

VELLROYS EDUCATION
A Project Report Submitted
in Partial Fulfilment of the Requirements
for the Degree of
MASTER OF COMPUTER APPLICATION

by
(Enrollment no. 1900290149037)

Under the Supervision of
Ms. Neelam Rawat
KIET Group of Institutions, Ghaziabad



to the
Department of Computer Applications
Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
LUCKNOW

(Formerly Uttar Pradesh Technical University, Lucknow)

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Ref: 000033

To,

Chanchal Garg

Employee Code MID-0020

APPOINTMENT LETTER

Dear Chanchal,

With reference to your application and the subsequent interview you had with us we are pleased to appoint you as **Trainee Web Designer** in our organization with effect from 22nd March 2021 on the following terms and conditions:

1 Internship details

There is a 4 months training period in which no stipend will be given. After the completion of training period your stipend of Rs 5000/month will be given and there will be a increment after every 3-4 months depending on your performance.

2 Reporting

You would be reporting to the director and/or to whosoever the Company deems fit to be your supervisor.

3 Working Hours

You will work Monday to Saturday from 9.00 a.m. to 6.30 p.m. and Lunch time is of Half hour. However, the working hours and the holidays will be no bar for attending to urgent duties as may be necessary or prescribed by your superior authorities from time to time. If you failed to follow company timings, then company can deduct your salary or terminate your services with any notice period.

CERTIFICATE

Certified that **Chanchal Garg (University Roll No 1900290149037)** has carried out the project work having “**Vellroys Education**” for Master of Computer Applications from Dr. A.P.J. Abdul Kalam Technical University (AKTU) (formerly UPTU), Technical University, Lucknow under my supervision. The project report embodies original work, and studies are carried out by the student himself/herself and the contents of the project report do not form the basis for the award of any other degree to the candidate or to anybody else from this or any other University/Institution.

Ms. Neelam Rawat

Signature of External Examiner

Associate Professor

Department of Computer Applications

KIET Group of Institutions, Ghaziabad

Dr. Ajay Kr. Srivastava

Head, Department of Computer Applications

KIET Group of Institutions, Ghaziabad

ABSTRACT

The purpose of this project is to create an interactive virtual platform for the Vellroys Educations. The Vellroys Educations is a non-governmental organization with the aim of promoting Students culture through its heritage, history, and traditions. At its completion, the platform should benefit society by improving communication among the different communities interested and by encouraging knowledge sharing and dialogue. It will also preserve the trajectory of events and achievements of the club by an efficient management of data. The project will have two main phases. The first is concerned with the analysis of functional and nonfunctional requirements; the specific technologies to be used will be investigated and chosen. The second focuses on using the support provided by an open-source content-management system to collect all the archives of the organization, including the schedule, list of old, new and board members. Lastly, the project will aim to facilitate continued use of the platform by providing training documents and tutorials to facilitate maintenance of the platform, including future updates or modifications that can improve its efficiency and usefulness, without neglecting agreed upon standards concerning use of open source tools, their development, implementation, and integration.

Chanchal Garg

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CHAPTER 1

LITERATURE REVIEW

1.1 Wordpress

Williamson[1] Sam Houston State University's Special Collections (SHSU) needed a way to expose finding aids to more users. Using social media to promote online awareness, while simultaneously improving search engine result rankings for the finding aids, seemed like a potential solution to this problem.

Stephens[2] This study investigates the benefits of a community blogging platform for students in an online LIS program. Using a web survey and descriptive content analysis methods, this paper empirically addresses how student blogging communities can be effectively foster connections amongst instructors and students, and enhance perceptions of learning performance. Overall, students reported the blogging community and blogging assignment created a positive impact on their learning performance, particularly with productivity and competence.

Rwany Sibaja [3] In this essay, I draw upon research, writing, and teaching experiences using Omeka—a content management system (CMS) and digital archive and collection platform—to engage in the emerging conversation of how to do sport history in the digital age. Developing my own Omeka site, ¡Animales!, has been an illuminating process.

Martha Burtis[4] Martha Burtis is director of the Digital Knowledge Center, which provides peer tutoring for students at the University of Mary Washington who are working on digital projects.

Her background is in instructional design, educational technology, and web development. She also teaches courses at the university in digital identity, community, and storytelling. She can be reached at mburtis@umw.edu.

Andréa Livi Smith[4] an associate professor and chair of the Department of Historic Preservation at the University of Mary Washington. Trained as an urban planner, preservationist, and architectural historian, she has focused her research on the intersection of urban design, transportation, and preservation. She can be reached at alsmith@umw.edu.

1.2 Filezilla

M. (2016) [5] This study investigates the benefits of a community blogging platform for students in an online LIS program. Using a web survey and descriptive content analysis methods, this paper empirically addresses how student blogging communities can effectively foster connections amongst instructors and students, and enhance perceptions of learning performance. Overall, students reported the blogging community and blogging assignment created a positive impact on their learning performance, particularly with productivity and competence. The positive feedback concerning usability and connections to others in the system reported lead to an overall positive perception of learning within the blogging community. Instructors seeking to create communities such as this for students should make the sites usable, customizable, and attractive.

FARLEY[6] With increasing budgetary restraints and backlogs of collections receiving minimal processing, supplementing online finding aids with user annotation connects users to collections in a more personal way, brings to light valuable records not described in the finding aid, allows multiple interpretations of collection content, and creates a research trail for others.

Anderson [7] We propose a network-based method for measuring worker skills. We illustrate the method using data from an online freelance website. Using the tools of network analysis, we divide skills into endogenous categories based on their relationship with other skills in the market. Workers who specialize in these different area earn dramatically different wages. We then show that, in this market, network-based measures of human capital provide additional insight into wages beyond traditional measure. In particular, we show that workers with diverse skills earn higher wages than those with more specialized skills.

Sanders[8] Educational technology has attained significant importance as a mechanism for supporting experiential learning of science concepts. However, the growth of this mechanism is limited by the significant time and technical expertise needed to develop such products, particularly in specialized fields of science. We sought to test whether interactive, educational, online software modules can be developed effectively by students as a curriculum component of an advanced science course. We discuss a set of 15 such modules developed by Harvard University graduate students to demonstrate various concepts related to astronomy and physics.

Lerner [9] This article is an initial exploration of the determinants of open source license choice. It first highlights how the decision is shaped not just by the preferences of the licensor itself, but also by that of the community of developers. The article then presents an empirical analysis of the determinants of license choice using the SourceForge database, a compilation of nearly 40,000 open source projects. Projects geared toward end-users tend to have restrictive licenses, while those oriented toward developers are less likely to do so. Projects that are designed to run on commercial operating systems and whose primary language is

English are less likely to have restrictive licenses.

Amos[10] Bacterial natural products remain an important source of new medicines. DNA sequencing has revealed that a majority of natural product biosynthetic gene clusters (BGCs) maintained in bacterial genomes have yet to be linked to the small molecules whose biosynthesis they encode. Efforts to discover the products of these orphan BGCs are driving the development of genome mining techniques based on the premise that many are transcriptionally silent during normal laboratory cultivation.

Here, we employ comparative transcriptomics to assess BGC expression among four closely related strains of marine bacteria belonging to the genus *Salinispora*. The results reveal that slightly more than half of the BGCs are expressed at levels that should facilitate product detection.

Senier [11] Origin stories are charged for Indigenous people, who have narratives of their own traditional emergence stories explaining how they came to be on their land, as well as dynamic accounts of their survival and resurgence.

