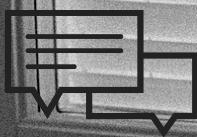


WEB DEVELOPMENT
**CAPSTONE
PROPOSAL**



MILAD INC.

CAPSTONE PROPOSAL

DECEMBER .20.2019
BY MILAD DARANI

Sound Comet is a system for instantly mixing music online. With today's computing power, along with advanced algorithms and machine learning, music can be mixed automatically following the steps that an audio engineer would take. Our hope is that this service will fill a gap in the industry, allowing any and all musicians to present high quality music to their fans. With your help, we can make this a reality. As we continue developing this technology, we'll be looking for input and feedback from musicians. We want Sound Comet to be created by musicians, for musicians.



2. Goals and Objectives

To create a website for musicians where they can upload their unfinished music and have the website instantly edit and polish their tracks. The blog portion will allow users to leave comments as long as they have registered as a user in our database. Users will be able to register and be able to track their interactions with our blogs , in the profile section.



PHOTO BY CHRISTOPHER GOWER

2b. Target Audience

Our target audience are amateur musicians who don't know how to mix and master their own music or don't have the time and equipment to do a decent job. Based on Facebook alone, there are 2.9 million musicians in North America. If we can convert even 1% of them into customers, we would be successful.

3. Project Requirements and Deliverables

A site that is designed with amateur musicians in mind. easy to use interface for navigation. A secure site that can process credit card and PayPal transactions. An algorithm that will listen and analyze music which in turn can process it and send it back to the musician sounding polished and finished

- **Website** will be hosted at **Bluehost**, they offer-the best in class speed and it will be perfect for your audience , who tend to have a shorter than normal attention span.
- **Website** will be build from scratch.
- **Milad Inc.** will be providing **Sound Comet** with **1 or 2 unique website designs** to approve.
- **Milad Inc.** will be providing Sound Comet with **Wireframes** (Visual diagrams of the site), Layout will be rough at this point but these diagrams will be made into clickable webpages. This will give Sound Comet an idea as to what the **website navigation will look like**.
- **Final design prototype** will be approved by **Sound Comet** at which point we can move on to coding/programming the site and getting it ready for **hard launch date of Dec.20**.

4.Qualifications

Milad Inc. has been helping its clients deliver world class web experience to their audience. It was founded in 1975 by Milad Darani. We strive to impress and go beyond our clients expectations. Some of our clients are, Adidas, Coca Cola, Honda and the University of Winnipeg. The team consist of 10 people who have an average of 10 years experience in all aspects of web development. That experience allows us to get the job done ahead of schedule and under budget for a total of \$10,587.



OUR TEAM

- **Michael Jordan** : Front-End Developer, 10 yrs experience
- **Lionel Messi** : Front-End Developer, 13 yrs experience
- **Cristiano Ronaldo** : Back-End Developer 12 yrs experience
- **Milad Darani** : Project Manager and CEO
- **Hillary Clinton** : Award Winning Web Designer, 20 yrs experience
- **Bill Clinton** : Jr Web Designer , 2 yrs experience
- **Brent Scott** : Award Wining Content Writer , 20 yrs experience
- **Donald Trump** : Twitter Marketing Guru, 4 yrs experience
- **Mike Tyson** : Social Media Marketing, 8 yrs experience
- **Elon Musk** : Head of marketing, 6 yrs experience.

DATABASE TABLES

1.USERS

This table will store all the information the user gives us at registration. It is a long list but we like to know who uses our blog. They include:

- First name
- Last name
- Street
- City
- Province or State
- Country
- Nickname
- Postal or Zip code
- Phone Number
- Email
- Password (only encrypted info stored)
- Age
- Date Created At
- Date profile Updates

2.AUTHORS

This table will store all of the information about the author of a blog. They include:

- Full Name
- Location
- Image

3. Interaction table - comment_rate

This table will store all of the information about a user's interaction with a blog. They include:

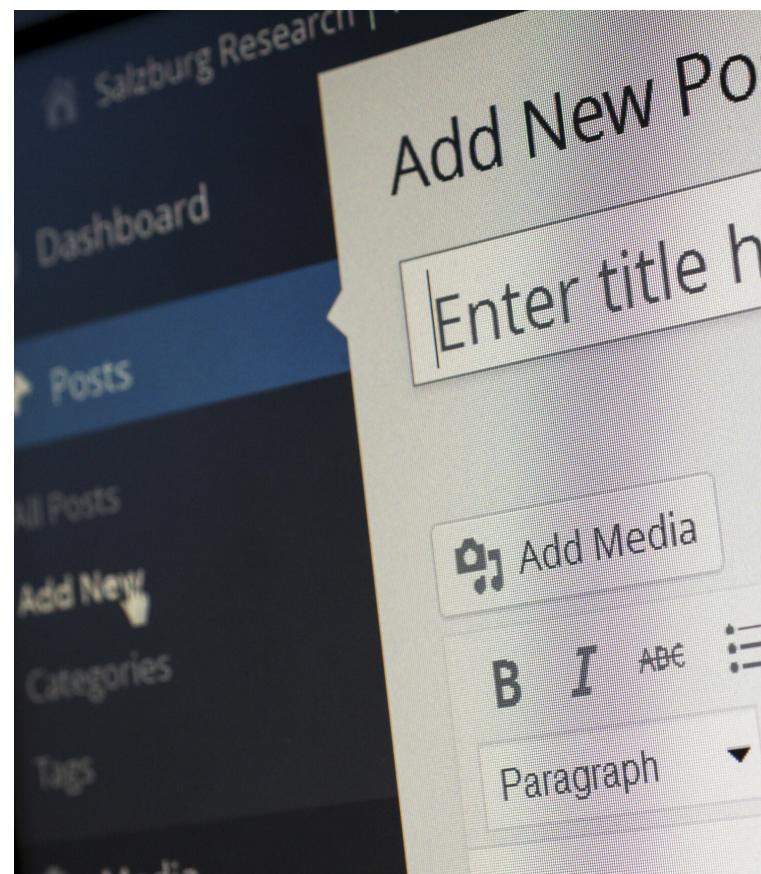
- Comment Text
- Rating
- Date added
- User ID
- Post ID

DATABASE TABLES

4. BLOG POST

This table is our primary table It will contain all the related info about a single blog post .They include:

- Title
- Full Text for the blog
- Read Length (in minutes)
- Date Posted
- Number of Views
- SEO status (is it done or not)
- Blog Category
- Author ID
- Blog Image



INTERACTIONS AND SECURITY

The main interaction of the website is with the blog. In order for the users to interact with blog and leave comments and ratings, they must be logged in, Like you would do with a site like reddit. Unauthenticated users will be able to read the blog and see all the other pages.

There will also be a dedicated and secure area created for the admins. Like the users the admin has to be registered to be able to access this area. This is a data sensitive area so admin has to be someone trusted and someone who is working on the site. Admin users will be able to delete/add and update blog posts from the backend of the website. accessed through this URL : capstone.coledarani.com/admin

Security is achieved at every layer. The SQL queries are binded which makes them safe from SQL injection. This will keep our database secure. The database will be backed up at midnight every night as well. All the elements placed in the site using code will be escaped which is the term for preserving data that is entered to site. The attack this prevents is called XSS. All passwords are hashed using the latest and strongest algorithms.

5. Timeline/Budget

- **Planning & Exploration** (Oct.15 Nov.01) \$1262.50

In this stage we will come up with a plan on how to handle this project, this will be used by Milad Inc and Sound Comet as a roadmap leading to launch. This stage takes the longest and requires the most approvals from Sound Comet. Some of the deliverables that require approval are : Sitemap, Wireframe, Content outline.

We will also provide you with a free competitive analysis based on other similar services like LANDR.com.

- **Design & Content** (Nov.1 to Nov.15) \$3200

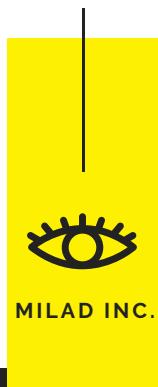
Once the 1st phase is done our designers will work on 2 unique website designs which will require approval from Sound Comet. This is also your first look at how your website will look like and function. All designs will be based on your new brand.

- **Code/Programming** (Nov.16 to Dec.02) \$5725

The 3rd phase of our project will begin once the design has been approved by Sound Comet. Our team will turn the design into a real live website. We will test absolutely everything to make sure the site is fully functional and optimally setup and future proof.

