

Cover Letter

The Analyst
Doon Campus
Kitchener
Date

Nickolas
Senior BA
INFO8440

Subject: Get information regarding Developing/Redesigning a website for CDL.

Dear Nickolas,

We are hereby writing this letter to help you redesign and upgrade your website. We have got a team of developers and designers who are dedicated and creative towards their work. We are really looking forward to start working on the project.

Therefore, we want to get some information about the website and your desirable UI and development regarding the project. Please find the attachment and respond to the questions and documents and let us know if you want other information or details regarding our work and delivery for this project.

Sincerely,

The Analyst



WEBSITE

Integrated Case Study



MARCH 12, 2021

THE ANALYST

Parth Shah

Bhargav Trivedi

Tarang Mehta

Hardik Patel

Jeel Patel

Dipen Patel

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1.Document History Chart

Row	Revision Date	Revision Title	Notes
1	March 4, 2021	Initialization of Project 2 Task-1	Select First Point of contact study.
2	March 4, 2021	Started working on Task-1	Divided work among group members, generate new ideas, made confidentially statement, write executive summary, and make a cover letter which addressing us as a BA
3	March 5, 2021	Ready to Deliver Task-1	Gather all data into single word file. Deliver professional document.
4	March 6, 2021	Initialization of Task 2	Task-2 Kickoff meetings.
5	March 7, 2021	Started working on Task 2	Created Project scope.
6	March 10, 2021	Tools and Technique	Created WBS, RACI matrix, Gannt Chart.
7	March 11,2021	Final Task-2 Deliverable	Crated Risk Plan
8	March 12,2021	Task-2 Deployment	Gather all data into single word file. Deliver professional document
9	March 13,2021	Create Use case diagram	Create use case diagram and cock burn template
10	March 15, 2021	Prototype	Create prototype and annotation of prototype
11	March 18, 2021	Menu Map	Create and deploy menu map same day
12	March 22, 2021	Excel and budget calculator	Started research on budget and cost
13	March 30,2021	Excel file of budget calculator	Deployment of excel file
14	April 1, 2021	Presentation Day	Deploy Presentation
15	April 1, 2021	Ready to Deliver Final Task	Gather all data into single word file.

			Deliver professional document.
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2.Executive Summery

The purpose of the report is to brainstorm the ideas for CDL website development. In this report, we will be looking at some of the key points of the website development for CDL, which includes collecting information for the website development, to get started to create a first look of the website or we can describe it as a draft prototype of website. This report also includes the document history chart, which is an informative chart to know the step-by-step process of the CDL website development project.

3. Client Background

3.1 Client's History

- Launched in 2004, and designed by a Kijiji freelancer, CDL's website was never fully integrated into any business strategy or plan. Its content presented general information about CDL's medical imaging products, with a specific focus on a product line that CDL no longer offers. Years have passed with no attention being paid to the site or the impact that this site has had on potential customers. CDL's accounting department pays the hosting invoice and the domain registration fees annually. No one knows the hosting site login username and password now.

3.2 Stakeholders

- **Billy Bob:** Primary shareholder and CEO of CDL.
- **Senior Management:** Helped in growth of CDL by their expertise, handles different departments of CDL.
- **Accounting Department:** Pays the hosting invoice and the domain registration fees for CDL website.
- **Marketing Department:** Handles social media and offline marketing of CDL products and services.
- **IT Department:** Handles the website operations of CDL, Keep the website and TrackR App updated.
- **Customers:** Customers have been very supportive for CDL since the beginning. They have provided genuine feedback and helped CDL to grow.

3.3 Current Business Challenges

- **Product & Service:** CDL had TrackR app listed on their website which is no longer available, currently CDL have no product to list on their website.
- **Marketing:** Due to TrackR app failure, CDL has faced many negative feedbacks which has affected CDL's brand reputation and value. Marketing team have big challenge to gain CDL's brand value in market again.
- **Finance:** Finance team is paying hosting invoice and domain registration fees every month for the website which is of no mean for CDL right now. And they cannot even shut the website down as the TrackR app upgrade is still in process and reason why finance department is facing trouble paying fees for website.
- **Website:** CDL's website is so out-of-date that it is now damaging the brand. Progressive customers of CDL's profitable business division, Medical Imaging, have been asking for elementary e-commerce systems now for at least one year.

3.4 The Brand Involved

- **Conestoga Design limited:** CDL is seller of medical imaging equipment and has launched the application name TrackR, currently CDL is facing some issues regarding the website.
- **Conestoga College:** Conestoga college is the institute with wide range of courses, and it is popular around globe for welcoming international students for education. Currently, it has given the student an opportunity to study on a case of CDL.

3.5 Key Metrics

- **Sales and Revenue Generation:** CDL has projected 5000 new adopters of TRACKR a month foresees this numbers staying stable for next 2.5 years before any significant increase can be noted.
- **Customer Satisfaction:** CDL customers were satisfied with the machinery built by CDL and CDL was recognized as highly reliable brand in its respective field.
- **Company Expansion:** CDL expanded its call centre and doubles the staffing to provide tech support and customer service for the TrackR product line. A new generation private branch exchange also known as a phone system was installed.
- **Social Media:** CDL's TrackR App Upgrade project has established an official presence on one of the major social media channels. The development team's regular reports are showing others some of the early benefits from this.

4.1 CDL Client Requirements

ID #	Known Client Requirements	Requirement Description
1	Assess Executive Knowledge on Website Tech and Strategic Uses. Develop Ed plan.	Only some of the 6 Executives know about Website technologies and strategic uses. The Marketing VP is the most knowledgeable and asks that your team assess 3 of the executives, excluding the Marketing VP, on their critical knowledge about Website technologies and strategic uses. Then, each of the three executives need a custom training plan, including goals, to educate them so that they can participate fully in the decision-making processes about this website development.
2	Collect Executive opinions on change in crisis times. Develop SWOT.	CDL's Executive Team is realizing that the Executive Dashboard, and the regular meetings, is causing them to become quicker to respond to problems. Also, it is clear that not all 6 execs share the same opinions about technical change while the company teeters on the brink of bankruptcy. Again, you are to gather their opinions about change while CDL is in a mess. This should help you also provide a SWOT discussion document for the Exec Team.
3	Collect and develop Med Imaging Marketing ideas for website.	Apparently, CDL's marketing group has several ideas about Website features that will satisfy existing customer needs, especially for the Medical Imaging group. Collect those ideas and make detailed suggestions on how they might be realized.
4	Collect and develop TrackR App upgrade team ideas for website.	The TRackR App Upgrade project is now three weeks old, and apparently they also have some website requests. Collect those requests as well and make detailed suggestions on how they might be realized.
5	Develop BA team ideas for website.	Suggestions from your team as to features that may benefit CDL. Features that could have immediate impact need to be described in detail, including numerical projections regarding the impact.
6	Med Imaging AS-IS for Marketing, Order, Delivery. Website possibilities. Reuse of Marketing content.	Document how CDL is currently marketing, taking orders, and supplying Medical Imaging equipment to its medical clinic customers. Advise CDL Executives on how Website technologies might better support parts of, or all of, the CDL Medical Imaging business processes. Is this e-Commerce? Can any of Med Imaging's current marketing materials be used in the website?
7	TrackR As-Is for Marketing, Sales and EndUser Support. Website possibilities. Ecommerce dangers.	You already know how CDL sells and supports TrackRs. Also, you already know the TrackR challenges. Provide an updated AS-IS profile for TrackR Marketing, Sales and EndUser Support. Advise CDL Execs on how Website tech might be used to sell or support TrackRs, and what risks exist. Remember, CDL's current customers have a lot of TrackR's on their shelves!
8	Definitions of Customers and End Users	Apparently, the Marketing VP is continually confusing the rest of the executive by talking about customers and end users as

		if they are two different groups. Please investigate this and provide clear definitions.
9	RFQ for supply of development talent	CDL currently has no Website developers available, either full-time on staff, or hired on contract. For this project to succeed, CDL must get the services of at least a lead and junior developer, and possibly a project manager/social media tech expert. CDL would prefer to contract them. This will require a very detailed Request for Quotation (RFQ) document, that will be issued to interested contractors. Also, what resources might they need?
10	2nd Generation Website 1st Draft Prototype	To get everyone started, your team needs to produce a first draft of a Website using prototyping software. That prototype should cover functions that you feel are realistic and achievable. The usual items (process flow, pseudo code, elements list, etc) to describe the prototype must be produced. This prototype must support both the Medical Imaging and the TrackR portions of CDL's business model. This will help in the onboarding of the developers, and the education / visioning of the Executive Team.
11	2nd Gen Website 1st Draft Prototype - Standard and UI Specs	As well, a detailed set of specs for the website (ie navigation, colours, fonts, etc) needs to be started. The specs must explain the standards that your team is proposing.
12	Prototype Elements Listing	an Excel workbook, to accompany the RFQ, of all needed website elements, all with unique ID #'s. Some elements (content) will be supplied by CDL staff.
13	Prototype Elements Listing with Budget Calculator Functions	another Excel workbook that has all the content of 12) plus, the ability to enter estimates of time to produce each type of element, and the labour rate of a developer, and thus calculate a total budget cost for the website. This workbook will form the basis of quote evaluation and ultimately acceptance testing
14	CDL Staff Website Project Plan	a project plan (or project plans) showing how CDL staff (from both Medical Imaging and TrackR) can provide content to the new website, then cooperate with the developers to start up and test the website.
15	Web Hosts Survey	Advise CDL, in detail, on Web Host options, that are Canadian, and environmentally friendly. This would be in the form of a survey and comparison, as of June 2019, of three potential Canadian website hosts for this proposed website, including projected costs for two years
16	Web Hosts Ongoing Tech Support	The IT director is adamant that CDL will not be left with a website with no tech support on staff, like what happened in 2004. How might that be achieved, when the website is operational, and the developers no longer have work to do?

(SeniorBA(Conestoga_College), Phase 2 Website Requirements 190502, 2019)

4.2 Course Needs

ID #	Course Need	Need Description
20	Standard Report Packaging	Letter of Transmittal, Cover Page, TOC, Doc History, Page Headers, Footers Numberings
21	Primary Audience Guidance	Executive Summary, Assumptions, Conclusions
22	Elicit info from Client	RFIs, Unanswered Questions, Background and Overview of Client, Systems and Actors, Business Challenges, Current Brand Status, Actors and Interactions
23	Support Submitted Work	Detailed References for all Sources of Knowledge, RFI report included as an Appendix.
24	Project Scope	<ol style="list-style-type: none"> 1. Known Client Requirements 2. Course Needs 3. Deliverables 4. Action Plan
25	Regular Management and Reporting	Regular Project Management and Time + Effort Reporting thru meetings and RACI Workbook submission
26	Standard BA Advice and Suggestions	Possible Future Analysis and Development, Measuring Success and Failure, Probable Risks and Benefits of the Suggestions in this Project
27	Presentation	Audience of the Presentation is well defined, and the presentation is appropriate for that audience. presentation gives highlights of team's work, and regularly encourages audience to refer to the report and supporting materials. Presentation encourages audience to embrace business change thru the suggestions.
28	Business Analyst, not Developer	The team, and each member, must show that they are acting more as BA's, not developers.
29	All Knowledge into the Final Report	All the Knowledge that the team has collected throughout the entire project should be in the final report, and/or in the accompanying files.

(SeniorBA(Conestoga_College), Phase 2 Website Requirements 190502, 2019)

4.3 Project Deliverables

Deliverables #	Team Response to Need #	Deliverables Details
41	1A	The Analyst team will provide report and presentation content on an assessment of 3 of the executives, excluding the Marketing VP, on their critical knowledge about Website technologies and strategic uses.
42	1B	The Analyst team will provide report and presentation content on custom training plans, including goals, of 3 of the executives, excluding the Marketing VP, on their critical knowledge about Website technologies and strategic uses.
43	2A	The Analyst team will provide report and presentation content on the opinions of all 6 VP about change while CDL is in a mess.

44	2B	The Analyst team will provide report and presentation content on a SWOT discussion document for the Executive Team.
45	3A	The Analyst team will provide report and presentation content on CDL's marketing group's ideas about Website features that will satisfy existing customer needs, especially for the Medical Imaging group
46	3B	The Analyst team will provide report and presentation content on make detailed suggestions report on the Marketing Group's website ideas.
47	4A	The Analyst team will provide report and presentation content on CDL's TRackR App Upgrade project's Website feature requests.
48	4B	The Analyst team will provide report and presentation content on the CDL's TRackR App Upgrade project's Website feature requests.
49	5A	The Analyst team will provide report and presentation content on feature(s) that team believes may benefit CDL immediately.
50	5B	The Analyst team will provide report and presentation content on numerical projections regarding the impact of feature(s) that team believes may benefit CDL immediately.
51	6A	The Analyst team will provide report and presentation content on how CDL is currently marketing, taking orders, and supplying Medical Imaging equipment to its medical clinic customers.
52	6B	The Analyst team will provide report and presentation content on how Website technologies might better support parts of, or all of, the CDL Medical Imaging business processes.
53	6C	The Analyst team will provide report and presentation content on a definition of e-commerce.
54	6D	The Analyst team will provide report and presentation content on the way to Med Imaging's current marketing materials could be used in the website.
55	7A	The Analyst team will provide report and presentation content on the current TrackR Marketing, Sales and End User Support business processes.
56	7B	The Analyst team will provide report and presentation content on how Website technologies might be used to sell or support TrackRs.
57	7C	The Analyst team will provide report and presentation content on the risks of using Website technologies to sell or support TrackRs at this time.
58	8	The Analyst team will provide report and presentation content on clear definitions of CDL's customers and end-users for both TrackR and Medical Imaging.

