



# **Field Training Report**

## **Web Development & Digital Marketing**

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**Training Period: Feb.21,2021 – Aug.21,2021**

**Company Name: The Scientific Foundation of Hisham Adeeb Hijjawi  
(SFOHAH) Incubator**

**Semester: Second-Summer 2020/2021**

**Date: 19<sup>th</sup> Aug 2021**

## **Student's Anti-Plagiarism Statement**

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I hereby declare that this report is my own work except from properly referenced quotations and contains no plagiarism.

I have read and understood the school's rules on assessment offences, which are available at Yarmouk University Handbook.

**Student:**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## **Abstract**

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First, I thank Allah who gives me the ability and strength to accomplish this training. Then I want to thank my faculty members who taught me and stand for me over my studying years, especially Dr. Haitham Al-Mefleh who was the supervisor during my training period. And Special thanks to my supervisors Eng. Khitam Shannaq and Eng. Sanabel Al-Arsan for their help and support. I thank every professor, doctor and engineer who contributed in building my character I have now on the scientific and social. And the great thanks to my beloved family and friends; for the understanding and the infinite love they gave me along five fateful years.

As a requirement of the study plan in Hijjawi Faculty for Engineering Technology /Computer Engineering Department, I had to practice what I had learned in the past years of the university in a practical environment in a specialized company for six months straight, such that to give me the ability to deal within the work field.

The company I trained in was: The Scientific Foundation of Hisham Adeeb Hijjawi (SFOHAAH) Incubator, which taught me mainly 2 courses: Web development and Digital Marketing for 6 months from 21/2/2021 to 21/8/2021 under a follow up of specialist Engineers. The training opportunity I had with SFOHAAH Incubator was a great chance for learning and professional development.

Six months was a long period to learn a lot of techniques, knowledge, and skills. It was an important stage in my studying period; in this report I covered all what I had learned in these months; the new skills that had been added to my personality, the projects I done and the challenges I faced.

# **Chapter 1: Introduction**

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I chose to train at SFOHAAH Incubator because it is known to have a distinct training program, and as the previous trainees said that gives personality and skills for students to prepare them for the labor market. The student has been chosen as a trainee in this incubator after a personal interview.

SFOHAAH Incubator have a new kind of training fields behind the web development field, which are: Digital Marketing and Drop Shipping; these fields enable students to make money by working through the Internet. The training environment was great; it was highly motivated and full of positive energy.

## **❖ Company profile overview**

The Scientific Foundation of Hisham Adeeb Hijjawi (SFOHAAH) was established in 1981 in Vaduz, Liechtenstein, by the Late Hisham Hijjawi. The Foundation provides grants and support derived from its investment portfolio that was endowed by Late Hisham Hijjawi. The Foundation operates through its Amman office to follow up on projects and programs in Jordan and Palestine.

In 1984 the Foundation donated three-million-dollar grant towards the establishment of a technical college within Yarmouk University of Jordan. Hijjawi College for Engineering Technology offers a B.Sc. degree in 8 programs: Computer Engineering, Communications, Electronics, Civil, Industrial, Architectural, Biomedical and Power Engineering. SFOHAAH supports the college on continuous basis to maintain quality and excellence [1].

The Hijjawi Tech incubator is a very productive training and development center for students interested in the field of Coding, Programming, Web, and App development. The center is rapidly growing and aspiring to become a very productive unit that will support the various training programs of the Hijjawi Foundation. The main services provided by Hijjawi Tech are Web Development, Mobile Application, Website Management, Support, Consulting, and Quality Assurance [2].

## ❖ Company department & division REF: [3]

Company divides into incubator and 2 faculties which they are:

1. Hijawi College of Engineering.
2. Hisham Hijawi College of Technology.
3. Hijawi Tech incubator.

## ❖ Trainers Team

I trained for 6 months at SFOHAAH Incubator under the supervision of:

1. Eng. Khitam Shannaq & Eng. Sanabel Al-Arsan who have an experience in Web Development.
2. Eng. Hamid Qwaysim who has and experience in Digital Marketing.
3. Eng. Amjad Ayyadi who has and experience in Drop Shipping, which I worked with him in the first month of training.

## ❖ Information about my personal experience at the company

The work environment at SFOHAAH Incubator was very suitable and organized for time and work, it was highly motivated and full of learning and positive energy. We worked for 8 hours daily from Sunday to Thursday.

Because of Covid19 pandemic, we worked 2<sup>nd</sup>, 3rd and 4<sup>th</sup> month online, but there was meeting sessions from time to time by the supervision engineers to discuss and to keep track of trainee work. We used to send daily progress report; this was very stimulating for learning and achievement.

As for my personal experience, the training was very useful in building a graduated students with a very good knowledge and skills, capable of getting involved in the future work field. The trainers made the maximum effort to give the trainees the best they have and to develop their skills. Also, deal with the supervisions and colleagues was great. All these mean that SFOHAAH Incubator has a good environment for the student to give the best.

## ❖ Timetable of training

Period	Web Development	Digital Marketing
<b>1<sup>st</sup> Month (21/2 - 21/3)</b>	<ul style="list-style-type: none"> <li>• Software Engineering Concepts + Prototyping (using proto.io).</li> <li>• Content Management System – WordPress.</li> <li>• Content Management System – WooCommerce.</li> <li>• Content Management System – Elementor Plugin.</li> <li>• CMS Project.</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurs Mindset.</li> <li>• How to start your own business.</li> <li>• First step to marketing world.</li> <li>• Intro to Money Making online.</li> </ul>
<b>2<sup>nd</sup> Month (21/3 - 21/4)</b>	<ul style="list-style-type: none"> <li>• Design mistakes + Learning UX/UI and practical design cheating.</li> <li>• Front-end web development – HTML, CSS, JavaScript, jQuery, and Bootstrap.</li> <li>• Mind map + Database schema.</li> </ul>	<ul style="list-style-type: none"> <li>• Start with the websites: Khamsat, Fiverr, Upwork, Seoclercks, Mrd3m and Cavnal, and build the student skills to use these websites.</li> <li>• Making Money from Android Apps (Mobeasy, Google Play, Google Trends and Manychat).</li> </ul>
<b>3<sup>rd</sup> Month (21/4 - 21/5)</b>	<ul style="list-style-type: none"> <li>• Front-end developing Project.</li> <li>• Studying back-end web development – PHP.</li> <li>• Studying back-end web development – SQL basics, AJAX, JSON, API.</li> <li>• Web Application Project – practice front-end and back-end developing.</li> </ul>	<ul style="list-style-type: none"> <li>• Practicing the previous skills to make money.</li> </ul>
<b>4<sup>th</sup> Month (21/5 - 21/6)</b>	<ul style="list-style-type: none"> <li>• Continue working on the web application project to practice front-end and back-end developing.</li> </ul>	<ul style="list-style-type: none"> <li>• Practicing the previous skills to make money.</li> </ul>
<b>Fifth Month (21/6 - 21/7)</b>	<ul style="list-style-type: none"> <li>• Deep working on the website project and cover all the front-end and back-end concepts on it.</li> </ul>	<ul style="list-style-type: none"> <li>• Basics of digital marketing at social media.</li> <li>• Marketing at Facebook.</li> <li>• Marketing at google.</li> </ul>

<b>Sixth Month</b> <b>(21/7 - 21/8)</b>	<p>Learn new environments:</p> <ul style="list-style-type: none"> <li>• Figma and Framer websites.</li> <li>• Google site &amp; create a portfolio using it.</li> </ul>	<ul style="list-style-type: none"> <li>• Basics of digital marketing at social media.</li> <li>• Marketing at Facebook.</li> <li>• Marketing at google.</li> </ul>
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Table 1: Timetable of training

## Chapter 2: Company

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### ❖ Overview

The SFOHAAH is an independent, nonprofit, nongovernmental organization whose objective is to support technical and applied sciences education to enhance technology transfer and absorption, to develop suitable industrial base for a better human welfare.[1]

It was founded in 2018 to graduate regiments of creative students from Hijjawi Faculty at Yarmouk University after they will be empowered by a distinguished training program that prepares future engineers to keep up with the labor market and help them to engage in it. They seek to inspire students in the field of technology and enrich their minds to think outside the box with pioneering ideas by applying what they learnt efficiently. Only what they need is training and guidance.[2]



Figure 1: SFOHAAH incubator logo

### ❖ Training Goals

Hijjawi Tech Incubator is a very productive training and development center for students interested in the field of Coding, Programming, Web and App development. The center is rapidly growing and aspiring to become a very productive unit that will support the various training programs of the Hijjawi Foundation.

The Incubator goals [2]:

- Developing a community of inspired men and women who will change the world.
- Promote thinking out of the box, attention to details, and enhancing Innovation.
- Building the culture of developing opportunity rather than wait for it.
- Developing essential soft skills and team building.

## ❖ Training Program:

We worked for 8 hours daily. The first month was in the incubator, the second, third and fourth months were online; because of COVID pandemic, and the fifth and forth months were in the incubator. The incubator has three training fields: Web Development, Digital Marketing, and Drop Shipping. In the first month we studied about all of them, and in the second moth, we had to choose between digital marketing and drop shipping to continue with beside the web development course.



Figure 2: SFOHAH Incubator Training Feilds

## ❖ Address of SFOHAH Incubator:

Jordan-Irbid, Hijjawi Faculty-Yarmouk University, Computer Engineering department-4<sup>th</sup> Floor, Office 401.

# Chapter 3: Experience and Responsibilities

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As I mentioned before, I studied mainly 2 courses (web development and digital marketing) through the sixth months, and some general concepts in the drop shipping course at the first month, so below you will find all what I have learned and practice through the six months in these 3 fields.

## Web Development Field

### ❖ Introduction to Web Design and Software Engineering

Software engineering is a detailed study of engineering to the design, development, and maintenance of software. It is defined as a process of analyzing user requirements and then designing, building, and testing software application which will satisfy those requirements.

Software engineering was introduced to address the issues of exceeding timelines, budgets, and reducing quality levels. [4]

A good software must have the following characteristics:

1. Operational.
2. Transitional.
3. Maintenance.

### ❖ Software Development Life Cycle (SDLC)

It is a process that produces software with the highest quality and lowest cost in the shortest time possible. It provides a well-structured flow of phases that help an organization to quickly produce high-quality software which is well-tested and ready for production use. [5]

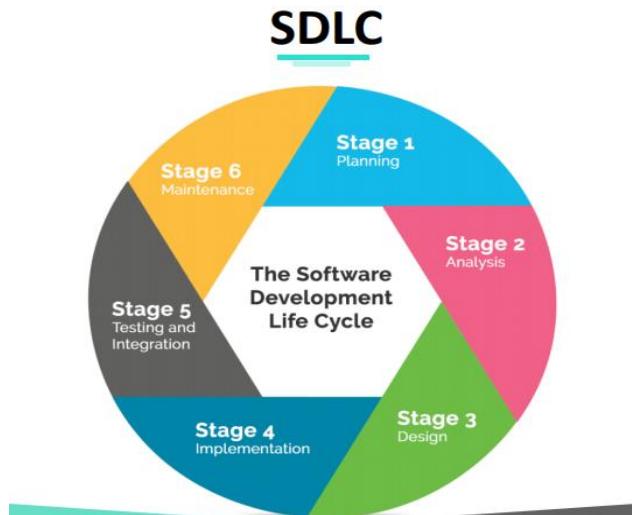


Figure 3: SDLC

## ❖ Work Breakdown Structure (WBS)

Work Breakdown Structures (WBS) is a term that is used in project management. A WBS has hierarchical structure in which concrete, main activities are divided into logical sub-activities.

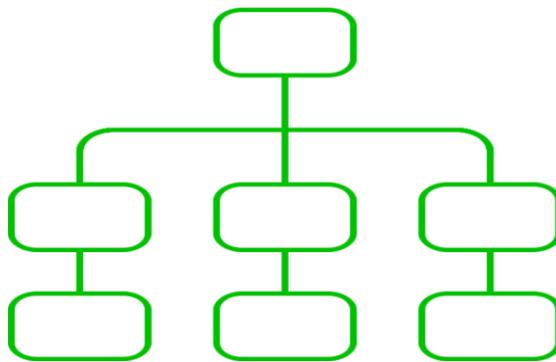


Figure 4: WBS

Why do we use WBS?

- Enables more readable projects
- Work is simplified and looks straightforward
- Indicates the project milestone and checkpoint
- Helps estimate project scope, time, risk, and other factors
- Gives a better understanding of the project to stakeholders and customers
- Provides a framework for managing and delegating work
- Serves as a great decision-making tool
- Ensures that no unnecessary task is included in the scope

## ❖ Software Testing

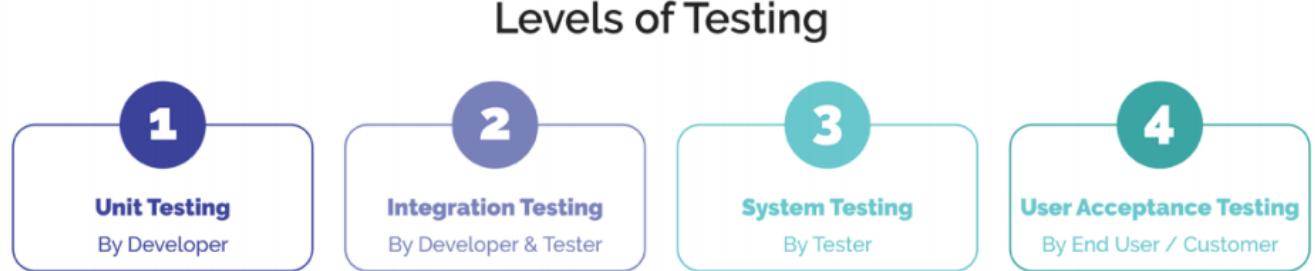


Figure 5: Software Tetsing Levels

### 1. Test Driven

Test Driven Development is a programming practice that instructs developers to write new code only if an automated test has failed. This avoids duplication of code and makes the code clearer, simple, and bug-free. It starts with designing and developing tests for every small functionality of an application. [6]

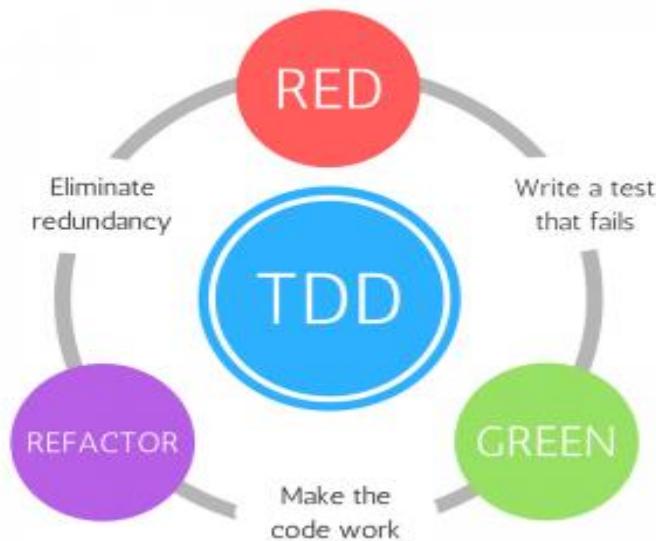


Figure 6: TDD

## 2. Unit Testing

Unit Testing is a level of software testing where individual units/ components of a software are tested. The purpose is to validate that each unit of the software performs as designed. A unit is the smallest testable part of any software, it usually has one or a few inputs and usually a single output. It normally performed by software developers themselves or their peers. In rare cases, it may also be performed by independent software testers.

Unit Testing fix the bugs early in development cycle and save costs. This helps understand the developers the code base and enables them to make changes quickly. [7]

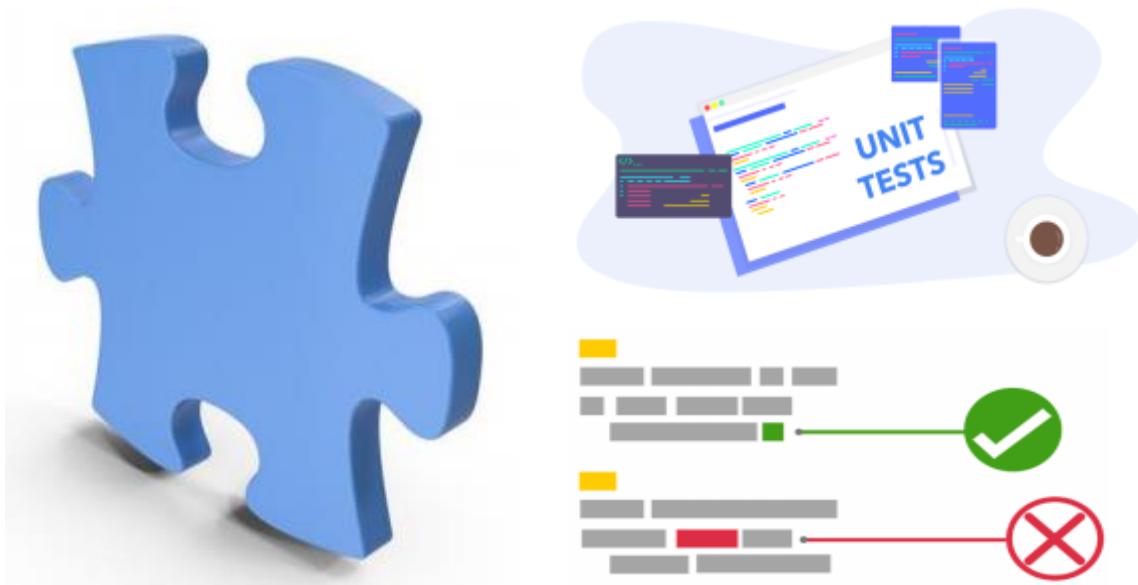


Figure 7: Unit Testing

### **3. Integration Testing**

Integration testing is a level of software testing where individual units are combined and tested as a group. The main function or goal of this testing is to test the interfaces between the units/modules. We normally do Integration testing after “Unit testing”; once all the individual units are created and tested, we start combining those “Unit Tested” modules and start doing the integrated testing. [8]



Figure 8: Integration Testing

## ❖ Pair programming

It is a software development technique in which two programmers work together at one workstation; one programmer “drives” the keyboard and writes code, while the other navigates and reviews each line of code, watches, learns, asks, talks, and suggests. [9]

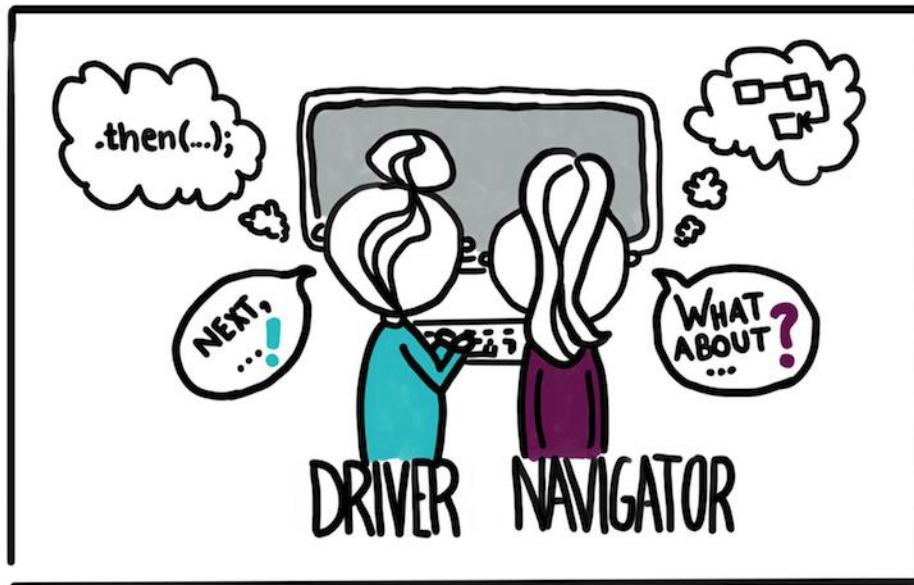


Figure 9: Pair Programming

### Benefits:

1. 4 Eyes review the code
2. More functionality per unit time
3. Fewer bugs
4. share problems and solutions
5. Develop soft & hard skills
6. Raises communication bandwidth
7. Spreading knowledge
8. Better design

### Pitfalls:

1. Both programmers must be actively engaging with the task otherwise no benefit can be expected.
2. Pairing may “doubles costs “
3. “Programming Out Loud” - if the driver is silent the navigator should intervene.

## ❖ Business Model Canvas (BMC)

The BMC is a strategic management template used for developing new business models and documenting existing ones. It helps in writing the idea of a project in organized manner before applying it and release it to the market, with implanting the following elements of the BMC: key partners, key activities, value propositions, customer relationships, channels, customer segments and revenue streams.

I worked on an idea ‘fashion design’ with a team of 4 students and created the below business model canvas template.