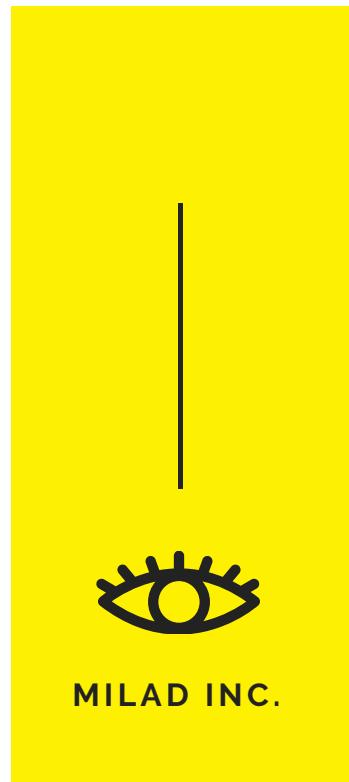
- **Launch** (Dec.02 - Dec.20) \$400

The Final phase of the project, We will make sure the site is error free and backed up properly. We aim to be 100% done this phase by Dec.15 to reduce stress on our team and Sound Comet. We will also train your IT team on basics of how to update the website, but rest assured our team is available to you 24/7 incase you need us.



6. Assumptions

- Milad Inc. assumes the original photography will be provided by Sound Comet
- Milad Inc. assumes Sound Comet will approve content within 24 hours of receiving them.
- Milad Inc. assumes Blog content will be provided by content writer.
- Pricing is for work listed above, anything new will add to the cost.



7. Conclusion

- We at Milad Inc. would like to thank you for the opportunity and would like to thank you for the service you provide to our youth. We look forward to your success.

PAGE 9 (DESIGN MOCK - HOME PAGE)

Sound Comet

Home

About

Pricing

Blog

Register

SIGN-IN

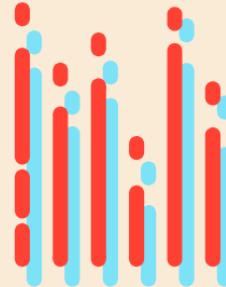


Tools for
Musicians and
Creators.

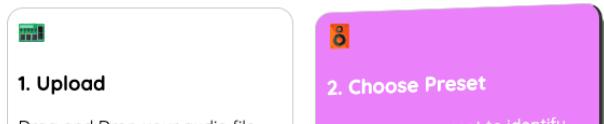
World's First Instant Mixing and Mastering Platform

Try it Now for Free

Subscribe



Finish your next track with
Sound Comet. In minutes



- **Home Page**

- This is the main page that is presented when user visits. Here you can find all the information about Sound Comet.
- There are call to action buttons on this page to convert visitors to subscribers

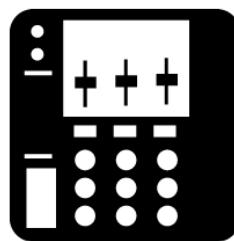




Home [About](#) Pricing Blog Register [SIGN-IN](#)

Big Sound

Give us your track and let us finish it for you, so you can focus on what matters



We Love **Music**

Our entire team are music lovers and creators.

- **About Page**
- This is where we have info on our team and we do. It also lists our hobbies to make the experience more personal and hopefully emotionally connect with the visitor.



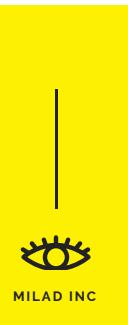
[Home](#)[About](#)[Pricing](#)[Blog](#)[Account](#)

Choose the right plan for you

BASIC	PRO	PRO +
Quick Dirty paid monthly	Digital Guru paid monthly	Serious Artist paid monthly
\$8/MO	\$12/MO	\$15/MO
INCLUDES	INCLUDES	INCLUDES
<ul style="list-style-type: none">• 3 Songs mastered• 3 Songs mixed• E-mail support• Up to 3 re-edits	<ul style="list-style-type: none">• 6 Songs mastered• 6 Songs mixed• E-mail support• Up to 4 re-edits	<ul style="list-style-type: none">• Unlimited songs mastered• 15 songs mixed• E-mail support• Up to 4 re-edits

- **Pricing**

- This is where our services are listed for the visitor to choose from. There are call to action buttons on all the items here. Pricing info is simple and not too detailed to encourage quick conversion.
- There is also an area below where they can hear the before and after examples of songs.



Sound Comet

Home

About

Pricing

Blog

Account



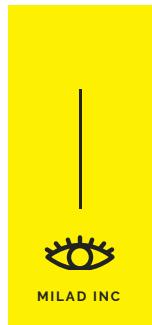
Sign up for Newsletter

Hottest articles in your inbox!



