARCHAR(45)
- postal_code VARCHAR(6)
- province VARCHAR(45)
- country VARCHAR(45)
- phone CHAR(10)
- email VARCHAR(125)
- order_id INT
- created_at DATETIME
- updated_at DATETIME
- Indexes

Orders
- order_id INT
- cost FLOAT
- sub_total FLOAT
- quantity INT
- gst INT
- pst FLOAT
- total FLOAT
- customer_id INT
- created_at DATETIME
- updated_at DATETIME
- Indexes

Order/Product
- order_id INT
- product_id INT
- product_name VARCHAR(45)
- price FLOAT
- quantity DECIMAL
- subtotal FLOAT
- delivery_cost FLOAT
- total DECIMAL
- Indexes

Product
- product_id INT
- product_name VARCHAR(45)
- product_image VARCHAR(255)
- long_description TEXT
- short_description VARCHAR(255)
- availability TINYINT
- country_of_origin VARCHAR(45)
- weight DECIMAL
- price FLOAT
- delivery_cost FLOAT
- roast VARCHAR(45)
- grind VARCHAR(45)
- created_at DATETIME
- 1 more...
- Indexes

Deliverables: proposal approved, content outline, sitemap, blocks comps, choosing pictures, created tables in database

Cost: $900

2. Design.

To create an appropriate design, with required colours, fonts, with original pictures

Deliverable: photoshop docs, original photography, final content

Cost: $1.500

Our team will design % HTML pages. The "Home" page will include the images of the coffee shop, information about location, with link to google map, and call to action. The "About" page
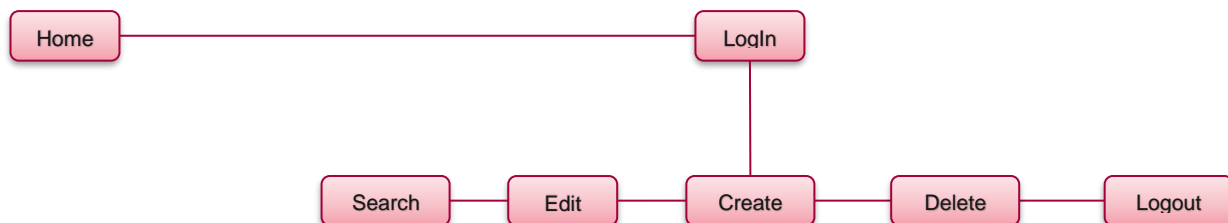
will include the background of the company, their team, and equipment. The "Menu" page will include all company menu with descriptions. The "Shop" page will include the information and descriptions about all variety of coffee beans they offer, country of where they've been imported, and information about delivery. The "LogIn" page allows customers to enter to their profile. The "Register page" allows new customers to register on their web site. They have to provide all information required in registration form. Our created validators will check if the information provided is safe and meet requirements for each field. Customers have to create their own passwords (that meet out criteria). We plan to store our information using cryptographic hash functions, which prevent our stored passwords from using

- Dictionary Attacks
- Bruteforce
- Rainbow Tables

Then customer would be able to log In into their profile and to check all their information.

After login customer would be able to see a profile page with all information provided before.