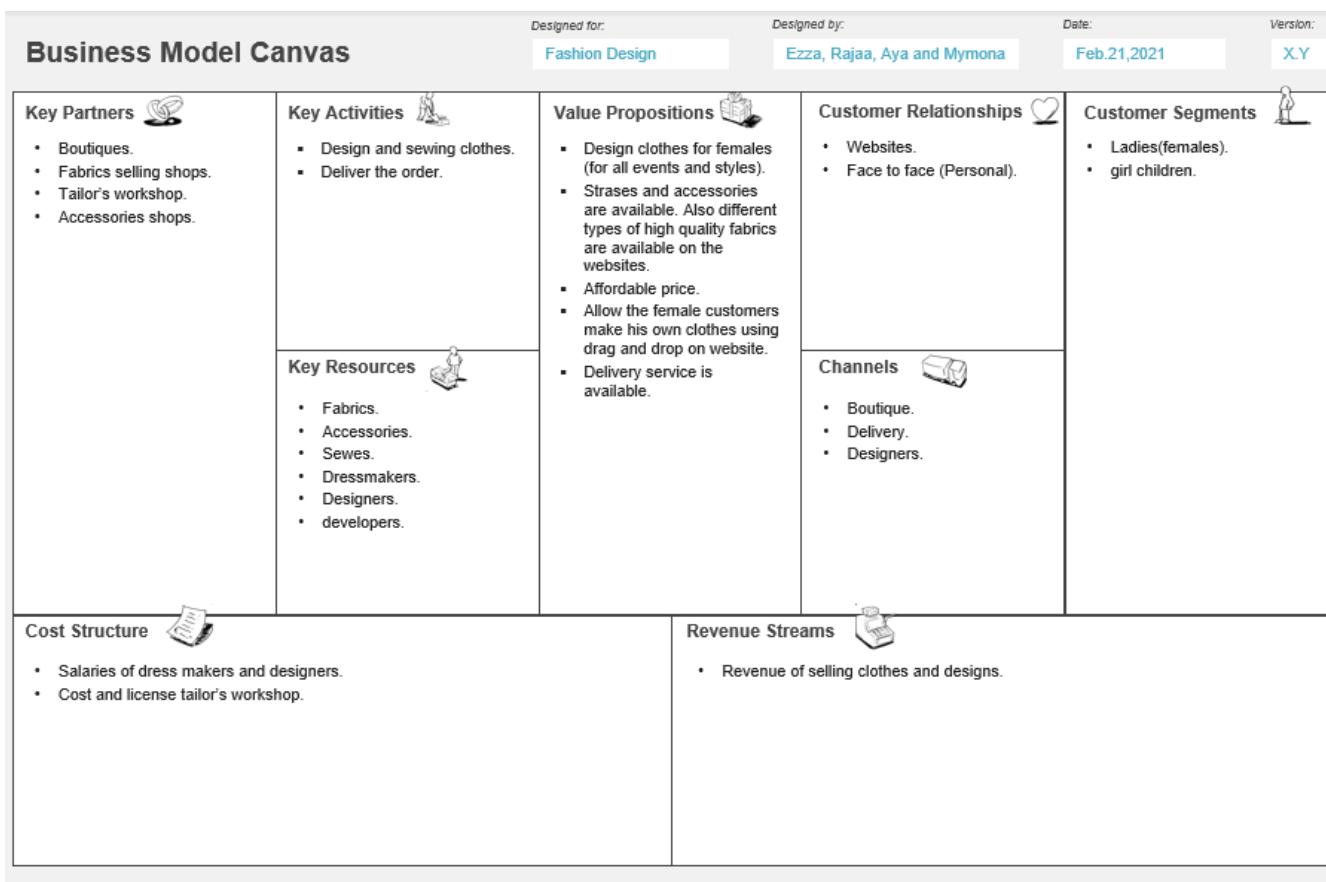


Figure 10: BMC for fashion design user application

## ❖ Prototyping

A prototype takes design one step further – where a design is look and feel, and a prototype is where you are able to interact with it and click on a button and see what it does, fill out a form and see what happens when you click submit, filter on a list and see what information comes up and so on. And all of this is done without having to write a single line of code. [10]



Figure 11: Prototyping

So, to offer a summary of a customer's product, the Engineer should create a prototype for his/her customer product and the way it will be.

I made a prototype for “fashion design application”, which offers clothing, dresses, and accessories to women and kids, using the website proto.io.

Proto.io website is a tool that allows me to design the interface of this idea application with simple drag and drop. The figures below show the proto.io editor and all my work pages on it:

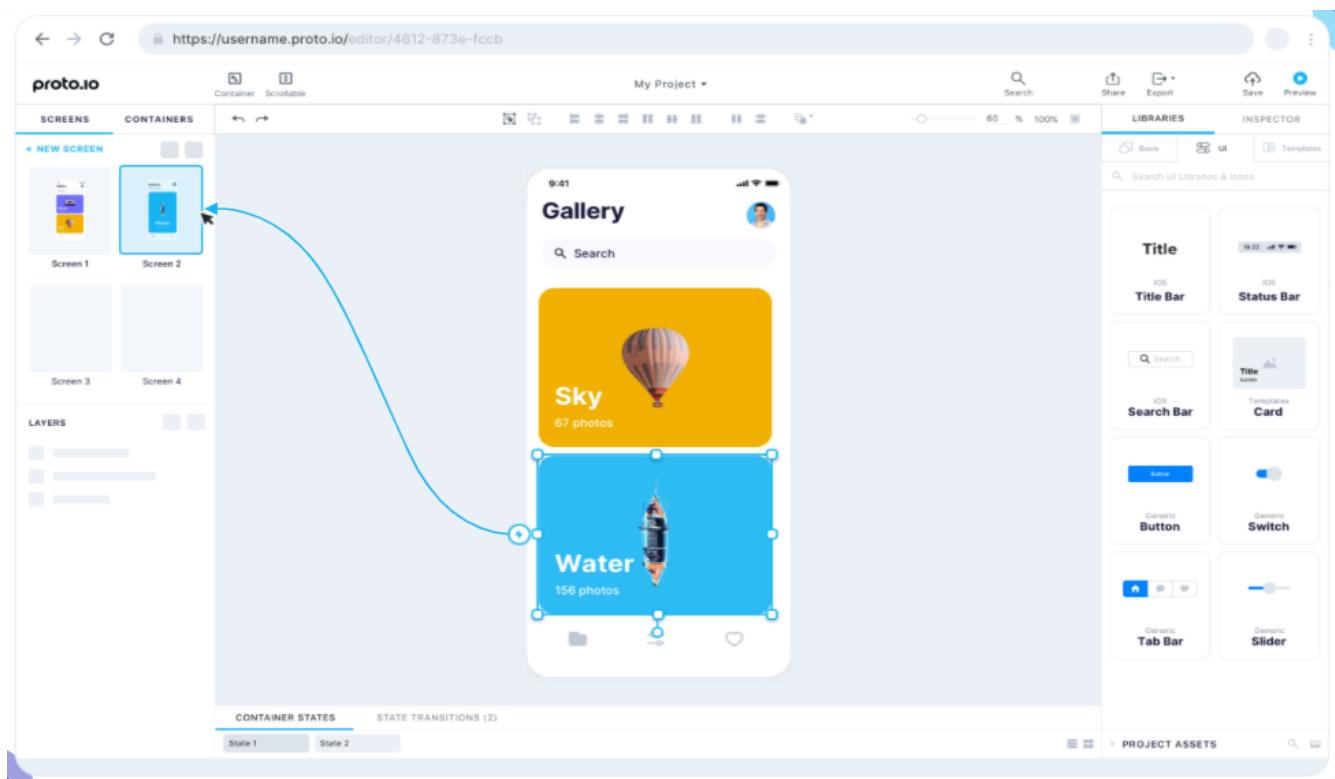


Figure 12: Proto.io editor

## Fashion design mobile application

- Sign-in & sign-up screens:

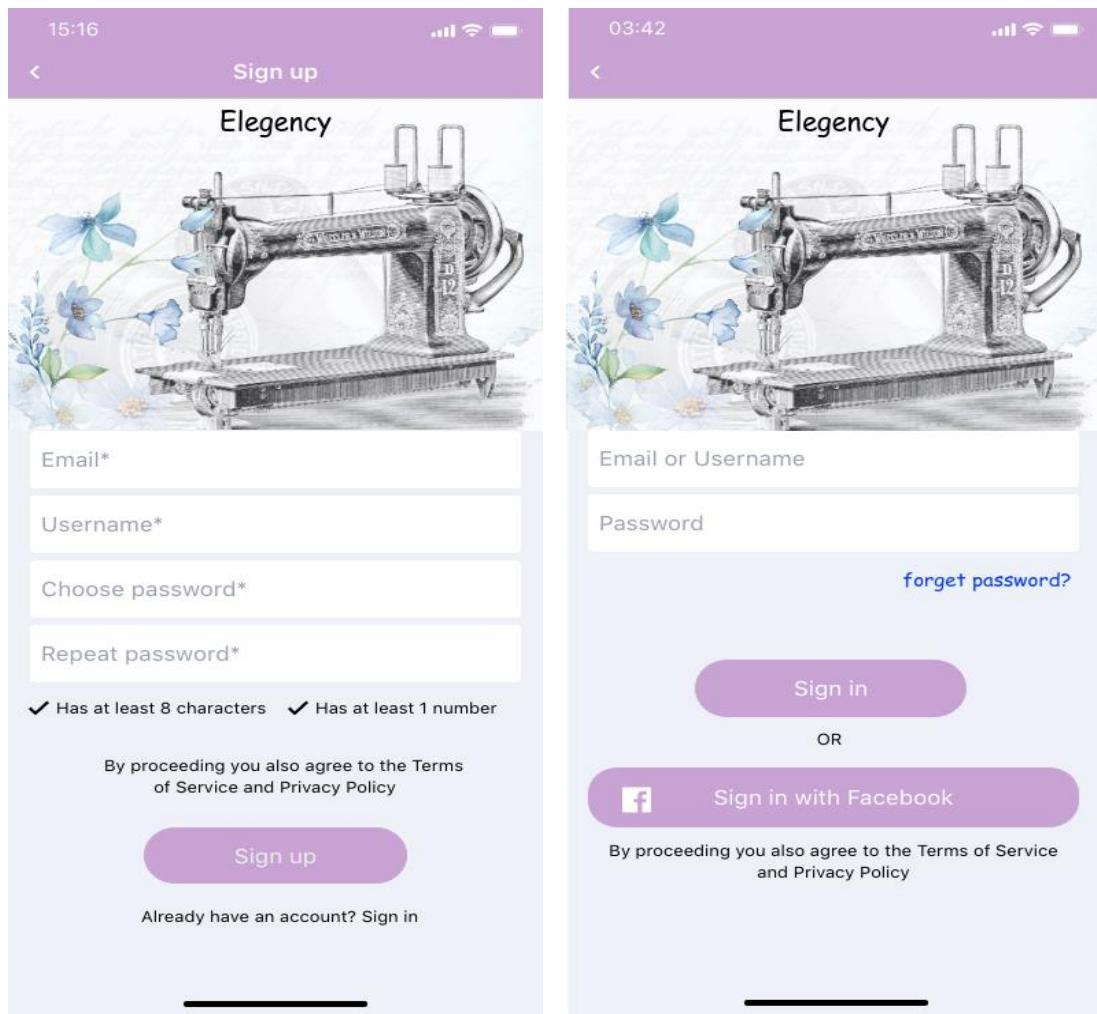


Figure 13: Sign-in & Sign-up screens

- Home and Menu category screens:

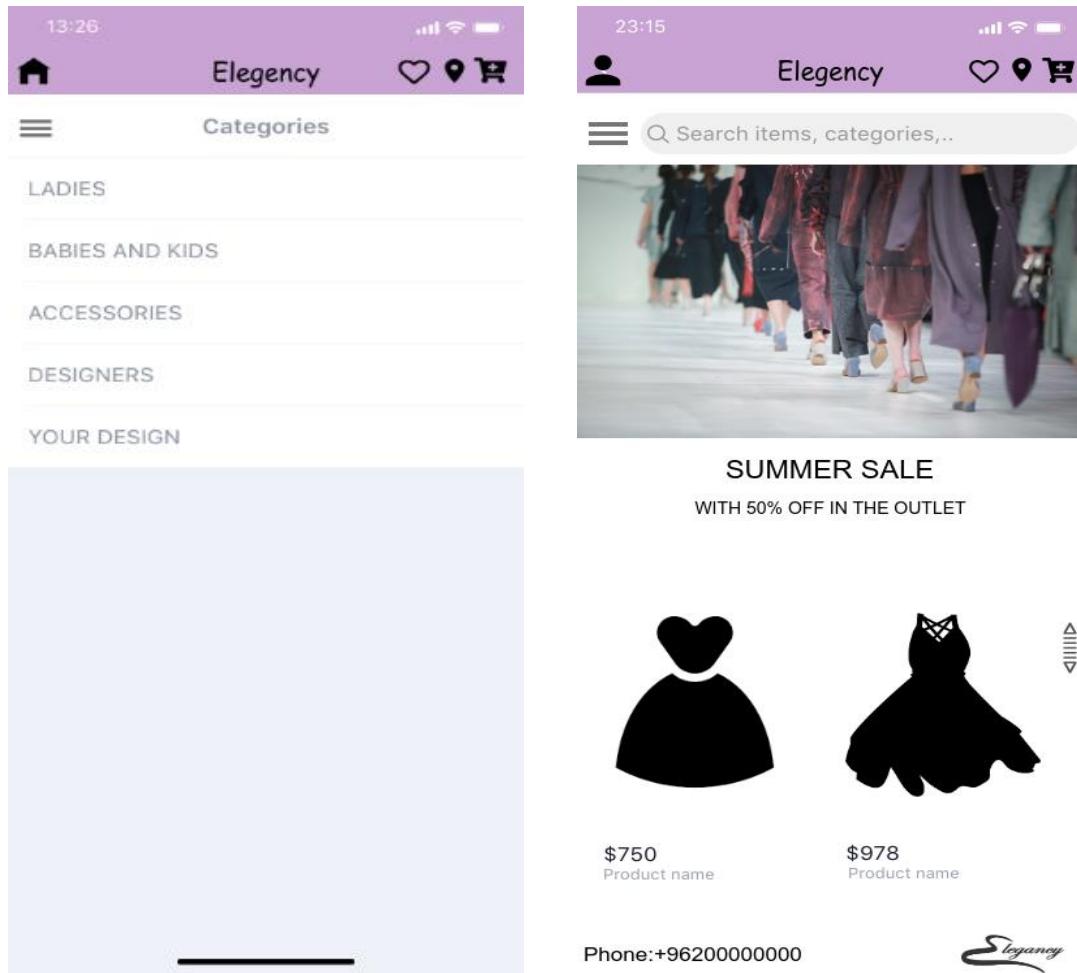


Figure 14: Home & Menu bar screens

- Some designs of ladies and babies clothing:

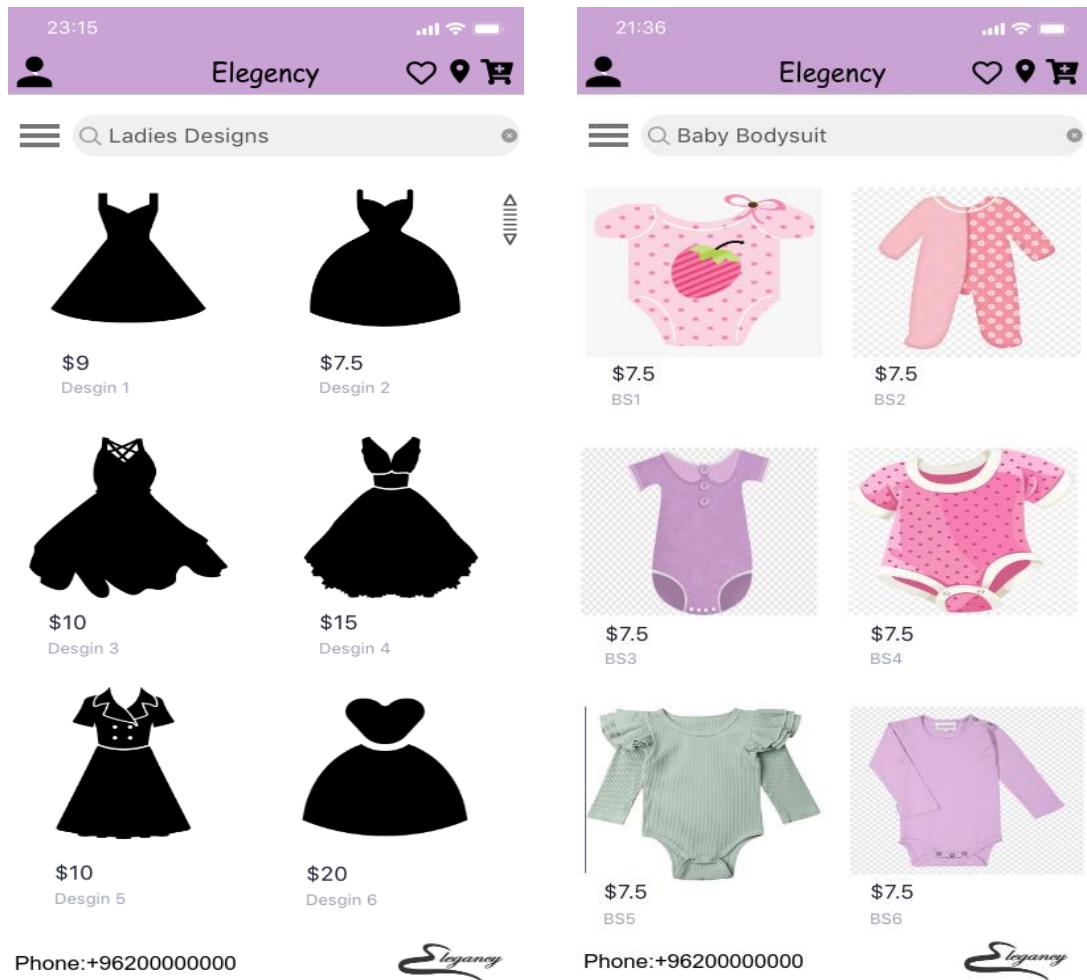


Figure 15: Some babies and ladies designs screens

- Product view and add to basket screens:

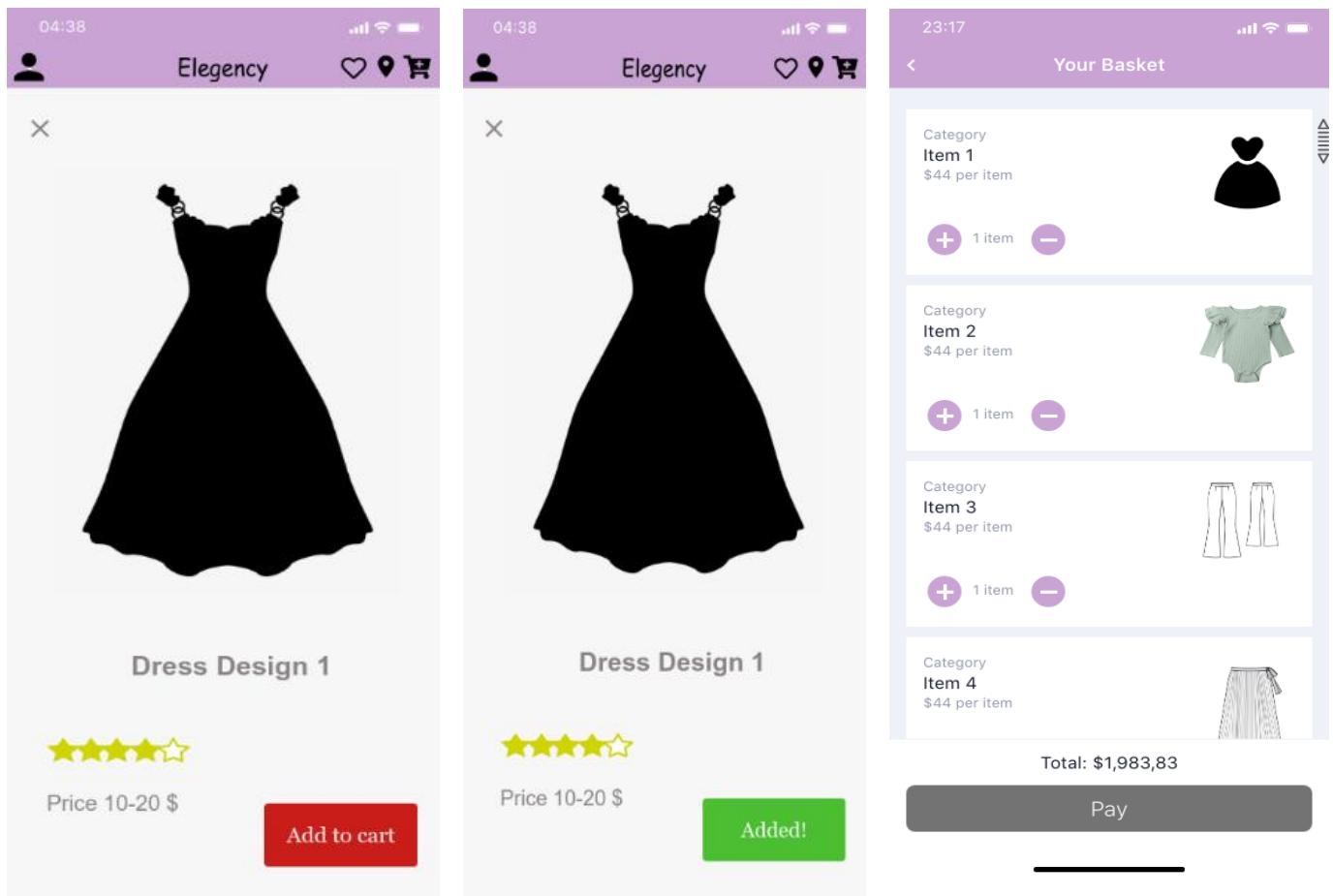


Figure 16: Product view & add to basket screens

## ❖ WordPress and XAMPP server

### WordPress

WordPress is an open-source Content Management System (CMS) Written in PHP and MySQL, which allows the users to build dynamic websites and blogs. It is the most popular blogging system on the web and allows updating, customizing, and managing the website from its back-end CMS and components.

WordPress Started as a simple blogging system in 2003, but it has evolved into a full CMS with thousands of plugins, widgets, and themes. It is licensed under the General Public License (GPLv2 or later) [11]

- **Content Management System (CMS)** is a software which stores all the data such as text, photos, music, documents, etc. and is made available on your website. It helps in editing, publishing, and modifying the content of the website.

### XAMPP server - local WordPress testing site

XAMPP stands for (any of four different operating systems), Apache, MySQL, PHP, and Perl—a combination enabling you to run a local web server.

local server is a piece of software that runs on a computer, so when you edit files with text editor and run a local server, you can see the result of those files in your web browser. So, when you ask for a web page, it puts all things together into a web page and then it sends it back out over the internet to your web browser.

I Installed WordPress locally using XAMPP server, which allows me to run a website from my very own computer. This is a great idea if you want a development site that can be used for testing or other purposes.