59	9	The Analyst team will provide report and presentation content on a very detailed Request for Quotation (RFQ) document, that will be issued to interested contractors, to a lead and junior developer, and possibly a project manager / social media tech expert.
60	10A	The Analyst team will provide report and presentation content on a first draft of a Website using prototyping software. That prototype should cover functions that you feel are realistic and achievable, and must support both the Medical Imaging and the TrackR portions of CDL's business model.
61	10B	The Analyst team will provide report and presentation content on a process flow and/or a screen map for the prototype Website, as well as pseudo code where appropriate.
62	10C	The Analyst team will provide report and presentation content on a annotated list of elements for the prototype Website.
63	10D	The Analyst team may provide report and presentation content on a video, with audio explanations, of the prototype Website.
64	11	The Analyst team will provide report and presentation content on a detailed set of specs for the website. <ul style="list-style-type: none"> • navigation, • colours, • fonts, • Etc. that will explain the standards that your team is proposing.
65	13	The Analyst team will provide report and presentation content on a copy of the Excel workbook of annotated list of elements for the prototype Website, that has the ability to enter estimates of time to produce each type of element, and the labour rate of a developer, and thus calculate a total budget cost for the website.
66	14	The Analyst team will provide report and presentation content on a project plan (or project plans) showing CDL staff (from both Medical Imaging and TrackR) able to provide content to the new website, then cooperate with the developers to start up and test the website.
67	15	The Analyst team will provide report and presentation content on a survey and comparison, as of June 2019, of three potential Canadian website hosts for this proposed website, including projected costs for two years. Web Host options are Canadian and environmentally friendly.
68	16	The Analyst team will provide report and presentation content on how to support the website after the initial development is done.

70	Definition of a Project Plan	A Project plan is a package of knowledge that has, at minimum, lists of: <ul style="list-style-type: none"> a. Needs and Goals, or a Project Vision, b. Deliverables, and related Activities, c. Resources Required, and d. Metric(s) to measure success
71	Definition of a Budget Framework	A Budget Framework is a package of knowledge that has, at minimum: <ul style="list-style-type: none"> a. A list of the different ways that money, or time, or both, must be spent, b. Another column for amounts of time (with units like hours or minutes in the title) c. Another column for amounts of money d. Has entries in the amounts columns that are either: - "Unknown" in both, or - a value based on something factual in either e. No total line, or total amounts. There are unknowns, so a BA doesn't want to be held by a decision maker to a total.

(SeniorBA(Conestoga_College), Phase 2 Website Project Deliverables 190702, 2019)

4.4 Action Plan

Need #	Action Plan Details	Deliverables #
1	<ul style="list-style-type: none"> - Read and research about critical website knowledge and technologies and its strategic uses. - Provide report and presentation for training materials. 	41, 42
2	<ul style="list-style-type: none"> - Take Opinion and suggestions from 6 Executive - Create report and Presentation on Changes in CDL. - Create brief report on SWOT analysis with help of executives. 	43,44
3	<ul style="list-style-type: none"> - Research on Marketing' Group Ideas about features. - Make report and Presentation on Marketing' Group Ideas about features. 	45,46
4	<ul style="list-style-type: none"> - Make a report and Presentation on CDL's TrackR Application Upgrade Project Website requests. - Provide result of features of requests in presentation. 	47,48
5	<ul style="list-style-type: none"> - Create a report and presentation content on feature(s) benefit CDL immediately. - Create a report and presentation content on numerical projections regarding the impact of feature(s) that benefit CDL immediately. 	49, 50
6	<ul style="list-style-type: none"> - Create a report and presentation content on CDL current marketing, taking orders, and supplying Medical Imaging equipment. - Create a report and presentation content on Website technologies and all of the CDL Medical Imaging business processes. - Create a report and presentation on a definition of e-commerce. 	51, 52, 53, 54

	<ul style="list-style-type: none"> - Create a report and presentation on how Med Imaging's current marketing materials that can be used in the website. 	
7	<ul style="list-style-type: none"> - Create a report and presentation on the current TrackR Marketing, Sales and End User Support business processes. - Create a report and Presentation on Website technologies which is use to sell or support TrackRs. 	55, 56, 57
8	<ul style="list-style-type: none"> - Create a report and presentation on clear definitions of CDL's customers and end-users for both TrackR and Medical Imaging. 	58
9	<ul style="list-style-type: none"> - Create a report and presentation on a very detailed Request for Quotation (RFQ) document. - Include, <ul style="list-style-type: none"> o Interested contractors, to get quotes on the supply of services o At least a lead and junior developer, o Possibly a project manager / social media tech expert. 	59
10	<ul style="list-style-type: none"> - Create a report and presentation on the first draft of a Website using prototyping software. - The prototype should be realistic and achievable and must support both the Medical Imaging and the TrackR portions of CDL's business model. - Create process flow, screen map, and pseudo-code for the website. - Create a report and presentation on a process flow and/or a screen map for the prototype Website, as well as for pseudocode. - Create a report and presentation content on an annotated list of elements for the prototype Website. <ul style="list-style-type: none"> o An Excel workbook o The RFQ, o All the needed website elements, o All with unique ID #'s. Some Website elements (content) will be supplied by CDL staff, not the Developers. - Create a report and presentation content on a video, with audio explanations, of the prototype Website. 	60, 61, 62, 63
11	<ul style="list-style-type: none"> - Create a report and presentation content on a detailed set of specs for the website <ul style="list-style-type: none"> o i.e. navigation, o colours, o fonts, o etc., that explain the standards that your team is proposing. 	64
13	<ul style="list-style-type: none"> - Create a report and presentation on the Excel workbook of an annotated list of elements for the prototype Website <ul style="list-style-type: none"> o The website should have the ability to enter estimates of time to produce each type of element. o The labour rate of a developer, and thus calculate a total budget cost for the website 	65

14	<ul style="list-style-type: none"> - Create a report and presentation on a project plan showing CDL staff (from both Medical Imaging and TrackR) include, <ul style="list-style-type: none"> o content to the new website, o developers start-up and test the website. 	66
15	<ul style="list-style-type: none"> - Create a report and presentation on a survey and comparison; as of June 2019, comparison should include <ul style="list-style-type: none"> o three potential Canadian website hosts for this proposed website, o projected costs for two years. o Web Host options are Canadian and environmentally friendly 	67
16	<ul style="list-style-type: none"> - Create a report and presentation on support for the website after the initial development is done. 	68

(SeniorBA(Conestoga_College), Phase 2 Website Project Deliverables 190702, 2019)

5.Tools and Techniques

In this section, our team will explain the tools and techniques used in the project.

5.1.RACI Matrix

RACI Matrix is designed in Excel file which is attached with this document. Please review the attached file.

5.2. Work Breakdown Structure

Work Breakdown Structure is designed in Visio file which is attached with this document. Please review the attached file.

5.3. Gantt Chart

Gantt Chart is designed in Excel file which is attached with this document. Please review the attached file.

5.4. Team Contract

Team: The Analyst

Objective:

The Objective of this Project is to identify all the problems faced by CDL and provide an appropriate solution to build an upgraded version of CDL website that will help company to gain huge profits and appreciation in market.

Team Roles and Responsibility:

Project Manager:

- Distribute the work properly among the team members.
- Resolve problems anddisagreement.
- Keep track and provide feedback of all activities of the group.
- Manage all deliverables will be delivered on time.
- Provide a support to team.

Business Analyst:

- Analyze the problem to find a suitable solution.
- Help other team members in need.
- Attend every Scrum/ Project meeting and provide a proper work progress.
- Provide solution to other problems and understand other's viewpoint.

Team Code of Conduct:

- As we are working in a team, we will
- Participate in all project activities.
- Keep our team members informed of any information related to project.
- Keep focuses on what is good for the project.
- Keep all information Confidential.

Team Participation:

- As we are working in a team, we will
- Participate in all project activities.
- Help Each other in Understanding the problem.
- Inform other team members if missing scrum/project team meeting.
- Open to New ideas and approaches.

Team Communication:

- Arrange Zoom Meeting frequently to solve a problem.
- Provide new ideas and approaches concisely.
- Update project manager about project progress.
- Decide as a team what is best for the project success.

Team Members:

Name	Role	Date
Parth Shah	Project Manager	03/03/2021
Tarang Mehta	Team Lead	03/03/2021
Hardik Patel	Business Analyst	03/03/2021
Dipen Patel	Business Analyst	03/03/2021
Jeel Patel	Business Analyst	03/03/2021
Bhargav Trivedi	Business Analyst	03/03/2021

6.Considerations

In this section, our team included all the considerations for the project which include risk, mitigation plan, style guide, team performance and management and assumptions

6.1 Risk and Mitigation Plan

Sr NO	Risks	Mitigation Plan	Probability	Impact	Category
1	Team Member Absent	If a team member is absent the pending work should be distributed among other team members to deliver work on time	Low	High	Time and Management Risk
2	Work Criteria	Any of the team members is not able to perform according to required standards than he/she must be supported by other team members. And that team members work must be kept under observation until it meets the organisation standards.	Low	High	Work Risk
3	Arguments	In case of any conflicts amongst team members the issue must be sorted depending on the majority of decision agreed by all.	Low	Low	Communication Risk
4	Miscommunication	There can be miscommunication amongst team members in that case project manager needs to come	Medium	High	Communication Risk

		forward and fill that gap. There should be regular meetings to avoid such miscommunication and the project remains updated regularly.			
5	Technical Issues	Due to covid-19 everyone works from their home so there can be network or hardware issues so there needs to be some backup plan or alternative if any things happen	Low	High	Technical Risk
6	Poor Customer Support	To provide support and services customer support should be available for 24/7.	Low	High	Management Risk

6.2 Style Guide

Heading

Heading Style: Heading 1

Font style: Calibri Light (Heading)

Font Size: 16

Font Color: Accent 1

Subheading

Heading Style: Heading 2

Font style: Calibri Light (Heading)

Font Size: 13

Font Color: Accent 1

Body

Heading Style: Normal

Font style: Calibri (Body)

Font Size: 12
Font Color: Black

6.3 Team Performance and Management

Defining Goals

- A Leader should be clear with their team about the success of the project. He/She should clearly define the goal of the project as it will help the team to clarify the goal and expectations.
- With Team members what is expected of them, they work on their full potential to get the optimize outcome.
- Final Solution must be appropriate and should follow professional standards
- Everything should be discussed and followed by the entire team in scum meetings.

Conduct Meetings and Communication Management

- Meeting should be conducted on daily basis as it will help the team not forget the primary goal or objective of the project.
- To improve productivity there is a need of proper communication within team members as well as between different teams as it will lead to healthy work environment and easy workflow.
- Professionalism must be followed for all communication
- Email must be used for communications and entire discussion must be saved for future reference.

Delivery Requirements

- Each member should deliver work on time and project must be deliver to client before the deadline
- Every document must be made professional and should follow APA reference format.

6.4 Project Measure of Success

- **Scope-** Scope is a planned result of a project, it must be done to achieve the result. Scope defines the specific goals, deliverables that is expected from the project plus the deadlines, tasks and cost it take to get there.

- **Schedule-** It is the project timeline. It helps to understand the project including important milestones, task, and deadline.
- **Budget** – Budget is the cost of your project. Estimate cost to complete the scope the of your work. And project must be done within the assigned budget.
- **Customer Satisfaction-** Refers to the degree which a project results meet. This metrics is critically important as it includes quality of deliverables, customer experience and communication between external and internal stakeholders through the lifecycle.
- **Team Satisfaction** – It is also important as without a team it would be difficult for a project to get complete. So, it is necessary to have a team that has good understanding among each other and helping team members when needed.
- **Quality** – The point is not to only deliver work but intend to deliver with a good quality and above expectations like whether the deliver was smooth, did we meet the stakeholder's requirements etc.

6.5 Assumptions

- It is assumed that documents provided by CDL contains all the information which will help to make the project effective
- It is assumed that CDL will modernize all the requirements on daily basis
- It is assumed that CDL will update the website and also provide all the materials on website that will help to increases brand visibility.

7. RFI Question

1. Who has Administrative control of the website? How many users can have access or responsible for editing or change of data on the website?
2. Is there any feedback or customer reviews from the users that can help us or recommend us to implement or improve the website's features?
3. Does CDL have an old website on Internet? If No, Does CDL have any information or web design model for understanding the functionality of the website?
4. Is there any designed ER Model of an old website for designing and improving the website?
5. On-demand of the developer team, can we access CDL's medical imagining or TrackR data to design and understand the database?
6. What are the challenges users faced when they are surfing website?
7. Is there any marketing strategy used by company?
8. Will website accept payments?
9. What kind of data cdl is looking to highlight in their website?
10. Is there any way to reply customer feedbacks?
11. How will company manage data security?

8 Website Knowledge Assessment of three executive

Questions	Answer
1. Do you want to Update the current website or new one?	The current one is not worth updating.
2. Are you going to promote multiple products through the website?	Yes, Medical imaging wants to promote their products online. In prototype they are expecting only one page.
3. What do you think CDL website help the company?	The medical imaging wants to sell their stuff online which will help CDL to gain more profit and customer satisfaction.
4. Which server CDL is currently using for their website?	CDL is using their ISP's server as a website but they will change.