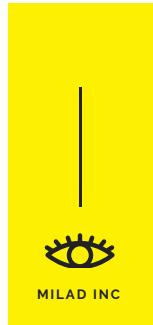
Subscribe Now

- **Blog**
- This blog is setup to give important information to our users but it is also used strongly with our SEO team to drive traffic to the site via articles.
- All articles on here will be music/audio related.



The screenshot shows a user profile page for 'Milad Darani' on the 'Sound Comet' website. At the top, there's a navigation bar with links for Home, About, Pricing, Blog, Profile (which is highlighted in red), and Logout. Below the navigation, a teal sidebar displays the user's joining date ('Joined: 2020-05-07 18:53:03') and a red 'Logout' button. The main content area features the user's name 'Milad Darani' in a large, stylized font. Below the name is a circular profile picture of a cartoonish green alien head with a long tongue. To the left of the profile picture, the text 'AKA:' is followed by 'ffffffffff' and '34yrs'. To the right, the location is listed as 'Canada' (Manitoba, Winnipeg). A 'Contact info:' section at the bottom contains the address '10 Humber Road', postal code 'R2J 1L6', phone number '8888624235', and email 'milad.darani@hotmail.com'. At the bottom of the page, there's a teal footer bar with a speech bubble icon, the text 'Number of comments', and the number '0'.

- **Account**
- This is where subscribers can log in to their account to view their invoices and previous orders and any comments they have made.
- They can also issue re-edit requests of their music here.
- Visitors can also sign up for our services here.



PAGE 14 (DESIGN MOCK - ADMIN PAGE)

Admin Posts Authors Comments Users

Search Posts 

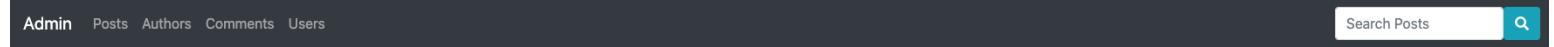
Posts

Add a Post  

Post ID	Author	Title	Created at	Actions
24	Cristiano Ronaldo	Blog Post #1	2020-05-19 10:47:42	 
33	Cristiano Ronaldo	This is blog post title number XX	2020-05-19 10:47:42	 
34	Cristiano Ronaldo	This is blog post title number XX	2020-05-19 10:47:42	 
38	Cristiano Ronaldo	This is blog post title number XX	2020-05-19 10:47:42	 
39	Cristiano Ronaldo	This is blog post title number XX	2020-05-19 10:47:42	 
43	Cristiano Ronaldo	This is blog post title number XX	2020-05-19 10:47:42	 
44	Cristiano Ronaldo	This is blog post title number XX	2020-05-19 10:47:42	 
48	Cristiano Ronaldo	This is blog post title number XX	2020-05-19 10:47:42	 
49	Cristiano Ronaldo	This is blog post title number XX	2020-05-19 10:47:42	 
14	Diego Maradona	This is blog post title number 14	2020-04-19 10:36:29	 

- **Admin**
- This is where the admin can delete/add/update database tables.
- Essentially this is your interface to the backend.





Edit Post

[Back](#)

Edit Post

Blog Title

Read Length(read only)

3

Number of Views(read only)

12

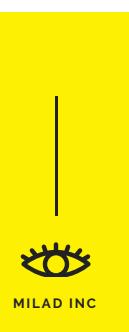
SEO Finished

 No Yes

Category

Image(blog1.jpg)

- **Admin**
- This is where the admin can delete/add/update database tables.
- Essentially this is your interface to the backend.





Home About Pricing Register SIGN-IN

Three identical blog post cards are displayed side-by-side. Each card has a yellow background with white line-art illustrations of cassette tapes, headphones, and turntables. The title "MIX AND MASTER" is prominently displayed in large, bold, black letters, with "YOUR OWN MUSIC" in smaller letters below it. A black rectangular box contains the text "5 REASONS WHY YOU SHOULDN'T". Below the title, the URL "www.soundcomet.ca" is shown. Each card features a "Blog Post #1" section with placeholder text: "This is a simple description and it will be dynamic as you can see if you look at the code lorem ipsum". At the bottom of each section is a dark grey button with the text "Read More".