There are plenty of reasons to use a local WordPress testing site for Windows, some of which are:

[12]

1. Using a local testing site helps you root out compatibility issues between your themes, plugins, and WordPress core before they reach your live site. You can easily create a copy of your site, host it locally, do a test run, and migrate it back once you're done. The same principle applies for testing any other themes or plugins.
2. Local testing sites are perfect for web developers or designers who want to keep their work private until they reach specific milestones. You save on hosting costs and eliminate the risk of clients running off with your work. [13]

But, If what you're really looking for is how to roll out WordPress for a live site, then maybe consider going straight to a host like Bluehost, which is a web hosting firm and let them handle the technical setup.

There are 3 steps to set up and running with your own local WordPress testing site for Windows:

- 1- install XAMPP local server: This nifty piece of software creates an entire web development environment on your computer.
- 2- Create a database for your local WordPress site.
- 3- install WordPress on your new local server. you download WordPress and extract the files inside a folder inside XAMPP/htdocs folder and create your WordPress database.

- **Plugins** are extra code that you can add to your site to add extra features. Plugins we used and applied are:

1- WooCommerce: WooCommerce is a free open-source e-commerce platform and stores builder plugin on WordPress. This plugin was built for commercial purposes, so all its users must be business owners. It lets you turn your WordPress site into an online shop, so you can sell your products to your clients on the web. [14]

Below you see a picture of a basic shop I created using WooCommerce:

- Two shop's categories

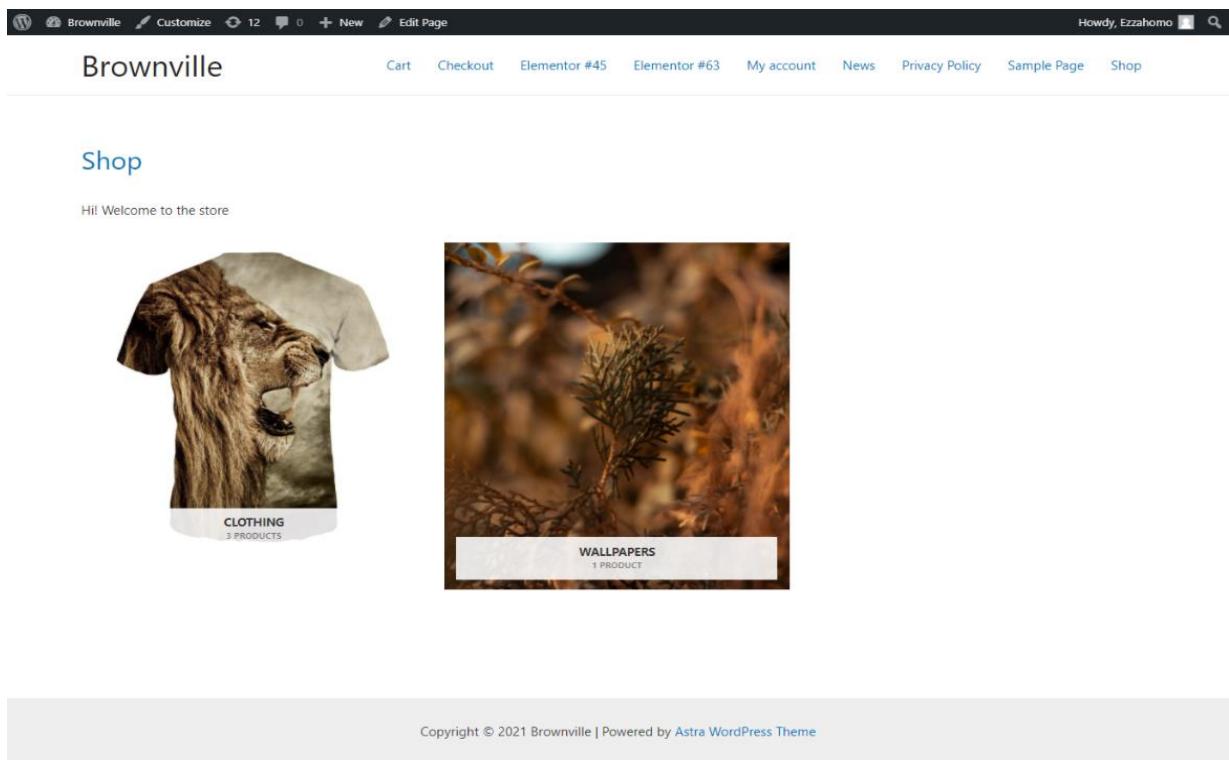


Figure 17: WooCommerce categories

- Some products in clothes category & add the shoes to cart

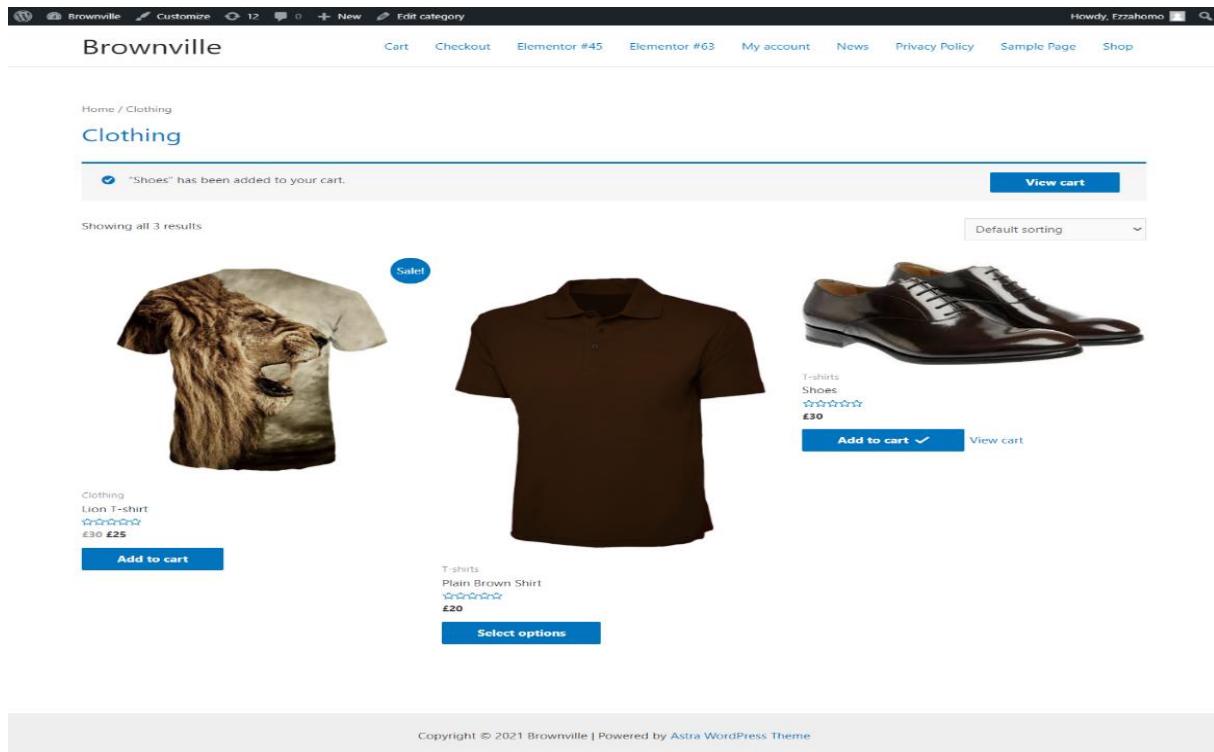


Figure 18: WooCommerce products

- Brown T-shirt's property

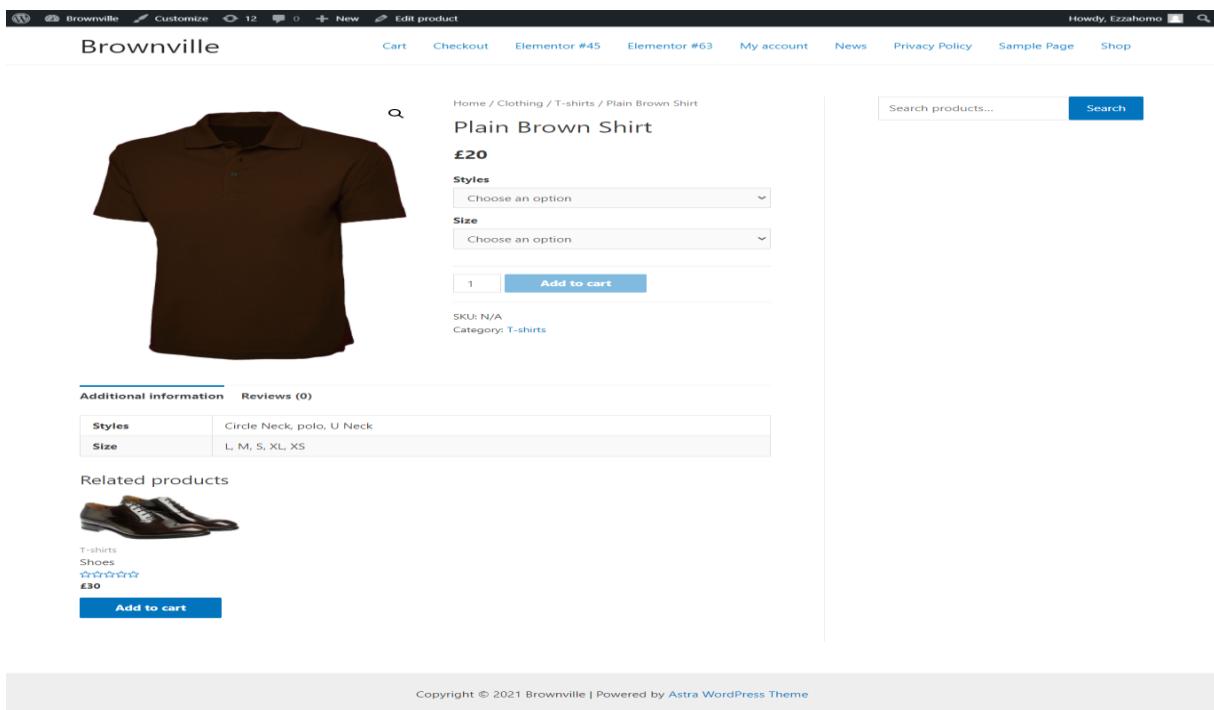


Figure 19: Brown T-shirt property

- Your Cart

The screenshot shows a WooCommerce cart page for a website named "Brownville". The header includes navigation links for "Cart", "Checkout", "Elementor #45", "Elementor #63", "My account", "News", "Privacy Policy", "Sample Page", and "Shop". The top right corner shows a welcome message "Howdy, Ezzahome" and a search icon.

The main content area is titled "Cart" and displays a table of items:

	Product	Price	Quantity	Subtotal
<input type="button" value="X"/>	Lion T-shirt	£25	<input type="text" value="1"/>	£25
<input type="button" value="X"/>	Brown Desktop Wallpaper	£10	<input type="text" value="2"/>	£20
<input type="button" value="X"/>	Shoes	£30	<input type="text" value="2"/>	£60

Below the table are buttons for "Coupon code" and "Apply coupon", and a blue "Update cart" button.

A sidebar on the right is titled "Cart totals" and shows:

Subtotal	£105
Total	£105

A large blue "Proceed to checkout" button is centered below the totals.

The footer of the page contains the copyright notice "Copyright © 2021 Brownville | Powered by Astra WordPress Theme".

Figure 20: WooCommerce cart

- Checkout

The screenshot shows the WooCommerce checkout page for the website "Brownville". The top navigation bar includes links for "Cart", "Checkout", "Elementor #45", "Elementor #63", "My account", "News", "Privacy Policy", "Sample Page", and "Shop". The user is identified as "Howdy, Ezzahomo".

**Billing details**

First name *	Last name *
<input type="text"/>	<input type="text"/>
Company name (optional)	
<input type="text"/>	
Country / Region *	
<input type="text"/> Jordan	
Street address *	
<input type="text"/> House number and street name	
<input type="text"/> Apartment, suite, unit, etc. (optional)	
Town / City *	
<input type="text"/>	
State / County *	
<input type="text"/>	
Postcode / ZIP *	
<input type="text"/>	
Phone *	
<input type="text"/>	
Email address *	
<input type="text"/> elhomoude@gmail.com	

**Additional information**

Order notes (optional)
<input type="text"/> Notes about your order, e.g. special notes for delivery.
<input type="checkbox"/> Yes, I'm ok with you sending me additional newsletter and email content (optional)

Your order

Product	Subtotal
Lion T-shirt × 1	£25
Brown Desktop Wallpaper × 2	£20
Shoes × 4	£120
<b>Subtotal</b>	<b>£165</b>
<b>Total</b>	<b>£165</b>

Sorry, it seems that there are no available payment methods for your state. Please contact us if you require assistance or wish to make alternate arrangements.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

**Place order**

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Figure 21: WooCommerce checkout

- 2- Elementor plugin: Elementor is the most popular website builder plugin on WP which creates and edits websites by employing the drag and drop technique, with a built-in responsive mode, so it is drag-and-drop page builder for WordPress, used to build custom pages independent of what your current theme allows you to do. [15]

Below you see Elementor editor page:

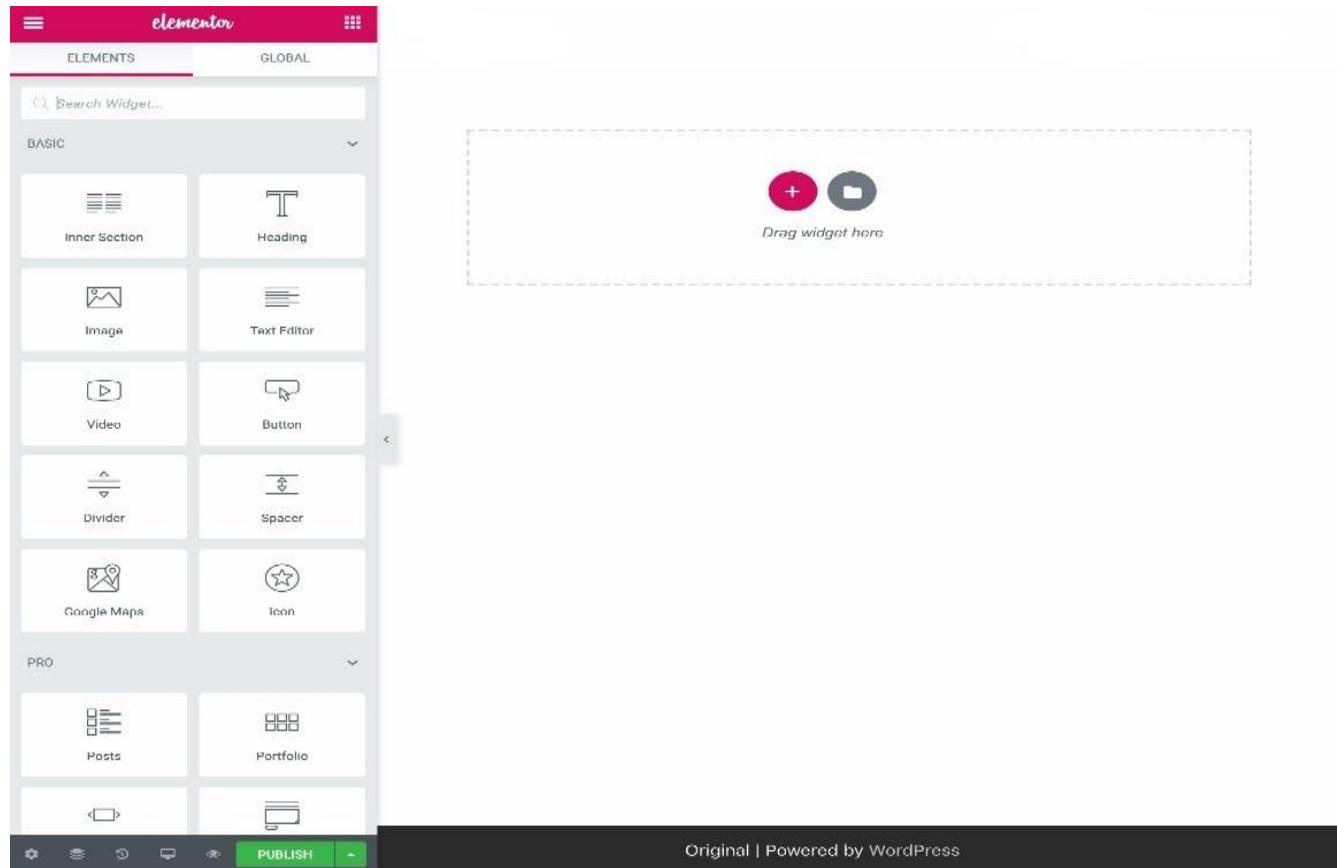


Figure 22: Elementor editor

I learned how to use the Elementor Plugin then I built a Dentist website as a project. Below I put shots for my website:

## Dentist clinic website

- Home page

The Art of Creating a Beautiful Smiles

**Welcome to Naseer Office of Titanium Teeth Dental Clinic!**

**WHY US?**

- We used to refer patients to outside specialists.
- Our dentists and dental professionals provide the best possible treatment.
- Patients benefit from our in-house dental laboratory.
- Part of an international network of Maisel dental care facilities.
- The Titanium-Teeth Brand is established in 5 continents - 16 countries-46 cities.

Finally You'll Feel Great About Your Smile And Your Dentist...

Dr. Naseer M. Elmasri and his team focus on providing the most advanced dental treatments and compassionate patient care. We provide professional dentistry in private, comfortable settings. We have one mission: to continue doing what we do best: dentistry. For you all, our dental clinic facilities are made to respond to the particular needs of each individual patient, and you can be confident that you are in good hands. We will listen to you, answer all your questions, and provide the personal attention you deserve. We look forward to serving you and your family.

**Blog Posts**

**Mouthwash is Bad For You: 4 Better Alternatives**

**Should You Use a Soft or Hard Toothbrush?**

**How Much Does a Filling Cost Without Insurance?**

**What Our Patients Are Saying**

**Office Hours**

**Office Locations**

**Map**

**Social Media**

**Footer Links**

Figure 23: Home page

- Recent Blogs page

**The Art of Creating a Beautiful Smiles**



**What Good Nutrition Can Do?**

Leave a Comment / Uncategorized / By IzzahHom3

Quick! Make a mental list of habits that have an impact on your dental health. You thought about brushing, flossing, and visiting your dentist regularly for cleanings and checkups, right? Those are all hugely beneficial in keeping your teeth healthy, it's true. But did you know that your diet has a big influence on your dental ...

[Read More »](#)

---



**Toothache**

Leave a Comment / Uncategorized / By IzzahHom3

What is toothache? Everyone fears toothache, and it is one of the worst pains to endure. You could feel the pain inside of your mouth or directly in one or several teeth. The type of pain can vary. It can be sharp or pulsating and be there consistently. Toothache usually occurs when the nerve to ...

[Read More »](#)

---



**How Much Does a Filling Cost Without Insurance?**

Leave a Comment / Uncategorized / By IzzahHom3

Without dental insurance, the average cost of a filling is \$200 to \$600. However, the cost can range from \$100 to \$4,000 depending on the size and location of your cavity, as well as the type of filling material. Other factors that affect dental filling costs include: How many teeth need fillings — Obviously, the more ...

[Read More »](#)

---



**Should You Use a Soft or Hard Toothbrush?**

Leave a Comment / Uncategorized / By IzzahHom3

It can be bewildering trying to choose the right toothbrush. There are just too many options and too many competing opinions by brush manufacturers and other experts. One of the hardest (no pun intended) decisions to make can be whether you need a brush with hard or soft bristles. Today I'll talk to you about ...

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**Recent Posts**

[What Good Nutrition Can Do?](#)  
[Toothache](#)  
[How Much Does a Filling Cost Without Insurance?](#)  
[Should You Use a Soft or Hard Toothbrush?](#)  
[Mouthwash is Bad For You: 4 Better Alternatives](#)

**Recent Comments**

IzzahHom3 on Mouthwash is Bad For You: 4 Better Alternatives

**Archives**

March 2021

**Categories**

Uncategorized

**Meta**

[Log in](#)  
[Entries feed](#)  
[Comments feed](#)  
[WordPress.org](#)

Figure 24: Recent Blogs page

- Frequently Asked questions (FAQs) page

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## Frequently Asked Questions

**How long before my implants feel normal to me?**

Most patients go to work the next/same day. Over-the-counter medications usually suffice for pain. The average healing time for a dental implant is 4-6 months for \*full healing\* to occur before final teeth can be placed.

**Do my gums grow around those implants?**

Under ideal situations, a procedure called "gum contouring" around implant crown should be performed for every implant restoration. This procedure allows future gums around the implant crown to grow to size and shape similar to those gums around the natural teeth, thereby maximizing implant aesthetics.

**What can a dentist do to help with sensitive teeth?**

Your dentist might apply fluoride to the sensitive areas of your teeth to strengthen tooth enamel and reduce pain. He or she might also suggest the use of prescription fluoride at home, applied via a custom tray. Desensitizing or bonding.

**What does it mean if my tooth is sensitive to pressure?**

The main reason why teeth may be sensitive to pressure concerns the loss of enamel protecting the interior layers of a tooth. Since the dentin is porous, it is more sensitive to pressure exerted on the teeth as well as hot and cold temperatures.

**Can stress cause my teeth to become sensitive?**

Stress can lead to tooth damage if it causes you to grind your teeth, which in turn can cause tooth sensitivity. Because this grinding, called bruxism, often occurs when you're asleep, you might not realize you're doing it.

**Does sensitive teeth mean I need a root canal?**

A lot of people have sensitive teeth. And just because you may have some sensitivity, especially with hot or cold food and drinks, doesn't necessarily mean you need a root canal. However, those who do need a root canal have a sensitivity that doesn't go away once the hot or cold element is removed.

**What causes sensitive teeth?**

Tooth sensitivity is often caused by worn tooth enamel or exposed nerves in your teeth. When you eat or drink something with an extremely low or high temperature, you may feel a sudden, sharp flash of pain.