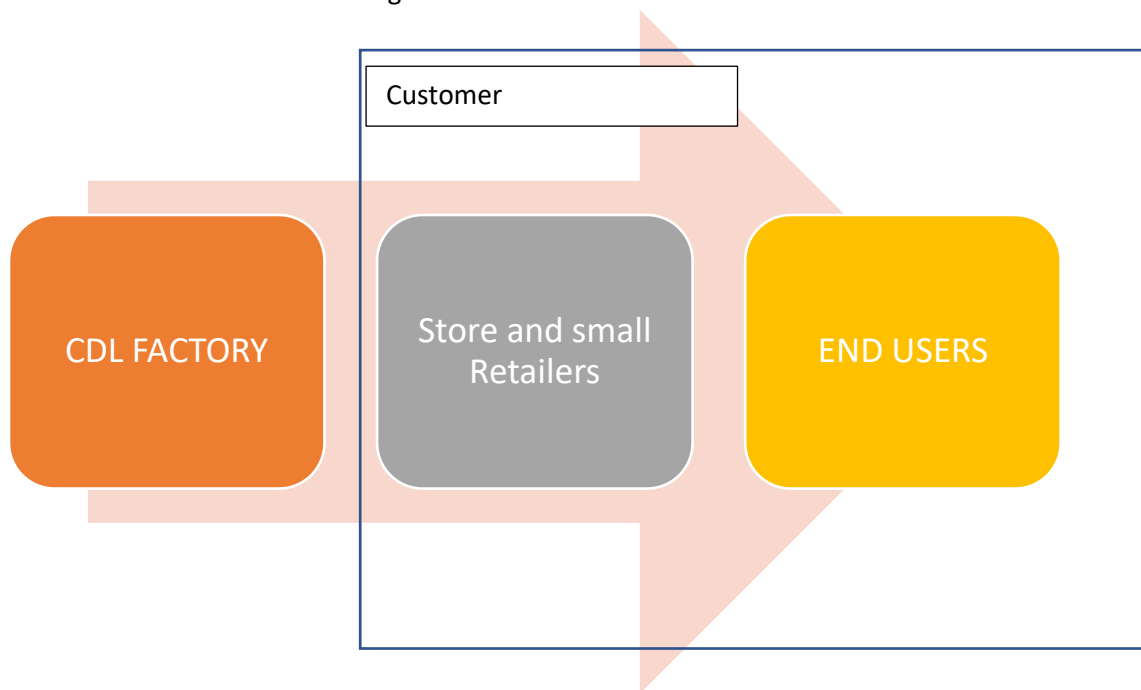
9. Next Step/Further Analysis

CDL's Website is a process of business improvement with a process of hiring web developers either full time or part time basis. By promoting a website on internet, marketing VP comes to know customers/end users doubts, solve them online which will increase brand image and customer satisfaction. Makers will have the option to screen the visionary part of the website so they can screen the measurements identified with the website. Also, in future hiring a site specialist would help CDL's website positioning top on the Google search page rankings.

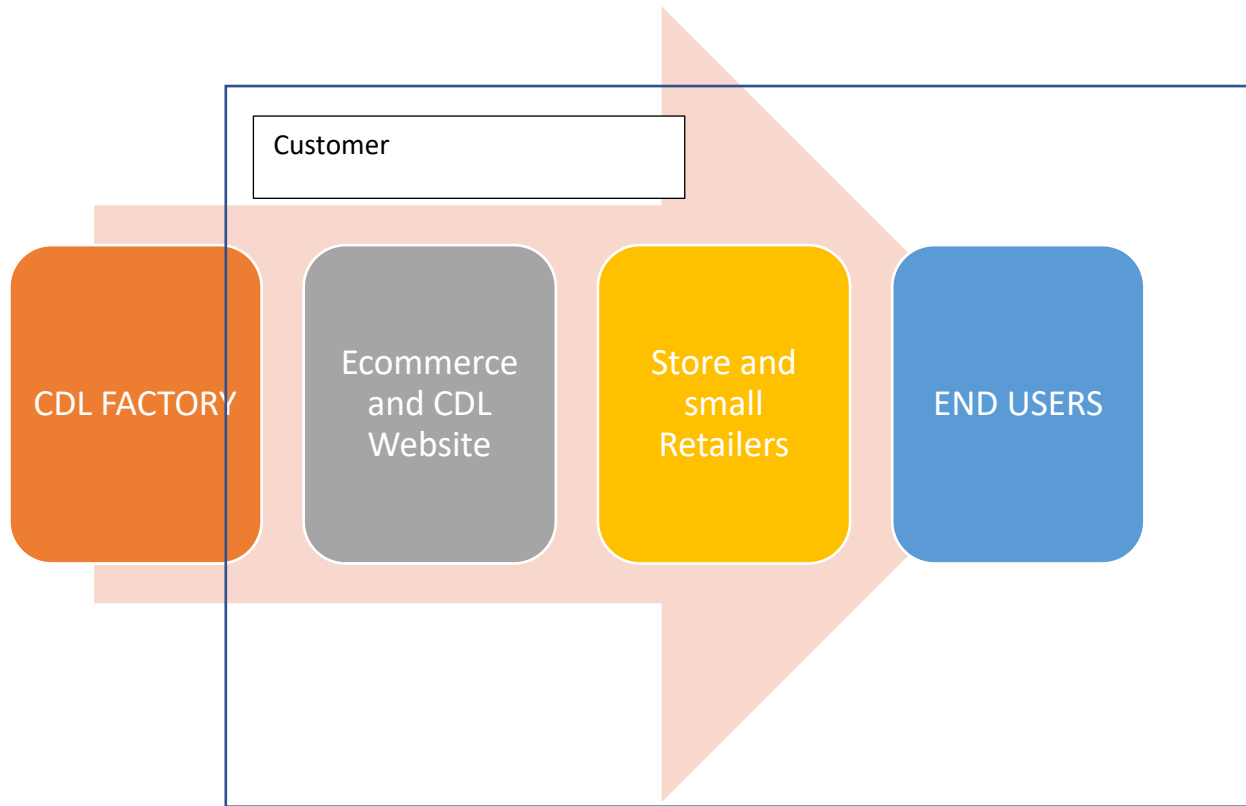
10. Definitions of Customers and End -Users

Customers are the one who buy the products whereas the end users are those who uses the product. A customers become end users when they buy product.

As you can see in the image, from the beginning of the CDL, CDL directly sold their product to the big store and small retailers so they do not have any interaction with customers thus the customer satisfaction level and brand image was lower in the market.



After introducing Ecommerce and website, online platform will help CDL to gain more profit and better customer satisfaction.



11.Request for Quotation

Conestoga College

299 Doon Valley Dr

Kitchener, ON

N2G 4M4

Re: Request for Quotation

Respected Sir/Madam,

CDL wants to enlarge their business and grow their value in marketing through web world. Therefore, CDL hire web developer to build a website to promote their products.

We are keen to Collaborating with you on a development of CDL website, so we are looking for your organization to present a quote for the entire website.

Needs and Requirements:

1. Please stat clearly that if you want to include the cost of service or not.
2. Please mention that the quote you are providing is including or excluding from the taxes.
Otherwise, we will consider that you are including the tax in the quote.
3. Submission time will be considered as the time you order a service to the time of delivery of the service.

Thank you and we see forward to accepting your quotation.

Sincerely,

The Analyst

12. Executive opinions on change in challenging time

This are the different approaches given by each executive to handle the present situation of the company

1. **VP of IT:**

IT VP will work closely with BA's team in the development of the website. VP of IT is open to take suggestions from the other executives regarding the website.

2. **VP of Marketing:**

VP of Marketing is ready to start a new website. VP of Marketing is the only executive who has the knowledge about the website technology.

3. **VP of facilities:**

VP of facilities wanted to cut off the TrackR product line as soon as possible. Billy Bob and Marketing VP disagreed this opinion.

4. **VP of Finance:**

VP of Finance was Positive with the changes happening in the company regarding the website. Furthermore, VP of Finance confirms to the Marketing VP that they paid up for internet domain of CDL.

5. **VP of Production:**

VP of production was neutral with changes and open for the suggestion to make changes on the website. VP of Production also misses the executive meeting every 2nd Friday.

6. **VP of HR:**

VP of HR consistently attending the executive meetings and was also ready to recruit more members if required.

13. Medical Imaging Team

13.1 Medical Imaging marketing group website ideas

Medical Imaging marketing team group is very eager and ready to start a new website and to stay in the competition in the market.

They are concerned about the corporate image of the company as CDL wants to enlarge the customer base. They are very clear by building the website the gap between the customer and the company will be fulfilled.

There is serval request of the marketing group:

1. RFQ should be provided by the company staff to get the clear view of requirements.
2. Website should support all the products of CDL
3. Website should show store policies.
4. Return and shipment directions should be indicated on the website.

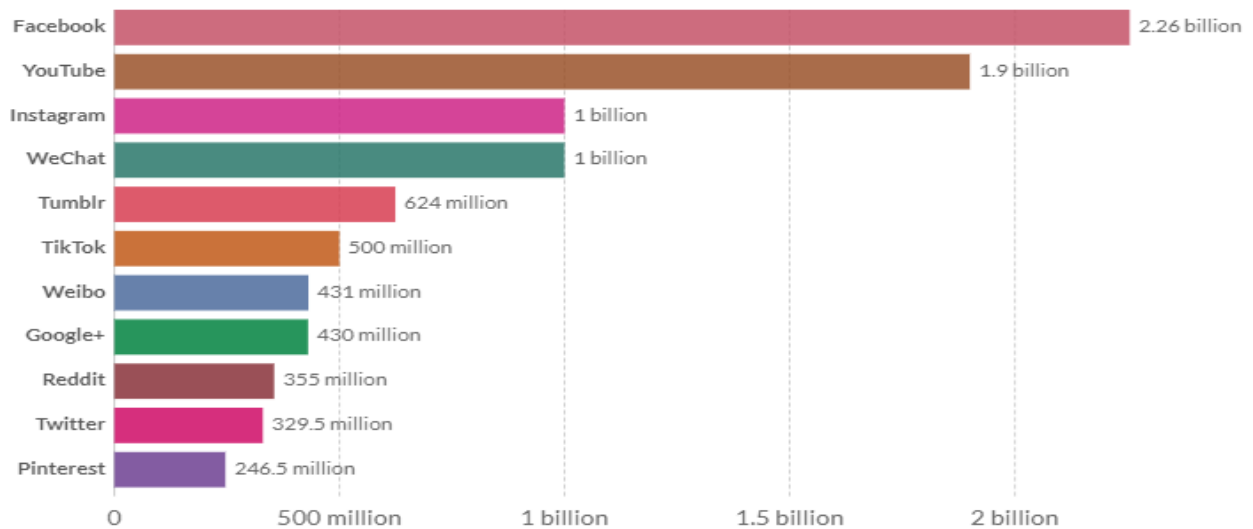
13.2 Implementing medical imaging marketing ideas:

As CDL is upgrading the website, marketing the new website and its products and services is an important aspect. There are many platforms available for marketing medical imaging products. For an example social media, google ads, SEO, Television advertisements, radio ads, hoardings etc. Among them social media marketing is fastest and cheapest appealing platform and suitable for marketing the website and its products.

In present era, there are many social media platforms available globally, such as Facebook, Instagram, Twitter, Pinterest, and these platforms provide many features which include advertisements too. Almost every brand uses social media for marketing purpose because it is easy to use and they can reach maximum audience globally as people relate to each other globally on such platforms.

- Benefits of social media marketing:
 - Increase brand awareness: Facebook advertisement is very useful source for brand awareness, Using Facebook ads, we will be able to reach maximum amount of people and it will help CDL to expand its business.
 - More inbound traffic: Marketing team will be able to generate more traffic using Facebook campaigns. Nowadays, setting a trend on Facebook brings you more audience and it is best proven strategy for brand awareness.
 - Better customer satisfaction: Using social media, CDL can ask for customer's feedback and concerns and try to connect with them with the appropriate solutions.
 - Cost-effective Ads on social media is very cost-effective, from small business to big bulls of business, it is made for everyone.
 - Gain marketplace insights: On social media, almost every band runs their campaigns. CDL can gain market insights using social media platform. CDL marketing team can observe the strategies of competitors and act accordingly.

- Which platform we choose for CDL and why?



Source: Statista and TNW (2019)

CC B

- The bar chart shows a ranking of the top social media platforms, in 2019.
- With 2.3 billion users, Facebook is the most popular social media platform today.
- So, we choose Facebook for marketing campaign.

➔ CDL Marketing strategy using Facebook:

- Run Facebook Ads.
- Run a Facebook Live Campaign.
- Use Video and Photos to preview content.
- Post Related "Tag a friend" Content.
- Start hashtag trend.
- Respond to Customers Concerns

13.3 Medical Imaging Marketing order taking and fulfilling

- Medical Imaging Marketing:
- According to given data, our team found that CDL is not using any social media channel to promote their product. So TrackR Team suggested CDL to use social media (Facebook) which helps company not only to promote TrackR products but it will also help the company to promote medical imaging scanner.
- Order Taking:

- Earlier CDL is only using call center to take order and solve customer queries by phone. This process is time consuming as customer needs to wait to get response from employee. It also increases the work pressure on employees too.
- Now new website will help customer to place an order online and now customer can provide feedbacks on the products.
- Order fulfilling:
- With the help of website, they can send order directly to the customer.
-

13.4 Probable website impacts on Medical Imaging

- 1. CDL website offer customer support to engage their customer with chat box option which will help the customer to solve their doubts easy and quick.
- 2. CDL website will show a product description on website which will bring the awareness of that particular product.
- 3. CDL website will show a short video on how to use the product which will help them to engage more customer and gain more profit.

14 TrackR app Team

14.1 TrackR App Upgrade Team Website Ideas

The aim of developing the website for the TrackR is sell and promote the product.

There are two important factors that helps TrackR to increase sale of their product,

1. Marketing Support
2. Customer Support

14.2 Implementing TrackR Upgrade Team Website Ideas

We need to perform following procedures which are as follow:

Marketing Support

Marketing Support provides capacity to support market activities and increase the efficiency of marketer. TrackR team build an e-commerce website for the customers. We can put catalogue of TrackR products which attracts the customers to buy more products.