Indigenous origin stories counter colonialism's own creation myths, which try to install settlers as the true "first peoples," rendering aboriginal people as vanishing remnants.

Digital humanities' own emergent narratives have likewise tended to elide the original contributions of Indigenous people.

1.3 Gimps

Blair[12] This paper seeks to outline the creation of a subject-based blog and to suggest unique evaluation techniques for library blogs.

Newton[13] This paper introduces the PHP (People's Housing Process) approach to housing provision in South-Africa as a noteworthy third way that allows housing provision for the urban poor. In this contribution we will illustrate how, in an assisted approach of self-help housing, the government can play an important role in safeguarding the production of homes rather than merely providing dwellings.

In doing so taking into account the more intangible and symbolic meaning of the house and home, which we argue is a central factor for a sustainable housing strategy.

Galán-Díaz[14] Nature conservation organisations increasingly turn to new digital technologies to help deliver conservation objectives. This has led to collaborative forms of working with academia to spearhead digital innovation.

Through in depth interviews with three UK research-council-funded case studies, we show that by working with academics conservation organisations can receive positive and negative impacts, some of which cut across their operations.

German National Cohort (GNC) Consortium[15]The German National Cohort (GNC) is a joint interdisciplinary endeavour of scientists from the Helmholtz and the Leibniz Association, universities, and other research institutes. Its aim is to investigate the causes for the development of major chronic diseases, i.e. cardiovascular diseases, cancer, diabetes, neurodegenerative/-psychiatric diseases, musculoskeletal diseases, respiratory and infectious diseases, and their preclinical stages or functional health impairments.

CHAPTER-2

INTRODUCTION

2.1 Project Descriptions

As digital as the world is becoming, it also becomes a major necessity to be able to manage our daily life activities through computers and smart machines. The project that I have chosen is not an exception, given how critical computer support is for most companies. A virtual platform system is an efficient management method for maintaining the Velloroy's Education's member's data and other information, and a content management system is a good choice as a tool if it fits with the requirements and features requested by the association. This capstone project report addresses the system requirements specifications for the system as well as the technical tools we used for the design and development.

2.2 Project Objective

The purpose of the project is to design, publish and maintain a website for the Velloroy's Education's which consist all the information regarding the college like infrastructure, faculty, transport, facilities etc,

2.3 Software Requirement Specification

This topic covers the requirements specification of our project "Velloroy's Education". It includes the specification of this documentation with general description, specific requirements, and analysis of models. It also includes changes management of this requirements specification in case of any change.

2.3.1 Introduction

In this section, the documentation of this report is specified. It specifies the document convention, document scope and provides a suggestion for the readers of

the document.

2.3.1.1 Topic Purpose

This project is for information purposes, which holds the attention and interest of a student, or gives pleasure and delight. The objective of this Project is to give the information about the college to the Students. And students reserved their seat easily in that college easily by filling up the registration form and being able to progress to the next level. Students can easily contact vellroys Education and ask their inquiry with the help of this website.

2.3.1.2 Scope of Project And Document

This Software Requirements Specification (SRS) describes the functional and nonfunctional requirements for the project. As we said before the purpose of this research is to provide a virtual image for the combination of both structured and unstructured information of project “Vellroys Educations ”.

Project “Vellroys Educations” having an anticipated development cycle greater than the length of the semester. The team wishes to carry on the project until its completion. The game will continue to grow until we feel it is satisfactory for open source distribution.

2.3.1.3 General Description

This section includes the perspective of our product and the system environment it require. It specifies the QFD (Quality Function Deployment) of our game and the User Story of it.

Wordpress

WordPress is a free, open-source website creation platform. On a more technical level, WordPress is a content management system (CMS) written in PHP that uses a MySQL database. In non-geek speak, WordPress is the easiest and most powerful blogging and website builder in existence today

WordPress is an excellent website platform for a variety of websites. From blogging to e-commerce to business and portfolio websites, WordPress is a versatile CMS. Designed with usability and flexibility in mind, WordPress is a great solution for both large and small websites.

The software is written in the PHP scripting language. All website content, including settings, blog posts and pages, are stored in a database. MySQL is the most popular choice of database, but some website owners choose to use an alternative solution such as MariaDB or SQLite. This is the CMS that provides the best solution, since its real power is manifested in plugins, of which there are more than 38,000 available for free in the official WordPress plugin directory. It began as a personal publishing system by 2001, but it progressed into a complete CMS in 2008. It is made using fully tested programming languages including (PHP and SQL) in order to achieve any task asked of a website. The usefulness of WordPress is concretized through its web template system.

Themes: This is done through installation and switching between themes by allowing users to change functionalities using WordPress standards that include PHP, HTML and CSS. Designers can acquire free and/or premium themes purchased by marketplaces or private developers. Otherwise, users can develop and build their customized themes to get advanced features depending on their needs.

A WordPress theme is a tool to change the layout and design of your website. Themes customize the appearance of your site, including the layout, typography, color, and other design elements. A theme is a zipped folder with a group of files, including a set of page templates written in the PHP programming language combined with some CSS stylesheets.

Free themes can be downloaded from the official WordPress theme directory, or you

can purchase premium themes with more advanced features from third-party developers. You can even create your own custom themes for a unique web design.

The best and most popular WordPress themes available for download are:

- Divi: A multi-purpose theme by Elegant Themes that's customizable with a drag-and-drop builder.
- Astra: A customizable theme that comes with pre-designed demos so you can get started in minutes.

They're also all considered multi-purpose themes, which means they'll work well for any type of website. You can use them for personal blogs, business sites, eCommerce sites, and more.

At first, it needed a WordPress theme, which was set up on Bootstrap. Thankfully, thousands of themes are available on the wordpress.org website. The most basic Bootstrap theme available was downloaded because the style of the template needed to be customized radically.

The Bootstrap website has a customization tool with which you can create a configuration file. You can customise all Bootstrap's component colours, sizes, etc. with the tool and it speeds up your work because you do not need to code all of those things yourself. After the customization, you just download the file and add it into your Bootstrap theme. 30 The rest of the website design was coded by the author using CSS and PHP scripting languages.

Plugins: WordPress is mainly designed to maximize the flexibility and at the same time minimize code bloat.. Users can have access to these features throughout client portals using search engine optimization that is considered as an internet marketing strategy .A plugin is a piece of software containing a group of functions that can be added to a WordPress website. They can extend functionality or add new features to your WordPress websites.

Filezilla

FileZilla is a free, open source file transfer protocol (FTP) software tool that allows users to set up FTP servers or connect to other FTP servers in order to exchange files. FileZilla traditionally supported File Transfer Protocol over Transport Layer Security (FTPS). The client software for FileZilla is available for all platforms and is free. Unlike the commonly chosen alternative form of security in FTP, secure file transport protocol (SFTP), FTPS is less firewall-friendly and requires the opening of a number of ports for its operation. For those who have security requirements for SFTP, previously a secondary client was required but the security has been updated to include both options.

FileZilla's paid pro version provides users with the ability to connect to many online storage providers including WebDAV, Amazon S3, Backblaze B2, Dropbox, Microsoft OneDrive, Google Drive, Microsoft Azure Blob and File Storage, and Google Cloud Storage. Setting up a server in FileZilla is simple, although it is only supported on Windows platforms. To create a new server site, a user downloads the software, opens it and goes to the file menu. In the file menu one chooses the site manager. One provides the host name, type of FTP protocol, login method and change from passive connection if required.