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Figure 25: FAQs page

- Privacy Policy page

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Home Privacy Policy Blog Services About us Contact us FAQ

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## Privacy Policy

**GDPR Compliant Privacy Policy of Malo Smile USA – updated 26 May 2018**

The following notices apply to all web sites belonging to and being operated by Malo Smile USA in the State of New Jersey and New York.

Thank you for visiting one of our Malo Smile USA Dental Websites and reviewing our Privacy Notice. This statement addresses collection, use and security of and access to information that may be obtained through the use of any of the Malo Smile USA Websites. This notice covers the following topics:

1. Information Collected and How it is Used
2. Personal Information and Choice
3. Cookies
4. Security
5. Disclaimer
6. Contact Information

**Section 1. Information Collected and How it is Used,**

Information Collected and Stored Automatically

The Internet domain (for example, "xyzcompany.com" if you use a private Internet access account, or "mystschool.edu" if you connect from a university's domain) and IP address (an IP address is a number that is automatically assigned to your computer whenever you are surfing the Web) from which you access our web site.

*The type of browser and operating system used to access our site.  
The date and time you access our site.  
The pages you visit and if you linked to any of the Malo Smile USA websites from another web site, the address of that web site.*

We use this information to help us make our site more useful to visitors – to learn about the number of visitors to our site and the types of technology our visitors use. We do not track or record information about individuals and their visits.

**If You Send Us Personal Information**

If you choose to provide us with personal information, for example in an e-mail, or by filling out a form with your personal information and submitting it to us through our web site — we use that information to respond to your message and to help us get you the information you have requested. Moreover, we do not create individual profiles using the information you provided using any of the Malo Smile USA websites or forms, or to give it to any private organizations. If you use our online review form, you give your consent that Malo Smile USA can use the data and publish your review on any of the Malo Smile USA Websites.

**Section 2. Personal Information and Choice.**

You may choose whether to provide personal information on-line.

"Personal information" is information about a natural person that is readily identifiable to that specific individual. Personal information includes such things as an individual's name, address, and phone number. A domain name or Internet protocol address is not considered personal information.

We collect no personal information about you unless you voluntarily provide it to us by sending us an email, participating in a survey or completing an on-line form. You may choose not to contact us by email, participate in a survey, or provide any personal information using an online form. Your choice to not participate in these activities will not impair your ability to browse any of our Malo Smile USA websites and read or download any information provided on the site.

**Privacy Warning.**

Email is not a secure medium. Personal information sent via the Internet can be intercepted. You may, therefore, wish to reconsider the advisability of sending messages that contain sensitive, personal information.

Malo Smile USA does not plan on divulging information collected or information disclosed voluntarily, but may be required to do so pursuant to a request under state right such as the New Jersey Open Public Records Act, any common law right to know laws, other State or Federal laws or pursuant to court order.

If you believe that your personal information is being used for a purpose other than what was intended when submitted, you may contact us at any time using the information as shown in the Contact Information Section of this statement.

**Section 3. Cookies.**

All our Malo Smile USA Websites use cookies to customize and enhance your browsing experience. Cookies are simple text files stored on your computer by Internet web sites to help identify users and enhance customer service. The cookie feature is used only to store a randomly generated identifying tag on your computer and does not compromise your privacy or security.

**Section 4. Security.**

Malo Smile USA as developer and manager of our websites has taken several steps to safeguard the integrity of its data and prevent unauthorized access to information maintained. These measures are designed and intended to prevent corruption of data, block unknown or unauthorized access to our systems and information.

**Section 5. Disclaimer**

The Malo Smile USA websites and materials may contain hypertext or links to other Internet computer sites which are not owned, operated, controlled or reviewed by Malo Smile USA. These links are provided solely as a courtesy and convenience to you, the visitor. When you link to one of these sites, you are no longer on a Malo Smile USA web site and this Privacy Notice will not apply. When you link to another web site, you are subject to the privacy policy of that new site.

Malo Smile USA, its departments, officers, or employees exercise no control over the organizations, views, accuracy, copyright or trademark compliance or the legality of the material contained on those servers and do not sponsor, endorse, or approve the information, content, products, materials, opinions or services contained on such external sites. The visitor proceeds to these external sites at their own risk. Malo Smile USA specifically disclaims any and all liability from damages which may result from the accessing of a third party site which is linked to any of our Malo Smile USA websites, or from reliance upon any such information.

**Section 6. Contact Information**

If there are any questions regarding this privacy policy, you may contact us using the information below.

463 7th Ave, NY 10018, USA  
United States  
Info@titanium-dent.co  
Last Edited on 2021

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Figure 26: Privacy policy page

- Services page

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### Our Services



Our Priority is your dental health!

Teeth are one part of our bodies that doesn't regenerate after we lose the first set. So, the set that you have now is one you need to look after. Regular checkups at the dentist will give you the peace of mind of knowing that you're doing everything you can to make sure that your teeth are in great condition. From visual checks, to X-rays, dentists have all the skills and equipment to see what's going on under the skin and above. We will check the state of your teeth when you visit but can also look out for signs of something serious, such as oral cancer. It can be difficult to spot the signs of oral cancer in the early stages but we are trained to do it, so regular checkups with a professional are essential. Regular checkups will help keep your smile – and your oral future – bright. Contact us today and schedule an appointment.

#### Some Of Our Services:

In the first years of life through the sunset years, we offer treatment solutions for every member of the family.

- Prophylaxis (Teeth Cleaning)
- Fluoride Treatment
- Oral Cancer Screening
- Tooth Colored Fillings
- Sealants
- Root Canal Therapy
- Extractions
- Nitrous Oxide
- Sedation Dentistry

Also, We offer cosmetic and restorative solutions to help you achieve the smile of your dreams.

- Teeth Whitening
- Lifetime Tooth Replacement with Dental Implants
- Crowns, Bridges, Dentures
- Veneers and Bonding

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Figure 27: Our-services page

- About page

The Art of Creating a Beautiful Smiles    Customize    9    + New    Edit Page    Edit with Elementor    Howdy, IzrahHom3    Search

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### About Titanium Teeth Dental



WELCOME TO OUR DENTAL CLINIC

#### Toothcare is a Dental Clinic and Innovative Approach to Treatment

Our goal is to teach and educate the all important value of dental health and what each and every patient can do to keep his or her teeth healthy during their lifetime. Our state of the art dental technology, and most importantly our continuing professional education program for all the members of our dental team play a major part in accomplishing that goal.

We feel strongly about the need to explain and inform every single patient what treatment options are best suited and will provide the best solution to any given dental problem. We believe that no patient should accept a treatment that they don't understand.

REQUEST YOUR APPOINTMENT  
Do not wait make an appointment today!

MAKE AN APPOINTMENT

Privacy Policy    Copyright    FAQ    Contact us    **About us**

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Figure 28: About page

- Contact page

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Howdy, IzrahHorn3    Search

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## Contact Us

### How can we help?

Provide us a few details and we will reach out to you to get the conversation started.

We're looking forward to it.

Your name

Your email

Subject

Your message (optional)

**Submit**

---

### Contact Us

(240)111-1955  
info@titanium-Dent.co

### Mailing Address

463 7th Ave, NY 10018, USA

### Office Hours

Sunday	-----	Closed
Monday	-----	9:00 AM - 6:00 PM
Tuesday	-----	9:00 AM - 6:00 PM
Wednesday	-----	9:00 AM - 6:00 PM
Thursday	-----	9:00 AM - 6:00 PM
Friday	-----	Closed
Saturday	-----	9:00 AM - 6:00 PM

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Figure 29: Contact page

- Copyright page

**Copyright**

**1. Copyright Notice**

2.1 Copyright (c) 2017 *Malo Smile USA Elizabeth*

2.2 Subject to the express provisions of this notice:

(a) we, own and control all the copyright and other intellectual property rights in our website and the material on our website; and

(b) all the copyright and other intellectual property rights in our website and the material on our website are reserved.

**3. Copyright License**

3.1 You may:

(a) View pages from our website in a web browser;

(b) Download pages from our website for caching in a web browser;

(c) Print pages from our website;

(d) Stream audio and video files from our website; and

(e) Use our website services by means of a web browser, subject to the other provisions of this notice.

3.2 Except as expressly permitted by the other provisions of this notice, you must not download any material from our website or save any such material to your computer.

3.3 You may only use our website for your own personal and business purposes, and you must not use our website for any other purposes.

3.4 Except as expressly permitted by this notice, you must not edit or otherwise modify any material on our website.

3.5 Unless you own or control the relevant rights in the material, you must not:

(a) Republish material from our website including republication on another website;

(b) Sell, rent or sub-license material from our website;

(c) Show any material from our website in public;

(d) Exploit material from our website for a commercial purpose; or

(e) Redistribute material from our website, save to the extent expressly permitted by this notice.

**4. Acceptable use**

4.1 You must not:

(a) Use our website in any way or take any action that causes, or may cause, damage to the website or impairment of the performance, availability or accessibility of the website;

(b) Use our website in any way that is unlawful, illegal, fraudulent or harmful, or in connection with any unlawful, illegal, fraudulent or harmful purpose or activity;

(c) Use our website to copy, store, host, transmit, send, use, publish or distribute any material which consists of or is linked to any spyware, computer virus, Trojan horse, worm, keystroke logger, rootkit or other malicious computer software;

(d) Conduct any systematic or automated data collection activities including without limitation scraping, data mining, data extraction and data harvesting on or in relation to our website without our express written consent.

**5. Report abuse**

5.1 If you learn of any unlawful material or activity on our website, or any material or activity that breaches this notice, please let us know.

5.2 You can let us know about any such material or activity by email or using our website contact form.

**6. Enforcement of copyright**

6.1 We take the protection of our copyright very seriously.

6.2 If we discover that you have used our copyright materials in contravention of the license set out in this notice, we may bring legal proceedings against you, seeking monetary damages and/or an injunction to stop you using those materials. You could also be ordered to pay legal costs.

**7. Permissions**

7.1 You may request permission to use the copyright materials on our website by writing to us by email, using the contact details published on the website.

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Figure 30: Copyright page

### 3- Other plugins

To enhance my work, there's some plugins I used that help me to do my Dentists website easily, such as: images slider and gallery, videos gallery, newsletter, products search, maps, and uploading PDF files plugins. Look at some of these plugins below!

- Image slider plugin:



Figure 31: Image slider plugin

⊕ Images gallery plugin:

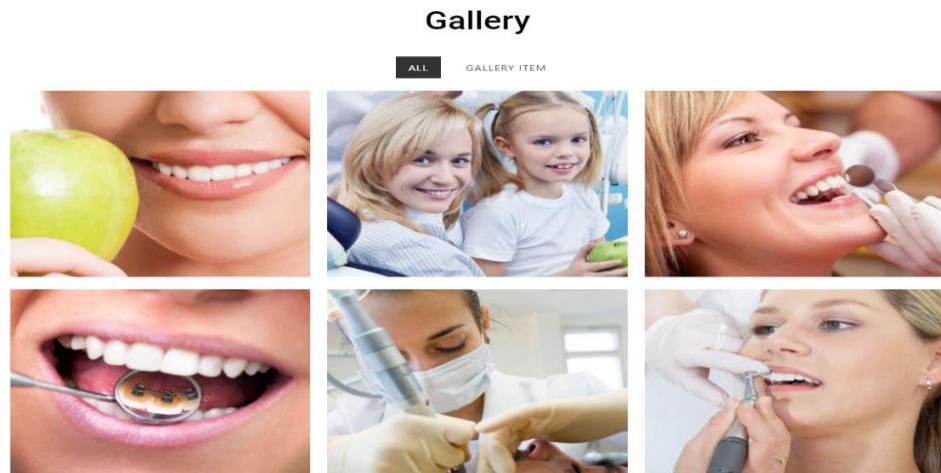


Figure 32: Image gallery plugin

⊕ Videos gallery plugin:

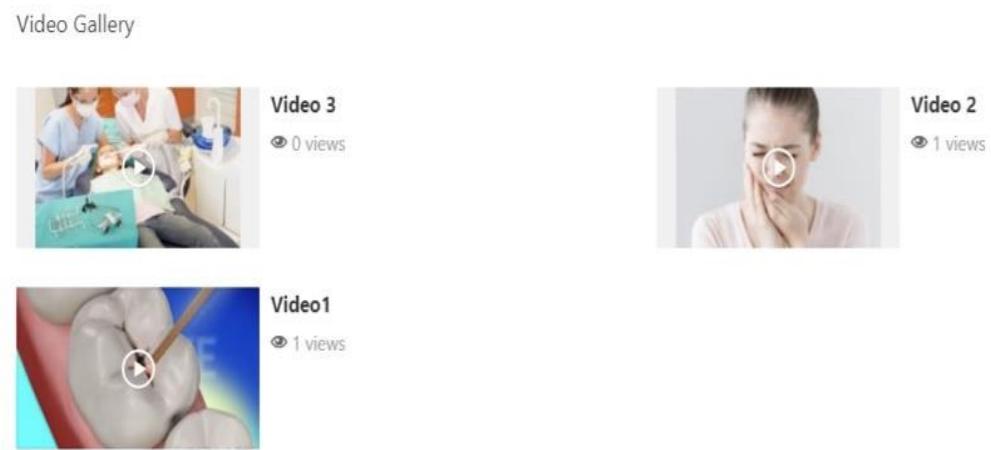


Figure 33: Video gallery plugin

## Map plugin:



Figure 34: Map plugin

## Newsletter plugin:

Dental Health News-Lose Weight & Protect Your Teeth

Vitamins: Commonly found in dairy milk and eggs, fruit and vegetables good for your skin, bones and teeth. Calcium: Found most commonly in dairy products, calcium helps both bones and teeth. Green Tea: Contains anti-oxidants that help to prevent plaque and contains fluoride to prevent tooth decay. Cheese: Cheese while included in the dairy category is particularly beneficial. Cheese helps to rebuild enamel. Welcome to the October issue of Dental Health News. Your teeth benefit from water to keep them hydrated. Drink regularly throughout the day. Body running smoothly and teeth. Water in this issue we will discuss oral hygiene, foods that are good for your body and teeth.

Email

By continuing, you accept the privacy policy

Subscribe

Figure 35: Newsletter plugin

## ❖ UI/UX (User Interface/User Experience)

The “UI” in UI design stands for “user interface.” The user interface is the graphical layout of a site or application. It consists of the button’s users click on, the text they read, the images, sliders, text entry fields, and all the rest of the items the user see and interacts with.

The UX” stands for “user experience.” A user’s experience is determined by how they interact with it. Is the experience smooth and intuitive or clunky and confusing? Does navigating the app feel logical or does it feel arbitrary? Does interacting with the app gives people the sense that they’re efficiently accomplishing the tasks they set out to achieve or does it feel like a struggle? User experience is determined by how easy or difficult it is to interact with the user interface elements that the UI designers have created. [16]

It depends on facilitating Experiment with it by making good colors that are comfortable to the eye and making the elements easily accessible and making the experience simple and smooth on your site and access to everything is simple and there is nothing complicated in your site.

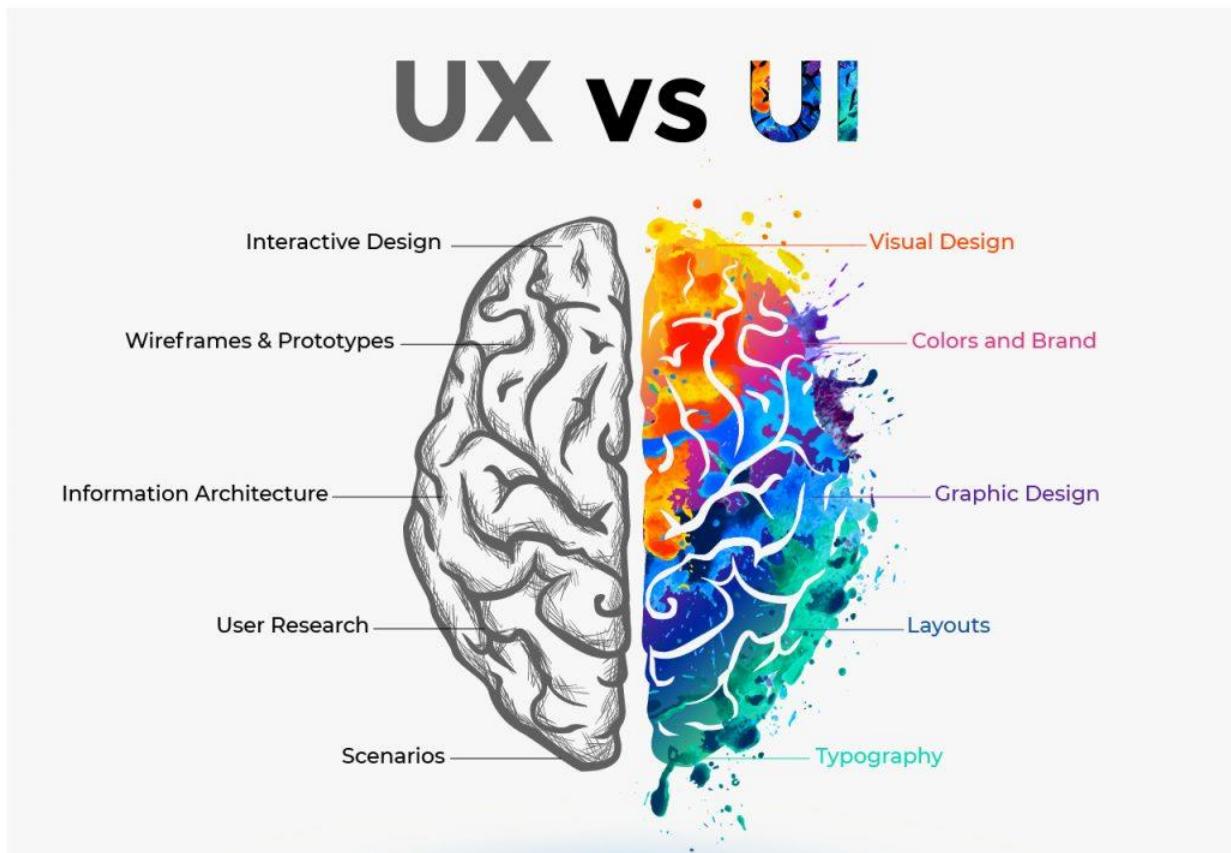


Figure 36: UI/UX

We studied about UX/UI to enhance our website design by following a tricky tips and with working on Adobe XD program on Desktop. Adobe XD program is a vector-based user experience design tool for web apps and mobile apps, developed and published by Adobe. The good characteristic in Adobe XD is the prototyping and easy use.

Wireframe is the first step that UI designer and UX designer do it, it considers as a prototyping to show the customer the general view strictly of the application before putting visual elements (images, texts, typography...) and it's usually been as a paper copy or digital copy.

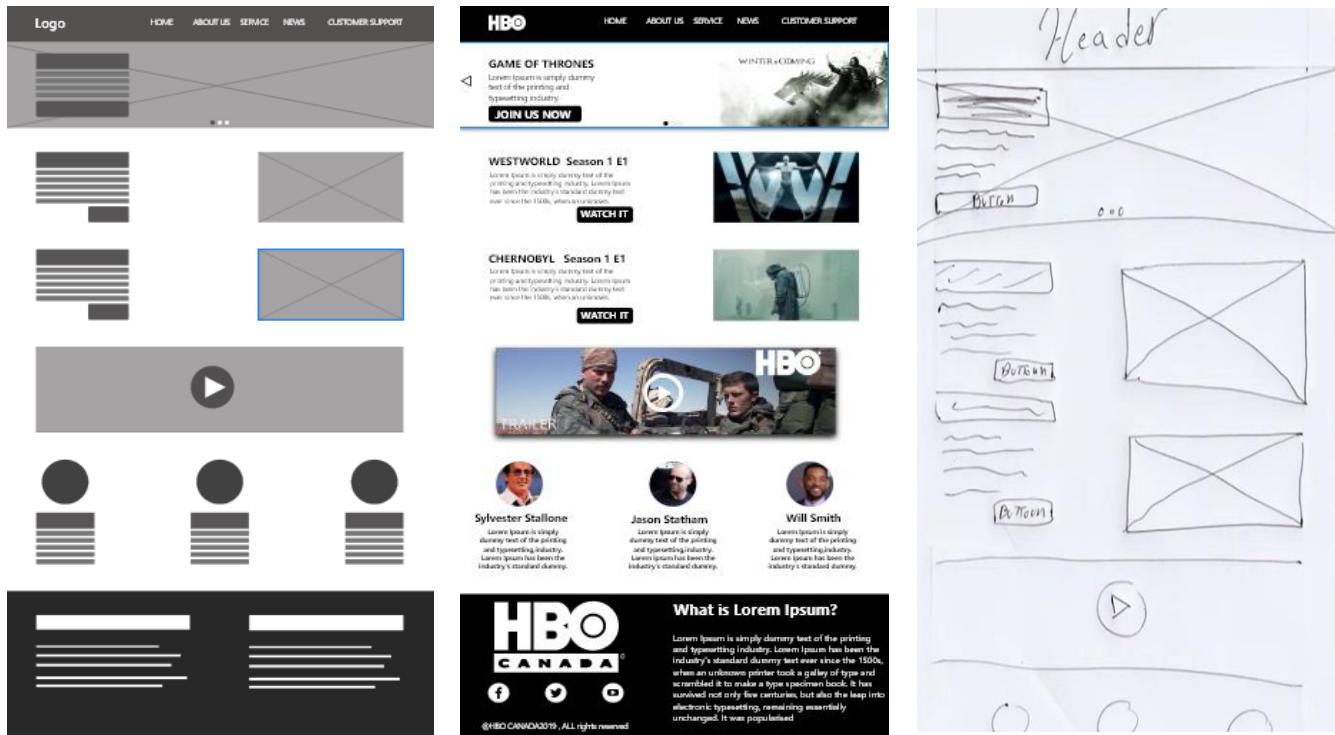


Figure 37: Paper & digital wireframe

## ❖ Front-End Development

It is also known as client-side development, it is about the design of a site and about the practice of producing HTML, CSS and JavaScript for a website or Web Application so that a user can see and interact with them directly. HTML and CSS are not programming languages, while JS is the Programming languages for the front-end development. We used visual studio code program in programming.