Blog Post #1

This is a simple description and it will be dynamic as you can see if you look at the code lorem ipsum

Read More

This is blog post title number XX

This is a simple description and it will be dynamic as you can see if you look at the code lorem ipsum

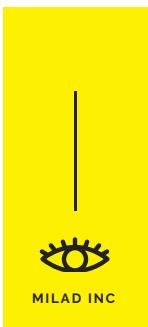
Read More

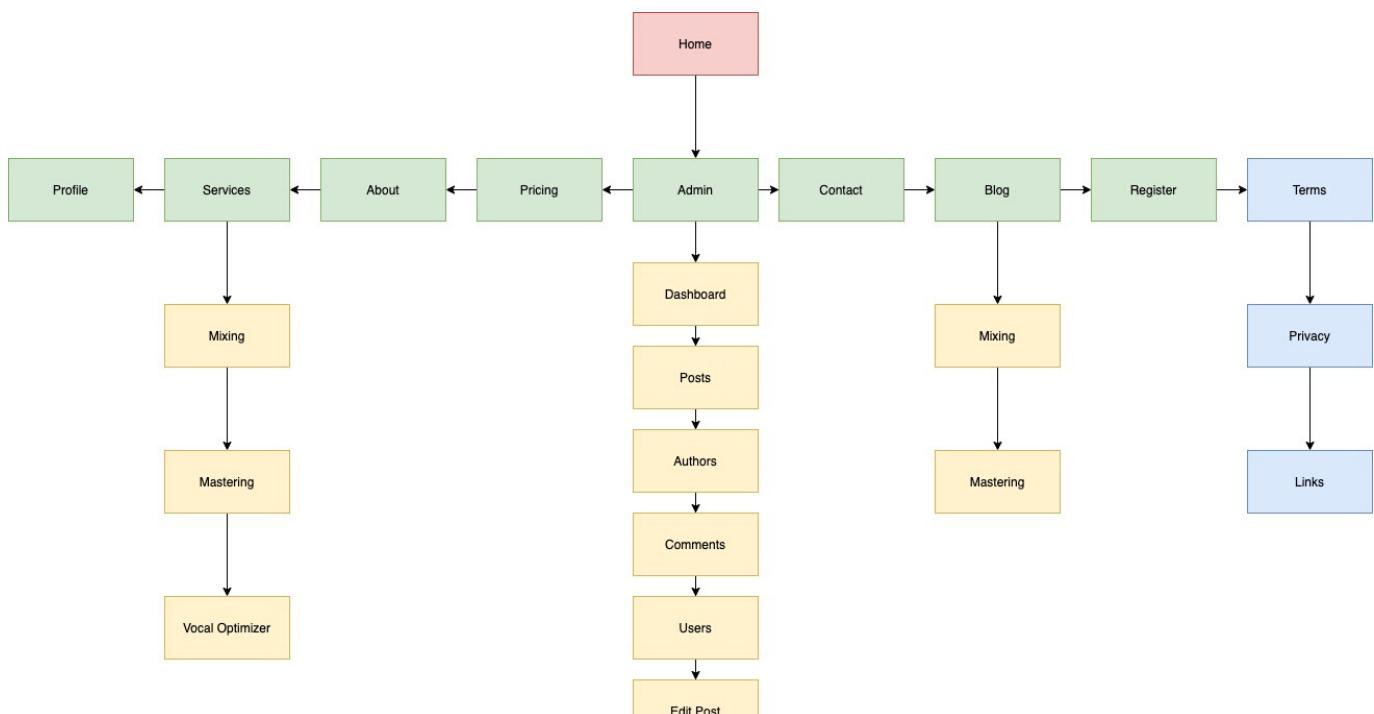
This is blog post title number XX

This is a simple description and it will be dynamic as you can see if you look at the code lorem ipsum

Read More

- **Dynamic Blog list**
- This is where the site pulls the blogs from the database and displays them for the user to see.