FileZilla is a free and open-source, cross-platform FTP application, consisting of FileZilla Client and FileZilla Server.

These are some features of FileZilla Client:

- Transfer files using FTP and encrypted FTP such as FTPS and Supports resume which means the file transfer process can be paused
- Ability to overwrite existing files only if the source file is newer
- Ability to overwrite existing files only if the file size does not match

- Tabbed user interface for multitasking, to allow browsing more than one server.

These are some features of FileZilla Server:

- FTP and FTP over TLS (FTPS)
- IPv6 support
- Speed limits
- Large file support >4GB
- Remote administration

Web Hosting

Web hosting is a service that allows companies and private persons to maintain and share their websites via the World Wide Web. Web hosting usually contains email accounts with their own domain part which is generally the same as a wanted domain name. The Internet is overflowing with all kinds of web hosting providers. The biggest difference between providers is price and features. Usually, when the provider price is higher, the features are better than those of the low-cost provider. Sometimes the price of one service of one provider may be much higher than that of another whereas the features are much worse. After checking up all kinds of web hosting providers, we ended up choosing a provider called Suncomet. Suncomet suited up perfectly to our purpose with a low price and encompassing features. Suncomet is a Finnish company, which was established in 2001. It offers their customers web hosting, domain name and server services with quality and very affordable prices.

Domain Name

A domain name known as a web address, is a service which allows web addresses

of companies and brands to be in a recognisable form. Web addresses would be too hard to remember without a domain name server, like e.g. 194.485.249.1. With a domain name, you can use a personal name or word on your website and email addresses.

Gimps

GIMP is an acronym for GNU Image Manipulation Program. It is a freely distributed program for such tasks as photo retouching, image composition and image authoring.

It has many capabilities. It can be used as a simple paint program, an expert quality photo retouching program, an online batch processing system, a mass **production image renderer, an image format converter, etc.**

GIMP is extendable and extensible. It is designed to be augmented with plug-ins and extensions to do just about anything. The advanced scripting interface allows everything from the simplest task to the most complex image manipulation procedures to be easily scripted. GIMP is written and developed under X11 on UNIX platforms. But basically the same code also runs on Windows and macOS.

GIMP is a cross-platform image editor available for GNU/Linux, OS X, Windows and more operating systems. It is free software, you can change its source code and distribute your changes.

Whether you are a graphic designer, photographer, illustrator, or scientist, GIMP provides you with sophisticated tools to get your job done.

Features and Capabilities:

This is only a very quickly thrown together list of GIMP features. You can also have a look at the illustrated features overview.

• Painting

- Full suite of painting tools including Brush, Pencil, Airbrush, Clone, etc.

- Sub-pixel sampling for all paint tools for high quality anti-aliasing
- Extremely powerful gradient editor and blend tool

● **System**

- Tile based memory management so image size is limited only by available disk space.
- Virtually unlimited number of images open at one time.

● **Advanced Manipulation**

- Full alpha channel support
- Layers and channels
- Multiple Undo/Redo
- Editable text layers
- Transformation tools including rotate, scale, shear and flip
- Selection tools including rectangle, rounded rectangle, ellipse, free, fuzzy

● **Animation**

- Load and save animations in a convenient frame-as-layer format
- MNG support
- Frame Navigator (in GAP, the GIMP Animation Package)
- Onion Skin (in GAP, the GIMP Animation Package)
- Bluebox (in GAP, the GIMP Animation Package)

● **File Handling**

- File formats supported include bmp, gif, jpeg, mng, pcx, pdf, png, ps, psd, svg, tiff, tga, xpm, and many others
- Load, display, convert, save to many file formats
- SVG path import/export

●Digital Retouching

GIMP is ideal for advanced photo retouching techniques. Get rid of unneeded details using the clone tool, or touch up minor details easily with the new healing tool. With the perspective clone tool, it's not difficult to clone objects with perspective in mind just as easily as with the orthogonal clone.

Supported Platforms

- GNU/Linux
- Microsoft Windows (XP SP3, Vista, 7, 8)
- macOS (10.6 and newer)
- Sun OpenSolaris
- FreeBSD

Mailchimp

Mailchimp is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties. Our approach to marketing focuses on healthy contact management practices, beautifully designed campaigns, and powerful data analysis. We're here to help you become an expert marketer. Mailchimp is a web-based application that works in most web browsers, which means you don't need to download or install any software on your computer. To be sure Mailchimp works properly in your browser, you should enable cookies,

pop-ups, and JavaScript.

Mailchimp offers several different pricing plans to get your business up and running. Whether you're just starting out, growing your business online, or already working with a large number of contacts.

Mailchimp is a very popular email marketing platform. Its' primary function is to send newsletters and automated emails to grow your business results. Email marketing lets you connect with your customers, engage with them and build meaningful long lasting relationships. Email marketing is a very very effective channel. The DMA has calculated email has an average ROI of \$38 for each \$1 spent, proving email to be an extremely cost-effective way to grow your business.

Mailchimp is an email service provider (ESP), built for helping businesses with email and online marketing. Founded in 2001, Mailchimp has grown to become one of the top email newsletter services today . With Mailchimp you can send newsletters and automated emails. You can build your email list with form or import your known contacts. Mailchimp offers pre-designed email templates and a drag and drop email builder. The tooling has built-in email analytics. With all of that, Mailchimp is pretty attractive software for businesses to start with email marketing.

Some interesting Mailchimp stats:

- MailChimp has a 60% share of the email industry
- Mailchimp sends 10,794 emails every second
- Has over 11 million active customers with a total audience of 4 billion
- Sent 8,778,853,528 emails over the Thanksgiving weekend 2019
- MailChimp customers generated more than \$321,538,039 in revenue, using Mailchimp product recommendations.

Mailchimp is a marketing automation platform designed and developed for businesses using email to reach out to their target markets. It is an all-in-one tool

where you can manage your mailing lists, create custom email templates, and nurture and automate your entire marketing campaigns. Enterprises looking to leverage email marketing need a tool, such as Mailchimp, to run their campaigns like a well-oiled machine.

Mailchimp is a comprehensive email marketing platform that fulfills all your requirements of email correspondence with customers, affiliates, and other stakeholders. Unlike many other all-in-one marketing and automation platforms, Mailchimp is a web-based application. This means you can use it just like a website on any web browser without needing to download and install a heavy software program on your devices.

Track Your E-commerce Performance

The Mailchimp reports also let you track your e-commerce activity and performance. Through this tab, you can find out which recipient has bought what item from the connected e-commerce store(s) after opening your campaign.

Customer Journey Builder

Customer journey builder is one of the most useful additions to Mailchimp automation of late. It essentially enables businesses to devise an automated email-based sales funnel



Username or Email Address



Password



☐ Remember Me

Log In

Lost your password?

[← Go to My New WordPress Site](#)

CHAPTER-3

3.1 Quality Function Deployment

Quality Function Deployment is a technique that translates the needs of the customer into technical requirements for software/application. It concentrates on maximizing customer satisfaction from the Software engineering process. With respect to our project the following requirements are identified by a QFD.

- Normal Requirements.
- Expected Requirements.