Figure 38: Explanation of HTML, CSS & JS

## 1- HTML & CSS

HTML stands for Hyper Text Markup Language; it is the standard markup language for creating Web pages which it describes the structure of a web page. It shows the structure of a website and a series of elements that tell the browser how to display the content of a web page. [17]

CSS stands for Cascading Style Sheets; it describes how HTML elements are to be displayed on screen. It provides the visual and aural layout of the website. CSS is used to define styles for your web pages, including the design, colors, fonts, layout, and variations in display for different devices and screen sizes. CCS cannot work without HTML and cannot alter any element of the HTML page [18]

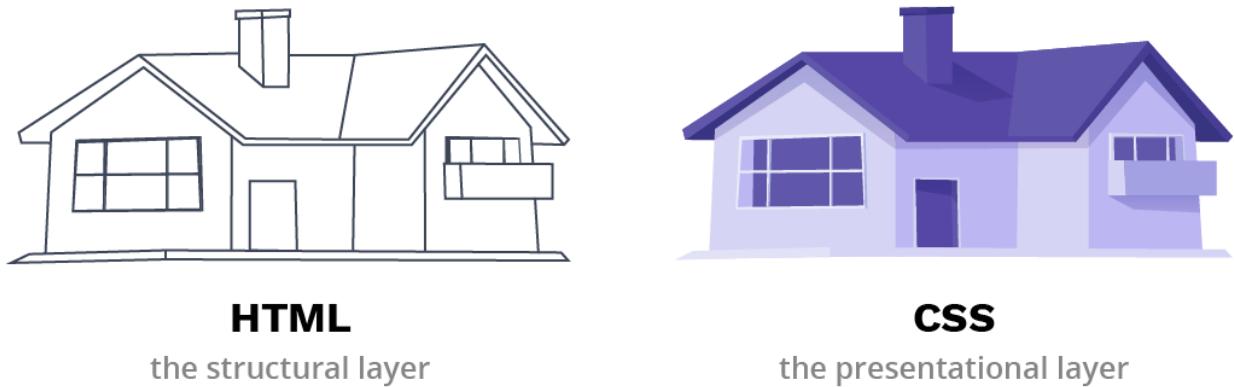


Figure 39: HTML & CSS difference

After studying HTML and CSS languages, we coded 3 different web pages using codepen.io tool.

➤ Codepen.io tool is an online community for creating, testing, and sharing snippets (called pens) of HTML, CSS, and JavaScript code snippets. It functions as an online code editor and open-source learning environment, where developers can create code snippets, called "pens," and test them. Since CodePen.io has a web-based code editor, you can change your code and see the result immediately, which allows a quicker debugging. It's perfect to test new designs or build specific components. [19]

## Coming Soon Web Page:

(also known as an under-construction page), it is a temporary homepage to tell any website visitors that your site/product is being built and a way to capture leads before your launch.

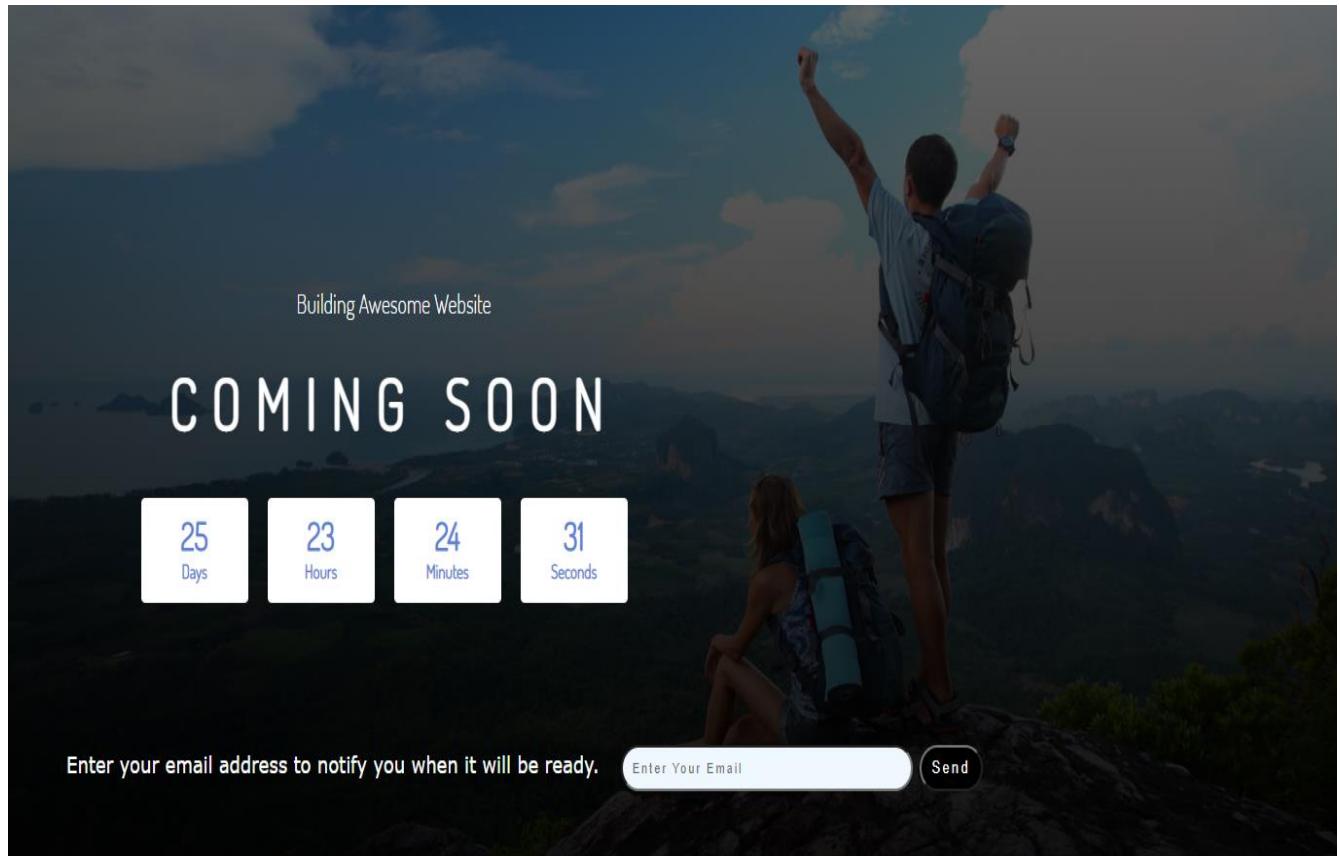


Figure 40: Coming soon page

## Event Feedback Survey Form:

**Our technological event survey**  
Thank you for giving us your time and help us to improve the platform

**Name**

**Email**

**Phone Number**

**Gender**  
 Male  Female

**How did you hear about the event?**

**Which topics did you have preferred?**

Introduction  
 The technology of IOT  
 Artificial intelligence  
 Smart phones software  
 The Projects show  
 The conclusion

**Please rate the following:**

1) Event Usefulness:  
 1  
 2  
 3  
 4  
 5

2) Time management:  
 1  
 2  
 3  
 4  
 5

3) Refreshments:  
 1  
 2  
 3  
 4  
 5

Will you join us next year?  
 Yes  
 Maybe  
 No

What can we do better

**SUBMIT**

Figure 41: HTML & CSS difference

## **2. JS**

JS stands for JavaScript language; it is dynamic programming language that used in web application and development pages to put action in the HTML pages. It is client-side scripting language, which is common programming language used for web development, it controls the web pages elements' behavior (Front End Functionalities) using JavaScript. JavaScript can alter (change, hide, show, etc.) any element of the HTML page. It's the programming language of the web. [20]

## **3. jQuery**

jQuery is a JavaScript library; it greatly simplifies JavaScript programming and easy to learn. jQuery is a lightweight, "write less, do more", JavaScript library. The purpose of jQuery is to make it much easier to use JavaScript on your website. jQuery takes a lot of common tasks that require many lines of JavaScript code to accomplish and wraps them into methods that you can call with a single line of code. It is a fast, small, and feature-rich JS library; it makes things like html document traversal and manipulation, event handling, animation, and Ajax much simpler with an easy-to-use API that works across a multitude of browsers. [21]

## **4. Bootstrap**

Bootstrap is a powerful toolkit - a collection of HTML, CSS, and JavaScript tools for creating and building web pages and web applications. It is a free and open-source project. By using Bootstrap, you will quickly design and customize responsive mobile-first sites. Responsive web design is an approach to web design that makes web pages render well on a variety of devices and window or screen sizes from minimum to maximum display size. It contains CSS- and (optionally) JavaScript-based design templates for typography, forms, buttons, navigation, and other interface components. [22]

## ❖ Mind map & database schema

### ✚ Mind Map

It is a diagram used to visually organize information, it is hierarchical and shows relationships among pieces of the whole. It is often created around a single concept and drawn as an image in the center of a blank page, to which associated representations of ideas such as images, words and parts of words are added. Major ideas are connected directly to the central concept, and other ideas branch out from those major ideas. Mind maps can also be drawn by hand. [23]

Tools help you to create your mind map online:

1- <https://coggle.it>

2- <https://www.mindmup.com>

I built a mind map for my final project using the minmup.com website as follow:



Figure 42: Mind map

## Database schema

I used database diagramming website (dbdiagram.io) to build a database schema for my final project as follow:

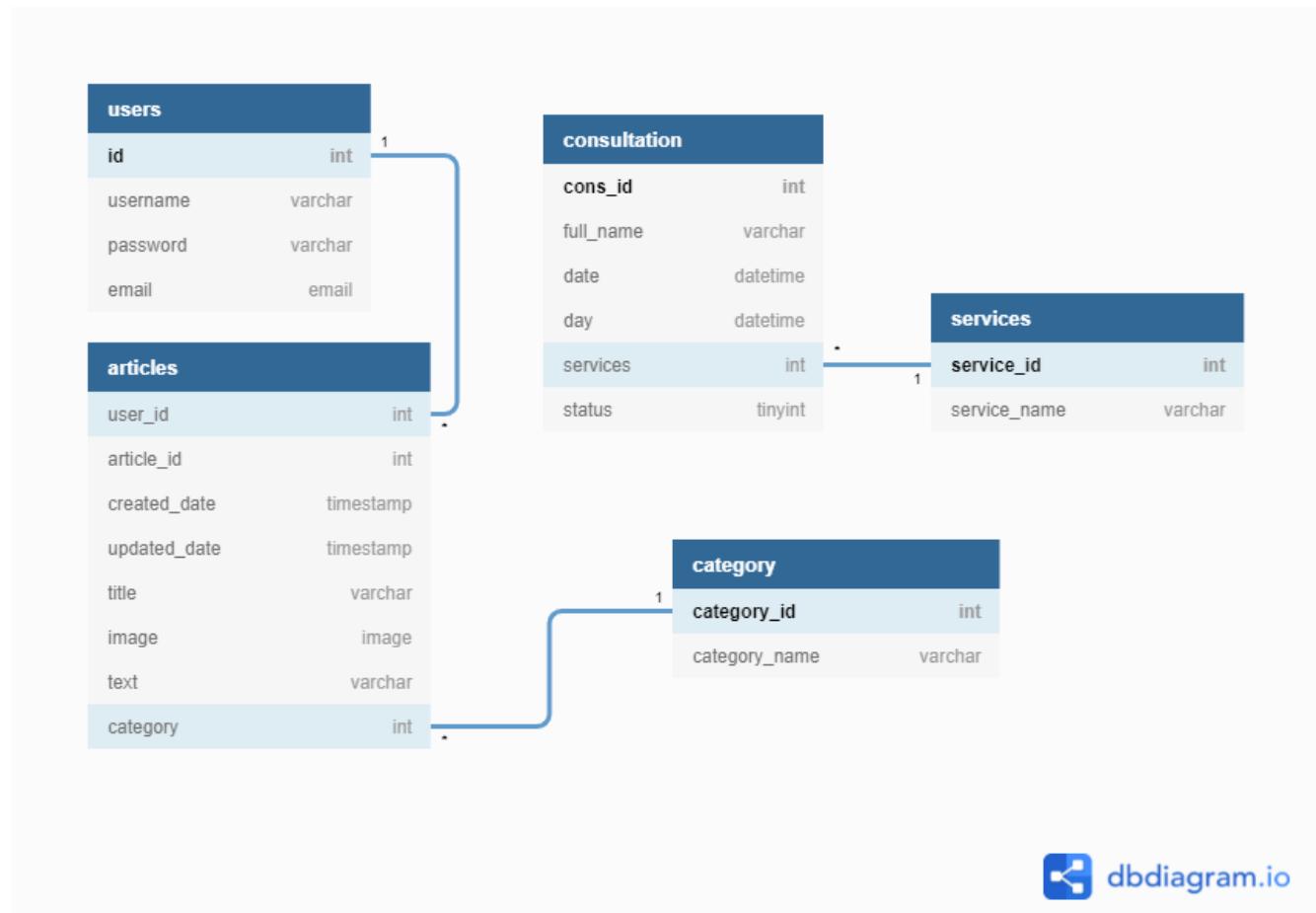


Figure 43: Database schema

## ❖ Back-End Development

It is also known as client-side development, it refers to the server side of development where you are primarily focused on how the site works. It is usually consisting of three parts: a server, an application, and a database. Code written by back-end developers is what communicates the database information to the browser. Anything you can't see easily with the eyes such as databases and servers is the work of a back-end developer. Many back-end developers know front end languages such as HTML and CSS but need to use languages such as Java, PHP, Ruby on Rails, Python, and .Net to get the back-end job done. These languages are used to create dynamic sites which are different from static sites in that these types of websites store database information. Examples of dynamic sites include Facebook, Twitter, and Google Maps. [24]

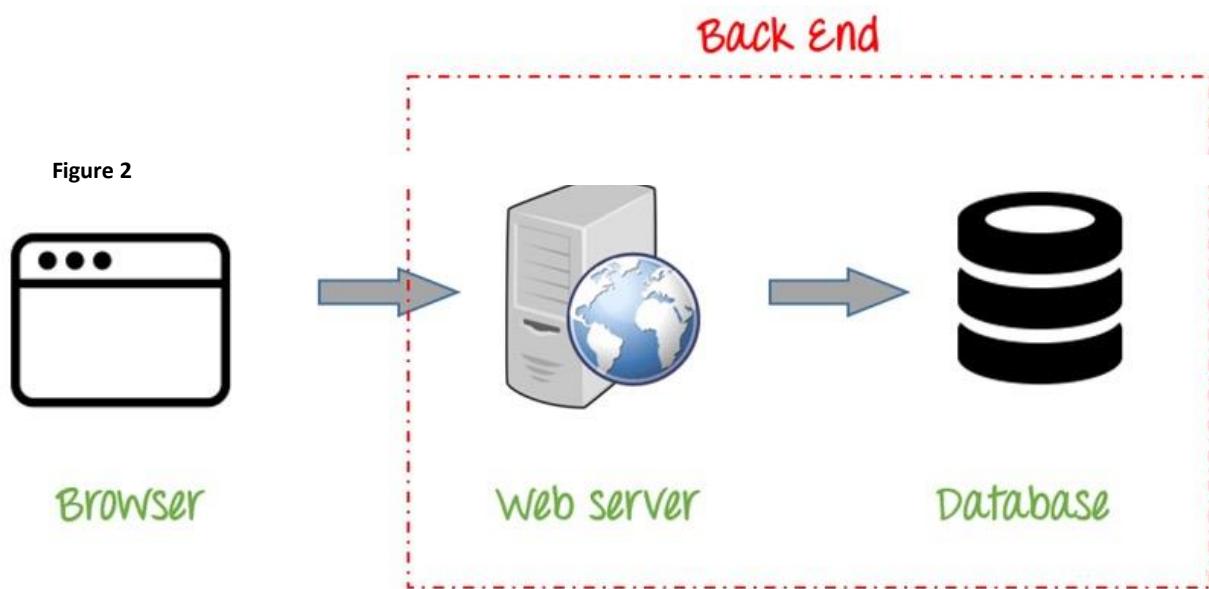


Figure 44: Database schema

We learned MySQL and PHP languages to create the back-end side of our website (Login, registration, sending emails and admin-side operations), and how to connect PHP to database.

## 1. MySQL

MySQL is a relational database management system based on SQL – Structured Query Language. The application is used for a wide range of purposes, including data warehousing, e-commerce, and logging applications. The most common use for MySQL, however, is for the purpose of a web database. [25]

## 2. PHP

PHP is an acronym for " Hypertext Preprocessor", it is a widely used, an open-source server scripting language, and a powerful tool for making dynamic and interactive Web pages. PHP scripts are executed on the server, can generate dynamic page content, can create, open, read, write, delete, and close files on the server. It can collect form data, send and receive cookies, add, delete, modify data in your database. Also, PHP can encrypt data. [26]

CRUD is an acronym that comes from the world of computer programming and refers to the four functions that are considered necessary to implement a persistent storage application: create, read, update, and delete. I learnt to create a simple crud using php and sql programming languages that can do the operations:

- add data

The screenshot shows a user interface for adding data to a database. At the top, a green header bar displays the message 'Record has been saved!'. Below this, a table lists one record with columns 'Name' (Ezza), 'Location' (Irbid), and 'Action' buttons ('Edit' and 'Delete'). Underneath the table is a form for entering new data. It has two input fields: 'Name' (placeholder 'Enter your name') and 'Location' (placeholder 'Enter your location'). A blue 'Save' button is positioned below the form fields.

Figure 45: CRUD - add operation

Add the name: 'Ezza', and location: 'Irbid'. These data also been added to the database as shown in below screenshot:

The screenshot shows the phpMyAdmin interface for a database named 'crud'. The 'data' table is selected. A single row is displayed with the following data: id (32), name (Ezza), and location (Irbid). The 'Edit' button for this row is highlighted.

Figure 46: CRUD - add effect on database

- edit data

The screenshot displays two forms for editing data. The left form shows a record with Name: Ezza and Location: Irbid. The right form shows the same record updated to Name: Ezza and Location: Amman. Both forms include 'Edit' and 'Delete' buttons.

Name	Location	Action
Ezza	Irbid	<button>Edit</button> <button>Delete</button>

Name	Location	Action
Ezza	Amman	<button>Edit</button> <button>Delete</button>

Figure 47: CRUD - edit operation

The screenshot shows the phpMyAdmin interface for the 'data' table. The row previously shown with id 32, name 'Ezza', and location 'Irbid' has been updated. The location is now listed as 'Amman'.

Figure 48: CRUD – edit effect on database

- delete data

Record has been deleted!

Name	Location	Action
Name <input type="text" value="Enter your name"/>	Location <input type="text" value="Enter your location"/>	<input type="button" value="Save"/>

Figure 49: CRUD - delete in database

Server: 127.0.0.1 » Database: crud » Table: data

Browse Structure SQL Search Insert Export Import Print

MySQL returned an empty result set (i.e. zero rows). (Query took 0.0008 seconds.)

SELECT \* FROM `data`

Profiling [ Edit inline ] [ Edit ] [ Explain SQL ] [ Create PHP code ] [ Refresh ]

<b>id</b>	<b>name</b>	<b>location</b>
1	John Doe	New York

Query results operations

Figure 50: CRUD – delete effect on database

## ❖ Project

It is about applying all the knowledge that has been practiced during 2 months in front and back-end website developing. My project was about creating a Health-care website that has a benefit blogs in fitness and diets and allows the guest users to calculate their healthy weight and calories with BMI and BMR calculators.

First, I searched a theme as a template related to my website idea, this saves time when not starting from scratch.

Secondly, I made my edits on this website; added and deleted sections in the pages and navigation bar.

Third, I made a backend for the website which was the biggest part that took time; That is because I had an admin for my website which will add, delete, and edit blogs for the guests, so I converted all the web pages to .php extension and created a database to save the data and apply the operations on the website.

Below you see a pictures and explanations of a final work for all the project pages for a user side and the admin side as front and back end:

## Health care website – Front end

- Home page:

Phone no: +03 234 567  
mail: sample@email.com

**HealthLife**

Home Fitness & Health Calculators Diets & Plans Exercises & Fitness Contact

**WELCOME TO HEALTH COACH**

Get in shape faster, live your happy life

**LEARN MORE** **CONTACT US**

**WELCOME TO HEALTHCARE**

**Health Care is a natural way of improving your health**

Our website's focus is to provide fast, comprehensive, convenient online calculators and diet programs with all the tips you need for health caring. Our goal is to become the one-stop, go-to site for people who need to have a guide and to get better health.

Additionally, we believe the internet should be a source of free information. Therefore, we provided free tools and services and we are still developing more.

relating to calculator, we loaded and developed BMI and BMR calculators individually. However, please inform us if you notice even the slightest error, hope you will reach your goal get the most out of our website.

**STORIES**

**Successfull Stories**

A small river named Duden flows by their place and supplies it with the necessary regellilia. It is a paradesemic country, in which roasted parts of sentences fly into your mouth.

A small river named Duden flows by their place and supplies it with the necessary regellilia. It is a paradesemic country, in which roasted parts of sentences fly into your mouth.

Joy Smith  
Client/Manager

We Provide Free Health Care Consultation

Your Health Is Our Top Priority with Comprehensive, Affordable Health.

**FREE CONSULTATION**

**Latest news from our blog**

**NEWS & BLOG**

2021-07-31 Admin 3 Which Diet-to-Go Meal Plan is Right for Me?	2021-07-31 Admin 3 6 Fitness Routine Hacks To Improve Weight Loss	2021-07-31 Admin 3 10 Healthy Summer Snacks That Are 200 Calories or Less
2020-11-05 Admin 3 5 WAYS TO BURN FAT WHILE YOU SLEEP	2020-08-31 Admin 3 4 HEALTHY LUNCHES THAT AREN'T SALAD	2021-08-15 Admin 3 FLAVORFUL AND EASY WHITE CHICKEN CHILI
2017-03-31 Admin 3 PROTEIN-PACKED SWEET POTATO SKINS RECIPE	2020-02-22 Admin 3 SPINACH & STRAWBERRY FLATBREAD	2020-03-31 Admin 3 Retired Teacher Loses 50 Pounds With Diet-to-Go
2021-08-26 Admin 3 The Power of Dirt: The Benefits of Outdoor Workouts	2020-09-00 Admin 3 Promoting Physical Fitness at Home	2021-08-08 Admin 3 Top 25 At-Home Workouts

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Get in shape faster & live your healthy life.

