

JENNY Web Services

Web Revamp Proposal

ABSTRACT

Proposal of revamping current static website to implement user authentication, admin content management system, shopping cart system, data CRUD features.

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WEB SOLUTION LTD

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BACKGROUND

JENNY web service is a digital marketing solution company that provides various creative services, including graphic design, web design and web development. This eCommerce web revamping project is to deliver an eye-catching website to arouse the interest of those browsing the website to purchase the design or/and web services using a shopping cart system.

GOALS AND OBJECTIVES

There are several goals and objectives to accomplish an innovative, intuitive and convenient eCommerce website for the target audiences:

- Build a comprehensive and user-friendly registration, login, and logout System to increase the loyalty of existing and new customers.
- Apply user authentication feature to protect user's information.
- Create a simple and intuitive shopping cart system to improve the user shopping experience and product satisfaction.
- Develop a profile page for logged-in customers to examine their personal information and ordering history to improve their shopping experience.
- Apply security features like XSS protection, CSRF protection and password encryption to protect the website and user's personal information from malicious attacks.

TARGET AUDIENCE

Primary:

Visitors looking for design and web development services, particularly those who merely wish to obtain a single or a subset of the services offered during the website creation cycle will be the primary target audience.

Secondary:

Companies that want to have a highly customized web design and development in a large-scale manner or are looking for long-term website maintenance support.

DATA COLLECTION

- Customers
 - Registration information like name, phone, email, address and subscribe to newsletter willingness
- Products
 - Product information like product name, image name, summary, description, technology applied, price, discount etc
- Categories
 - Category information of all the web services
- Invoices
 - Invoice of every purchase
- Invoice Lines
 - Line item details for the invoices
- Logs
 - Website event logs for administration purposes

USE CASES



Unauthenticated Visitors

Unauthenticated Visitors will see the register button and login button on the utility menu bar, which will lead them to the register page and login page, respectively. Visitors who are not registered or logged in can still add services to the shopping cart, but they will be redirected to the login page with a "Please login before making a payment" message when they check out the items.



Authenticated Customers

Authenticated users (Logged in users) will see the profile button, which will lead them to their profile page. There will also have a logout button on the utility menu bar. They will be able to check out the shopping cart items, fill in payment information, and check out their ordering status on their profile page.



Admin Users

Admin users will have an admin page with the below functionality:

1. View Ordering status
2. Monitor website visiting status
3. View, add, edit, and remove products in the database. The changes will be revealed on the website product page to the customers automatically
4. View the customers' information

SECURITY

XSS PROTECTION

Without Cross Site Scripting (XSS) protection, the malicious script could have access to any cookies, session tokens, or other sensitive data stored by the browser and used with that site. To secure the website from cross-site attacks, we will install Secure Sockets Layer (SSL) on the webserver and use a commercial certificate.

CSRF PROTECTION

Cross-site request forgery (CSRF) attacks are used to deliver malicious requests to a web application from an authenticated user. In order to protect the website, a unique random id will be generated once users log in, and all the forms on the website will hold the same unique id. When users submit the form on the website, the site will check to see if the form's id matches the one produced when they logged in. This checking ensures that only secure requests will be sent out, and hackers will be unable to carry out any attacks.

USER AUTHENTICATION

Authentication prevents unauthorized users from accessing a system and potentially destroying it or stealing information. Visitors will need to log in to the website to view their profiles and make orders on products. Admin user will have their admin views to manage website and database contents.

PASSWORD ENCRYPTION

A robust one-way hashing method is used to encrypt the user's password. Even if two passwords are identical, the hash pattern will differ. Hackers won't be able to figure out the password because it's encrypted.

STORYBOARD

MENU BAR – UNAUTHENTICATED VISITOR



MENU BAR – AUTHENTICATED VISITOR



MENU BAR – ADMIN USER



REGISTER PAGE

[Home](#)[Portfolio](#)[All Services](#)[Contact Me](#)[Register](#)[Login](#)

Registration

Please register before purchasing any web services.