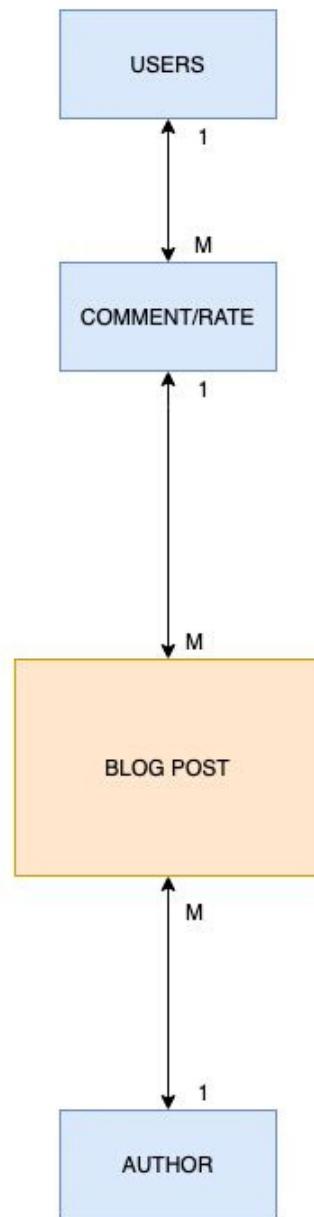




SOUNDCOMET SITE

Apr.17.2020

Milad Darani



BUSINESS RULES

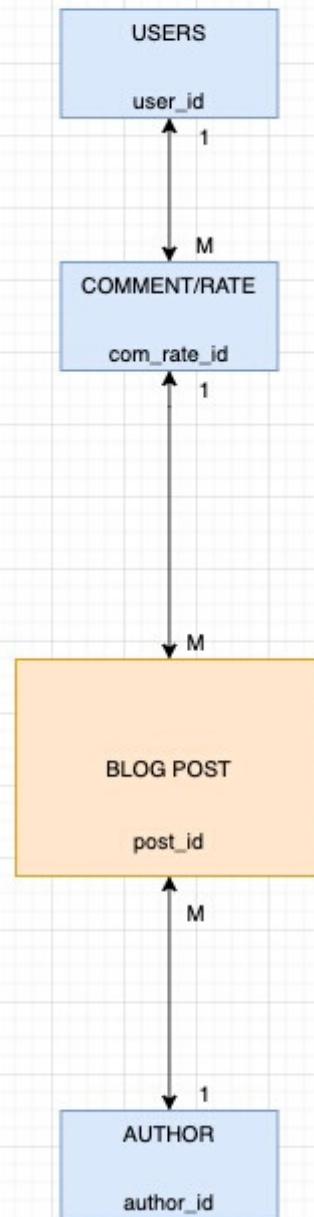
- USERS Can comment on many posts
- POSTS Can have many comment
- AUTHORS Can have many blog posts
- BLOG POSTS Can have 1 author only