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Figure 51: HealthCare-home page

- BMI & BMR Calculators page:

Phone no: +00 1234 567  
mail: sample@email.com

**HealthLife**

Home Fitness & Health Calculators Diets & Plans Exercises & Fitness Contact



Calculate if your weight is healthy

Home BMI Calculator Calorie Calculator

### BMI CALCULATOR

BMI Calculator

Weight:  (kg)

Height:  (cm)

**CHECK BMI**

BMI Value:

A Healthy BMI ranges between 18 & 25

BMI is the abbreviation for 'Body Mass Index'. Body mass index (BMI) is a measure of body fat based on height and weight that applies to adult men and women. Enter your weight and height using standard or metric measures. Select 'Compute BMI' and your BMI will appear below.

BMI Categories:  
 Underweight: less than 18.5  
 Normal weight: 18.5–24.9  
 Overweight: 25–29.9  
 Obesity: BMI of 30 or greater

### CALORIES CALCULATOR – Daily Caloric Needs

Calorie Calculator

Age:

Gender:  Male  Female

Weight:  (kg)

Height:  (cm)

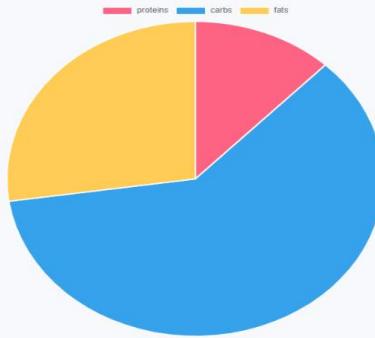
Exercise:  Select one option:

**CALCULATE**

BMR Value:

The Calorie Calculator can be used to estimate the calories you need to consume each day. This calculator can also provide some simple guidelines if you want to gain or lose weight.

**Pie Chart**



proteins carbs fats

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 Eat better and exercise smarter.  
 Get in shape faster & live your healthy life.

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f t i y

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Figure 52: HealthCare-Calculator page

- Diet blogs page:

**Diet Plans**

Which Diet-to-Go Meal Plan is Right for Me?

How often have you started a diet with all the best intentions to stick with it, only to find that you don't enjoy the food, the plan is too rigid, it takes too...

[READ MORE](#)

10 Healthy Summer Snacks That Are 200 Calories or Less

If you're on one of our top-rated, balanced, healthy meal plans, you know that each is controlled for nutrition and calories and chef-created...

[READ MORE](#)

5 WAYS TO BURN FAT WHILE YOU SLEEP

You know I'm all for prioritizing in that good, hard work to move closer to your #goal! But I'm also all for taking advantage of those easy wins...

[READ MORE](#)

4 HEALTHY LUNCHES THAT AREN'T SALAD

Spring is hereeeeeeee!! Can you feel it? I've been loving these little sunsets, plus the weather is getting so much warmer. It makes me so happy! I'll tell you what...

[READ MORE](#)

FLAVORFUL AND EASY WHITE CHICKEN CHILI

Happy fall y'all! Chilly so... we know that it might not be total fall vibes yet (especially in California!) considering this entire week we've been wearing...

[READ MORE](#)

PROTEIN-PACKED SWEET POTATO SKINS RECIPE

You post up at a sports bar, order a beer, and get a side of potato skins with all their sour cream, cheesy goodness. And look, it's all fun and...

[READ MORE](#)

SPINACH & STRAWBERRY FLATBREAD

Even if you're stumbling across this Spring Spinach & Strawberry Flatbread recipe in the middle of winter, I promise you, this will bring some sunshine into...

[READ MORE](#)

Retired Teacher Loses 50 Pounds With Diet-to-Go

Name: Nancy Age: 85 Occupation: Retired teacher Meal Plan: Balanced 1,200 Favorite Meal: Waffles with Cream Cheese Start Date: April 2019 Starting...

[READ MORE](#)

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A small river named Duden flows by their place and supplies

[SEE SERVICES](#)

**Free Consultation**

Full Name  mm/dd/yyyy

Email  Phone Number

[APPOINTMENT](#)

**Find A Health Expert**

A small river named Duden flows by their place and supplies

[MEET OUR HEALTH COACH](#)

**TESTIMONIES**

**Clients Feedbacks**

Ken Boh  
Businesswoman

For far away, behind the word mountains, far from the countries Vokalio and Consomonia, there live the blind texts.

Rocky Henderson  
Former

For far away, behind the word mountains, far from the countries Vokalio and Consomonia, there live the blind texts.

Henry Dee  
Businesswoman

For far away, behind the word mountains, far from the countries Vokalio and Consomonia, there live the blind texts.

**PRICE & PLANS**

**Choose Your Plans**

Starter	Standard	Premium	Platinum
\$ 49	\$ 79	\$ 109	\$ 159
<ul style="list-style-type: none"> <li>✓ 20 Workouts</li> <li>✓ Meal plans in mobile</li> <li>✓ One Coaching</li> <li>✓ 50% Group coaching</li> <li>✓ 24/7 Customer support</li> </ul>	<ul style="list-style-type: none"> <li>✓ 20 Workouts</li> <li>✓ Meal plans in mobile</li> <li>✓ One Coaching</li> <li>✓ 50% Group coaching</li> <li>✓ 24/7 Customer support</li> </ul>	<ul style="list-style-type: none"> <li>✓ 20 Workouts</li> <li>✓ Meal plans in mobile</li> <li>✓ One Coaching</li> <li>✓ 50% Group coaching</li> <li>✓ 24/7 Customer support</li> </ul>	<ul style="list-style-type: none"> <li>✓ 20 Workouts</li> <li>✓ Meal plans in mobile</li> <li>✓ One Coaching</li> <li>✓ 50% Group coaching</li> <li>✓ 24/7 Customer support</li> </ul>
<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>

6 YEARS OF EXPERIENCE | 1,117 SUCCESSFUL ENTREPRENEURS | 49 COMPANIES FOUNDED | 157 BOOK, DVD'S AND PODCASTS

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Get in shape faster & live your healthy life.

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Figure 53: HealthCare-Diet blogs page

- Exercises blogs page:

The screenshot shows the HealthLife website's blog section for exercises. At the top, there's a navigation bar with links for Home, Fitness & Health Calculators, Diet & Plans, Exercises & Fitness, and Contact. A large banner image of a smiling woman in a red top is displayed above the main content area.

**Diet Plans**

Below the banner, there are several blog posts with images and titles:

- 6 Fitness Routine Hacks To Improve Weight Loss** (Image: A person doing a plank exercise.)
- The Power of Dirt: The Benefits of Outdoor Workouts** (Image: A person running outdoors in a park-like setting.)
- Promoting Physical Fitness at Home** (Image: Two people, an adult and a child, doing sit-ups on a mat.)
- Top 25 At-Home Workouts** (Image: A woman and a child doing push-ups on a mat.)

Each post has a "READ MORE" button.

**Healthcare Services**

A small river named Duden flows by their place and supplies [SEE SERVICES](#)

**Free Consultation**

Full Name  mm/dd/yyyy  Age   
Email  Phone Number  Choose a service:

**Find A Health Expert**

A small river named Duden flows by their place and supplies [MEET OUR HEALTH COACH](#)

**TESTIMONIES**

**Clients Feedbacks**

“  
For far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.  
Ken Roth  
Businesswoman

“  
For far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.  
Rocky Henderson  
Father

“  
For far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.  
Henry Dee  
Businesswoman

**PRICE & PLANS**

**Choose Your Plans**

Starter	Standard	Premium	Platinum
A beautiful Healthcare	A beautiful Healthcare	A beautiful Healthcare	A beautiful Healthcare
<b>\$ 49</b>	<b>\$ 79</b>	<b>\$ 109</b>	<b>\$ 159</b>
<ul style="list-style-type: none"> <li>✓ 20 Workouts</li> <li>✓ Meal plans in mobile</li> <li>✓ One Coaching</li> <li>✓ -50% Group coaching</li> <li>✓ 24/7 Customer support</li> </ul>	<ul style="list-style-type: none"> <li>✓ 20 Workouts</li> <li>✓ Meal plans in mobile</li> <li>✓ One Coaching</li> <li>✓ -50% Group coaching</li> <li>✓ 24/7 Customer support</li> </ul>	<ul style="list-style-type: none"> <li>✓ 20 Workouts</li> <li>✓ Meal plans in mobile</li> <li>✓ One Coaching</li> <li>✓ -50% Group coaching</li> <li>✓ 24/7 Customer support</li> </ul>	<ul style="list-style-type: none"> <li>✓ 20 Workouts</li> <li>✓ Meal plans in mobile</li> <li>✓ One Coaching</li> <li>✓ -50% Group coaching</li> <li>✓ 24/7 Customer support</li> </ul>
<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>

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Figure 54: HealthCare-Exercises blogs page

- Exercises & Fitness page:

The screenshot shows the 'Coaches & Exercises' section of the HealthLife website. At the top, there is a banner featuring a woman smiling and pointing towards the camera. Below the banner, the page title 'Coaches & Exercises' is displayed. The main content area is divided into three columns, each containing an image, a title, a brief description, and a 'READ MORE' button.

Image	Title	Description	Action
	Exercise Program	Even the all-powerful Pointing has no control about the blind texts it is on almost unorthographic.	<a href="#">READ MORE</a>
	Nutrition Plans	Even the all-powerful Pointing has no control about the blind texts it is on almost unorthographic.	<a href="#">READ MORE</a>
	Diet Program	Even the all-powerful Pointing has no control about the blind texts it is on almost unorthographic.	<a href="#">READ MORE</a>

Below this section is a grid titled 'Choose Your Coach' containing eight profiles, arranged in two rows of four. Each profile includes a photo, the coach's name, title, and a short bio.

Row	Column 1	Column 2	Column 3	Column 4
1				
2				

Following the coaches section is a '4 steps to get the best result' section, which lists four steps with corresponding icons and descriptions.

Step	Icon	Description
1		Follow the program Even the all-powerful Pointing has no control about the blind texts it is on almost unorthographic.
2		Work for result Even the all-powerful Pointing has no control about the blind texts it is on almost unorthographic.
3		Eat healthy food Even the all-powerful Pointing has no control about the blind texts it is on almost unorthographic.
4		Enjoy your life Even the all-powerful Pointing has no control about the blind texts it is on almost unorthographic.

At the bottom of the page is a 'TESTIMONIES' section titled 'Happy Clients & Feedbacks'. It features three testimonial cards with quotes from clients like Ken Bush, Rocky Henderson, and Henry Dee, each accompanied by a small profile picture.

Figure 55: HealthCare-Coaches & Fitness page

- Contact:

The screenshot shows the contact page of the HealthLife website. At the top, there's a blue header bar with the HealthLife logo, navigation links for Home, Fitness & Health Calculators, Diets & Plans, Exercises & Fitness, and Contact (which is underlined). Below the header is a large photo of a smiling woman pointing towards the camera.

The main content area has a grey background. At the top left, it says "Home Contact us". In the center, the heading "Contact us" is displayed above a form. To the left of the form is a blue sidebar with the title "Let's get in touch" and text: "We're open for any suggestion or just to have a chat". It lists contact information with icons: Address (198 West 21th Street, Suite 721 New York NY 10016), Phone (+1235 2355 98), Email (info@yoursite.com), and Website (yoursite.com).

The main form is titled "Get in touch" and includes fields for "FULL NAME" (Name), "EMAIL ADDRESS" (Email), "SUBJECT" (Subject), and "MESSAGE" (Message). A "SEND MESSAGE" button is at the bottom of the form. Below the form is a map of the Northeastern United States, showing states like Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Maryland, Delaware, and Pennsylvania. The map includes major cities and roads. At the bottom of the page is a dark footer with the HealthLife logo, social media links (Facebook, Twitter, Instagram, YouTube), and links for Terms of services, About us, and Privacy Policy. Copyright information and a "Copyright © 2021 All rights reserved" notice are also at the bottom.

Figure 56: HealthCare-Contact page

## Health care website – Back end & admin side

- Articles table:

Created date	Updated date	Title	Image	description	Category	Action
0000-00-00	0000-00-00	FLAVORFUL AND EASY WHITE CHICKEN CHILI		Happy fall ya'll! Okay so... we know that it might not be total fall vibes yet (especially in California) considering this entire week we've been wearing shorts. And tanks. BUT the first official day of fall was yesterday and we are taking any excuse to celebrate! One of our absolute favorite things about fall is all of the delish fall recipes. Soups, stews, pumpkin everything, we're about it. And our new go-to for this fall is white chicken chili instant pot edition. This white chicken chili is SO flavorful and easy, it will literally take you barely any time to make. Plus it's packed with protein, healthy fats and other goodness that will leave you feeling 10/10 after eating it. I mean... who doesn't want white chicken chili instant pot edition even when it's still a little warm outside?! With a recipe this good, we're ready to start cooking now.	diet	
0000-00-00	0000-00-00	SPINACH & STRAWBERRY FLATBREAD		Even if you're stumbling across this Spring Spinach & Strawberry Flatbread recipe in the middle of winter, I promise you, this will bring some sunshine into your life. INGREDIENTS: 1/4 cup balsamic vinegar — plus 2 tablespoons, divided 1 cooked boneless skinless chicken breast (roughly 8 oz) 2 frozen cauliflower pizza crusts Olive oil 1 1/2 cups sliced strawberries 1 avocado, cubed 1/2 cup loosely packed fresh basil leaves, chopped 1 cup spinach leaves, chopped 3/4	diet	

Figure 57: Articles table

Admin can (add, edit, and delete) articles that appears for the users. Articles table has about 10 long blogs, when I delete an article, a red highlighted message will appear above to make sure that the article has been deleted from the website itself and the database. Below you see the delete message:

Created date	Updated date	Title	Image	description	Category	Action
0000-00-00	0000-00-00	FLAVORFUL AND EASY WHITE CHICKEN CHILI		Happy fall ya'll! Okay so... we know that it might not be total fall vibes yet (especially in California) considering this entire week we've been wearing shorts. And tanks. BUT the first official day of fall was yesterday and we are taking any excuse to celebrate! One of our absolute favorite things about fall is all of the delish fall recipes. Soups, stews, pumpkin everything, we're about it. And our new go-to for this fall is white chicken chili instant pot edition. This white chicken chili is SO flavorful and easy, it will literally take you barely any time to make. Plus it's packed with protein, healthy fats and other goodness that will leave you feeling 10/10 after eating it. I mean... who doesn't want white chicken chili instant pot edition even when it's still a little warm outside?! With a recipe this good, we're ready to start cooking now.	diet	
0000-00-00	0000-00-00	SPINACH & STRAWBERRY FLATBREAD		Even if you're stumbling across this Spring Spinach & Strawberry Flatbread recipe in the middle of winter, I promise you, this will bring some sunshine into your life. INGREDIENTS: 1/4 cup balsamic vinegar — plus 2 tablespoons, divided 1 cooked boneless skinless chicken breast (roughly 8 oz) 2 frozen cauliflower pizza crusts Olive oil 1 1/2 cups sliced strawberries 1 avocado, cubed 1/2 cup loosely packed fresh basil leaves, chopped 1 cup spinach leaves, chopped 3/4	diet	

Figure 58: Delete operation in article table

And when admin edits an article, a green highlighted message will be appeared up to make sure that the articles is really updated on the website itself and in the database. Below you see the edit/update operation and message:

-Edit the data in the first blog in the table:

SB ADMIN 2

Consultation

Articles

### Edit an Article

Created Date  
08/14/2021

Updated Date  
08/15/2021

Title  
FLAVORFUL AND EASY WHITE CHICKEN CHILI

Description

Happy fall ya'll! Okay so... we know that it might not be total fall vibes yet (especially in California) considering this entire week we've been wearing shorts. And tanks. BUT the first official day of fall was yesterday and we are taking any excuse to celebrate! One of our absolute favorite things about fall is all of the delish fall recipes. Soups, stews, pumpkin everything, we're about it. And our new go-to for this fall is white chicken chili instant pot edition. This white chicken chili is SO flavorful and easy, it will literally take you barely any time to make. Plus it's packed with protein, healthy fats and other goodness that will leave you feeling 10/10 after eating it. I mean... who doesn't want white chicken chili instant pot edition even when it's still a little warm outside?! With a recipe this good, we're ready to start cooking now.

Upload an image!

Category  
Diet

Cancel      Update

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Figure 59: Edit operation in article table

-Click the update button:

SB ADMIN 2

Consultation

Articles

Articles

+ Add New Article

Show 10 entries

Search:

Record has been updated!

Figure 60: Update in article table

And to add a new blog, the admin clicks on the button “Add New Article” on top left, and fill the information of the new blog, and save changes. The new blog will be saved in the database and a green message will be appeared to confirm the operation as below:

The screenshot shows the 'Add New Article' page from the SB Admin 2 interface. The left sidebar has 'Consultation' and 'Articles' sections. The main area has a title 'Add New Article'. It contains fields for 'Created Date' and 'Updated Date' (both with date input boxes), 'Title' (text input box), 'Description' (text area), and an 'Upload an image!' input field with a placeholder 'Upload Image' and a blue outline. A 'Category' dropdown is set to 'Exercise'. At the bottom are 'Cancel' and 'Save' buttons.

Figure 61: Add new article

The screenshot shows the 'Articles' page after saving. A green banner at the top says 'Record has been saved!'. Below it, the 'Articles' section shows a table with columns 'Title', 'Category', 'Author', and 'Actions'. The first row is highlighted in blue. A 'Save' button is visible at the bottom right of the table.

Figure 62: Save new article

- Consultation table

Consultation Page

Consultation Table

Show 10 entries Search:

Name	Date	Age	email	phone_no	Service	Status	Action
ezza	2021-07-03	3	ezza@mail.com	79	get weigh	1	
mohammad	2021-08-10	15	aaa@hotmail.com	0	lose weight	0	
Name	Date	Age	email	phone_no	Service	Status	Action

Showing 1 to 2 of 2 entries

Previous 1 Next

Copyright © Your Website 2020

Figure 63: Consultation table in admin page

+ Options

cons_id	full_name	date_	age	email	phone_no	service_no	status
1	ezza	2021-07-03	3	ezza@mail.com	79	1	1
4	mohammad	2021-08-10	15	aaa@hotmail.com	0	0	0

With selected:  Check all  Edit  Copy  Delete  Export

Figure 64: Consultation table in database

Admin could delete a consultation if the consultation has not accepted. To accept the consultation, the admin sends verification link to the emails in the consultation table; to make sure that the user types a correct email and really need the session, so the user should click on the link. And if he not doing that, the admin deletes the consultation from the table, which has a status 0 for 1 week at maximum.

Record has been deleted!

The screenshot shows a web application interface titled "Consultation Page". In the top right corner, there is a user profile for "Douglas McGee". A red banner at the top indicates that a record has been deleted. On the left, a sidebar menu includes "Consultation" and "Articles". The main content area is titled "Consultation Table" and displays a table of consultation entries. The table has columns: Name, Date, Age, email, phone\_no, Service, Status, and Action. One row is visible, showing "ezza" as the name, "2021-07-03" as the date, "3" as the age, "ezza@mail.com" as the email, "79" as the phone\_no, "get weigh" as the service, and "1" as the status. The "Action" column contains a red trash can icon. Below the table, it says "Showing 1 to 1 of 1 entries". At the bottom right, there are navigation buttons for "Previous", "1", and "Next".

Figure 65: Delete not verified consultation

This screenshot shows a MySQL database interface with a sidebar containing tables: healthy\_care, New, articles, category, consultation, services, and users. The "consultation" table is currently selected. The main area displays the "consultation" table with the following data:

cons_id	full_name	date_	age	email	phone_no	service_no	status
1	ezza	2021-07-03	3	ezza@mail.com	79	1	1

Below the table, there are buttons for Edit, Copy, Delete, and Export. There are also links for Show all, Number of rows (set to 25), Filter rows, and Search this table.

Figure 66: The effect of delete on the consultation tale in database

## ❖ Figma

It is a web-based graphics editing and user interface design app. You can use it to do all kinds of graphic design works from wireframing websites, designing mobile app interfaces, prototyping designs, crafting social media posts, and everything in between. It's free for individual/collaborative (multiple people working on same design at same time)/ fast/ worked on any computer/ has mobile companion apps so you can preview your designs in a mobile screen night. [27]

We used Figma website to design a mind map for a website that offers comprehensive, accurate and up-to-date information of laptops and their features. Each user can search for laptops, filter them according to many terms like review and pricing, and see to the laptop's features and specifications. Also, the user can rate the laptop and see the other's comments and reviews.