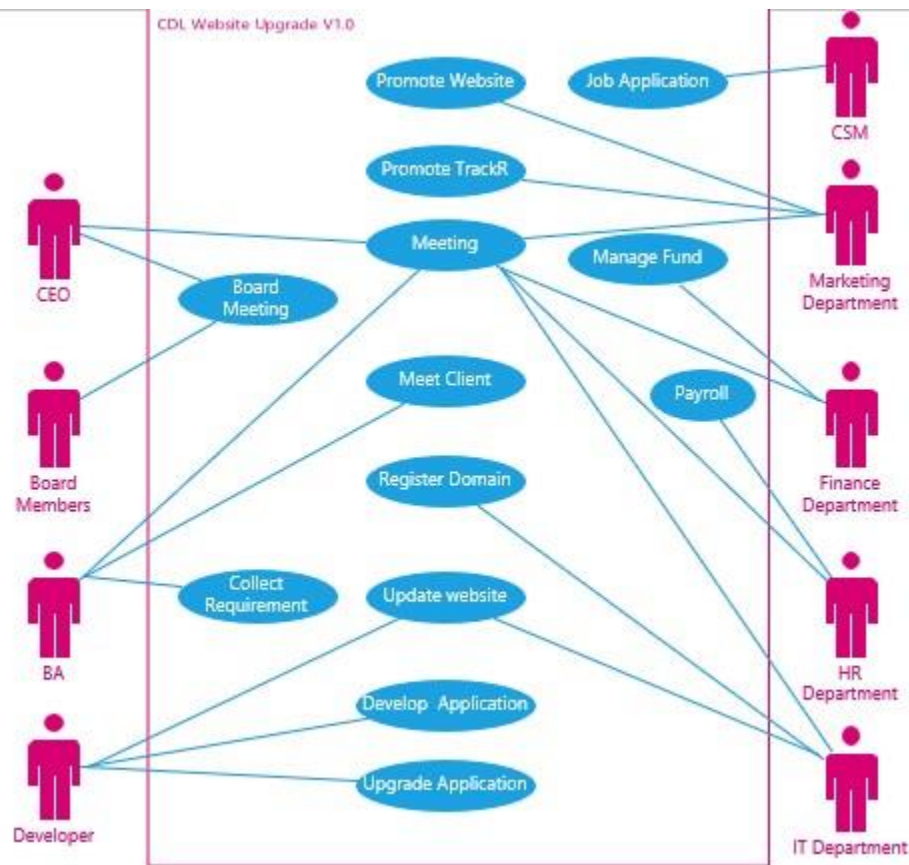
Customer Support

One of the main ideas to build an e-commerce website is provide customer support for the TrackR products and other CDL Medical Imaging Scanners. As we know CDL are providing help to customers through call centers, website will offer some ease to the call center employee to aid the customer queries.

14.3 Risk of using website to sell or support TrackR

- **Customer Issues:** Customer might not how to access the website, or they might have some problem regarding the product information.
- **Logistic:** There might be issues of product not reaching on time or wrong product gets deliver to the customer.
- **Security:** Security is a major concern for every web application. Serious threat is some unauthorized people get access to your information. These risks could result in an attack that results in theft of website data, application resources, unauthorised access and brings virus and similar malware in the application.

15. Use Case

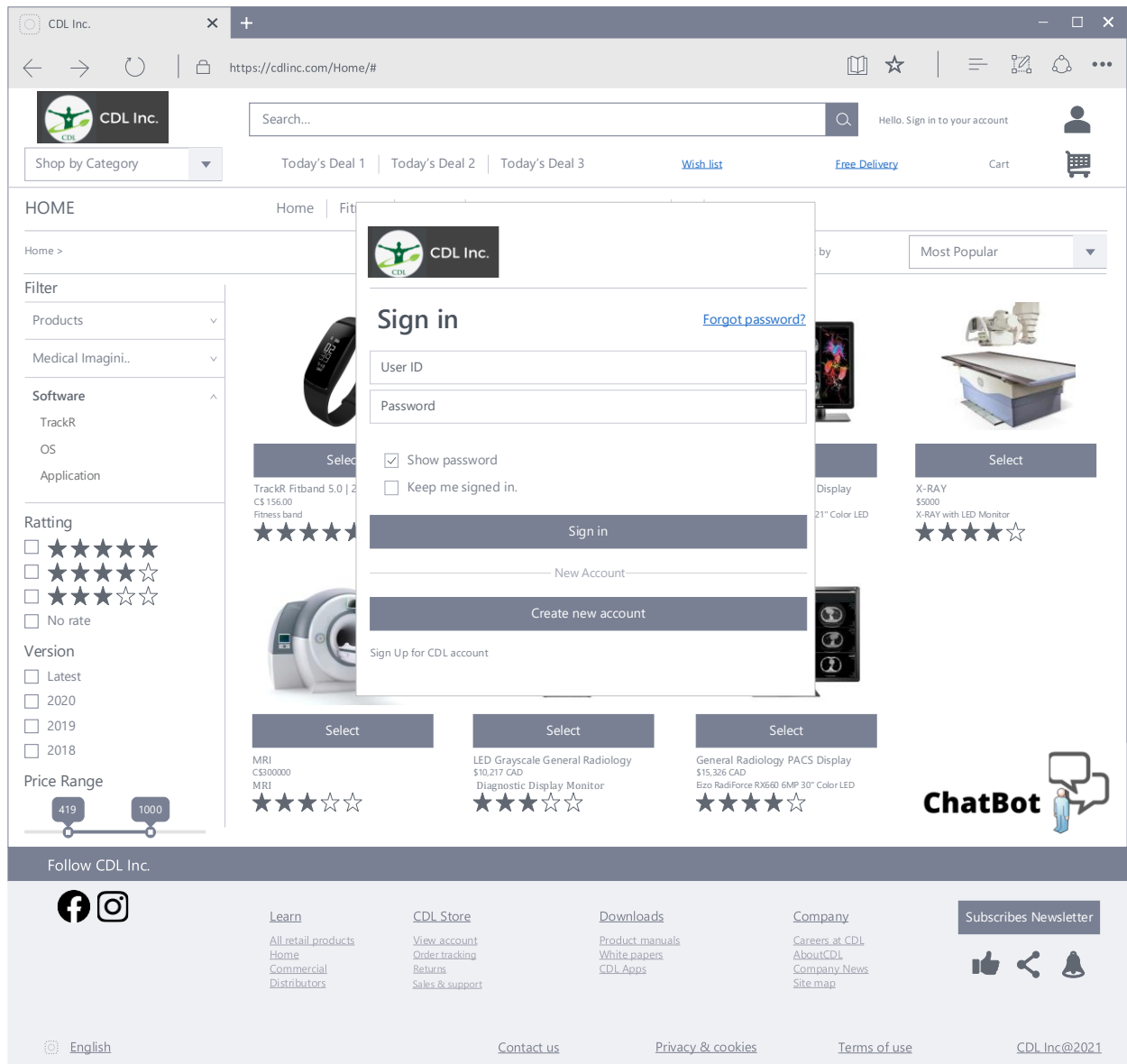


16. Cockburn Template

USE CASE #	Website Upgrade	
Goal in Context	A goal is to successfully upgrade the CDL website with security, flexibility, and reliability.	
Scope & Level	This use case defines the process of successfully upgrade and run the website.	
Preconditions	Develop prototype of website	
Success End Condition	Successfully run the website.	
Failed End Condition	Failure of upgrading and running the website.	
Primary, Secondary Actors	CEO, IT team, Marketing Team, Business Analyst, HR Department, Finance Department,	
Trigger	Poor response of website and negative feedbacks of CDL customers.	
DESCRIPTION	Step	Action
	1	Develop a prototype for new website.
	2	Buy a new domain which is secure, reliable, and flexible.
	3	Setup an IT team to upgrade the website according to prototype.
EXTENSIONS	Step	Branching Action
	1a	Develop prototype – Upgrade website

17. Prototype

1) Login/Signup Page



2) Home Page

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Most Popular

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Medical Imagini..
Software
TrackR
OS
Application

Rating
☐ ★★★★★
☐ ★★★★☆
☐ ★★★☆☆
☐ ★★☆☆☆
☐ ★☆☆☆☆
☐ No rate
Version
☐ Latest
☐ 2020
☐ 2019
☐ 2018
Price Range
419 1000

Select
TrackR Fitband 5.0 | 2021
C\$156.00
Fitness band
★★★★★

Select
TrackR Fitband 4.0 | 2019
C\$144.00
Fitness Band
★★★★☆

Select
General Radiology PACS Display
C57686
Barco® Nio MDNC-3421 3MP 21" Color LED
★★★★☆

Select
X-RAY
\$5000
X-RAY with LED Monitor
★★★★☆

Select
MRI
C5300000
MRI
★★★★☆

Select
LED Grayscale General Radiology
\$10,217 CAD
Diagnostic Display Monitor
★★★★☆

Select
General Radiology PACS Display
\$15,326 CAD
Eizo RadiForce RX660 6MP 30" Color LED
★★★★☆

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3) Account Drop-down Menu

The screenshot displays the CDL Inc. website interface. At the top, the browser address bar shows 'https://cdlinc.com/Home/#'. The website header includes the CDL Inc. logo, a search bar, and a user account icon. A dropdown menu is open for the user 'Mr. Account', showing options: 'My Profile', 'Orders' (with sub-options: 'Track Order', 'Return Order', 'Cancel Order'), and 'Settings'. The main content area features a 'HOME' section with navigation links for 'Home', 'Fitness', 'Medical', and 'Software/ Mobile Application'. A 'Filter' sidebar on the left allows filtering by 'Products', 'Medical Imagini..', 'Software' (with sub-options: 'TrackR', 'OS', 'Application'), 'Rating' (with star selection), 'Version' (with year selection: 'Latest', '2020', '2019', '2018'), and 'Price Range' (with a slider from 419 to 1000). The product grid displays several items, each with a 'Select' button and a star rating: 'TrackR Fitband 5.0 | 2021' (5 stars), 'TrackR Fitband 4.0 | 2019' (4 stars), 'General Radiology PACS Display C57686' (4 stars), 'X-RAY \$5000' (4 stars), 'MRI CS300000' (3 stars), 'LED Grayscale General Radiology Diagnostic Display Monitor' (4 stars), and 'General Radiology PACS Display \$15,326 CAD' (4 stars). A 'ChatBot' icon is visible in the bottom right corner. The footer contains social media links, a 'Follow CDL Inc.' section, and various links for 'Learn', 'CDL Store', 'Downloads', 'Company', and 'Subscribes Newsletter'.

4) Fitness Page

CDL Inc. <https://cdlinc.com/Fitness/#>

Search...

My Account

Shop by Category

Today's Deal 1 | Today's Deal 2 | Today's Deal 3

[Wish list](#) [Free Delivery](#) Cart

Fitness Home | Fitness | Medical | Software/ Mobile Application

Home > Fitness > Fit Band > Sort by Most Popular

Filter

Products

Medical Imagini..

Software

TrackR

OS

Application

Rating

☐ ★★★★★

☐ ★★★★☆

☐ ★★★☆☆

☐ No rate

Version

☐ Latest

☐ 2020

☐ 2019

☐ 2018

Price Range

419 1000

TrackR Fitband 5.0 | 2021
C\$156.00
Fitness band
★★★★★

Select

TrackR Fitband 4.0 | 2019
C\$144.00
Fitness Band
★★★★☆

Select

ChatBot

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5) Medical Page

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[Home > Medical > Medical Imaging Equipments >](#)

[Sort by](#)
[Most Popular](#)

Filter

Products

Medical Imagini..

Software

TrackR

OS

Application

Rating

☐ ★★★★★★
 ☐ ★★★★★☆
 ☐ ★★★★☆
 ☐ ★★★☆☆
 ☐ ★★☆☆☆
 ☐ ★☆☆☆☆
 ☐ No rate

Version

☐ Latest
 ☐ 2020
 ☐ 2019
 ☐ 2018

Price Range

Select

MRI
CS300000
★★★★★☆☆

Select

LED Grayscale General Radiology
\$10,217 CAD
Diagnostic Display Monitor
★★★★★☆☆

Select

General Radiology PACS Display
C57686
Barco® No MDNC-3421 3MP 21" Color LED
★★★★★☆☆

Select

X-RAY
\$5000
X-RAY with LED Monitor
★★★★★☆☆

Select

General Radiology PACS Display
\$15,326 CAD
Eizo RadForce RX660 6MP 30" Color LED
★★★★★☆☆

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6) Software / Mobile Application Page

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Software/ Mobile Application | Home | Fitness | Medical | Software/ Mobile Application |

Home > Software/ Mobile Applications > Track R >

Sort by

Most Popular

Filter

Products

Medical Imagini..

Software

TrackR

OS

Application

Rating

☐ ★★★★★

☐ ★★★★☆

☐ ★★★☆☆

☐ No rate

Version

☐ Latest

☐ 2020

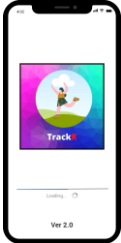
☐ 2019

☐ 2018

Price Range

419

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Menu 01

Download

TrackR Application

★★★★☆

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7) Product Page

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Today's Deal 3

Wish list

Free Delivery

Cart


[Home](#) | [Fitness](#) | [Medical](#) | [Software/ Mobile Application](#) | [Contact Us](#)

Home > Fitness > Fit Band > **CDL TrackR Fit Band 5.0 | 2020**



Sort byMost Popular

CDL TrackR Fit Band 5.0 | 2020

20% OFF



Colour



ADD TO CART


BUY

CDL TrackR Fit Band 5.0- SM0002520020/
2GB RAM, ANDROID 10


- Ergonomic Design
- Long Lasting Battery Remove
- Auto Workout Tracking

-01+

\$ 156 CAD



Recommended Products






Select

TrackR Fitband 4.0 | 2019
CS144.00
Fitness Band

★★★★☆

ChatBot





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8)My Account Page

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Fitness

Medical

Software/ Mobile Application

Contact US

My Account > My Profile >

i

My Profile

Your Orders

Login & Security

CDL Membership

Your Addresses

Your Payment

Change Password

Two-step verification

Verify Account

Credit Cards

Add or Remove payment details

View Credit

My Profile

Personal Information

First Name

Hardik

Last Name

Patel

Address

Enter Text

Ph. Number

226-xxx-xxxx

Update

Address

299 Doon Valley Dr, Kitchener
ON N2G 4M4

Phone Number

XXX XXXXXXXXXX

Email

hardik00079@gmail.com

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9) Cart Page

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Today's Deal 3

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Cart

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Home | Fitness | Medical | Software/ Mobile Application | Contact Us

Sort by Most Popular



CDL TrackR Fit Band


C\$ 468.00

Remove

C\$ 156.00

— 3 +

Remove



General Radiology PACS Display

C\$ 7686.00

Remove

C\$ 7686.00

— 1 +

Order Summary

Subtotal

C\$ 8154.00

Tax

13%

Shipping

FREE

Apply Promo

Apply

Total

C\$ 9214.02.