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Street"/>	
<input type="text" value="City"/>	<input type="text" value="Postal Code"/>
<input type="text" value="Province"/>	<input type="text" value="Country"/>
<input type="text" value="Phone"/>	
<input type="text" value="Email Address"/>	
<input type="text" value="Password"/>	
<input type="text" value="Confirm Password"/>	

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☐ Subscribe to our Newsletter.


* Required fields.

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LOGIN PAGE

Jenny [Home](#) [Portfolio](#) [All Services](#) [Contact Me](#) [Register](#) [Login](#) 

Login

*


*

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PROFILE PAGE



Jenny[Home](#)[Portfolio](#)[All Services](#)[Contact Me](#)[Admin](#)[Profile](#)[logout](#)

Hi Jenny! Welcome back!

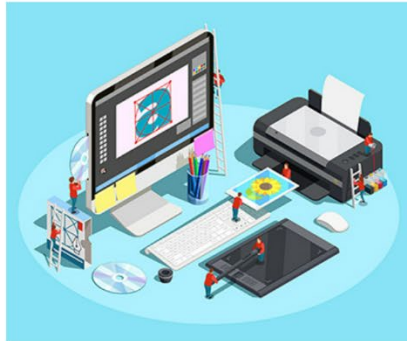
Profile

First Name:	Jenny
Last Name:	Chung
Street:	123 King Street
City:	Winnipeg
Postal Code:	R3T 2R2
Province:	NA
Country:	Canada
Phone:	(123) 123-1234
Email:	lawchunni@yahoo.com.hk
Subscribe To Newsletter:	No

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SERVICE DETAILS PAGE

Jenny[Home](#)[Portfolio](#)[All Services](#)[Contact Me](#)[Admin](#)[Register](#)[Login](#)

UI Design

Lorem ipsum dolor sit amet consectetur adipisicing elit. Ullam fuga doloremque quaeerat ad unde, non corrupti fugit cum ipsa quas. A non quae omnis consectetur ipsam debitis, minus expedita autem.

[Adobe Photoshop](#)[Adobe XD](#)[JPEG](#)

Category

Design

Description

Lorem ipsum dolor sit amet consectetur adipisicing elit. Ullam fuga doloremque quaeerat ad unde, non corrupti fugit cum ipsa quas. A non quae omnis consectetur ipsam debitis, minus expedita autem.

- Highly customized
- 5 pages mockup
- Home page included
- Responsive design - desktop & mobile versions
- 8 times modification on each page

price

was ~~₹200~~ \$167.2*

Discount Applied

20% off

* Price is based on the basic items of the service. Additional cost would be applied depending on the complexity of the requirement.