SOUNDCOMET SITE

Apr.17.2020

Milad Darani



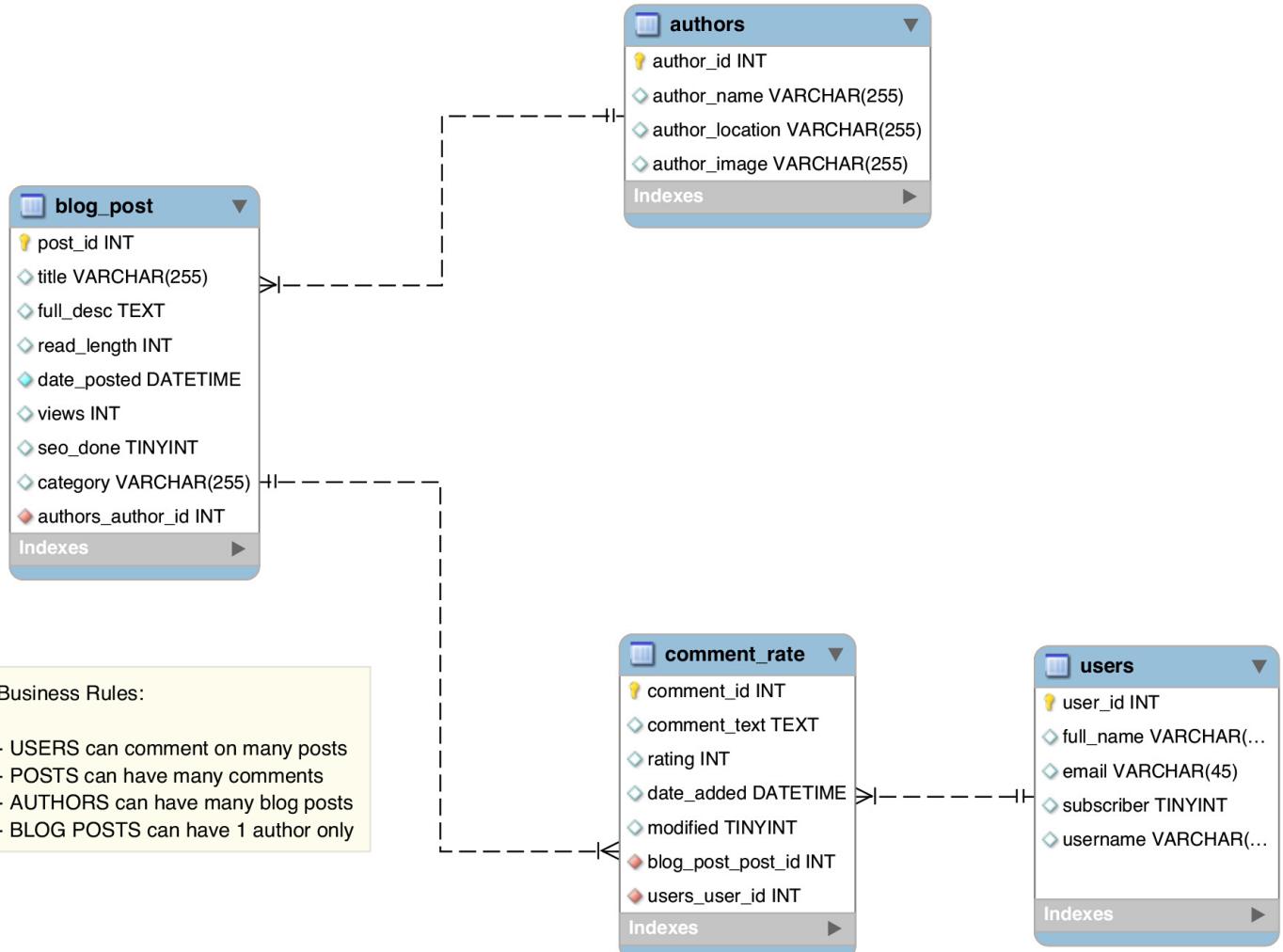
BUSINESS RULES

- USERS Can comment on many posts
- POSTS Can have many comment
- AUTHORS Can have many blog posts
- BLOG POSTS Can have 1 author only



MILAD INC

PAGE 20 (PHYSICAL MODEL)



HOME PAGE

- Call To Action.
- Benefits
- Service Reviews
- Newsletter Call To Action

SERVICES PAGE

- Mixing
- Mastering
- Vocal Optimizer

INFO

- Our Team
- Why Us
- Mixing Info
- Mastering Info

PRICING

- 3 Tiered Pricing Info

ACCOUNT

- Settings
- Recent Orders
- Help
- Plan Info



MILAD INC

CONTACT

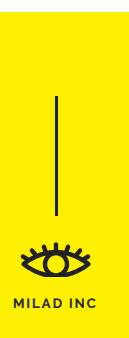
- Contact Forum
- Additional Contact Info

BLOG

- Dynamically Created Content
- Blog Menu

ADMIN

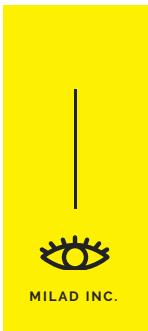
- Dashboard
- Posts
- Authors
- Comments
- Users
- Edit Post



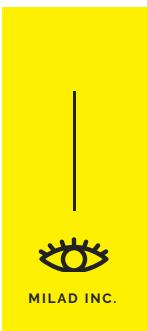
Workback Schedule

From: Milad Darani,
To: Brent Scott
Re: Workback Schedule for Website Development
Date: Oct.16 2019

Task	Responsible	Date
1. Planning/Exploration Starts	Milad Inc	Oct.15
Content Outline	Milad Inc	Oct.16
Sitemap	Milad Inc	Oct.17
Technology Review	SC	Oct.18
Find Content Source	Milad Inc	Oct.20
Edit Content	Milad Inc	Oct.21
Competitive Analysis	Milad Inc	Oct.24
Create Wireframe	Milad Inc	Oct.25
Create Site Bible	Milad Inc	Oct.26
Write Creative Brief	Milad Inc	Oct.27
Write Technology Brief	Milad Inc	Oct.28
SC to sign off before Design stage	SC	Oct.30
2. Design/Content Starts	Milad Inc	Nov. 01
Design initial graphic designs	Milad Inc	Nov.04
Web Optimize Text	Milad Inc	Nov. 06
Proof and Correct Text	Milad Inc	Nov. 08
Create and Organize PSD's	Milad Inc	Nov.10