The "Contact" page will include the information about location, hours of operation.
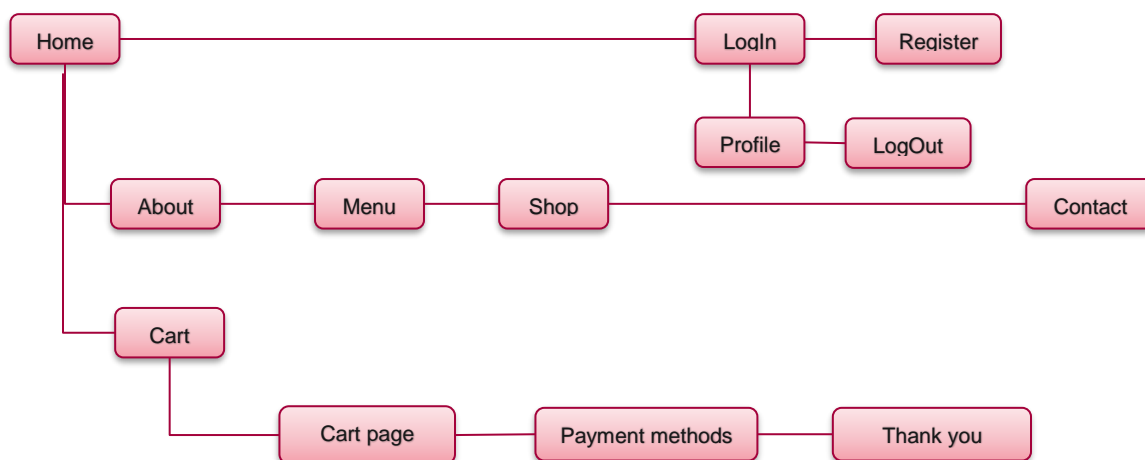
But when you accessing as an Admin, you will have more option when accessing into your profile, and would be able to search for records, to select record to edit,
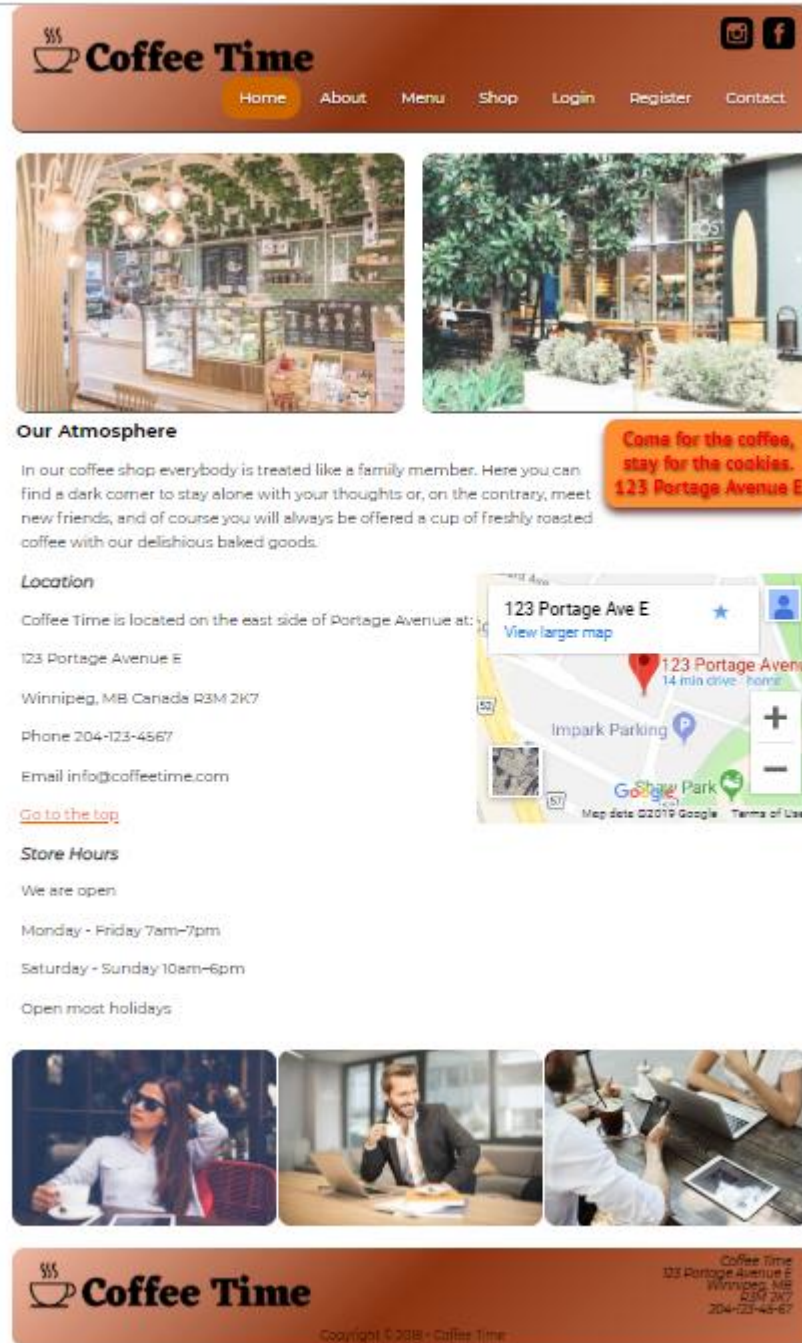
Dashboard for backend:
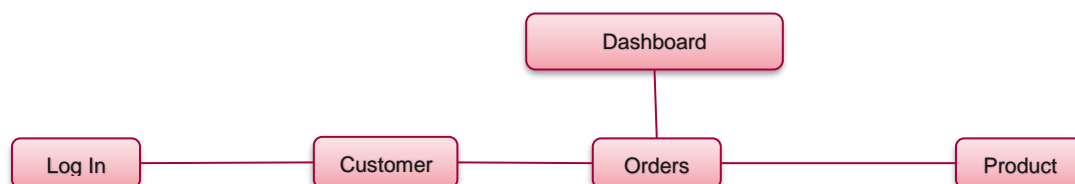
Web Time