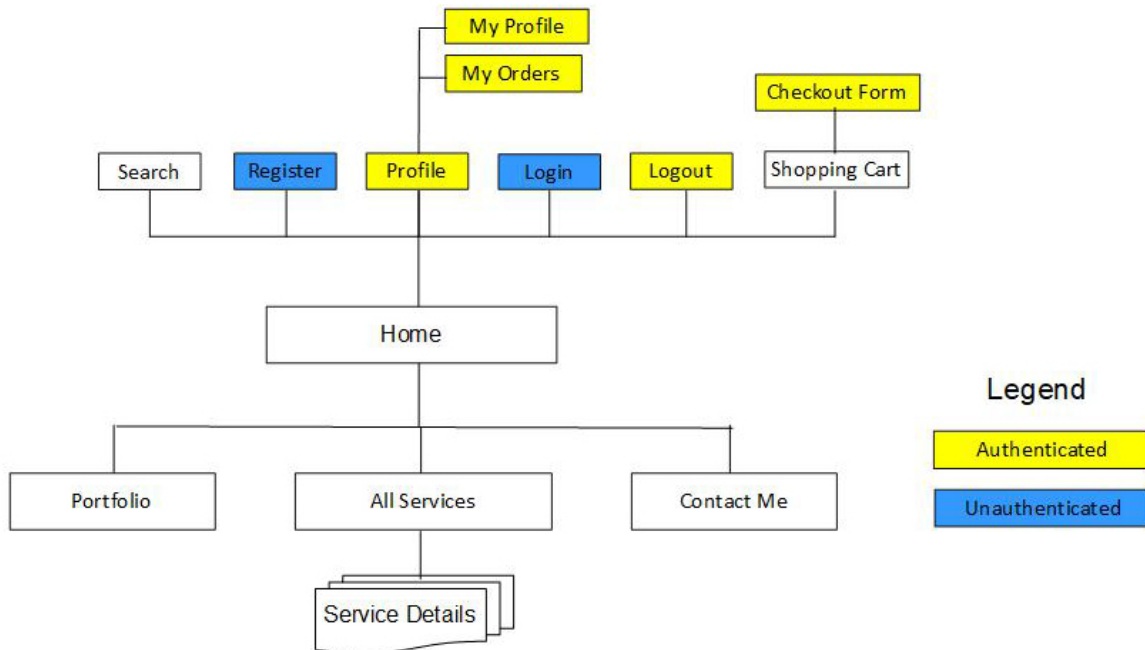
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SITE MAP

FRONTEND



New Pages:

Utility Pages

- Unauthenticated Users
 - Register Page

A registration form with input validation for new visitors to fill in their personal information. The user data will be stored in the database.
 - Login Page

Visitors will have to input their email and password to access the authenticated users' features. Before successfully getting the user information, the email address will be validated for existence, and the password will be checked for correctness. Users will be redirected to their profile page when login success.
- Authenticated Users
 - Profile Page
 - My Profile

Users will find their personal information in this section except for their password.

- My Orders

Orders details for the logged-in customer will be displayed in my order section.

- Logout

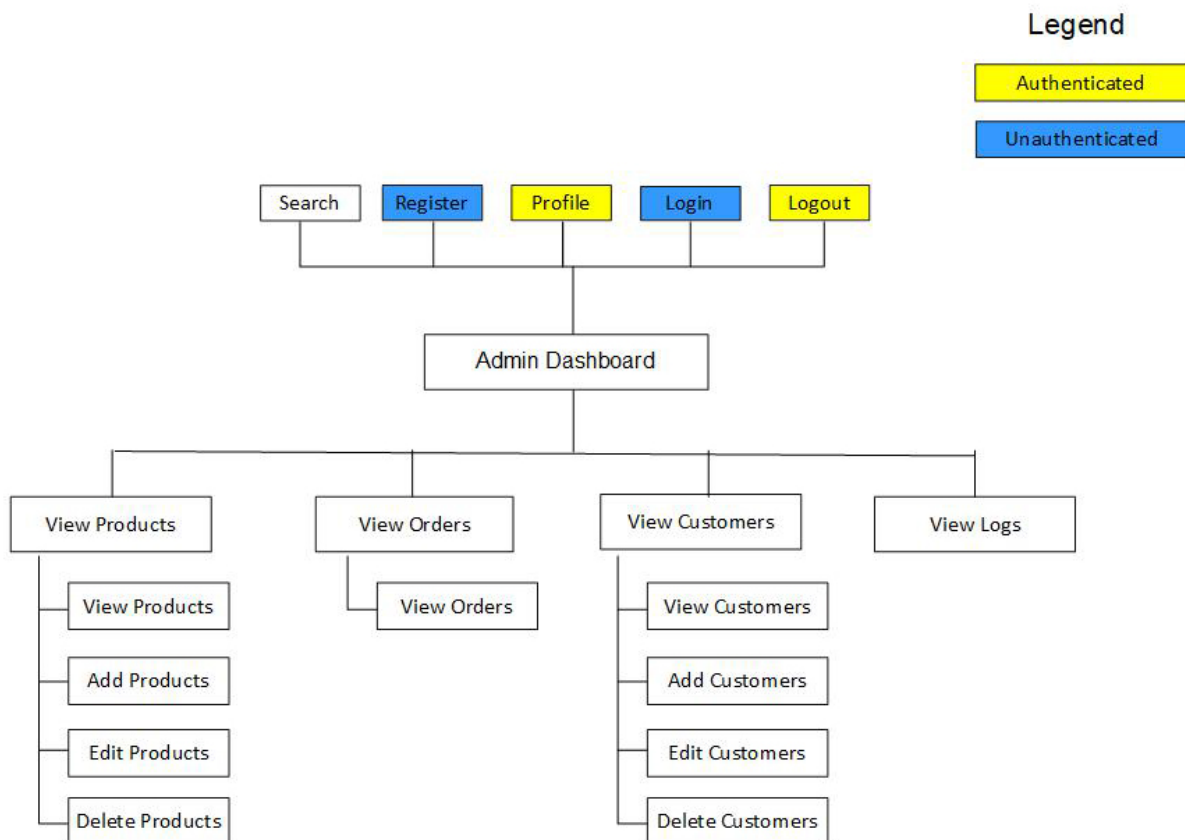
The current authenticated session will be destroyed if users click on the logout button, meaning they will no longer have access to their personal information. If the logout button is clicked on the profile page, users will be redirected to the Home page, otherwise will stay on the same page.