Computer shop mind map on Figma:

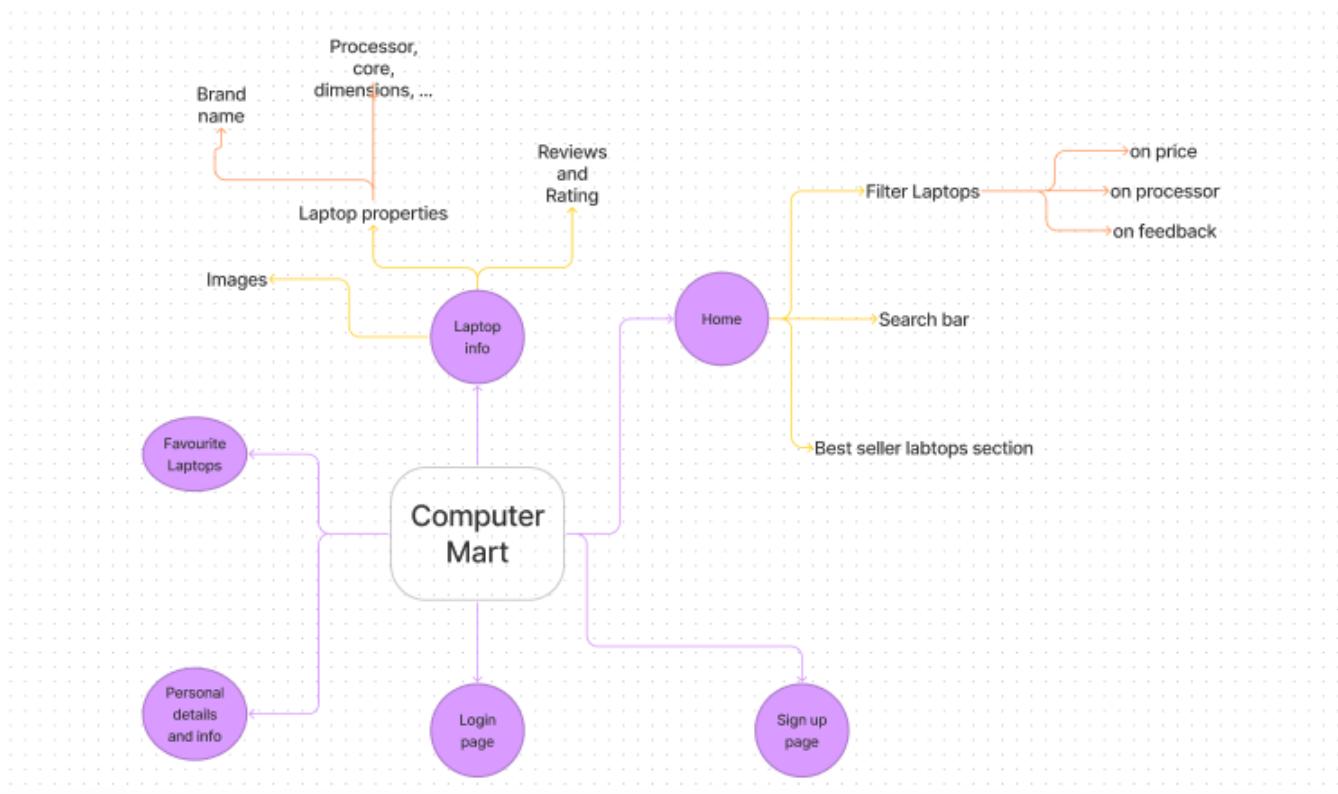


Figure 67: Computer shop mind map

## ❖ Framer

it's primarily a design and prototyping tool. It allows you to design interactive prototypes of a websites and applications using production components and real data (prototype tool). I designed an interface for a laptop shop website using framer, below you see the prototyping designs of the website pages:

### Laptop shop web application

⊕ Sign-in page:

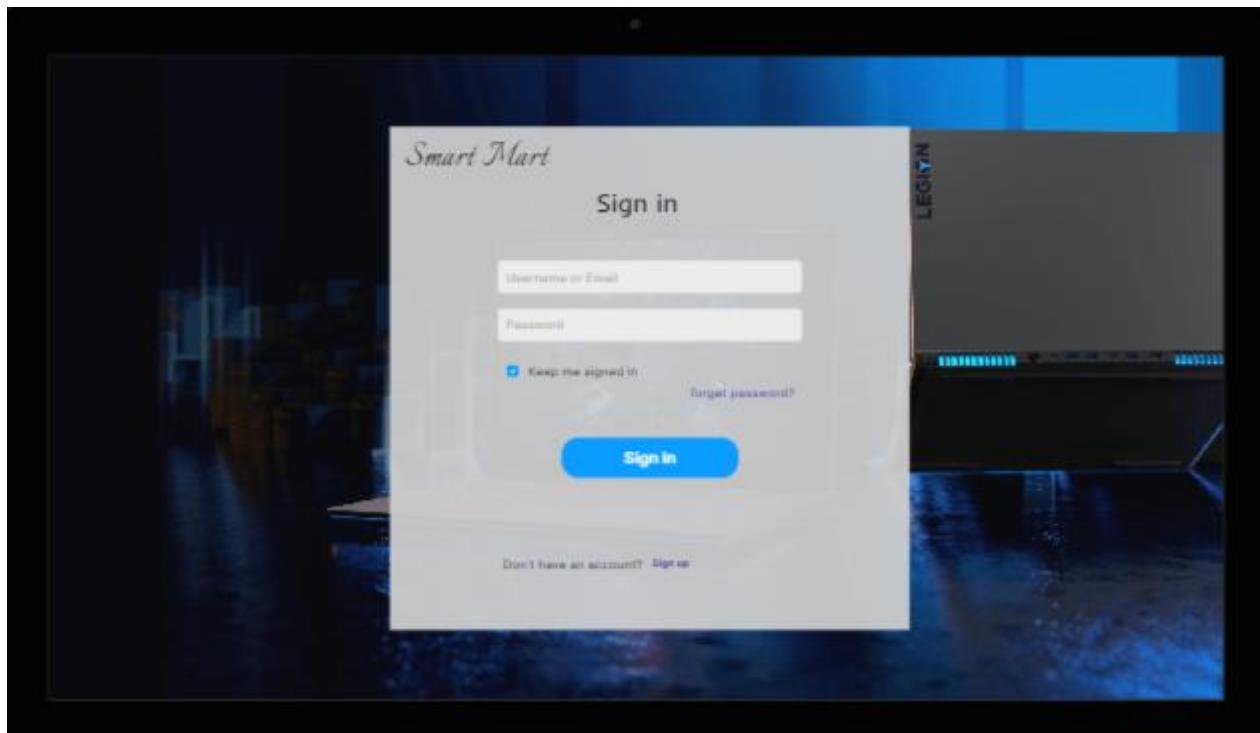


Figure 68: Computer Shop - Sign in page

⊕ Sign-up page:

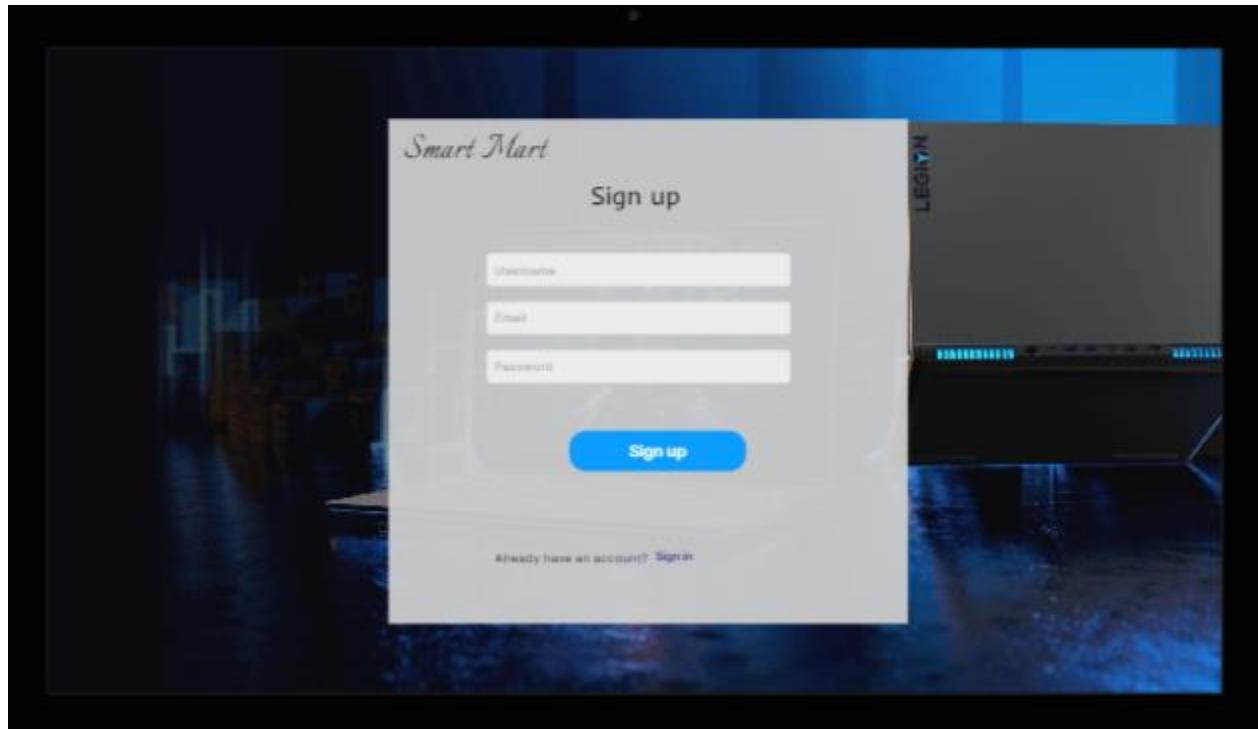


Figure 69: Computer Shop - Sign up page

⊕ Favorite Laptops:

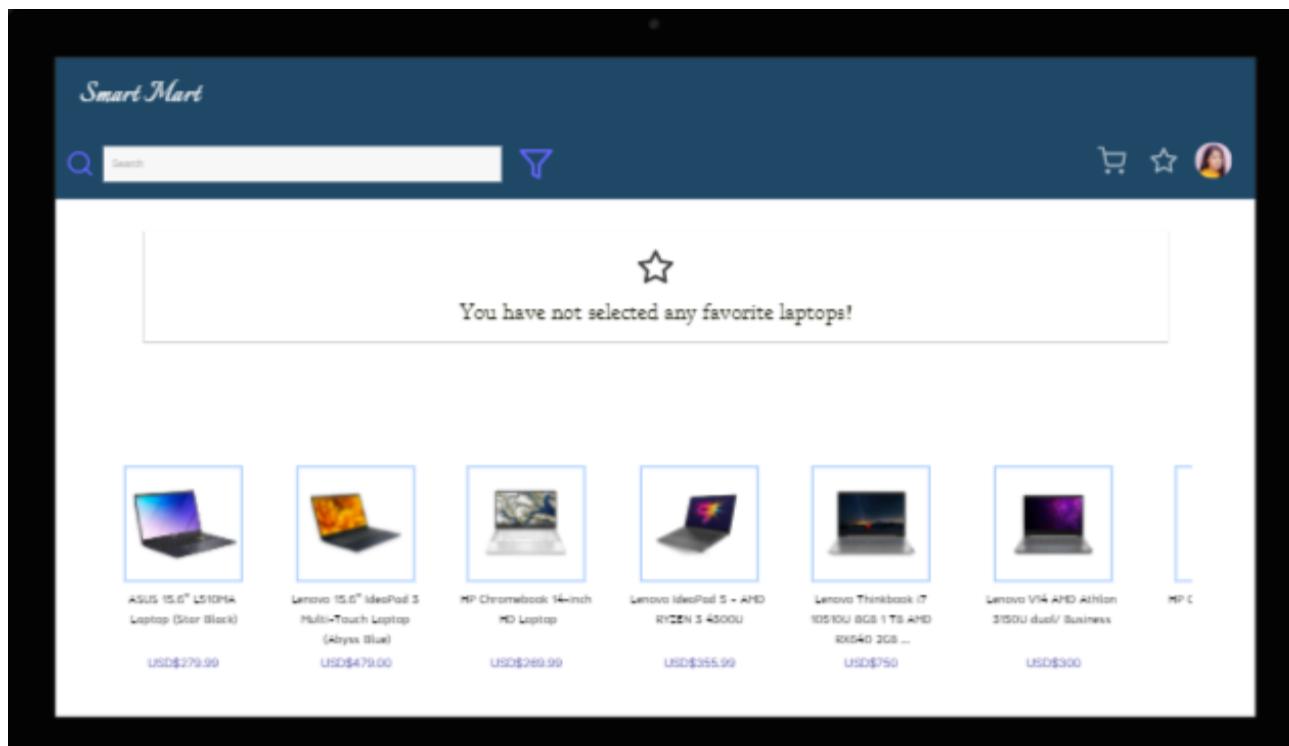


Figure 70: Computer Shop – Favorite laptops page



Home:

The screenshot shows the homepage of Smart Mart. At the top, there is a search bar with a magnifying glass icon and a placeholder "Search". To the right of the search bar are icons for a shopping cart, a star, and a user profile. The main content area has a dark blue header with the text "Smart Mart".

**PC & Laptops**

- Laptops
- Desktop
- Mini PC
- Barebone

**Tablet PC**

**Laptop Accessories**

**Best Seller**

Product Image	Product Name	Price
	ASUS 15.6" LS101MA Laptop (Star Black)	USD\$279.99
	Lenovo 15.6" Ideapad 3 Multi-Touch Laptop (Aryna Blue)	USD\$479.00
	HP Chromebook 14-inch HD Laptop	USD\$269.99
	Lenovo IdeaPad 3 - AMD RYZEN 3 4300U	USD\$355.99
	Lenovo ThinkBook 17 10SD00 8GB 1TB AMD RX540 2GB ...	USD\$850
	Lenovo V14 AMD Athlon 3150U dualV Business	USD\$300
	HP C	

Copyright ©2021 Smart Mart for computers

Figure 71: Computer Shop – Home page

 A Laptop info:

# Smart Mart

Search
Cart
Profile

## Lenovo 15.6" IdeaPad 3 Multi-Touch Laptop (Abyss Blue)



In stock

USD\$479.00 Price

Add to favourite

Rate this product: ★★★★★

Description:

About this item:  
Google play store: The millions of Android apps you know and love on your phone and tablet can now run on your Chrome device without compromising their speed, simplicity or security.

Sleek, responsive design: Keep going comfortably with the backlit keyboard and multi-touch touchpad that supports four finger gestures set in a sleek design for moving from room to room or on the road.

Binge watch while you work: Equipped with an Intel® processor, 14" display, stereo speakers tuned by audio experts at B&O and a long battery life to get more done while having fun.

Environmentally conscious: Low halogen, mercury-free display backlights, SPEAKERS Silver registered Chromebook, Dual-core Intel® processor: Intel® Celeron® N4000, Dual-Core, 1.1 GHz base frequency, up to 2.5 GHz burst frequency.

Display: 14-inch diagonal HD 54% anti-glare micro-edge Memory & storage: 4 GB LPDDR4x-2400 SDRAM (not upgradable) and 32 GB eMMC.

Battery life: Up to 13 hours and 30 minutes (mixed usage); 0 to 50% charge in 45 minutes with MP Fast Charge.

Dimensions: 13.9 inches (W) x 8.60 inches (D) x 0.70 inches (H); 3.24 pounds.

**Key Features:**

- \*1.6 GHz Intel Core i5 4-Core (10th Gen).
- \*8GB of DDR4 RAM | 256GB M.2 SSD.
- \*15.6" 1366 x 768 TN Touchscreen.
- \*Integrated Intel UHD Graphics.

# Smart Mart

Search
Cart
Profile

### Reviews

Nice product, but difficult to connect to wifi ★★★★★

I gave this product 4 stars because now that its finally connected to wifi its quite nice. The 14in screen is perfect for me. Not too small or too big. The 1080 HD is definitely worth it. Great sharpness and clarity when it comes to picture quality. I love the keyboard. Keys are soft touch keys and don't make a lot of noise and the backlight of the keys is a nice touch. For a good 24hrs the product has stayed connected to wifi. But after opening it and turning it on, it took several hours of getting it to stay connected.

Unresolvable Connectivity Issues ★★★★★

The device refuses to connect to my wifi network. Wasted several precious days off with the utterly useless social media HP support team trying to troubleshoot to no avail.

Amazing chromebook ★★★★★

Got this Chromebook a few days ago, took a little for me to get it connected to the wifi, but easily fixed it by signing into guest then connecting to the wifi, then completing the setup process.

Thin, light & portable: 12.82 inch (W) x 8.60 inch (D) x 0.70 inch (H); 3.24 pounds.

### Related laptops



Lenovo ThinkBook 17  
10ST0U 8GB 1TB AMD  
R5640 2GB ...  
USD\$750



Lenovo V14 AMD Athlon  
3150U dual/ Business  
Laptop ...  
USD\$300

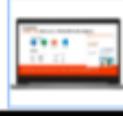




Figure 72: Computer Shop – A laptop info

## ❖ Google site:

It's a free website builder from Google company. I created a portfolio using the google site. Portfolio is like CV, but it expresses the designer, it is the place where designer represents his works and designs, to be seen by clients and teams who want to work with him.

- My portfolio

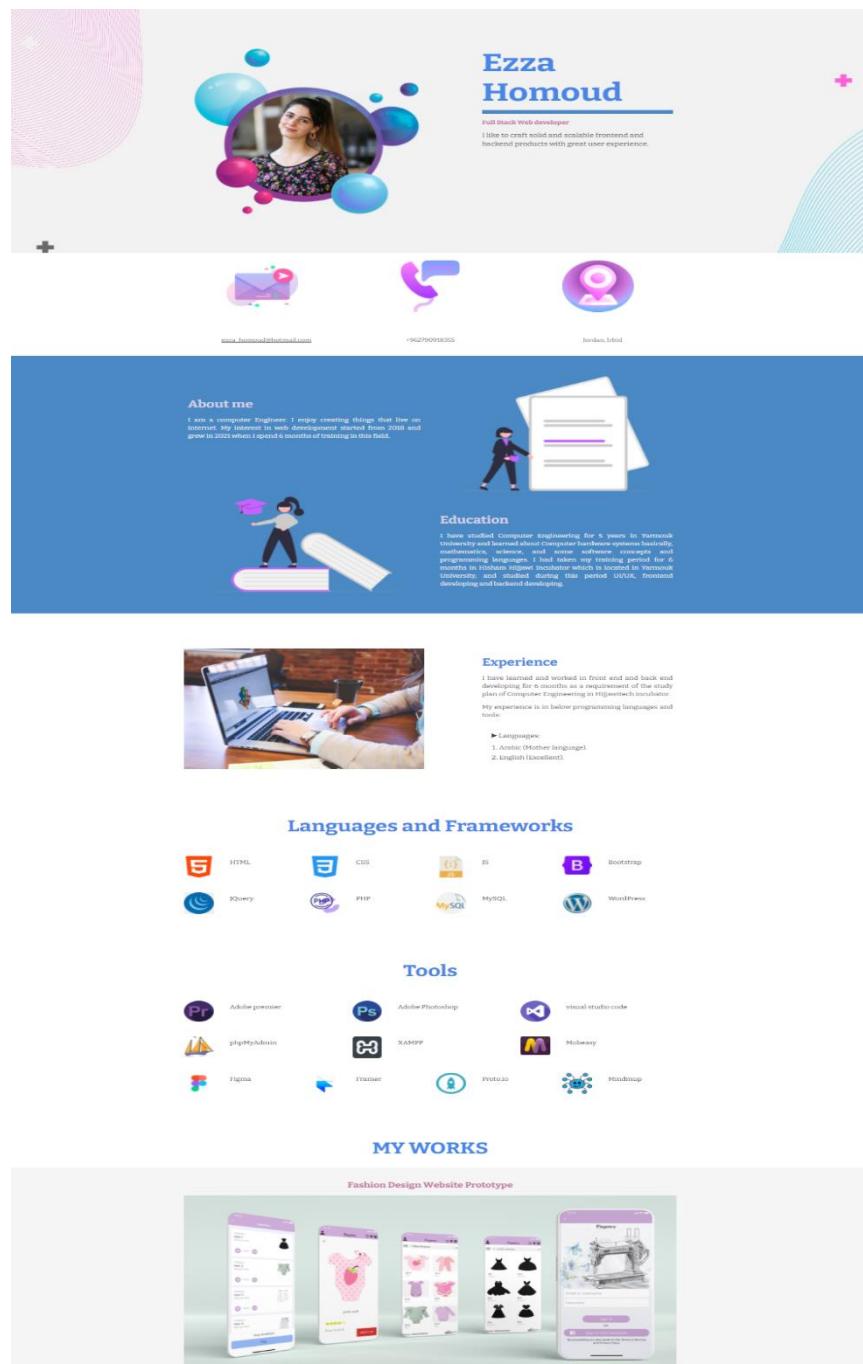


Figure 73: My Portfolio 1<sup>st</sup> page

### Logos Designing

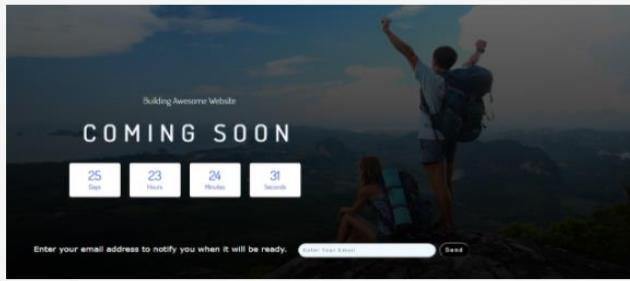


Healthy Spine Logo

Logo design for a dental clinic

### Coming soon page for a new website

This page called "under construction page"; it's a temporary homepage to tell website visitors that the site/product is being built and on a way to capture leads before your launch.

