

CODING LAB

Group Project

Project Title: “DIGITAL URPAQ” IT-COMMUNITY WEBSITE

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# **1. Introduction**

Kazakhstan is considered a young developing country, where IT content is only gaining momentum. As Nathan Rothschild said, " Whoever owns information owns the world." This is what formed the idea to create a platform with the necessary data on information technologies and everything related to them in the modern world, which in due time will be available to all residents of Kazakhstan and not only. Technopark is a service complex designed for the development and implementation of innovative projects through the provision of technological business incubation services, material, and technical support for users.

## **1.1 Project goals**

The aim of the project is the creation of a technology park, which includes the organization and conducting of educational events and courses for training, retraining, and advanced training in the form of courses, seminars, and workshops with the involvement of specialists in the field of IT, giving possible jobs, the implementation of the proposed start-up projects and attract investors, it is also possible to buy merch. The project will focus on the development of technology start-ups and improving the culture of innovation in Kazakhstan.

## **1.2 Project relevance**

The project, called DIGITAL URPAQ, creates favorable conditions for the formation of innovative activities. This website can help many professionals find their place in the IT world. Beginners and those, who already have experience, can improve their skills with the help of the provided courses. What is relevant to our site is that the user can find the information they need without leaving the vastness of one site. Thus, it will contribute to the transition of the economy to an innovative type of development.

## **1.3 Target audience**

The information will be available to everyone who wants to become a part of the innovation community of Kazakhstan. Anyone can get the opportunity to develop their IT startup idea, attracting domestic and foreign investors with their project. Also, domestic IT companies, experts and mentors will be involved in the development of corporate innovations and interaction with young IT companies and the formation of a young generation of entrepreneurs.

## **1.4 Risk and dependencies**

Our project is not unique in Kazakhstan's information technology community. Analogs can be considered the most common and popular technology parks such as AstanaHub and Profit. AstanaHub is an international technology park of IT startups, where conditions are created for the free development of Kazakhstani and foreign technology companies. While Profit provides news from the field of information technology and review materials about different segments of the Kazakhstan IT market. Since these communities are very popular, the risk of our project remaining in the background among others. Perhaps, due to the fact that it will be difficult to promote the site, the attached budget will not pay off.

## **1.5 Project features**

It is planned to create a website that will host current news from the IT world, educational articles, fresh vacancies from employers and various types of advanced training courses. It is also planned to create a question-and-answer section, where specialists in a particular field will answer frequently asked and interesting questions, a window for offering startup ideas and posting it on a public blog to attract investors. Moreover, as a small bonus, users can purchase a personalized sword at affordable prices.

## **1.6 Design**

The website will have 6 main pages: news blog, Q & A section, merch purchase, jobs and internships, courses, and startup ideas. There will be sections with registration and login to the site. It is also planned to create an admin panel that will regulate the operation of the site, add, edit, and delete information.

## **1.7 Project duration**

For the implementation of this project, it is planned to spend about 2 months, that is, 8 weeks. The approximate date of the project's readiness is June 14.

## **1.8 Project budget**

The following specialists take part in the development of the site: web designer, frontend developer, backend developer. For example, to make a website, you will need to pay for such expenses as a domain name, hosting, SSL, etc.

The concept of the future site, then its development usually begins with the design. A web designer develops logos, banners, and other graphic elements, thinks through site navigation, and determines where to place the text. The planned budget is 150,000 tenge.

Frontend-the developer makes templates for future site pages. Frontend is the code executed in the browser, which is responsible for the display of the site or web application, the performance of all elements on different devices, that is, on the client side. The cost of his work is 250,000 tenge.

The backend developer develops and deploys the server side of web resources, creates the basic logic and architecture of the future web application, and then writes algorithms for its functioning. The work of a backend developer costs 250,000 tenge.

The domain name represents what is typed in the browser before the user can access you, without it it will be impossible to access your site. The cost of a domain name is 4000 tenge per year. To protect sockets and encrypt sensitive information, you will need SSL certificates. The cost of an SSL certificate is 10,000 tenge per year. An equally important part is the site hosting. The cost of the web hosting package is 2000 tenge per month.

The total amount of the estimated budget is 1 million tenge.