3.1.1 Normal Requirement

Normal requirements consist of objectives and goals that are stated during the meeting with the user//relevant people. Normal requirements of our project are:

- I. No cost
- II. Easy to Visit
- III. Easy to operate.
- IV. They observe our website as this is built in a professional manner.
- V. The website/channel with measured coding, professional thinking.

3.1.2 Expected Requirements

These requirements are implicit to the system and may be so fundamental that the user/relevant person does not explicitly state them. Their absence will be a cause for dissatisfaction.

- I. We may provide some special obstacle to make user more effective
- II. Maximum high regulation with minimum hardware.

III. We may provide users with a high score on the quiz with their name.

IV. Easy to update.

3.2 Specific Requirement

3.2.1 External Interface Requirement of System

➤ 3.2.1.1 User Interfaces

Every user must have a menu so it can be user friendly enough and gamer can easily fulfill their need. Menu is also an important thing while creating the SRS document section. In this SRS document part; we have used the menu snapshots in the user manual part. These snapshots are based on the menu of the game.

➤ 3.2.1.2 Hardware Interfaces

“Vellroys Education ” is an application designed specifically for Windows platform and is functional on both Desktop and Laptop. Application data is stored locally on the engine elements. “Vellroys Education” will be developed for every Windows Version and all subsequent Releases.

➤ 3.2.1.3 Software Interface

“Vellroys Education” has been developed using a series of Website Development with mean wordpress ,filezilla,mailchimp & gimp. Working tools and Platform.

➤ 3.2.1.4 Operating System- Windows

➤ 3.2.1.5 Technology Used- Wordpress,Filezilla,Gimp,Mailchimp

➤ Database-phpmyadmin

3.2.1.6 User Story of Our Project

“Vellroys Education " is a website . It is a multiuser-platform website/channel which is supported on any PC or a mobile. After running the application, the UX view of

the website will appear on the screen. The term UX means User Experience which is used to explain all aspects of the person's experience with a system. However, then the user can directly select "Start" from the "Main Menu " and start to visit the website. Users can easily visit the website regarding the college.

3.3 Project Model Used

3.3.1 Development Life Cycle

WordPress is an open source content management system (CMS), based on the PHP programming language and the MySQL database management system. It's known for being user-friendly, allowing amateur developers to build and manage blogs and websites. Basic WordPress development requires little to no coding knowledge. It's an extremely popular platform among professionals and DIY developers.

To give you some insight into how widespread the popularity of WordPress has become: WordPress is used to power around 14% of the top 100 websites in the world. More than 409 million people view more than 20 billion WordPress pages each month, and approximately 17 new WordPress site posts are published every second!

While some business owners do take the DIY approach to creating their WordPress website, many others turn to a professional team for the development work. This initially costs more, but in the long run it can save a lot of time and effort, and will also mean the final website functionality is much smoother.

A WordPress development project can typically be broken up into seven phases:

1. Project initiation
2. Design
3. Data migration
4. Development

5. Quality assurance and user acceptance testing
6. Site
7. Support

3.3.2 Phases

1. Project Initiation

Normally, representatives from the agency will meet with the client multiple times in order to get a detailed understanding of what the client wants to achieve with their WordPress site. This includes

- General project goals
- Design requirements
- Website data details

WP Project Manager:

The free WP Project Manager plugin can be used to manage projects within your WordPress system. The plugin allows you to keep your PM functions in-house, instead of having to log into an external site whenever you want to check on your project status.

2. Design

The visual design requirements will have been established during the project initiation phase. Usually, the designers will create mock-ups to show to the client. These will be reviewed and revised as needed, before being finalised and signed off. A good design team will bring a combination of technical know-how and creative flair to the table. They will make use of the latest web design elements, and will also make sure that the website is responsive.

Layout:

When it comes to site layout, less is more. Avoid clutter and keep your layout clean and simple. This will allow your visitors to focus on the content, without unnecessary distractions. Advertisements, pop-ups, animations and excessive buttons are all examples of clutter. Don't bombard your visitors with unnecessary sights and sounds.

Images:

The right images can really enhance the appearance of a website. It pays to invest in good quality images, taken by professional photographers.

Free image resources:

- Flickr Creative Commons
- Unsplash
- stock.xchng
- Wikimedia Commons

Font:

A good font choice will ensure that website copy is legible, and make the site overall appear more professional.

Online font sources:

- Myfonts.com
- Exljbris Font Foundry
- WP Google Fonts plugin
- Typekit Fonts for WordPress plugin
- Fontmeister plugin

Logo:

A logo is a vital representation of your brand or business. It should be instantly recognisable to site visitors.

3. Data Migration

The data migration process typically starts with the client providing the development team with access to their database files. The team then pulls together a data mapping document and writes a data migration script, and then begins the import process. After completing the initial import, the team will perform a quality assurance review against the data mapping document to ensure that everything has been done correctly.

If you are doing your own data migration, here are some tips to make sure it goes smoothly:

- Always test your backup file before starting the migration. Make sure the backup is not corrupted.
- Keep the original WordPress site live, just in case you encounter any issues. Migrate to the new server by changing the host file on your computer to the new server IP address. If you come across any problems, you can use the original site to prepare a new backup.
- Only update the Domain Name System (DNS) when the migration has been completed. This will help to minimise downtime.

4. Development

Theme / Design

The developers and designers work together to create the new site based on the design signed off by the client. Depending on budget, either an entirely bespoke theme can be built, or an existing theme from the WordPress marketplace can be edited and configured to fit the project. A custom-built unique theme is always recommended in order to effectively market your brand and products / services, while if an existing WordPress theme is used you run the risk of your site looking very similar to thousands of others.

Functionality

Each plugin has to effectively fetch its relevant data from the site database, and when you have a large number of them trying to perform its own task at the same time – it can cause some conflict and slow everything down. Some plugins can also cause security risks, and paid plugins are generally more secure than the free variants.

For this reason all custom functionality is reviewed, and recommendations are made as to whether to create a plugin from scratch, or download / purchase from the WordPress plugin marketplace.

5. Quality Assurance (QA) and User Acceptance Testing (UAT)

Once all the development tasks have been completed, it's time for the QA and testing phase to begin. This is to ensure that all functionality is in place before going ahead with the site launch. Development team performs cross browser and device testing to ensure responsiveness and accessibility is in place. We run your new custom theme through our WDS theme check plugin. Our development team also runs a query monitor and report to ensure that the site is performant prior to launch.

There are a few phases of quality assurance and testing.

Functional Testing:

This is the first and most important step in the WordPress quality assurance process. This process confirms that all functional requirements are satisfied. Functional testing includes:

- Build verification testing (also called “smoke testing”): Preliminary testing to reveal simple failures.
- Unit testing: A process where all units (the smallest testable parts) are reviewed.
- Integration testing: Individual units are combined (integrated) and tested as a group.
- Sanity testing: Checks to evaluate whether a claim or the result of a calculation is true.

- Regression testing: Confirms that a recent programme site features
- Usability testing: Determines whether the site works properly for end users.
- System testing: The complete integrated software is tested, to evaluate the system's compliance with the requirements.
- User acceptance testing (beta testing or end user testing): Users test the site to make sure it works in a real-world situation.

During functional testing, the developers must verify the main functions of the site, the links and forms, and any animations that appear on the site, as well as how it handles errors and how data is stored in the database.

Usability Testing:

This phase focuses on the user experience. The site must be user-friendly and make a good impression. Testers must consider the following:

- Design consistency
- Logo is displaying correctly
- Images are displaying correctly
- All buttons and links are clickable
- Buttons are displaying correctly (same size, colour etc)
- Video files are working correctly
- Text is displaying correctly and font design is consistent.