Proceed

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10) Contact Us Page

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Today's Deal 3

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Contact US

Home | Fitness | Medical | Software/ Mobile Application | Contact US

Home > Contact US >

Contact Us

Enter Name

Enter Number

Email Address

Write your question

Send

Address

900 Pin Road N10 2H10
Cambridge, CA

Phone Number

+1 123 456 7890

Email

customersupport@cld.com

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11) Chatbot Page

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[★](#)

[☰](#)
[🔍](#)
[🔔](#)
[⋮](#)

Search...

🔍

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Products

▼

Medical Imagini..

▼

Software

▲

TrackR

OS

Application

Rating

☐ ★★★★★
 ☐ ★★★★☆
 ☐ ★★★☆☆
 ☐ ★★☆☆☆
 ☐ ★☆☆☆☆
 ☐ No rate

Version

☐ Latest
 ☐ 2020
 ☐ 2019
 ☐ 2018

Price Range

419

1000

Select

TrackR Fitband 5.0 | 2021

C\$156.00

Fitness band

★★★★★

Select

TrackR Fitband 4.0 | 2019

C\$144.00

Fitness Band

★★★★☆

Select

General Radiology PACS Display C57686

Barco® No MDNC-3421 3MP 21" Color LED

★★★★☆

Select

X-RAY \$5000

X-RAY with LED Monitor

★★★★☆

Select

MRI C5300000

MR!

★★★★☆

Select

LED Grayscale General Radiology \$10,217 CAD

Diagnostic Display Monitor

★★★★☆

Select

General Radiology PACS Display \$15,325 CAD

Eizo RadiForce RX660 6MP 30" Color LED

★★★★☆

ChatBot

Hello I am ChatBot..

Welcome to CDL Support,

How may I Assist you?

Hello !

I want...

📎

📧

🎤

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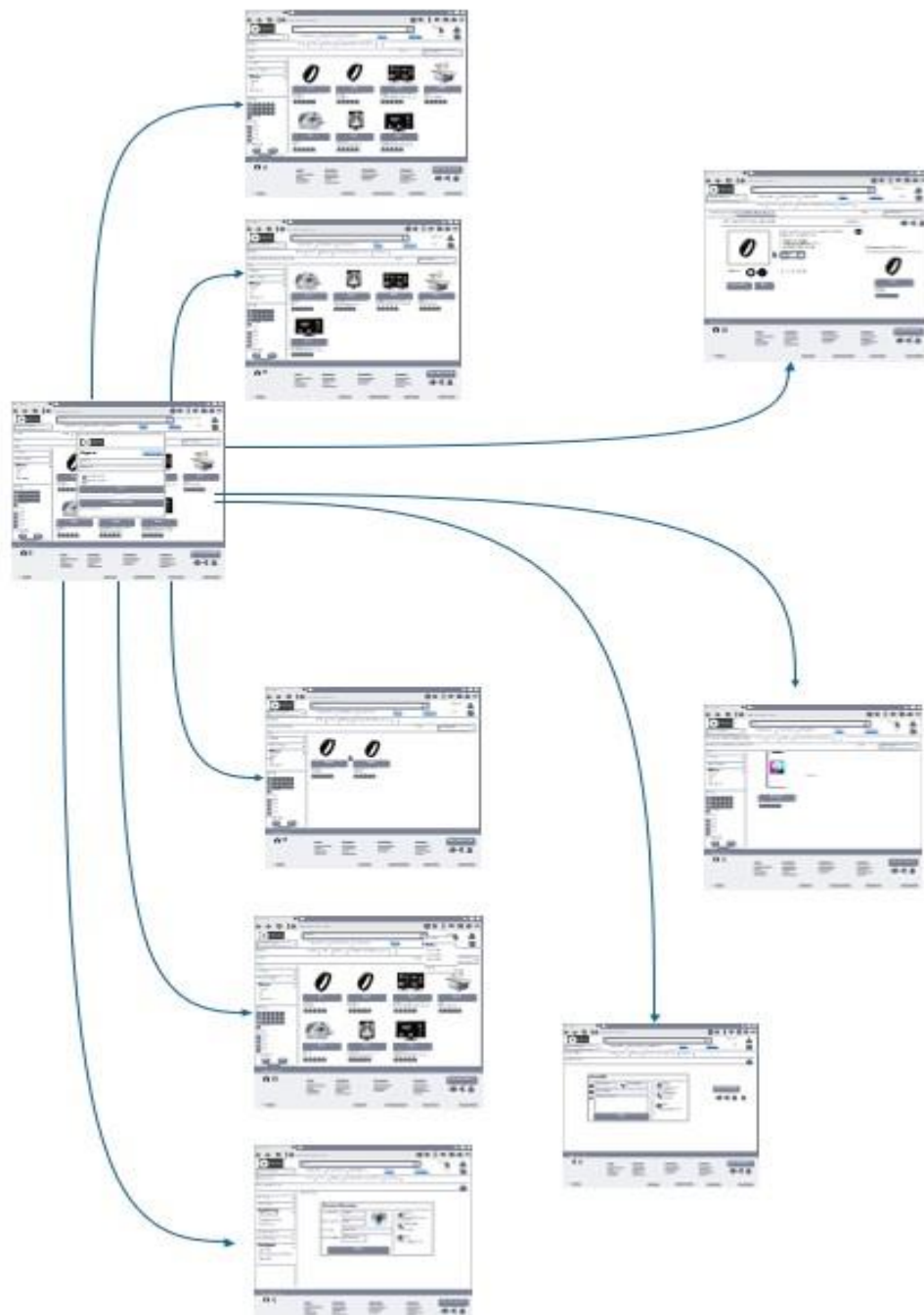
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18. Menu Map



19. Pseudo Code

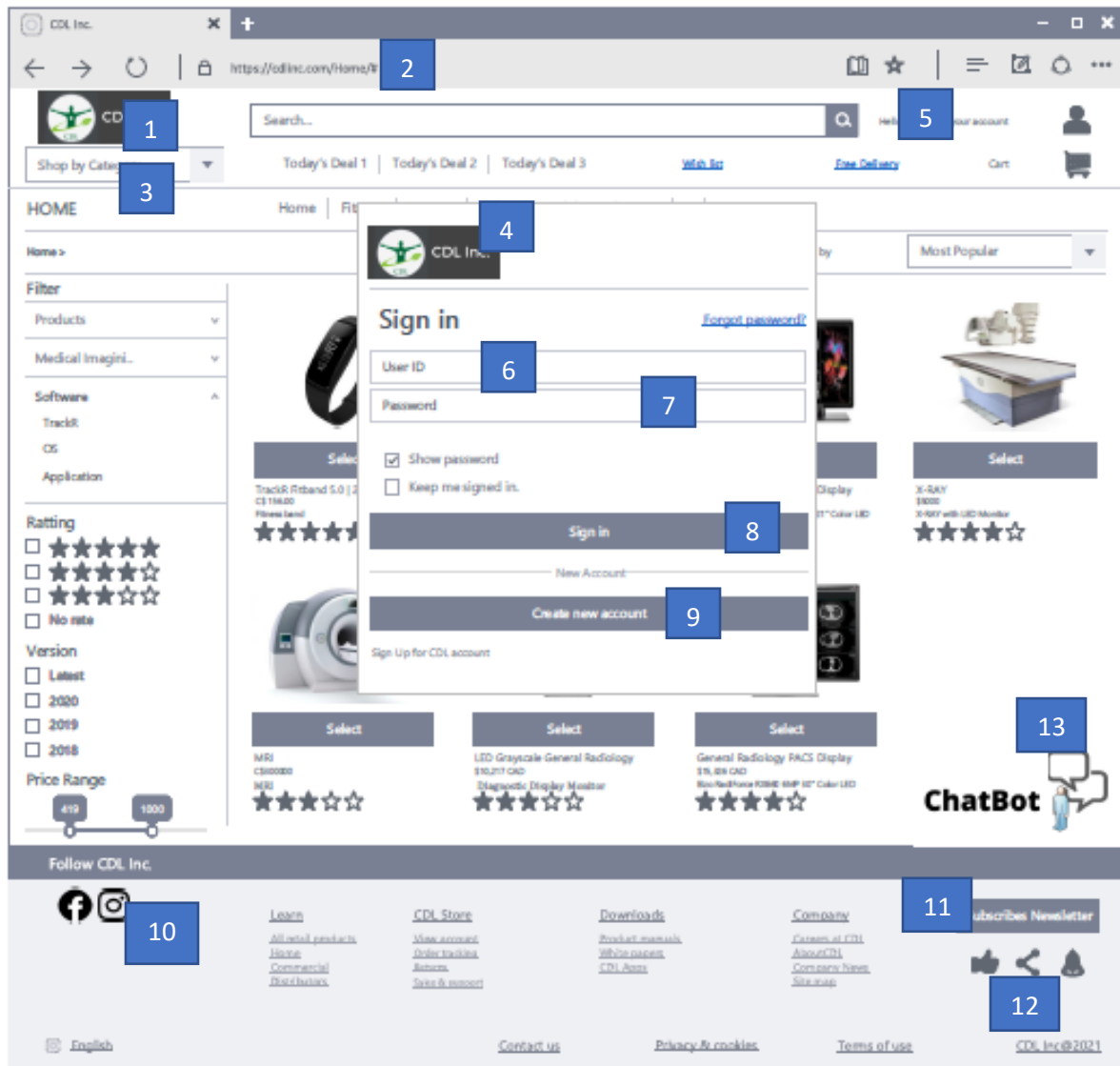
Pseudocode

```
Begin home page
WHILE on login_page
  IF new_user
    Click create account butto
  Else
    Insert field values
    Click login button
  END IF
End WHILE
Go to home_page
  Click on my account button
  Menu extended
  If want to select item
    Click item
  Else
    Click a menu item to open page
    If click fitness
      Open fitness page
    End if
    If click medical
      Open medical page
    End if
  If click software/ mobile application
    Open software/ mobile application page
  End if
  I f click product
    Open product page
  End if
  If click cart
    Open cart page
  End if
  If click contact us
    Open contact us page
  End if
  If click chatbot
    Open chatbot page
  End if
End if
End home page
```

20. Annotated List of Elements

Annotated list of elements

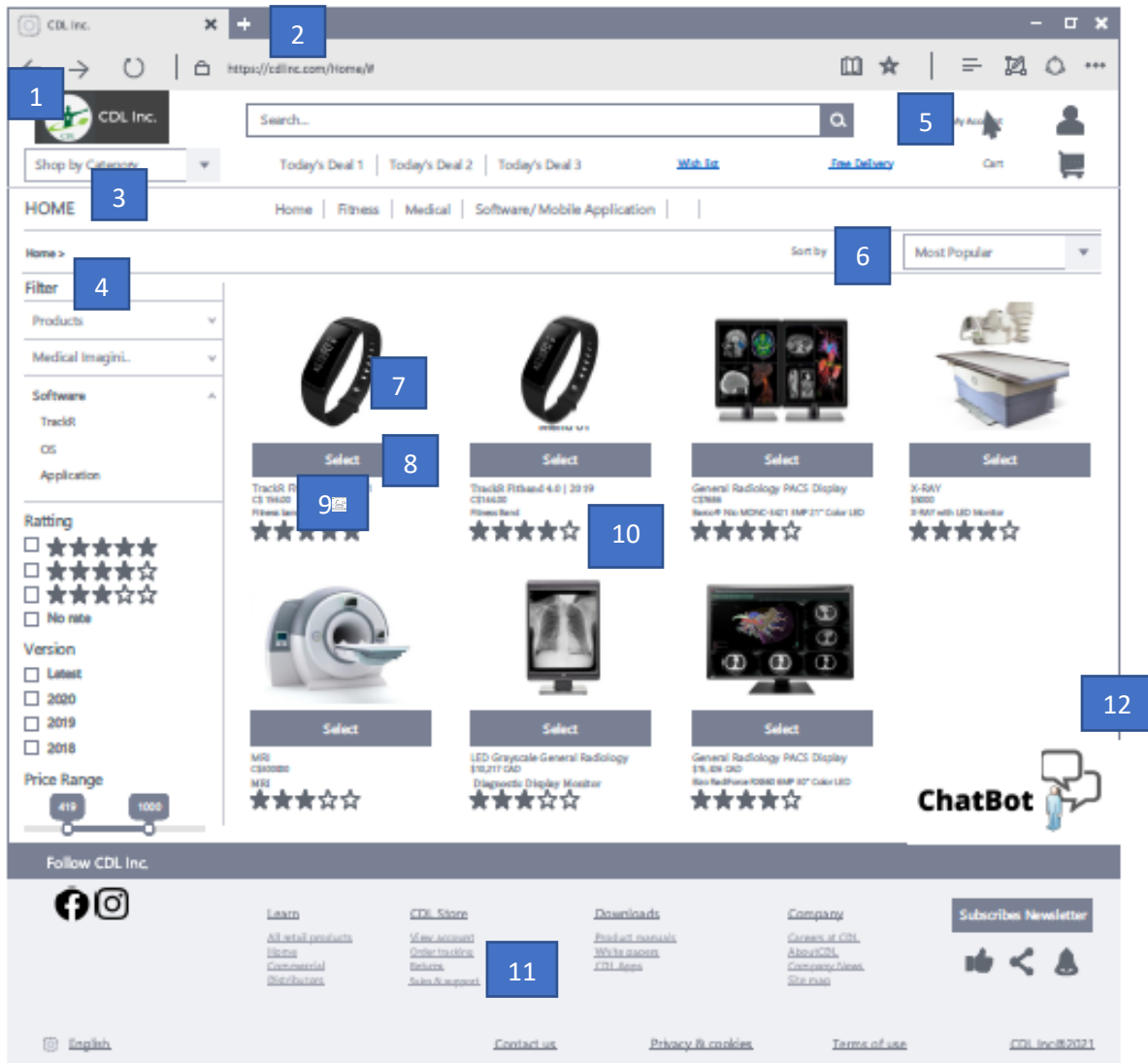
1) Login/Signup Page



	Object Name	Object Type	Description
1.	CDL Inc.	Logo	CDL Inc. Logo
2.	CDL URL	URL	CDL Inc. URL
3.	HOME	Button	On-click, Redirect Home page
4.	DDL Inc.	Logo	N/A

