

INTCOMP: WEB APP PROJECT

EXPECTED OUTCOMES

1. The student should be able to create a three (3) Title Proposal for the Final Project.
2. The student should be able to apply Microsoft Word techniques and commands.

INSTRUCTIONS

1. Create and research as a group a research paper.
2. The content of the research paper is illustrated below.
3. The filename should be Project_Proposals.
4. Upload it on our TBL Hub.

CONTENT OUTLINE

TITLE: Development of (Company Name)'s Dynamic Website

- **Company Background**
 - About the Company
 - The Company Team and Leadership
 - Staffs
- **Executive Summary**
 - A website development proposal commonly starts with an executive summary. This section showcases the project overview divided into two parts – the problem statement by the prospective client and the proposed solution by you as the service provider.
 - Problem Overview
 - The goal is to get the client's attention and create a sense of trust, showing that you understand their problem or missed opportunity and how to address it. In other words, you'd want the client to see you as the right person for the job.
 - Proposed Solution or Objectives
 - Identify how the website that you are going to create will help them.
 - It would be best to highlight how your web design solution can benefit the client's business.
For instance, proposing a web design project that works well on desktop and mobile devices can improve user experience and search engine optimization (SEO) performance and bring in new customers. Maybe you want to build a website for your client with an accessible layout design, increasing the company's positive brand awareness.
- **Scope of Work**
 - Define the project scope by creating a list of products and services the client will receive. The team will likely include the project deliverables in the future contract, so ensure they're within your or your team's capacity (1 month).
 - This section holds both you and the client accountable for what you will agree upon.
- **Timeline**
 - Once you identify the project scope, break down the client requirements chronologically and define the time needed to complete each. Since this section determines the launch date for the project, plan the timeline carefully so you can finish it as scheduled.
 - The following is a list of the most common stages of a web development project you should consider. Feel free to tweak it based on your project's complexity and requirements.
 - Project planning – curate briefs, list the requirements and establish a detailed sitemap and wireframes.

- Frontend design – create mockups and decide how many web pages the website will have.
- Beta testing – share the offline version of the website with the client for review and feedback.
- Website launch – run the launch process for the new website.

FORMAT

- Margin 1” on all sides
- 1.5 spacing
- Arial and Size 12
- Deadline of submission: May 3, 2024 (Printed output)

RUBRICS

	4 POINTS	3POINTS	2POINTS	1POINT	SCORE
Purpose	The writer's central purpose or argument is readily apparent to the reader.	The writing has a clear purpose or argument but may sometimes stray.	The central purpose or argument needs to be consistently clear throughout the paper.	The purpose or argument could be more precise.	
Content	A balanced presentation of relevant and legitimate information supports a central purpose or argument and shows a thoughtful, in-depth analysis of a significant topic. The reader gains essential insights.	The information provides reasonable support for a central purpose or argument and displays evidence of a fundamental analysis of a significant topic. The reader gains some insights.	Information supports a central purpose or argument at times. The analysis is fundamental or general. The reader gains a few insights.	The central purpose or argument needs to identify. The analysis needs to be more specific and evident. The reader needs clarification or may need to be more informed.	
Organization	The ideas arrange logically to support the purpose or argument. They flow smoothly from one to another and link to each other. The reader can follow the line of reasoning.	The ideas arrange logically to support the central purpose or argument. They are usually clearly linked to each other. For the most part, the reader can follow the line of reasoning.	Generally, the writing arranges logically, although ideas occasionally fail to make sense together. The reader is clear about what the writer intends.	The writing logically organize. Frequently, ideas need to make sense together. The reader needs help to identify a line of reasoning and lose interest.	
Sentence Structure	Sentences are well-phrased and varied in length and structure. They flow smoothly from one to another.	Sentences are well-phrased, and there is some variety in length and structure. The flow from sentence to sentence is generally smooth.	Some sentences construct awkwardly so that the reader is occasionally distracted.	Errors in sentence structure are frequent enough to distract the reader significantly.	
TOTAL					