Compatibility Testing:

This phase analyses how well and efficiently the website can perform when it runs on different operating systems. Some operating systems are more likely to have issues (bugs) than others.

The compatibility testing phase includes the following checks:

- Layout and alignments are consistent across screens of different sizes
- Font size is valid across multiple devices
- Scroll bar is working correctly across different screens and device

Performance Testing:

This is a non-functional testing phase that is primarily about the client's expectations. A successful site should have good speed, responsiveness and stability. QA during this phase should include the following tests:

- Load testing: Tests how the website performs under an increased load.
- Stress testing: Checks the performance of the site with a load beyond its capacity to handle.
- Spike testing: Checks how the website copes with a sudden increase and decrease of the load.
- Scalability testing: Tests the site's ability to maintain constant user response times.
- Volume testing: Tests the site's performance with a certain amount of data.

Security Testing:

This phase is used to confirm that the site will protect any confidential data, and will not be vulnerable to hacks and security breaches. Naturally, this is a critical part of the testing process. Any potential threats to the system must be analysed and addressed.

During security testing, developers doing QA must verify the following:

- SSL has been implemented correctly.
- Two-step verification has been implemented.

- reCAPTCHA has been implemented.
- Users are required to have unique usernames
- The system requires users to enter a “strong” password
- Users are restricted if they attempt to login with an invalid username, email or password.
- The “Reset password” and “Remember my password” functionalities are correctly implemented.
- Any sensitive, confidential information is stored in the browser cache.
- All WordPress plugins and themes are up to date.
- Database and backup are correctly configured.
- Sessions on the website automatically expire after a specified time.

6. Site Launch

Each new website will have its own unique launch plan. Typically, the launch process includes the following steps:

- The lead developer steps up staging and production environments on the client’s host.
- The developers will request a content freeze in order to start the final data migration.
- Once the data migration and quality assurance tests have all been completed, the new site will go live.

7. Support

A good agency will also provide clients with a support phase for a specified period of time after launch. During this time, the client can bring any bugs or issues to the

agency's attention, and the developers can address them, making sure that the client is 100% happy with the way their site is working. Some clients will also opt for extended support and maintenance plans.

A WordPress website is an affordable, flexible and long-lasting way to establish an online presence for your business or brand. Speak to the Lilo team about starting your new WordPress project, and we'll be happy to discuss your requirements.

CHAPTER-4

FEASIBILITY STUDY

4.1 Introductions

A feasibility study is an analysis that takes all of a project's relevant factors into account—including economic, technical, legal, and scheduling considerations—to ascertain the likelihood of completing the project successfully. Project managers use feasibility studies to discern the pros and cons of undertaking a project before they invest a lot of time and money into it.

The feasibility study is conducted to check whether the candidate system is feasible. The system which is selected to be the best against the criteria is thereafter designed and developed. The feasibility study takes into consideration the risks involved in the project development beforehand. Therefore in this phase we have to do a feasibility study which tests the website according to its work ability, impact on the organization, ability to meet user needs and effective use of resources. We do the feasibility study for the website to analyze the risks, costs and benefits relating to economics, technology and user organization. There are several types of feasibility depending on the aspect they cover. Import of these includes:

Understanding Feasibility Studies:

A feasibility study is simply an assessment of the practicality of a proposed plan or project. As the name implies, these studies ask: Is this project feasible? Do we have the people, tools, technology, and resources necessary for this project to succeed? Will the project get us the return on investment (ROI) that we need and expect?

The goals of feasibility studies are as follows:

To understand thoroughly all aspects of a project, concept, or plan

To become aware of any potential problems that could occur while implementing

the project

The Importance of Feasibility Studies :

Feasibility studies are important to business development. They can allow a business to address where and how it will operate. They can also identify potential obstacles that may impede its operations and recognize

The amount of funding it will need to get the business up and running. Feasibility studies aim for marketing strategies that could help convince investors or banks that investing in a particular project or business is a wise choice.

Feasibility studies reflect a project's unique goals and needs, so each is different. However, the tips below can apply broadly to undertaking a feasibility study. You may, for example, want to do the following:

- Get feedback about the new concept from the appropriate stakeholders
- Analyze and ask questions about your data to make sure that it's solid
- Conduct a market survey or market research to enhance data collection
- Write an organizational, operational, or a business plan
- Prepare a projected income statement
- Prepare an opening day [balance sheet](#)
- Make an initial "go" or "no-go" decision about moving ahead with the plan

Suggested Components Once you have finished your basic due diligence, you might consider the elements below as a template of items to include in your study:

- **Executive summary:** Formulate a narrative describing details of the project, product, service, plan, or business.
- **Technological considerations:** Ask what will it take. Do you have it? If not, can you get it? What will it cost?

- **Existing marketplace:** Examine the local and broader markets for the product, service, plan, or business.
- **Marketing strategy:** Describe it in detail.
- **Require staffing** (including an organizational chart):

What are the [human capital](#) needs for this project?

- **Schedule and timeline:** Include significant interim markers for the project's completion date.
- **Findings and recommendations:** Break down into subsets of technology, marketing, organization, and financials.

4.2 Technical Feasibility

This is an important outcome of the preliminary investigation. It comprises of following questions:-

- Can the work of a project be one with the current equipment, existing software and available man power resources?
- If Technology is required what are the possibilities that it can be developed? We can strongly say that it is technically feasible, since there will not be much difficulty in getting resources for the development and maintaining the system as well. All the resources needed for the development of the software as well as the maintenance of the same is available in the organization.

4.3 Economical Feasibility

It deals with questions related to the economy. It comprises of the following questions:-

- Are there sufficient benefits in creating the system to make the cost acceptable? the costs of not creating the system so great that the project must be undertaken? Development of this application is highly economically feasible. The organization needed not spend much money for the development of the system already available. The only thing to be done is making an environment for development with effective supervision. Even after the development, the organization will not be in condition to invest more in the organization.

4.4 Operational Feasibility

The operational feasibility consists of the following activity:-

- Will the system be useful if it is developed & implemented?

In order to determine if the redesign of the workspace environment would work, an example of an operational feasibility study would follow this path based on six elements:

- **Process** – Input and analysis from everyone the new redesign will affect along with a data matrix on ideas and suggestions from the original plans.
- **Evaluation** – Determinations from the process suggestions; will the redesign benefit everyone? Who is left behind? Who feels threatened?
- **Implementation** – Identify resources both inside and out that will work on the redesign. How will the redesign construction interfere with current work?
- **Resistance** – What areas and individuals will be most resistant? Develop a change resistance plan.
- **Strategies** – How will the organization deal with the changed workspace environment? Do new processes or structures need to be reviewed or implemented in order for the redesign to be effective?
- **Adapt & Review** – How much time does the organization need to adapt to the new redesign? How will it be reviewed and monitored? What will happen if through a monitoring process,

4.5 Social And Behavioral Feasibility

It deals with the various issues related to the human behavior like:-

- Whether the user is able to adapt to a new change or not?
- Whether the ambiance we are providing suits the user or not?

4.6 Legal Feasibility

It deals with the question related to the legal issues. It comprise of the following questions:-

- Contract Signing
- Software License agreement
- Issues related to cyber laws.
- Legal issues relating to the man power contract.