Coffee Time

Home   About   Menu   Shop   Login   Register   Contact
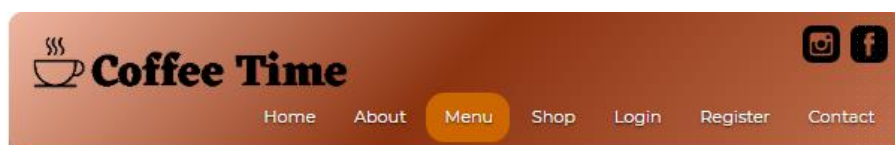
Coffee Time Menu

We open daily 7am to 7 pm

Espresso

Espresso/Americano $2.50

Macchiato $2.50

Latte $3.5

Cappuccino $3.50

Mocha $4.00

Extra Shot $1.00

Coffee

Vacuum Pot $5.00

Bakery

Baked fresh daily

Bagels $3.25

Plain, onion, three cheese, blueberry, or cinnamon raisin, with plain or flavoured cream cheese.

Muffins $2.50

Bran, banana nut, oe lemon poppyseed

Croissant $3.00

Plain, cheese, srtawberry, raspberry

Specialty Drinks

Tea Latte $3.00

Green jasmine, or Earl Grey teawith steamed milk

Hot Chocolate $3.50

Organic dark chocolate, streamed milk, and whipped cream

Raspberry Mocha $4.50

Espresso, premium chocolate, steamed milk, hazelnut, raspberry syrup

White Chocolate Mocha $4.50

Espresso, glated white chocolate, steamed milk
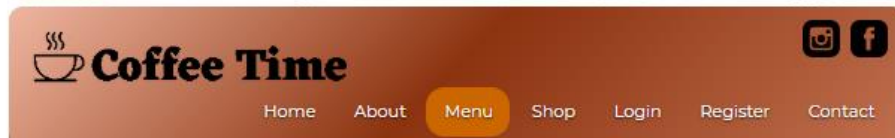
Mexican Hot Chocolate $3.50

Organic dark chocolate with cinnamon and a dash of chile

Extras

Flavoured Syrup $1.00

Steamed Milk $0.50

Almond/ Coconut Milk $1.00

Coffee Time

Home   About   Menu   Shop   Login   Register   Contact

Coffee Time

Home About Menu **Shop** Login Register Contact

Coffee we offer

Free shipping over 49$

Coffee Beans	Coffee variety	Description	Price per lb
	Bolivia Colonial Caranavi(South America)	Slightly Spicy, Full Body, Good Balance	$25.00
	Mexican "Oaxaca" (North America)	Full Bodied, Sweet, Nutty Elixir (Medium-Dark Roast)	$18.00
	Café Femenino Peru (South America)	Quality Coffee, Equality in Life. Grown by a women's coffee co-op in Per	$20.00
	Ethiopian Sidamo (Africa)	Fruity flavour, medium body. The "fine red wine" of coffee	$24.00
	Rwanda "Ikawa-Nini"(Indonesia)	Dark, heady and heavy on the tongue	$20.00
	Sumatra "Café Femenino" (Medium-Full)(Indonesia)	Full Body. Delicate sweetness. Complex and Fruity Aroma	$15.00