Menu page

- Service Details

The existing website has an "All Services" page that concisely includes all JENNY's services. To show all service details in greater depth, a "Service Details" page will be created on the new website. Customers will be able to add the service they desire to their shopping cart on both the "All Services" page and the "Service Details" page.

BACKEND

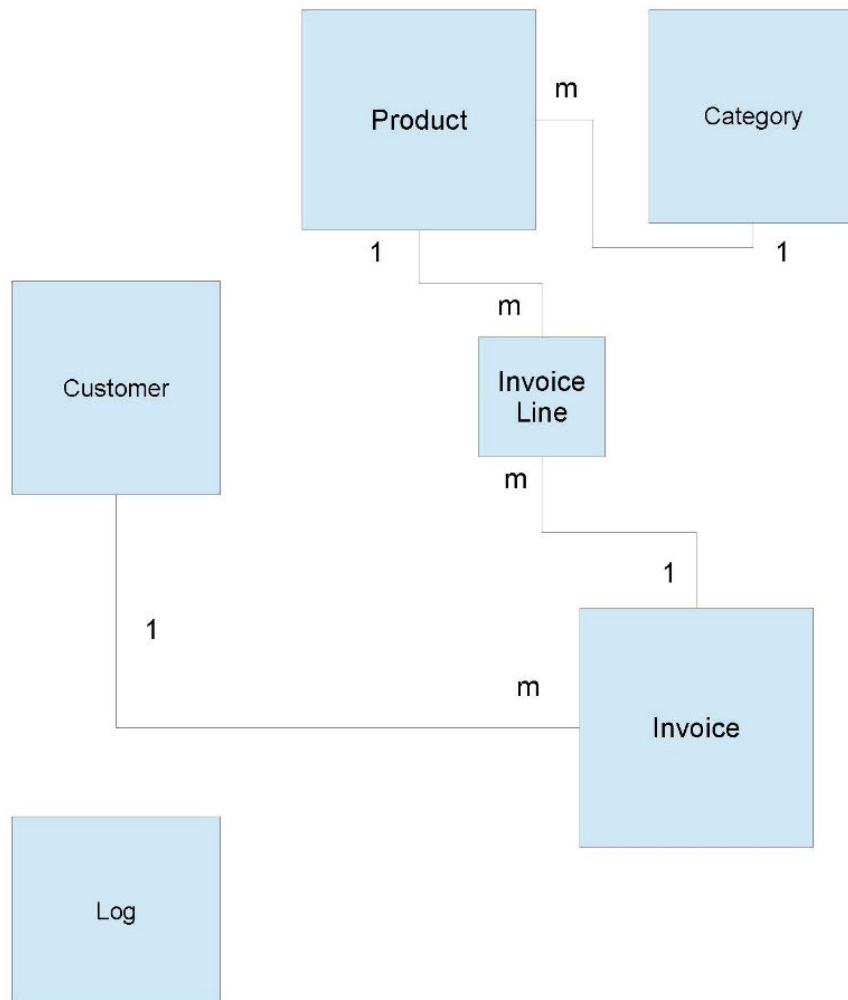


New Admin Management Section:

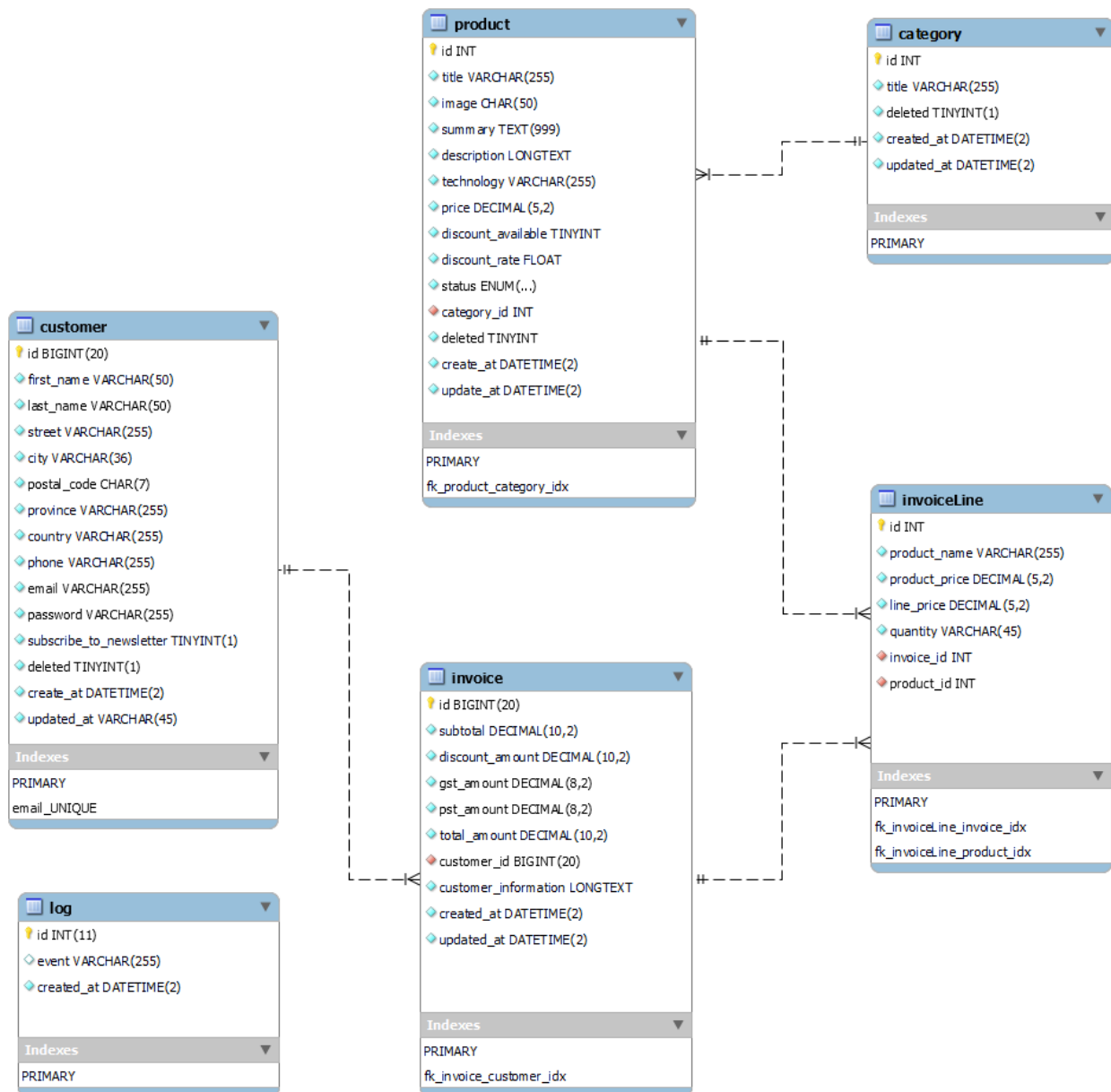
- **Admin Dashboard**
Admin can monitor the order's summary and the latest website event logs on the dashboard page.
- **View Products**
Admin can view all the products on this page, add new products, edit the product's information, and delete the products from the website. Soft deletion will be performed so that the admin can still see the deleted products on the admin view product page to re-activate it.
- **View Orders**
All the order information will be displayed on this page in detail for the admin to review.
- **View Customers**
This page will provide the summary and details of customers. Admin can search for a specific client, add new customers, modify their information, and gently remove customers who no longer want to receive the mail.
- **View Logs**
This page will display 100 latest website event logs.