CHAPTER-5

SYSTEM DESIGN

5.1 Introduction

System design is the phase that bridges the gap between the problem domain and the existing system in a manageable way. This phase focuses on the solution domain, i.e. *“how to implement?”*

5.2 System Architecture

The server, where the website of Vellroys Education is hosted, is managed by Webmin. The latter is a web-based system that let the designer control services as well as configure open source applications. This is an online interface that allowed the management of the server (operating system of the hosting machine), and through it the creation of virtual hosts can be done which contain WordPress and the PhpMyAdmin online database.

5.3 Modules in the System: The system comprises 2 major modules as follows:

5.3.1. User

It controls features (user tasks) of Webmin.

5.3.2. Admin

This is the control panel that controls hosting websites under specific domains through a user-friendly interface that helps the user of the server to manage the website easily.

CHAPTER-6

6.1 Database Management System:PHPMyAdmin

WordPress offers a bench of free applications coded in PHP, to manage MySQL databases. The queries are ran, optimized and repaired by the user through creating, altering , dropping, deleting, importing and exporting tables (columns, relations, indexes, users,...). The latter is called PhpMyAdmin software that is integrated as well in the CPanel so that the user can execute any SQL statement using the interface. This online database supports LTR (left to right) and RTL (right to left) languages within 72 translations available.

6.2 Plugins Used

WordPress plugins were used for the website features. WordPress plugins are useful when the website requires some special features. Plugins were needed in the event calendar, social sharing buttons, member area and the contact form. WordPress plugins are easy to install. You can install plugins via a WordPress dashboard on the plugins page. After the installation, you navigate back to the plugins page and activate the installed plugins.

Embed Any Document:

WordPress plugin for embedding forms, meeting minutes or any other form that concerns Mimouna Foundation into the virtual platform pages. It is a suitable tool that displays documents without the need of many browsers like Flash or/and Acrobat Reader.

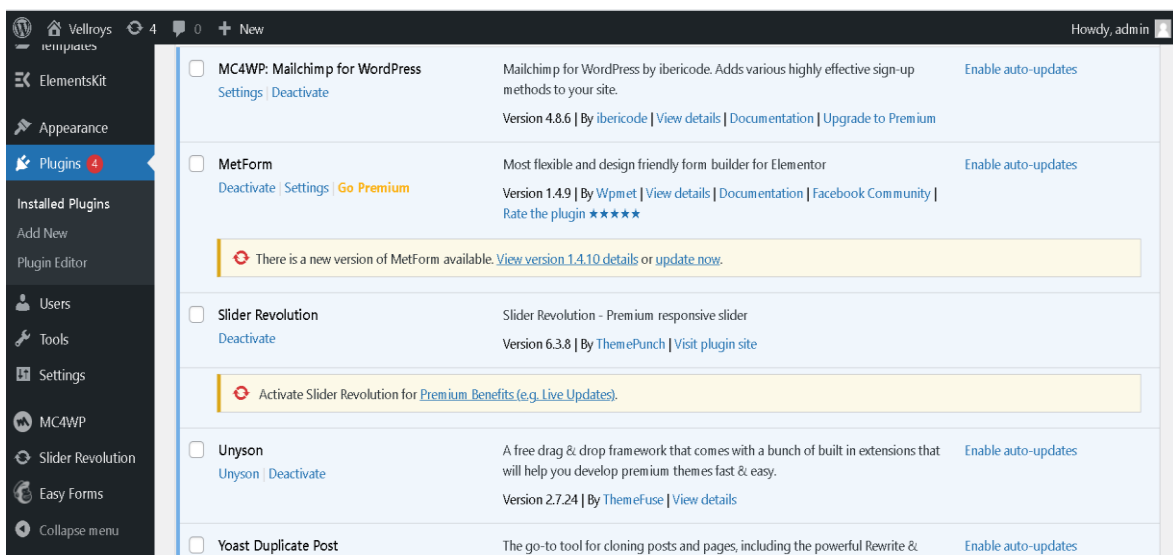
LayerSlider WP:

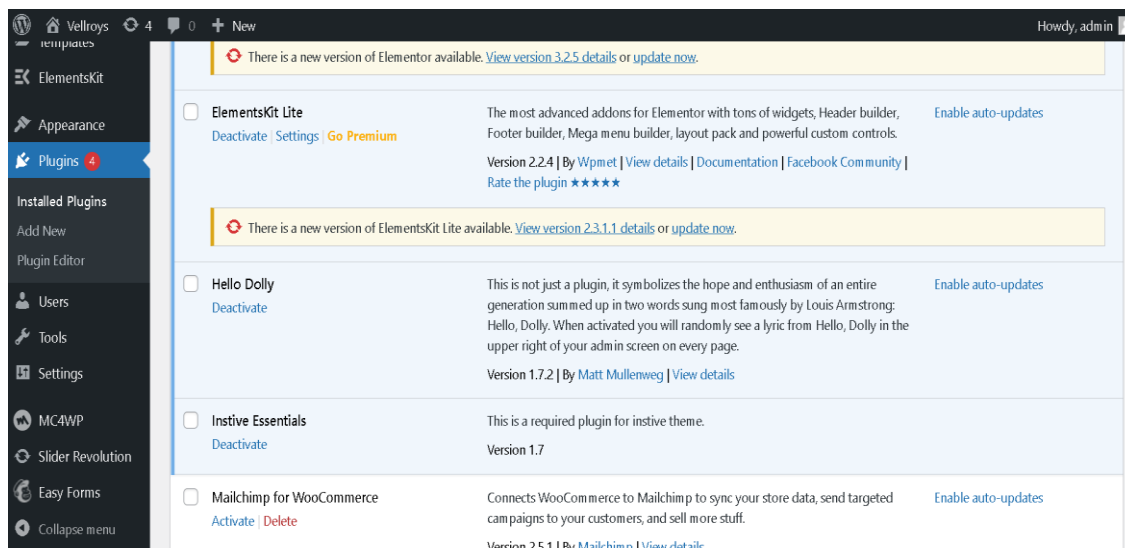
A premium plugin that displays nice sliders on the website by generating visual arts gallery, multipurpose slideshows with effects within WordPress effects. In this virtual platform, html codes were customized to get personalized multimedia

contents.

Nav Menu Roles:

The pro-version of a plugin that is based on user roles by making menu items appear depending if the current user is logged in or not. It is flexible in terms of customizing functionalities by customized labels in every check box. Thus, this plugin is useful in hiding and showing Nav Menu items.





Social sharing buttons:

The author ended up using a Super socializer plugin because it was the easiest to use and it suited the best for the website purpose. “Super Socializer is an all-in-one WordPress Social Plugin fulfilling all the social needs of your website like - Social Login, Social Share and Social Comments” . Only the social sharing feature was needed on the website. It is possible to choose what social sharing features are visible on the site. Facebook, Twitter, and email sharing buttons were chosen.

Member area

The best member area plugin was User Access Manager because it was easy to use and maintain. The plugin manages the access to your posts, pages, categories, and files. The author created this page and allowed only logged users to see the page.

Contact form

A contact form plugin was hardest to find because you needed to pay for some of the plugins, and the rest of plugins were too hard to use. Finally, a plugin called Contact Form to Email was found. It was free and worked as expected.

Profile Extra Fields:

This plugin extends WordPress basic profile fields to include customized ones such as CIN (identity number), Phone Number, etc. This is an efficient tool to extend the functionality of a profile or/and registration page that includes social media accounts like (Twitter, Facebook, etc.).