Fresh Roasted Coffee Beans

Go to the top

Your arabica coffee beans are roasted within hours of placing your order and shipped to you immediately. It's as fresh as you can get, without roasting them yourself at home. When you order, your coffee beans are roasted to a medium roast, dark roast or espresso roast depending on your option, then ground (or not) to how you choose on the product page. This ensures you get the freshest, best roasted coffee possible, and not coffee that has been sitting on store shelves for weeks or even months. We bag the fresh coffee beans in a valve bag that releases the CO2 while preventing air from entering - guaranteeing your coffee remains fresh and at peak flavour for as long as possible.

Whole Bean Coffee

Go to the top

All of our coffee begins as whole coffee beans, and we can ship it to you unground, or you can tell us grind it however you want at no extra charge. Buying the coffee as whole bean allows you to grind it yourself, which keeps it fresh until you're ready to brew. One of the most important things you can do to keep your coffee tasting fresh is buy it whole bean, and then grind it just before you're ready to brew. It keeps the aroma locked up, and prevents the coffee from oxidizing so that you can enjoy more of the true, bold taste. Because of this you won't find the cheapest coffee here, but with the high quality you will find one of the best coffee values in Canada. This coffee can be used to make cold brew coffee as well, or you can buy pre-made pour-and-serve cold brew.

Bulk Coffee Beans

Go to the top

Coffees here are broken down into the 1-lb (16 oz, 454 g, 0.45 kg) valve-seal bags, making it easy to store multiple coffees without worrying about it going stale. If you want to order 1kg (2.2-lb) or 1.36kg (3-lb), simply order multiple 1-lb bags. We also have 5-lb (2.27kg) bags available under our wholesale coffee section. For restaurants and hotels, you can find coffee fraction packs in a variety of sizes.

Coffee Time

Coffee Time
123 Portage Avenue E
Winnipeg, MB
R3M 2K7
204-123-45-67

Web Time

Coffee Time

Home   About   Menu   Shop   **Login**   Register   Contact

Web Time

Please log in into your account

First Name
Please enter your first name

Last Name
Please enter your last name

Email
Please enter your email

Password
Your password

Login

Coffee Time

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Coffee Time

Home   About   Menu   Shop   Login   Register   Contact

Registartion Form

Registration Form

First Name

Last Name

Age

Street

City

Postal Code

Province

Country

Phone

Email

Password

Confirm password

Login

Coffee Time

Coffee Time
123 Portage Avenue E
Winnipeg, MB
R3M 2X7
204-123-45-67

Coffee Time

Home   About   Menu   Shop   Log Events   Profile   Logout   Contact

Welcome back, Vadim ! You have successfully logged in.

Welcome to your profile page!

- **first_name**: Vadim
- **last_name**: Haidashevskyi
- **age**: 33
- **street**: 55 taylor street
- **city**: Winnipeg
- **postal_code**: R3C1L9
- **province**: Manitoba
- **country**: Canada
- **phone**: 3334444
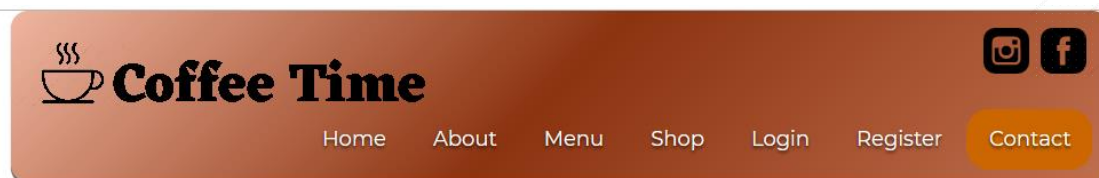- **email**: vadim33@gmail.com

Add another user

Coffee Time

Coffee Time
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3. Coding: on this phase we are choosing language of coding, coding, front end, slicing PSDs, planning approach, testing.
   Deliverable: code HTML, review PSDs, clients' approval
   Cost: $3,000

4. Launching: we continue testing, working with mistakes (if found) define approach, normalizing, define framework. *Deliverables:* ready to launch website
   Cost: $1,500

9.0 Conclusion

We are looking forward to hearing from you. It's a great pleasure for us to have an opportunity to work with your organization.