DATABASE DESIGN

CONCEPTUAL



ERD



WORKPLAN

1. Planning

- Response to RFP

Expected Completion Date: May 05, 2022

2. Design / Frontend Coding / Beta Test

- a) Web Design for new pages
- b) Frontend
 - HTML/CSS coding
 - Bug fixing
- c) Tester
 - Unit Testing

Expected Completion Date: May 5, 2022

3. Backend Coding / Beta Test

- a) Login system
- b) Shopping cart system
- c) Admin web management section
- d) Tester
 - Unit Testing

Expected Completion Date: May 12, 2022

e) Testing / Launch

- Publish the website on AWS
- Functional Testing

Expected Completion Date: May 12, 2022

LINE ITEM BUDGET

Cost of each Phase

Planning/Exploration	500.00
Design/Content	400.00
Coding/Programming	1000.00
Testing/Launch	60.00
TOTAL	1960.00

List of Services

Graphic Design	50.00
HTML Coding	50.00
Programming	50.00
Account Services	50.00

Blended Rate: 50.00 / hr

ASSUMPTIONS

According to the RFP, the following assumptions are listed. Below points could be revised during the actual discussion and planning stage:

- We will only provide five times web maintenance services after the site launch.
- The budget is subject to adjustment if new features are raised after approval of the planning/Exploration phase.

CONCLUSION

Thank you, Mr. George, for providing an opportunity for us to deliver this proposal to you and the change of redeveloping the existing website. We are looking forward to working for you to build a fabulous website!

APPENDIX

TIME-SHEET

Planning/Exploration	6hrs
Design/Content	6hrs
Coding/Programming	50hrs
Testing/Launch	3hrs
Total	65hrs



WEB SOLUTION LTD

MAY 12, 2022

INSTRUCTIONS

Payment Due: May 30, 2022

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
1	Planning/Exploration	500	500
1	Design/Content	400	400
1	Coding/Programming	1000	1000
1	Testing/Launch	60	60
	SUBTOTAL		1960
	SALES TAX		0
	SHIPPING & HANDLING		0
	TOTAL DUE BY DATE		1960

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SITE BIBLE

Web Hosting

Amazon Web Services

Apache Version

2.4.41

PHP Version

PHP 8.1.4

Web URL:

<http://capstone.jennywebservices.xyz/>

Server IP Address

35.183.1.5

Admin User Login

Email: admin@jennywebservices.xyz

Password: Admin123!

Regular User Login

Email: user@test.com

Password: mypass