Unyson

A powerful page builder that simplifies to users building nice WordPress pages, so that maintenance or any further modification can be easy even for users without coding knowledge

This is a framework that is based on dragging and dropping themes through 10 built-in extensions: Backup, Mega Menu, Portfolio, Drag & Drop Builder, Shortcodes, Slider, SEO, Breadcrumbs, Sidebars and Styling.

WP Accounting:

This is a plugin to add accounting functionality to WordPress, to be used for adding the association's income and expenses within generated financial reports.

Events:

This WordPress plugin can be embedded within any page to show the upcoming events. Events can be easily added from the dashboard by allowed members.

User Role Editor:

This is a plugin that lets the administrator set specific permissions depending on the logged in user rank, either Board Member, Normal Member or just guest.

Scifi Task Manager:

It allows the administrator to assign tasks to different members, set deadlines and view progress.

6.3 User Role

Board Members

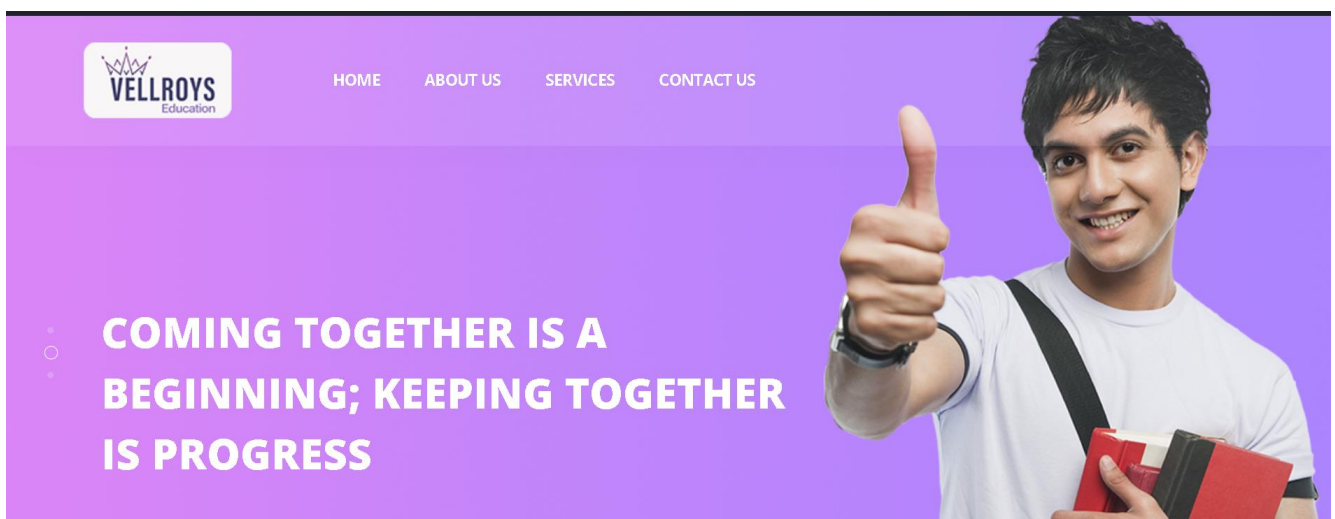
Administrators have access to the whole virtual platform by being enabled to edit events, tasks, finance, pages, profiles, documents and features are enabled for administrators as well as creating new users. They also have user modules to manage access of members, especially communication members who are privileged

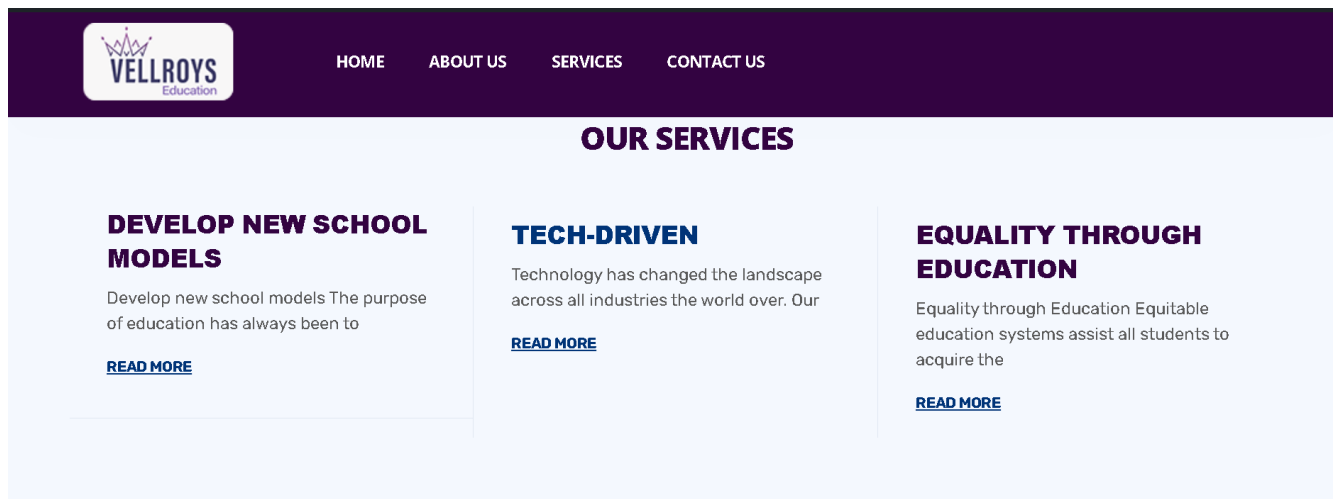
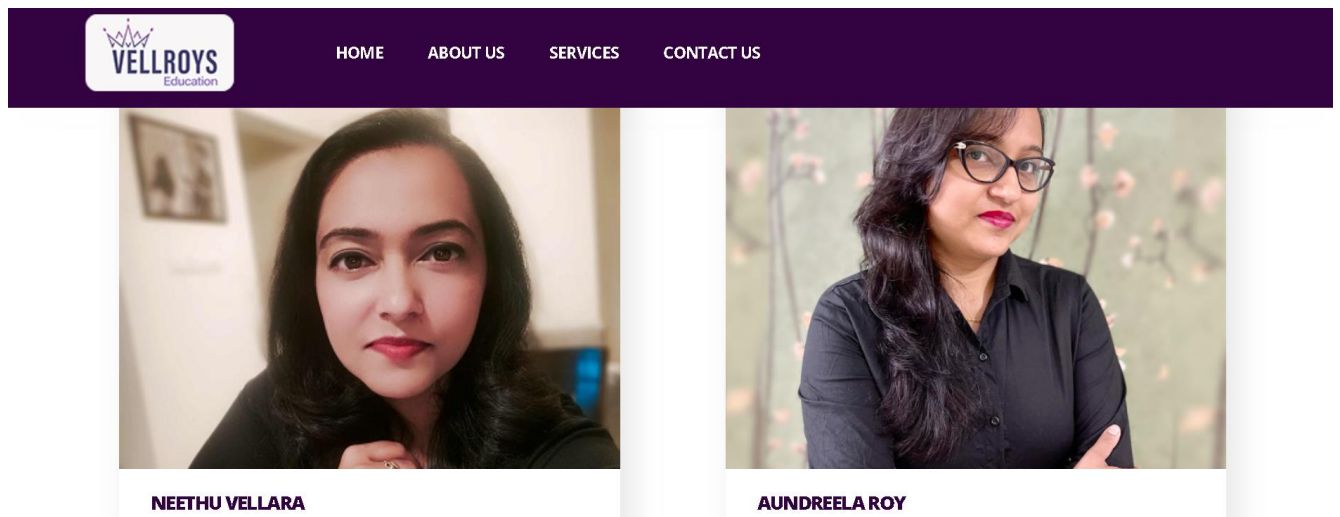
Members

Communication members have privileged access (allowed by board members) by being enabled to edit pages, press (releases), Multimedia (images/videos) and events as well as view tasks, user profiles, documentation and Archive.