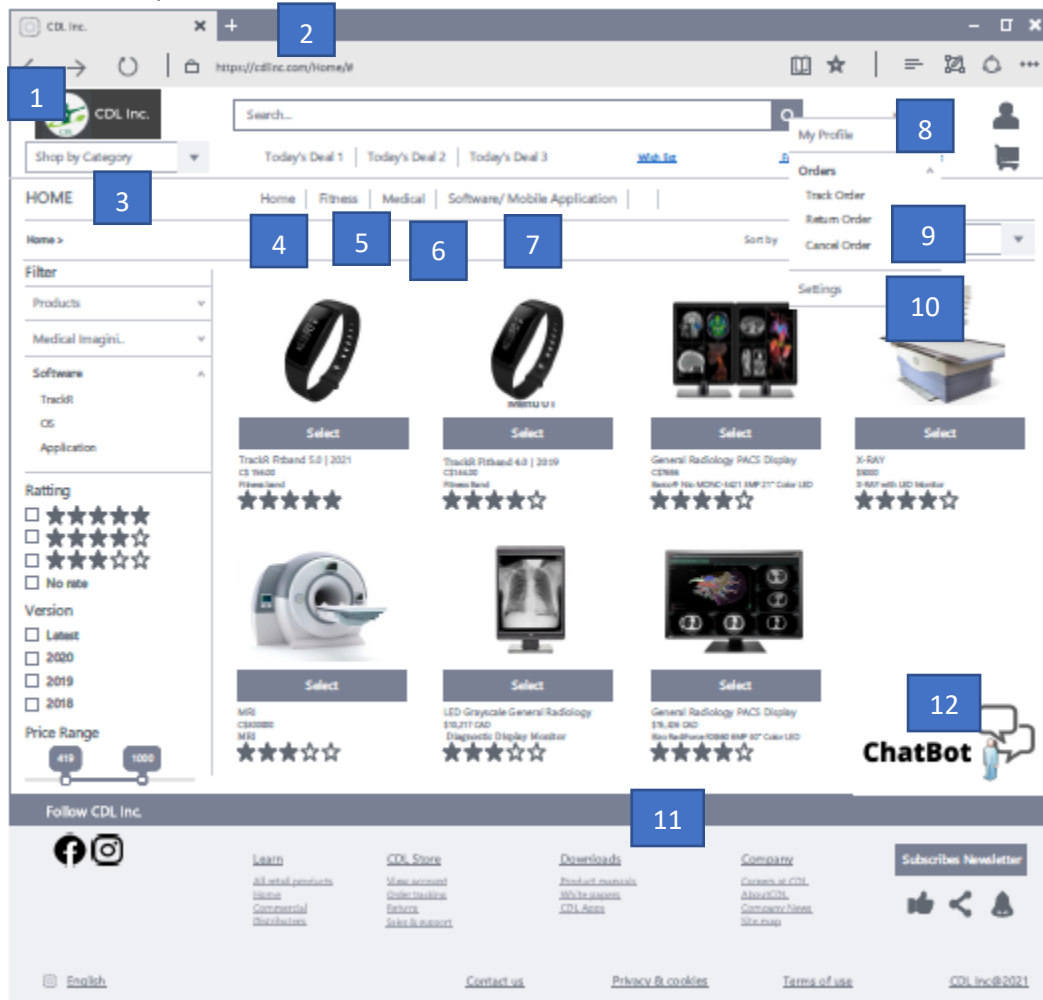
5.	Hello, Sign in your account	Text	On-click, Redirect Login/Sign up page
6.	User Id	Textbox	On Click, User can type User ID
7.	Password	Textbox	On Click, User can type password
8.	Sign In	Button	On Click, User will able to log in account
9	Create New Account	Button	On-Click page will redirect t register account page
10	Instagram	Image Button	On-click, User will able to see CDL Social media account
11	Subscribe Newsletter	Button	On Click, User will able to receive monthly newsletter from CDL Inc.
12	Like, Share and Bell Icon	Button	N/A
13	ChatBot	Image Button	It will pop-up chat box.

2) Home Page



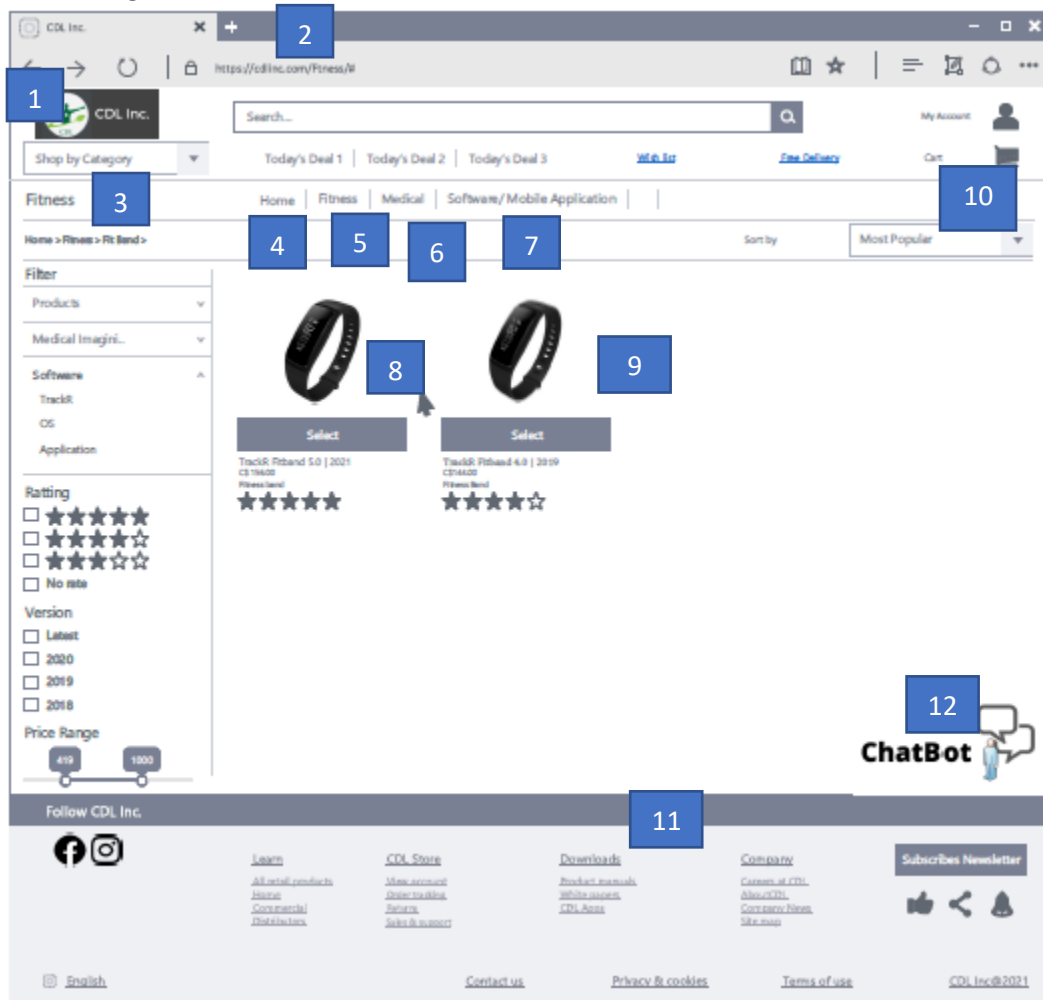
Object Name	Object Type	Description
1.	CDL Inc.	Logo
2.	CDL URL	CDL inc URL
3.	HOME	On-click, Redirect Home page
4.	Filter	Filter bar will help customer to find products.
5.	My Account	On-Click, Redirect My Account Page.
6.	Short By	Drop down Button
7.	Product Image	Image Button
8.	Select	On-Click, Page will redirect to specific product page.
9.	Product Title	On-Click, Page will redirect to specific product page.
10.	Product Rate	Star
11.	Footer Links	On-Click, It will redirect specific page.
12.	ChatBot	It will pop-up chat box.

3) Account Drop-down Menu



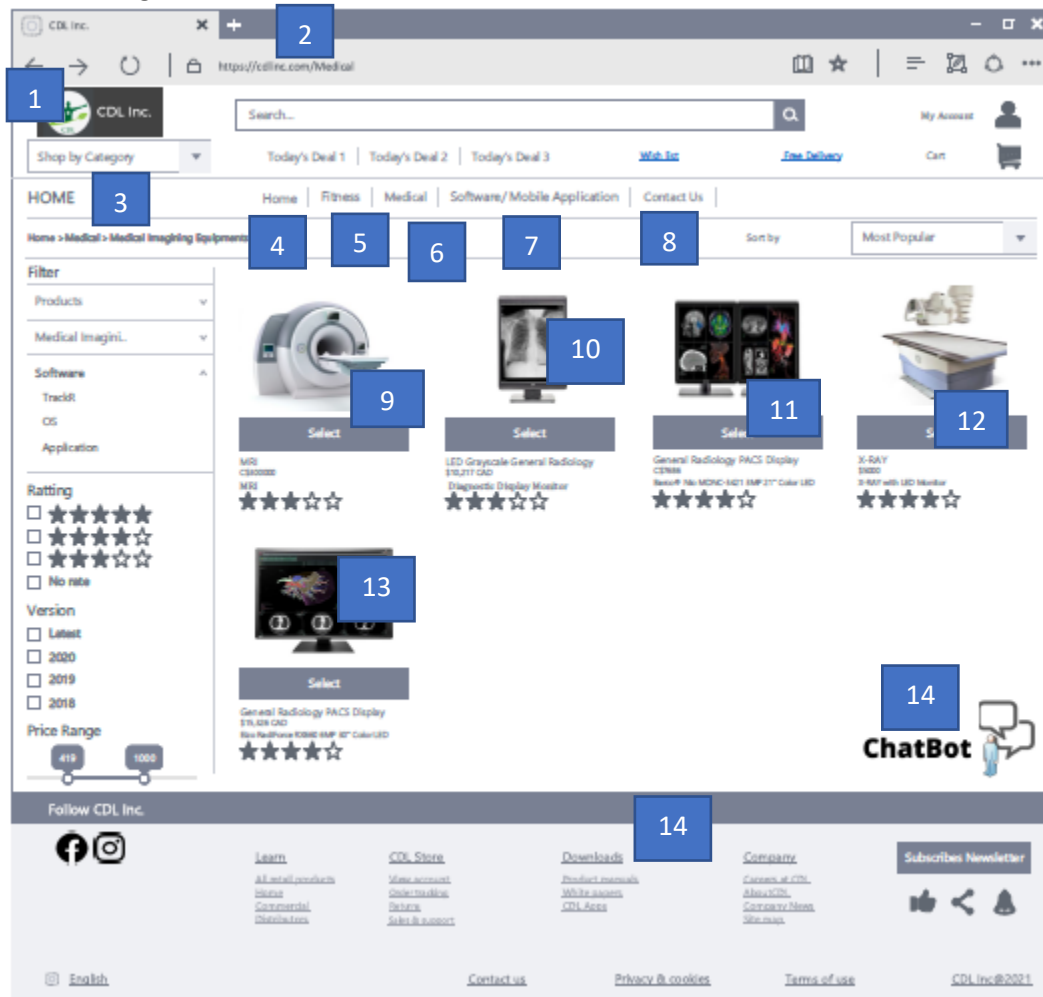
Object Name	Object Type	Description
1.	CDL Inc.	Logo
2.	CDL URL	CDL inc URL
3.	HOME	Button
4.	Home	Navigation button
5.	Fitness	Navigation button
6.	Medical	Navigation button
7.	Software/Mobile App	Navigation button
8.	Drop Down Menu	Drop Down
9.	Order	Menu Button
10.	Setting	Menu Button
11.	Footer Links	Text Label
12.	ChatBot	Image Button

4) Fitness Page



	Object Name	Object Type	Description
1.	CDL Inc.	Logo	CDL Inc. Logo
2.	CDL URL	URL	CDL inc URL
3.	Fitness	Button	On-click, Redirect Fitness page
4.	Home	Navigation button	On-click, Redirect Home page
5.	Fitness	Navigation button	On-click, Redirect Fitness page
6.	Medical	Navigation button	On-click, Redirect Medical page
7.	Software/Mobile App	Navigation button	On-click, Redirect Software/ Application page
8.	Track R Fit band Product 1	Product Image	On-Click, Page will redirect to TrackR Fit Band product page.
9.	Track R Fit band Product 2	Product Image	On-Click, Page will redirect to TrackR Fit Band product page.
10.	Cart	Cart Icon Button	On-Click page will redirect to Cart.
11.	Footer Links	Text Label	On-Click, It will redirect specific page.
12.	ChatBot	Image Button	It will pop-up chat box.