Appendix 1

Workback Schedule

From: Maryna Haidashevska,

Web developer, Web Time Company

haidashevska-m@webmail.uwinnipeg.ca

To: Steve George, Director Communications,

Coffee Time

<edu@SteveGeorge.com>

Date: December 07, 2018

Task	Responsible	Date
Work Starts	WEB TIME	Jan 3
Planning phase begin	WEB TIME	Jan 3
Schedule meeting with client	WEB TIME	Jan 3
Creative brief complete	WEB TIME	Jan 3
Creative Brief approved	COFFEE TIME	Jan 4
Content outline completed	WEB TIME	Jan 5
Content outline approved	COFFEE TIME	Jan 6
Planning Phase Brief	WEB TIME	Jan 10
Design/ content phase begins	WEB TIME	Jan 15
Beginning designing based on Creative Brief	WEB TIME	Jan 15
Original photography	COFFEE TIME	Jan 20
Organized PSDs	WEB TIME	Jan 24
Sending to client for review	COFFEE TIME	Jan 29
All content approved	COFFEE TIME	Jan 31

Design approved	COFFEE TIME	Feb 1
Content for designers for placement	WEB TIME	Feb 1
Design/content phase ends	WEB TIME	Feb 1
Coding/Programing phase starts	WEB TIME	Feb 1
Review PSDs and plan approach	WEB TIME	Feb 5
Slicing PSDs	WEB TIME	Feb 10
Code SSS,Validate SSS	WEB TIME	Feb 13
Coding HTML completed/approved	WEB TIME	Feb 13
Client review	COFFEE TIME	Feb 13
Testing	WEB TIME	Feb 15
Client approved	COFFEE TIME	Feb 19
Launching phase starts	WEB TIME	Feb 19
Report to a client	WEB TIME	Feb 25
Manage errors	WEB TIME	Feb 28
Site Launched	WEB TIME	Mar 04

Timelines

Task	Responsible	Hours	Cost ($)
Planning phase begin, meeting with client, brief complete	Maryna Haidashevska	10	600
Content outline completed	Maryna Haidashevska, Vadim Haidashevskyi	5	300
Beginning designing based on Creative Brief	Maryna Haidashevska	5	300
Original photography	Vadim Haidashevskyi	5	300
Organized PSDs	Maryna Haidashevska	8	480
Sending to client for review	Vadim Haidashevskyi	1	60
Content for designers for placement	Vadim Haidashevskyi	9	540
Design/content phase ends	Maryna Haidashevska	2	180
Coding/Programing phase starts	Vadim Haidashevskyi	35	2100
Review PSDs and plan approach	Maryna Haidashevska	7	420
Slicing PSDs	Vadim Haidashevskyi	8	900
Testing	Vadim Haidashevskyi	5	300
Report to a client	Maryna Haidashevska	8	480
Manage errors	Vadim Haidashevskyi	8	480
Site Launched	Maryna Haidashevska	4	240

Plus miscellaneous $600

Total cost: $7.500

Invoice

Web Time Company

INVOICE # NO.1
DATE: DECEMBER 10, 2018

123 Main Street, Winnipeg, MB, R3M 2K7
Phone Phone (204)345-67-89
Email coffeetime@gmail.com

Steve George
Coffee Time Company
123 Portage Avenue,
Winnipeg, MB, R3M 2K7
(204)345-67-89

Web Time

DESCRIPTION	HOURS	UNIT PRICE	LINE TOTAL
Planning	15		900,00
Design/Content	25		1,500
Coding	20		1,000
Programming	30		2, 000
Launching/Maintenance	25		1,500
Miscellaneous			600,00
		SUBTOTAL	7,500
		SALES TAX	0
		TOTAL	7,500

Quotation prepared by: _____

This is a quotation on the goods named, subject to the conditions noted below: Describe any conditions pertaining to these prices and any additional terms of the agreement. You may want to include contingencies that will affect the quotation.

To accept this quotation, sign here and return: _____

THANK YOU FOR YOUR BUSINESS!