Normal members have restricted access to modules and functions. They are not allowed to edit, they only view tasks, Events, User profiles, Documentation and archive .

6.4 Snapshots





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24/7

Table	Action	Rows	Type	Collation	Size	Overhead
wp_commentmeta	Browse Structure Search Insert Empty Drop	0	MyISAM	utf8mb4_unicode_520_ci	4.0 K1B	-
wp_comments	Browse Structure Search Insert Empty Drop	2	MyISAM	utf8mb4_unicode_520_ci	7.8 K1B	-
wp_links	Browse Structure Search Insert Empty Drop	0	MyISAM	utf8mb4_unicode_520_ci	1.0 K1B	-
wp_options	Browse Structure Search Insert Empty Drop	272	MyISAM	utf8mb4_unicode_520_ci	3.8 M1B 778.3 K1B	-
wp_postmeta	Browse Structure Search Insert Empty Drop	2,839	MyISAM	utf8mb4_unicode_520_ci	3.6 M1B 1.6 K1B	-
wp_posts	Browse Structure Search Insert Empty Drop	685	MyISAM	utf8mb4_unicode_520_ci	1.0 M1B	-
wp_revslider_css	Browse Structure Search Insert Empty Drop	109	MyISAM	utf8_general_ci	92.9 K1B	-
wp_revslider_css_bkp	Browse Structure Search Insert Empty Drop	47	MyISAM	utf8_general_ci	15.6 K1B	-
wp_revslider_layer_animations	Browse Structure Search Insert Empty Drop	0	MyISAM	utf8_general_ci	1.0 K1B	-
wp_revslider_layer_animations_bkp	Browse Structure Search Insert Empty Drop	0	MyISAM	utf8_general_ci	1.0 K1B	-
wp_revslider_navigations	Browse Structure Search Insert Empty Drop	1	MyISAM	utf8_general_ci	3.1 K1B	-
wp_revslider_navigations_bkp	Browse Structure Search Insert Empty Drop	0	MyISAM	utf8_general_ci	1.0 K1B	-

To control FTP (File Control Protocol) users (communication between client and server)

Database: PhpMyAdmin

There will be only one administrator who will have access to PhpMyAdmin to edit

ID	user_login	user_pass	user_nicename	user_email	user_url	user_i
1	admin	\$P\$B2ZB1UPsNmnb9qVHTR2MpYP:hh8e0	admin	admin@gmail.com	http://localhost/ebenezer	2021-1

CHAPTER-7

STEEPLE Analysis

7.1 Social

The social impact of the Vellroys Education virtual platform is highlighted by creating an environment where members can be linked virtually to overcome geographical constraints, and keeping all Foundation's members updated about the different events, tasks, meetings dates and future actions. Organizations should be able to offer different type of courses and services to the student's lifestyle.

7.2 Technologies

The chosen content management system, WordPress, fits with the association's requirements in terms of tools and features offered. It is the world's most popular CMS, modernized with thousands of plugins available for free, and allows small modifications that need PHP knowledge to alter data fields. Technological Environment means the development in the field of technology which affects student's life by new inventions. The pace of change in technology is becoming more rapid.

7.3 Economic

The Vellroys Education virtual platform will have a slight economic impact, since the foundation is a Non-Profit organization with the vision of promoting Moroccan Jewish culture via events that generate no financial benefits. However, the association occasionally organizes fundraising actions supporting a number of projects with a remarkable influence on society. Moreover, the intended platform would be able to support communication with a number of targeted social and commercial organizations; as a result, building a profitable and fruitful social

network.

7.4 Environmental

The virtual platform will have no direct impact on the environment. However, it can influence people by publishing, promoting and encouraging environmentally friendly events and activities through using electronic soft copies rather than hard copies.

7.5 Political

The virtual platform will have no direct political impact, and has no diplomatic vision. Yet, the association is gathering resources that many political entities use.

7.6 Legal

Legally, the association is holding confidential information about members in addition to the entities that it deals with. Hence, permission is needed for all documents, publications and posts coming from external sources, which should be appropriately credited. Consent is also needed in order to divulge personal data (such as pictures and other personal details).

7.7 Ethical

The Vellroys Education virtual platform will enforce ethical behaviors among the members by allowing them to have access to all the archives and documentation, as well as the multimedia side which reflects an aspect of transparency. The task update function within the calendar will assist each member in having greater visibility of his/her own tasks as well as that of other members, which will promote greater responsibility among members with respect to the tasks assigned to them. In case there are any constraints, users can give their suggestions through the suggestion box to help the board improve the work of the association.

7.8 Testing

The aim of the website testing is to make sure that a user has a good experience on the website regardless of what system they have. The biggest problem is older

browsers so that the website may look great in a newer browser and not so great in the older browser. Another problem is mobile devices with their smaller screens and resolutions. Luckily, Bootstrap solved both of these problems. The author only needed to check that everything was working on different browsers and screen sizes. There was only one issue with mobile devices, some of longer headers broke the width of the website. After testing, the code was revised and it fixed the problem.

A website may look astonishing but if it does not function as it should, it is doomed. Testing functionality ensures that users are not getting tripped up anywhere on the website. In this case, the client's professional communication friend checked the functional issues of the website. He found a couple of critical issues; the sitemap was too messy, and some of the names were misleading. Also, the functionality of the navigation bar was illogical, some of the main navigation buttons opened a new page, and some just opened a list of subpages. After the updates, the navigation bar always opens the list of subpages, and the sitemap structure was changed and made clearer. Every visible page now has subpages and their names are more understandable to the user. The first version of the sitemap had nine pages, and the subpages were too hard to find, see figure 2. The new sitemap has only seven pages, and all the subpages are easy to find. The new sitemap created by Slickplan 35 Also, the security of the website should be tested. Security testing is a process which determines that confidential data stay confidential, and users can perform only those tasks that they are authorised to perform. Only third party applications were used on this website, like WordPress and its plugins. Automatic updates are enabled on WordPress, thus security problems should always be updated.

CHAPTER 8

CONCLUSION AND FUTURE SCOPE

8.1 Conclusion-

Vellroys Education website can be a valuable tool to any business. Planning, developing, and promoting a website properly is the only way to ensure that the website will be successful. The “success” of a website can only be determined by obtaining consistent, reliable information on customer behavior and striving to constantly improve the website to benefit customers. A successful website will take a “customer-centric” approach and aim to keep user needs the top priority at all times. Success will ultimately be determined by the satisfaction of the customer, and the ability to improve the information and services that a business offers as technology advances.

8.2 Future Scope –

The future of vellroys education is:

- Looking bright.
- Given its current usage both in the home and on the move, it seems as though this technology will only get bigger over the next few years.
- Vellroys education will become the prominent part of our everyday lives sooner than we think.

CHAPTER 9

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