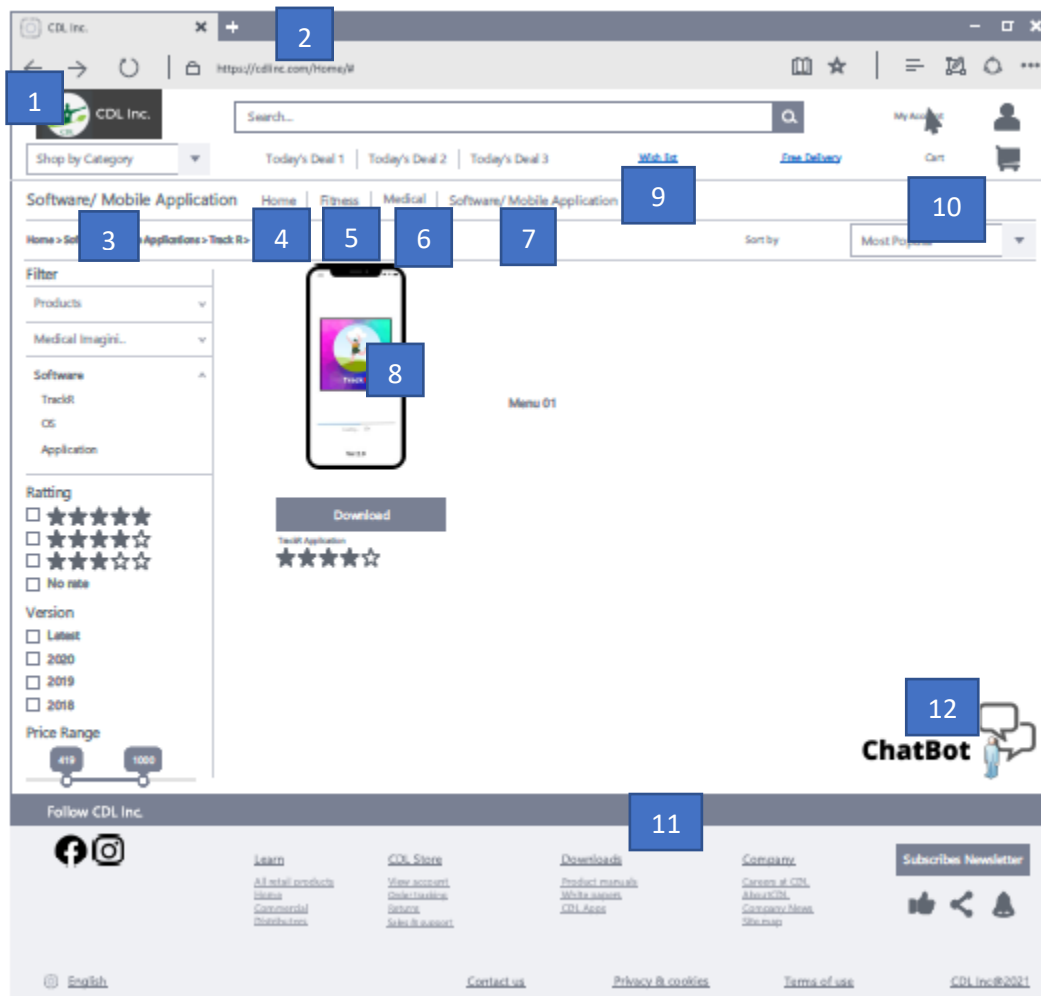
5) Medical Page



	Object Name	Object Type	Description
1.	CDL Inc.	Logo	CDL Inc. Logo
2.	CDL URL	URL	CDL inc URL
3.	HOME	Button	On-click, Redirect Home page
4.	Home	Navigation button	On-click, Redirect Home page
5.	Fitness	Navigation button	On-click, Redirect Fitness page
6.	Medical	Navigation button	On-click, Redirect Medical page
7.	Software/Mobile App	Navigation button	On-click, Redirect Software/ Application page
8.	Contact Us	Navigation button	On-Click, Page will redirect to Contact Us page.
9.	Medical Imaging Equipment Product 1	Product Image	On-Click, Page will redirect to Medical Imaging Equipment product page.
10.	Medical Imaging Equipment Product 2	Product Image	On-Click, Page will redirect to Medical Imaging Equipment product page.

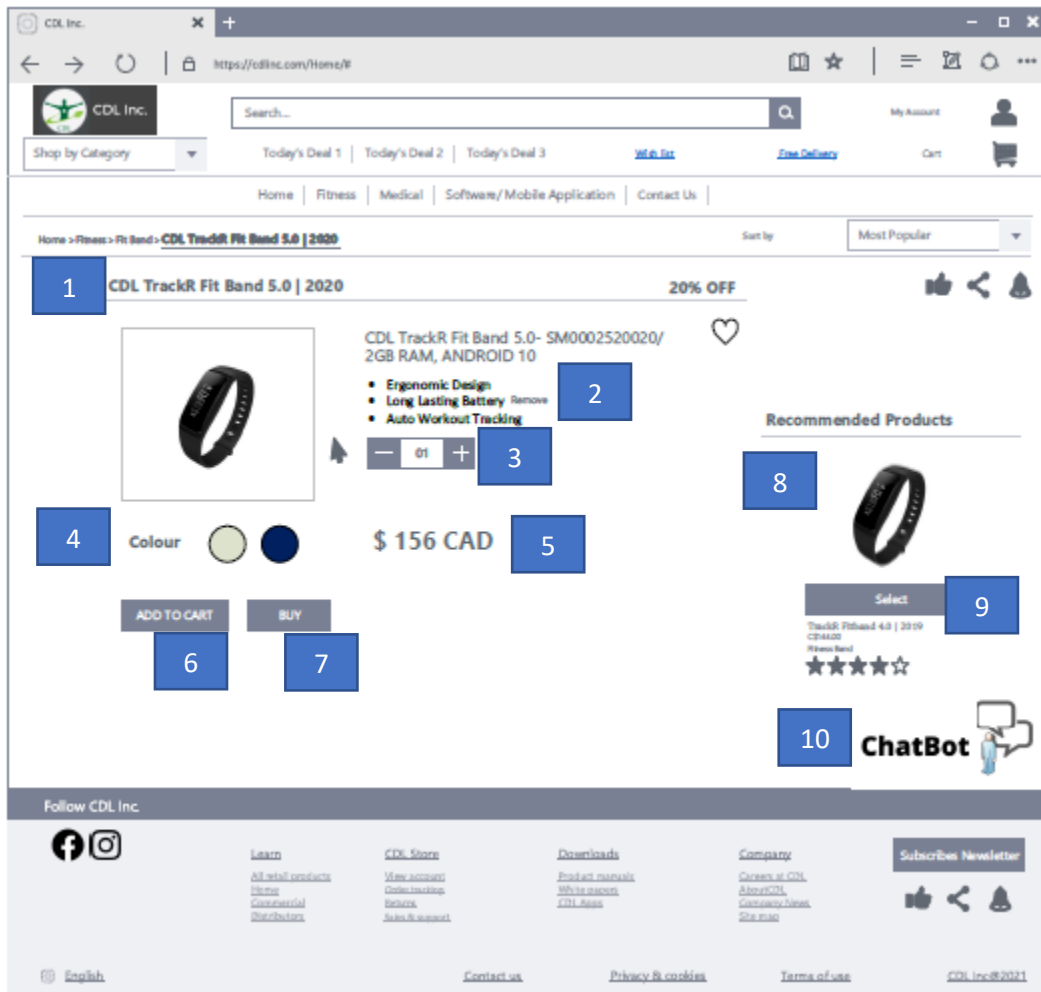
11	Medical Imaging Equipment Product 3	Product Image	On-Click, Page will redirect to Medical Imaging Equipment product page.
12	Medical Imaging Equipment Product 4	Product Image	On-Click, Page will redirect to Medical Imaging Equipment product page.
13	Medical Imaging Equipment Product 5	Product Image	On-Click, Page will redirect to Medical Imaging Equipment product page.
14	ChatBot	Image Button	It will pop-up chat box.
15	Footer Links	Text Label	On-Click, It will redirect specific page.

6) Software / Mobile Application Page



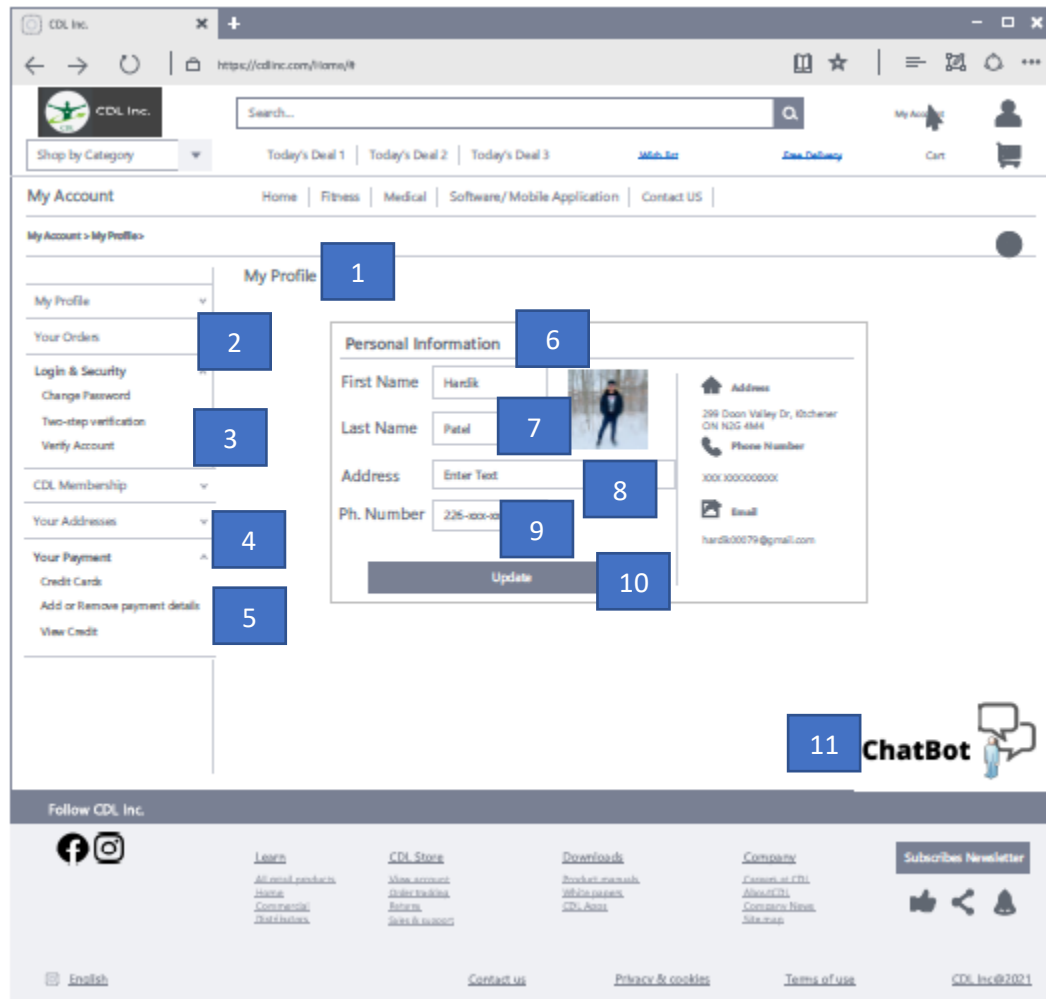
	Object Name	Object Type	Description
1.	CDL Inc.	Logo	CDL Inc. Logo
2.	CDL URL	URL	CDL inc URL
3.	Fitness	Button	On-click, Redirect Fitness page
4.	Software/Mobile App	Navigation button	On-click, Redirect Software/Mobile Application page
5.	Fitness	Navigation button	On-click, Redirect Fitness page
6.	Medical	Navigation button	On-click, Redirect Medical page
7	Software/Mobile App	Navigation button	On-click, Redirect Software/ Application page
8.	Track R Fit band Product 1	Product Image	On-Click, Page will redirect to TrackR Fit Band product page.
9.	Track R Fit band Product 2	Product Image	On-Click, Page will redirect to TrackR Fit Band product page.
10.	Cart	Cart Icon Button	On-Click page will redirect to Cart.
11	Footer Links	Text Label	On-Click, It will redirect specific page.
12	ChatBot	Image Button	It will pop-up chat box.