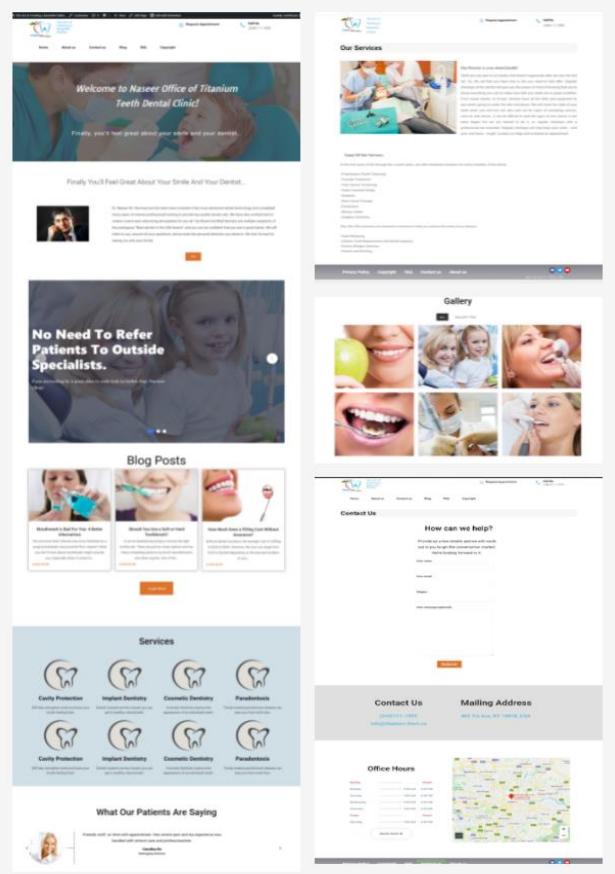


### Fitness and Health-Care Website

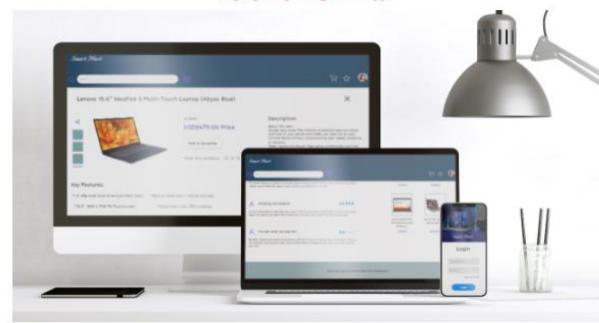
A website of health caring and fitness. The user can calculate his/her healthy BMR and BMI and sends consultations for experts and get the response



### Dental Clinic Website



Laptop Shop Design Prototype



### Are You Ready to Work with Me?

Tell me a little bit about your project upfront, including a rough timeline and budget.



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Figure 74: My Portfolio 2<sup>nd</sup> & 3<sup>rd</sup> pages

## **Digital Marketing Field**

Digital Marketing is Any marketing that uses electronic devices to convey promotional messaging and measure its impact. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other devices. It can take many forms, including online video, display ads, and social media posts. [28]

To work online you need to be:

- 1- Businessman.
- 2- Service provider.
- 3- Service broker.

- You can work into digital marketing field without money capital just you need a time, unlike drop shipping (e.g., Shopify store) you need money.
- You can profit from YouTube through the views or ads or affiliate marketing. Affiliate means that you market a product or a service for another one and take a proportion of every buying process.
- You can create a money from advertisements on your applications or website.

To know if the ads related to a person or a company, consider these 3 things:

- Frequency posts in the page itself.
- Does the photos professional?
- Does the caption of the photo professional?

Some websites you can deal with:

- Khamsat.com: it's an Arab website used for buying and selling the small services (translation, graphic, etc.), the lowest price is 5\$.
- Fiverr.com: it's just like Khamsat but specialize for foreign and Arabic people.
- Keywordtool.io: help in finding the needs and searches of people using keywords.
- Mrd3m.com: for buying views, likes, followers and small social media services.
- Usertesting.com: for testing the websites and apps.

- eBay: for old things you have and want to sell.
- Esty.com: if you are an artist or have home skills.
- Foap.com/shutterstock.com: if you can take photoshoot and sell.
- Airbnb.com: if you have a big home and want to hire the rooms.
- Tutor platform.com/chegg.com/udemy.com: if you are an instructor.
- Designcrowd.com/99designs/crowdspring: if you are designer.
- Codecanyon.net: if you are programmer and want to sell a source code.
- Flitto.com: if you are translator.
- Textbroker.com: if you are writer.
- Google Maps: used by marketers to use shops and places phone number and get potential customers. For example, you search on google maps about restaurant that don't have Facebook page or has bad design or has bad work and create a deal with the restaurants' moderator for a making a website for his restaurant branch service.
- Use keywordtool.io and google search trends

### ❖ Mobeasy

Mobeasy App builder is the first native mobile platform in the world to create Mobile Apps within minutes without coding. It provides unique features to boost your income.

It allows you to create applications for business and individuals and edit your content online without even updating the application on Google play. Also it allows you to put Admob ads , Facebook Network ads, Satrap ads and custom ads inside your application, which creates the maximum revenue profits. [29]

what can you create with Mobeasy?

1. create a simple app without coding.
2. create a music app without coding.
3. create a quiz without coding.
4. create a game without coding.
5. create a cross word without coding.
6. create a gallery app without coding.
7. create a complicated multi-pages app without coding.

- Mobeasy Applications

On Mobeasy platform application, I created 8 applications and uploaded 7 of them on google play. Below you see a screenshot of my applications on Mobeasy.

These applications have ads (banner and interstitial ads) and must have a useful and interesting content for users, to download it!

**Banner ad:** Is the permeant ad that appears inside the application below the page or anywhere. It's renewed every 5 minutes, and the more the user still in your application, the more he will see this ad and the more you get money from this. Also, it's better and more profitable when user clicks on this ad.

**Interstitial ad:** Also, it's called 'full screen ad'. It appears to user when he clicks on something inside the application or move between pages. This kind of ads is more profitable than banner ad, and it's better when the user clicks on it.



Figure 75: Mobeasy applications

## 1. Mr. Bean application

This is an application for fun; it contains videos for Mr. Bean program. I put google ads below the screen, this ad called banner. Also, there is interstitial banner that appears every 5 minutes for the user on the full screen. These ads are profitable when user watch it or click on it.



Figure 77: Kids stories – entertainment application

Figure 76: Mr. bean – a video application

## 2. Stories for Kids application

It is an entertainment application for reading stories for kids, it helps moms to read stories for their kids before sleeping and it has a good and moral values. Figure 77 shows a screenshot of the application.

### 3. General Culture & Questions application

It is an entertainment application for people who like to increase their knowledge, it has questions sections, which makes learning and reading new information's more interesting.



Figure 78: Culture & Q's application home page



Figure 79: Culture & Q's application pages

- Google Play Developer Console

Google Play Developer Console is the platform that Google provides for Google Play and Android developers to publish and monitor their app's performance in the Google Play store. [30]

Below you see screenshot for my GP developer console and the application I have already uploaded:

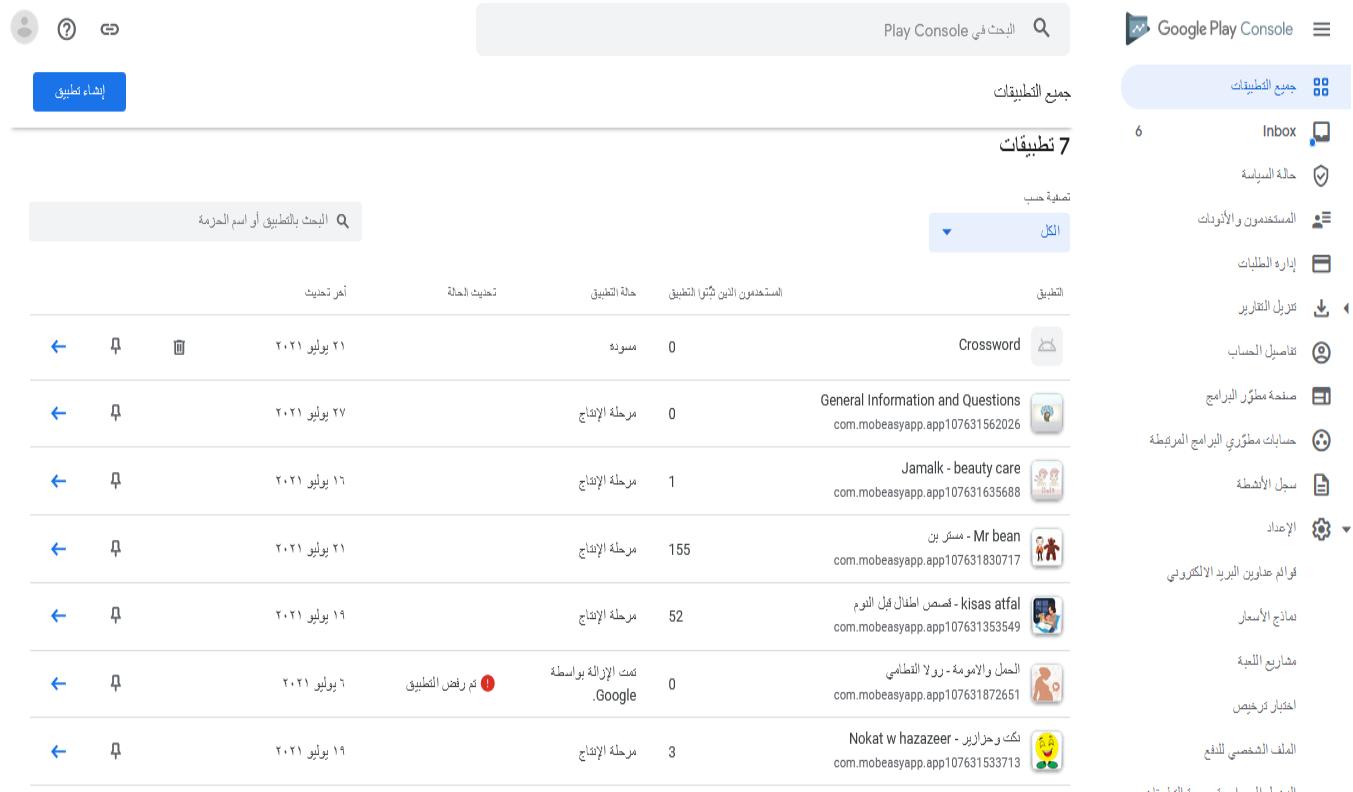


Figure 80: Google play developer console

- Google AdMob

Google AdMob makes it easy for developers to earn money from their mobile apps with high-quality ads. AdMob maximizes the value of every impression by combining global advertiser demand, innovative ad formats, and advanced app monetization technology.

Showing ads to app users allows you to create a sustainable source of revenue to help grow your business while you focus on building and developing quality apps. Advertisers get to reach new customers, and users can discover relevant products and services – while enjoying apps for free. So, it's a win for everyone – developers, users, and advertisers.

How AdMob works? Ads are created and paid for by advertisers who want to promote their products or services to app users. Once you create space for ads in your app, AdMob works with advertisers who pay to show ads that are relevant to your users. [31]

Below you see a screenshot of my profits for 1.5 month from 3 applications mainly:

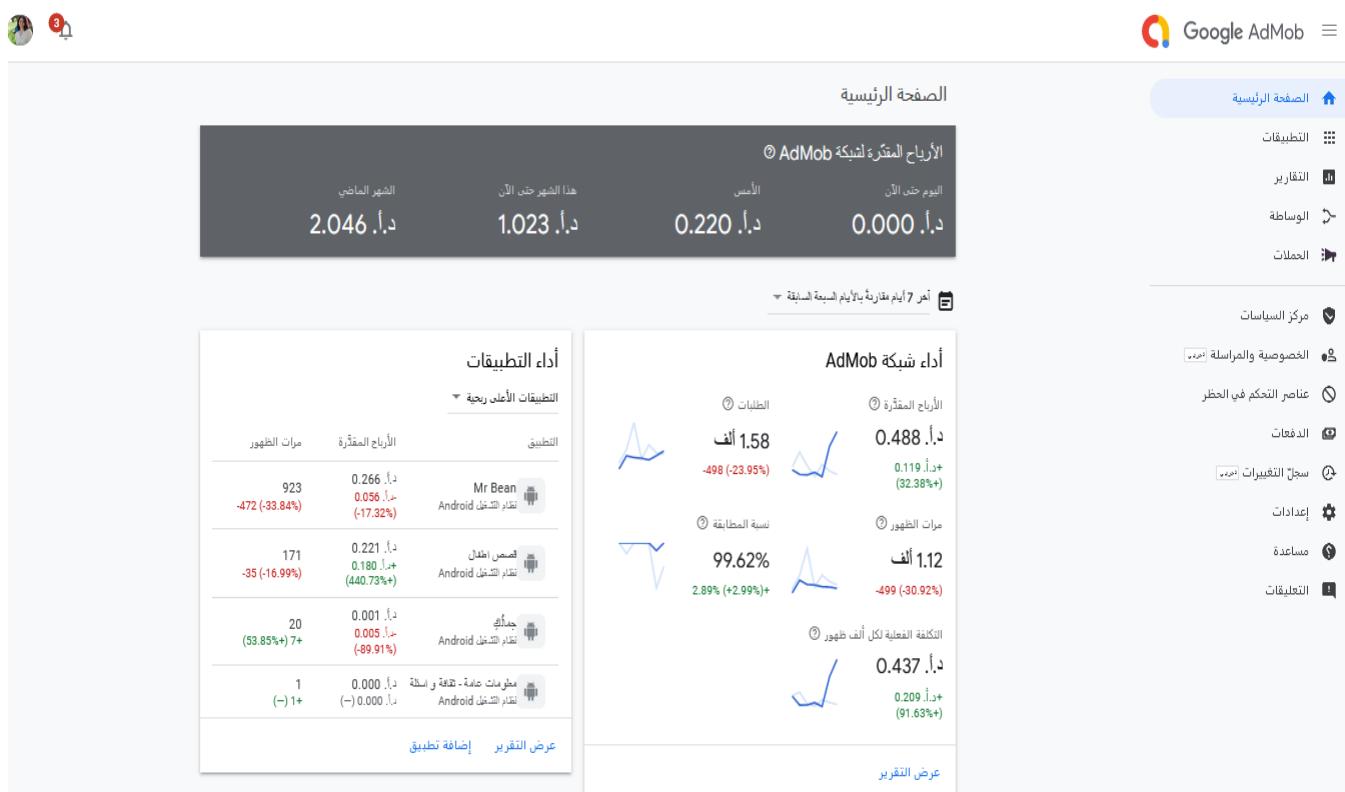


Figure 81: Google AdMob

## **Drop Shipping Field**

### ❖ **Ecommerce and Drop Shipping**

- **Ecommerce** is known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

Example on e-commerce store: Shopify store. [32]

There are four main types of ecommerce models that can describe almost every transaction that takes place between consumers and businesses:

1. Business to Consumer (B2C): When a business sells a good or service to an individual consumer (e.g., You buy a pair of shoes from an online retailer).
2. Business to Business (B2B): When a business sells a good or service to another business (e.g., A business sells software-as-a-service for other businesses to use)
3. Consumer to Consumer (C2C): When a consumer sells a good or service to another consumer (e.g., You sell your old furniture on eBay to another consumer).
4. Consumer to Business (C2B): When a consumer sells their own products or services to a business or organization (e.g., An influencer offers exposure to their online audience in exchange for a fee, or a photographer licenses their photo for a business to use).

- **Dropshipping** is a retail fulfillment method where a store does not keep the products it sells in stock. Instead, when a store sells a product using the dropshipping model, it purchases the item from a third party and has it shipped directly to the customer. As a result, the seller doesn't have to handle the product directly. [33]

# DROP SHIPPING



Figure 82: Drop shipping business model

The above figure shows drop shipping business model, and the relation between customer, seller, and provider. Drop shipping means that the seller takes a product from supplier to sell it as its own for customers, so we called supplier as the main seller. The customer buys a product through a seller platform and pays through this platform to seller, e.g., Shopify store, seller receives the money and sends his order to supplier, and supplier delivers the sealed product to customer.



Figure 83: Steps of Drop shipping

In the 1 month of training, I learnt basics of drop shipping, platform product, impulsive payers, basics of marketing, marketing channel such as Facebook and some tools and basic skills in using Adobe Premiere and Adobe Photoshop

### ❖ Drop Servicing

Unlike drop shipping drop servicing means that a secondary seller markets for a digital product, such as: design or programming or social media likes, etc. of the main seller, through social media pages in a higher price, and the main seller get the higher profit rate.

### ❖ Winning Product

It is something that your target audience really wants to buy. The breakdown (properties for product to be sealed successfully) of a winning product is:

- High demand (needs or desires): problem solving products are always in a high demand.
- Low availability (rare): a new product or not found in stores.
- Wow factor; grabs your attention.
- Good profit margin; 3x pricing rule.

There are some methods to find a winning product:

1- Facebook method 1:

- Tailor your Facebook feed to be shown drop shipping ads regularly.
- Become an engaged shopper (click on the shop now button, like, and save ads, etc...).
- Become high quality traffic in Facebook ads by firing the purchase pixel event on a website; means how to get the best ads that are getting a lot of purchases), using these chrome extensions:
  1. turbo ad finder (hides everything that not an ad on fb newsfeed).
  2. fb pixel helper (allows to set off the purchases event on a website so that more ads are shown on a newsfeed).

Below sentences written in international Facebook ads (not local):

- ✓ 50% off + free shipping.
- ✓ Worldwide free shipping.

- ✓ Get yours now.
- ✓ Get yours today.

You can search on Facebook using these keywords, then Facebook will consider you as an interested customer and will show you more and more ads.

- Info & ads section.

## 2- Facebook method 2

- Search keywords (get it here, buy now, and 50% off, etc...).
- Only show recent posts and videos.

## 3- AliExpress Method

- Pick a category and sort by orders.
- Search a keywords and sort by orders.
- Check Drop Shipping center for more ideas in-depth product insights.

## 4- Instagram Method

- Make a new account and only follow promo pages. The promo page you follow should reflect the niche that you are trying to sell. Promo pages example: moodyteenpost and other inside the posts caption.
- Check regularly and see what products are being advertised.
- Explore page will also start showing more ads.

## 5- Ecomhunt Method

Ecomhunt is paid product research software, helps in finding the most sold products, you search in Ali Express and then create a Shopify store for this product, then you create sponsored advertisement on Facebook:

- Curated selection of products (release new products every day).
- Can find all winners and new trending products easily.
- Good ROI on \$20/mo.

## ❖ Logo's

We studied a simple tutorial of Adobe Photoshop and learned how to create a logo. Below you see 2 logo's I created:

Massage Logo:



Figure 84: Healthy spine logo

Dentist clinic website Logo:



Figure 85: Dentist clinic website logo

## ❖ Shopify

Shopify is a complete e-commerce platform that allow anyone to build an online store and sell their products. It provides tools to manage every part of your business. I applied what I learned during the training from designing logo to creating home page, Landing page to selecting theme and customizing it to build a complete store.

There are three types of stores:

- General stores: sell multiple categories. It can be completely unrelated to each other.
- Niche stores: all the products are related to a certain subject.
- Mono product stores: set up to focus on selling a single product.

Below you see screenshots of the Shopify store I created, which offer a healthy pillow product:

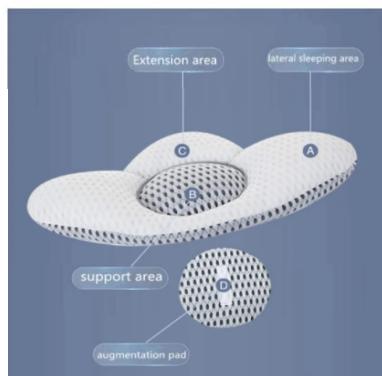
40% off For limited time



Home Sleep Corrector Pillow Search



## For Comfort Sleep



### HEALTHY PILLOW

A Pillow for Sleeping, Adjustable Height 3D Lower Back Support  
Pillow Waist Sciatic Pain



### Lumbar Spinal Back Car Seat Back Cushion Pillows Soft Memory Foam Lower Back for Car Seat Office Chair Sleeping Pillow

\$23.58

Color

Dark Gray

Size

49cmX27cmX13.5cm

Quantity

1

ADD TO CART

BUY IT NOW



## OUR REVIEWS

“

Gives a comfortable an adequate support for the lower lumbar area of the back. Seems to work to reduce nerve pain.

— Decker

“

After shopping around I picked this pillow because it supports both of my sleep positions. Overall I've already seen a significant improvement in my back pain.

— Sari

“

I was surprised to find how well it works and the great rest I got using it. Thank you. 76 year old arthritic Grandma.

— Susan Schneider

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### Quick links

About us  
Contact us  
Refund policy  
Privacy policy  
Terms of service

### Newsletter

Email address

SUBSCRIBE



© 2021, HealthyLifestyle Powered by Shopify

Figure 86: My Shopify store

## ❖ Virtual purchases

We learned how to do virtual purchases on Amazon, AliExpress, Alibaba, etc. using the extension: Facebook Pixel Helper. The benefit of this operation is to make Facebook consider me as an interested buyer, so it will give more products advertisement on my home page on Facebook. This will help me to get ideas for a highly demand product and work with it (sell it).

Virtual purchase example:

The image consists of two screenshots of a web browser displaying a virtual purchase setup on the [Foofelines](http://foofelines.com) website.

**Screenshot 1:** The user is on the payment page of the checkout process. The URL is <http://foofelines.com/52335116449/checkouts/03c01143c44c81cd54c707b70ac62c3d>. The page shows a \$49.99 item in the cart. Payment options include shopPay, G Pay, and PayPal. A sidebar titled "Facebook Pixel Helper" displays the following information:

- Facebook Pixel: Pixel ID: 31521796038091 (click to copy)
- Event Info:
  - Button Click Automatically Detected
  - InitiateCheckout
- Custom Parameters Sent:
  - content\_type: product\_group
  - content\_ids: [6091602526369]
  - value: 49.99
  - num\_items: 1
  - currency: USD
- Event Info:
  - Setup Method: Manual
  - URL Called: Show
  - Load Time: 121 ms
  - Pixel Location: Show
- Other events listed: PageView, Microdata Automatically Detected, Purchase

**Screenshot 2:** The user has opened a Notepad window titled "Untitled - Notepad" containing the following JSON code:

```
Purchase", { content_type: 'product_group', content_ids: '[6091602526369]', value: 49.99, num_items: 1, currency: 'USD' })
```

Figure 87: Virtual purchase

## **Chapter 4: Conclusions**

---

My practical Training period was very useful and exciting to me; I have got a lot of information and knowledge about Web development and Digital Marketing, and general information about Drop Shipping field. This was a turning point in my software, marketing, and technical skills.

Also, working within a team and sharing skills and experiences with them, learning how to send and reply in formal emails between different members and the instructors, all of these gave me an experience in practical work environment and improved my decision making, communication skills.

I am very interested in web development, and it is important to the market. Now, I understood how the websites work and what's behind the scenes, I have now a deep vision of websites designing and backend. I understood the underlying software systems used daily and that includes programming languages, frameworks, web servers, databases and back-end side.

I want to thank the instructor Engineers who did all their efforts to give us their best in their fields and qualify us to the market. I would not forget this excited and very useful experience in SFOAH Incubator.

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