7) Product Page



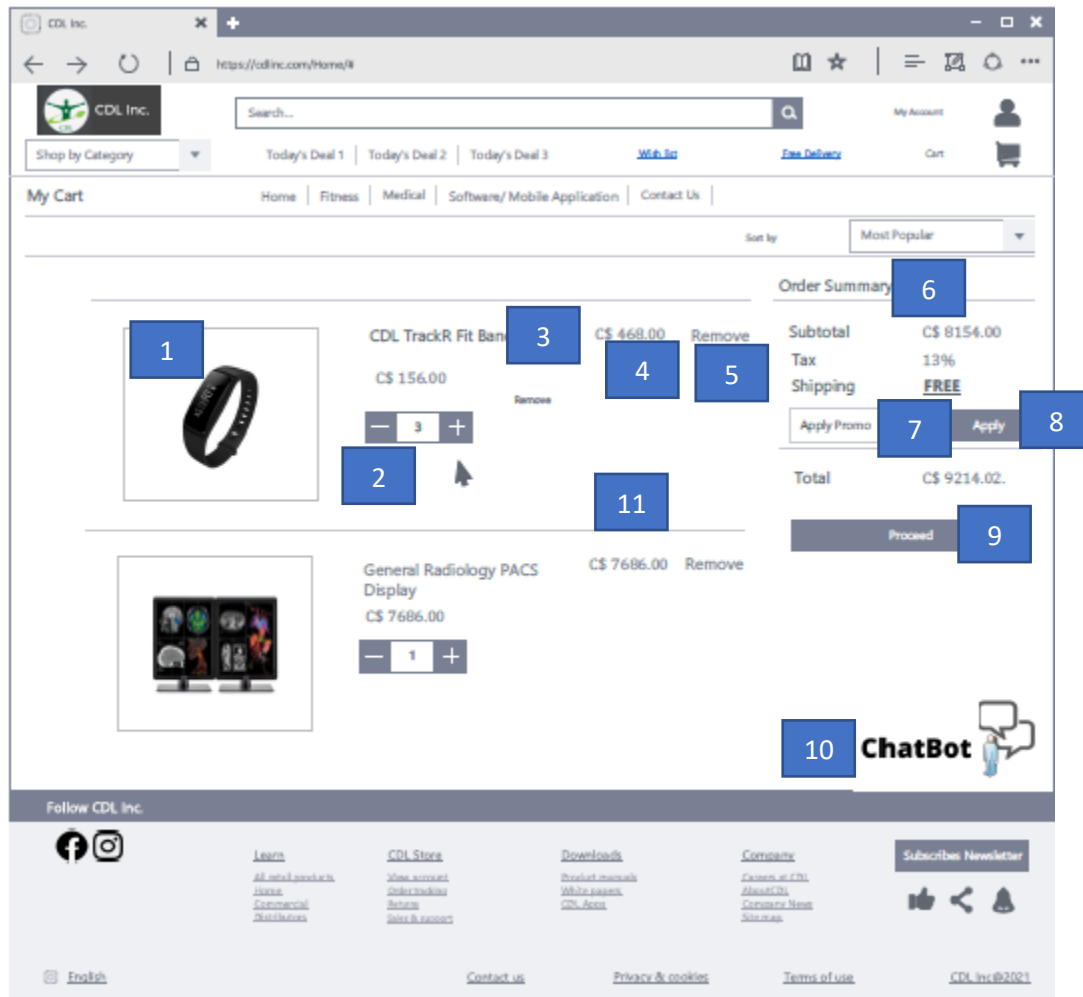
	Object Name	Object Type	Description
1.	CDL TrackR Fit Band 5.0	Label	Product Title
2.	Product Description	Text	N/A
3.	Quantity	Number Input	On-click, User can increase quantity of product.
4.	Colour	Button	On-Click, User can select colour of product
5.	Price	Text	Product Price
6.	Add to Cart	Button	On-click, User can Add product into cart
7.	Buy	Button	On-click, User can directly redirect to payment page
8.	Recommendation Product	Product Description	On-click, Redirect Recommended product page
9.	Select	Button	On-click, Redirect Recommended product page
10.	ChatBot	Image Button	It will pop-up chat box.

8)My Account Page



	Object Name	Object Type	Description
1.	My Profile	Title	Page Name
2.	Your Order	Button	On-click, Page will redirect to Order details page where user can able to track orders details.
3.	Login/ Security Meny	Menu Button	On-click, User can able to change pass word and can able to verify account.
4.	Your Addresses	Menu Button	On-Click, User can add multiple addresses for shopping
5.	Your Payments	Menu Button	On-Click, User can able to add or remove payment methods like credit card/ debit card or net banking.
6.	Personal Information	Title	Personal Information dialog box
7.	First Name	Text Box	On-click, User can write first name
8.	Last Name	Text Box	On-click, User can write last name
9.	Address	Text Box	On-click, User can write address
10.	Ph. Number	Text Box	On-click, User can write his/her phone number.
11.	ChatBot	Image Button	It will pop-up chat box.

9) Cart Page



	Object Name	Object Type	Description
1.	Product Image	Image	On-click , User will redirect to product page
2.	Quantity	Number Input	On-click, User will able to increase or decrease quantity.
3.	Product title	Text	On-click , User will redirect to product page
4.	Price	Text	NA
5.	Remove	Text Button	On-Click, User can able to remove product from the cart.
6.	Order Summary	Text	Total order summary including text and shipping charge
7.	Apply Promo	Textbox	On-click, User can insert promo code
8.	Apply	Button	On-click, User can apply and validate promocode
9.	Proceed	Button	On-click, User procced for the payment
10.	ChatBot	Image Button	It will pop-up chat box.

10) Contact Us Page

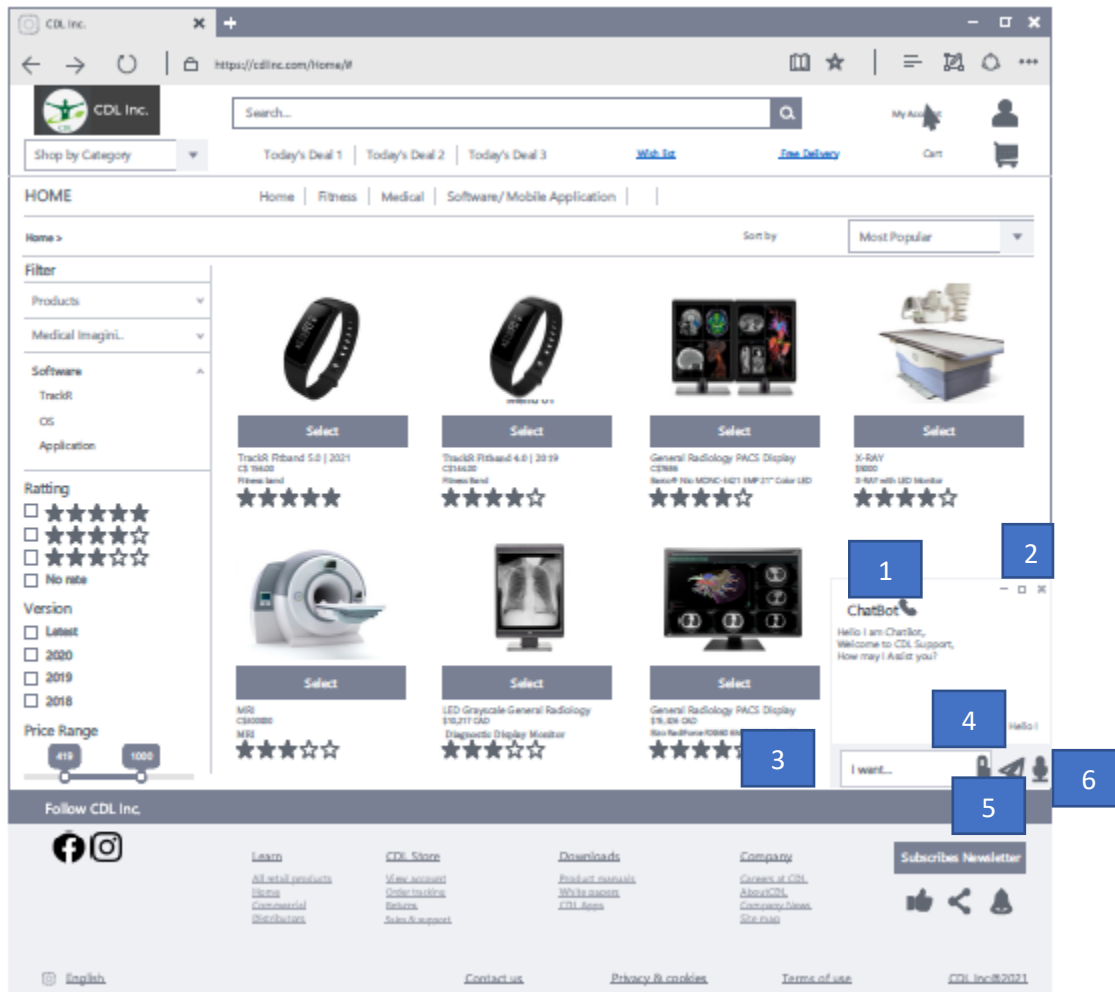
The screenshot shows the 'Contact Us' page of CDL Inc. The page layout includes a header with the company logo, a search bar, and navigation links. The main content area features a contact form with the following elements:

- 1**: The 'Contact Us' title.
- 2**: The 'Enter Name' text input field.
- 3**: The 'Enter Number' text input field.
- 4**: The 'Write your question' text area.
- 5**: The 'Send' button.
- 6**: The 'Send' button (repeated for emphasis).
- 7**: The contact information section, including address, phone number, and email.
- 8**: The 'Subscribe Newsletter' button.
- 9**: The 'ChatBot' icon.

The footer contains social media links, a 'Follow CDL Inc.' section, and various links like 'Learn', 'CDL Store', 'Downloads', and 'Company'.

	Object Name	Object Type	Description
1.	Contact US	Text	Page Title
2.	Enter Name	Textbox	On-click, User will able to insert name.
3.	Enter Number	Textbox	On-click , User will able to insert mobile number
4.	Write your questions	Textbox	On-Click User will able to write their concern in textbox.
5.	Send	Button	On-Click, User can able to send message to CDL customer support.
6.	Order Summary	Text	Total order summary including text and shipping charge
7.	Contact Information	Text	User can see Address, mail id and customer support number
8.	Subscribe newsletter	Button	On-click, User can start newsletter service from the CDL Inc.
9.	ChatBot	Image Button	It will pop-up chat box.

11) ChatBot Page



	Object Name	Object Type	Description
1.	ChatBot	Text	Chat box Title
2.	Minimise, Close Button	Group Button	On-click, User will able to maximize, minimize or close the chat box.
3.	Message Box	Textbox	On-click , User will able to insert message in textbox.
4	Attachment	Button	On-Click User can attach document or file from the PC.
5	Send	Button	On-Click, User can able to send message to CDL ChatBot or customer support.
6	Record	Button	On-Holding Record Button, User can able to send voice recorded message to CDL ChatBot or customer support.

21. User Interface and Other Standards

In the industrial design field of human-computer interaction, a user interface (UI) is the space where interactions between humans and machines occur. The goal of this interaction is to allow effective operation and control of the machine from the human end, whilst the machine simultaneously feeds back information that aids the operators' decision-making process.

22. E-commerce

E-Commerce meaning buying and selling products on online platform using internet. Customers can pay for their purchase online or cash on delivery. There are lots of benefits of Selling products on Ecommerce.

Lower Setup and Running Cost than an offline business

The whole sale system for business is automated online. Therefore, we will save on staff, wages, electricity, and rent. We can use that money to develop our website and purchase more products to sell online.

The Business Can be Operate anywhere:

It will reduce geographical restriction that we will face with an office-based business.

Scalability

Ecommerce websites are very effective in allowing you to identify which products are selling successfully. Also, we can get customer reviews directly and we can easily solve their query regarding their product which will increase better customer satisfaction.

More profit

If business is involved and sells within the trade industry sector, an ecommerce website allows you to sell at higher margins. Payment option on this website also means that our business gaining 100% of payment from the customer straight away.

23. Excel Calculator of Estimated Effort and Cost

Estimated Cost and time are designed in Excel file which is attached with this document. Please review the attached file.

24. Detailed Project Plan

Background

A recent survey about the CDL website provided vital feedback about its design and information provided on it. CDL's company website is a risk as it has not made any impact on its potential customers. The website was launched in 2004 and designed by Kijiji Freelancer. However, it's not well articulated as it has only the general information about CDL's medical imaging and even has some products on it which CDL no longer offers. So, improper information and designing some of the relevant customers who visit the website confuse the organization. To overcome the above issues, CDL Executive Dashboard has decided to make up a new website to keep up with the competition of social media marketing and e-commerce. For this project, the detailed project plan is as follows:

Vision

- The project should fulfill the client's requirements.
- Customer feedback should be considered and take action accordingly.
- CDL should stand firm in the competition of Social Media Marketing and e-commerce systems.

Needs

- The design of the website is a vital element.
- The website should be accessible.
- The information on the products should be accurate and specific.
- Regular analysis of the customer's feedback should be done.

Plan of Action

- Request for Information (RFI) from clients will be the initial phase to begin the project.
- Acquire information about the specifications of medical products.
- Analyze the development team's regular report to upgrade the website regularly.
- Designing the prototype of the website.
- Planning of estimates of cost and schedule.
- Testing of the website.
- Risk Analysis of project.
- All the planning and documentation will be finalized, and the website implementation process would begin.

Deliverables

- RFI information
- Pseudo Code
- Prototype
- Wireframe

- Final Planning

25. Web Host Survey

There are some important rules that CDL must have pass after redesigning the website. Following are the factors that should be consider during selection an appropriate website:

1. Speed: It plays an important role both for hardware and software as it helps to optimize the host working as desirable host can break or construct CDL customer experience.
2. Eco -Friendly: A host should have eco- friendly service so that it reduces carbon footprints through infrastructure.
3. Total Cost: Extra cost can be added by host for security features such as privacy, backup etc. One of factors that need to be considered while selecting a web host.
4. Reliability: Reliability CDL is always recommended regarding desirable users support and has expectations to guarantee at least 99%. A host always offer 24 hours service from experts' team that could be via live chat, emails, or calls. To prevent traffic, host always arrange downtime.
5. Security: To provide defense from hackers and malware, host partner must be good to keep data reliable as per standards, owner of the site is responsible.

- Green Geeks web hosting This is in operate since 2008 and managed to become energy efficient which reduce consumption 3 times through wind energy, is reliable and powerful server that available not only in Canada but also all over the world. In fact, they provide unlimited disk space.

- Web Hosting Canada It is from Montreal, Canada and exists in this field since 2003. They have servers to deliver faster speed on east and west coasts. Also, they have cloud server plans which always offer serve type performance at reasonable price.

- Host papa Its headquarters in Canada, server in Toronto which is one of green hosts around. Offers are to be provided by them such as free migration from old host, a domain name, free SSL for security and so on. Moreover, if clouds are not satisfied, they also offer a month back guarantee

No	Criteria	Hostpapa	GreenGeeks	Web hosting Csnada
1	Webhosting price	\$2.95/month	\$2.49/month	\$3.89/month
2	Customer Support	24/7 customer support	24/7 Customer support	No customer support on time
3	Unlimited bandwidth	Yes	Yes	Yes
4	Free site Transfer	Yes	Yes	Yes
5	Unlimited Email accounts	Yes	No	Yes
6	Daily Backup	Not Included	Included	Included

26. Conclusion

After discussion with all VP's of CDL, CDL is introducing new website in the market which would help to increase their brand image in the market. This website will contain or display or the product such as TrackR, Medical Image Scanner with full description. User can even ask CDL about product as well RQF from CDL of product which user want to get. Website is going to optimize CDL's work as before website CDL was taking order through call center.

Find attached AS-IS process in the end.

References

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