Get approval for design and content	SC	Nov. 11
Prepare design & content for Coders/Programmers	Milad Inc	Nov. 12
3. Programming Starts	Milad Inc	Nov. 13
Review PSD's and plan coding approach	Milad Inc	Nov. 14
Slice PSD's into web optimized elements	Milad Inc	Nov. 15
Code HTML	Milad Inc	Nov. 17
Code CSS	Milad Inc	Nov. 19
Validate HTML & CSS	Milad Inc	Nov. 21
Media Queries	Milad Inc	Nov. 24
Unit Testing	Milad Inc	Nov. 27
Bug fixes	Milad Inc	Dec. 05
Get approval for working website	SC	Dec. 07
4.Launch and Maintenance starts	Milad Inc	Dec.09
Backup existing site	Milad Inc	Dec.11
Publish new site to Bluehost	Milad Inc	Dec.11
Modify DNS settings	Milad Inc	Dec.11
Functional Testing	Milad Inc	Dec.12
Review Stats	Milad Inc	Dec.13
Manage Errors	Milad Inc	Dec.14
Report to SC	SC	Dec.15



How many sections in the Website?
 How many section sub-pages (total) ?
 How many utility pages (contact us, sitemap, etc)

(A) _5__ (B) _15__ (C) __1__

ITEM

Exploration (host/server review, etc) **Hours 1.5 x \$100 = \$150**

Sitemap/Content Outline **Hours 1.5 x \$100 = \$150**

Design Total (made up amount) **Hours 32 x \$100 = \$3200**

XHTML/CSS Coding

Scaffold **Hours 4 x \$100 = \$400**

Home Page **Hours 4 x \$100 = \$400**

Section Templates from (A) **[5] x 3.0 hrs = \$1500**

Section Sub Pages from (B)) **[15] x 1.0 hrs \$1500**

Utility Page Template **Hours 1 x \$100 = \$100**

Utility pages from (C) **Hours 1 x 0.5 hrs = \$50**

CSS cleanup / commenting / organization **Hours 2 x \$100 = \$200**

Place content (A + B + C + 1) x 0.5 hrs (1500+1500+50+100) x 0.5 = **\$1575**

Testing / Debugging / Validation **Hours 4 x \$100 = \$400**

Web Account Services (10 % of above hours) **\$9625 x 10% = \$962.50**

TOTAL HOURS FOR WEB SERVICES = **96.25 Hrs**

Grand Total With Web account service fee is : \$9625+962.50= **\$10,587.50**

Planning/Exploration = \$1262,5

Design = \$3200

Code/Programming = \$5725

Launch = \$400

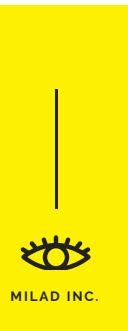


UPDATED ADDONS

MAY 2020

Database	\$3000
Dynamic blog posts	\$2000
Admin Area	\$2000
User Profiles	\$1000

- These are to be approved as we go. deadline is Aug 2020.
- All costs are over and above previous quoted charge (2019)



INVOICE

1

Sound Comet

Milad Darani

Bill To:

Steve George

Date: May 27, 2020

Due Date: Sep 30, 2020

Balance Due: **US\$19,639.40**

Item	Quantity	Rate	Amount
Design	1	US\$500.00	US\$500.00
Programming	1	US\$8,500.00	US\$8,500.00
Typography + Colors	1	US\$80.00	US\$80.00
Testing	1	US\$300.00	US\$300.00
Database	1	US\$3,000.00	US\$3,000.00
Dynamic Blog Posts	1	US\$2,000.00	US\$2,000.00
Admin Area	1	US\$2,000.00	US\$2,000.00
User Profile	1	US\$1,000.00	US\$1,000.00

Subtotal: US\$17,380.00

Tax (13%): US\$2,259.40

Total: US\$19,639.40

Notes:

Please pay before September 30, 2020

Terms:

Payment terms are agreed on a separate contract outside of invoice.



TABLE OF CONTENTS:

PAGE 1: BACKGROUND/GOALS

PAGE 2: PROJECT REQUIREMENTS

PAGE 3: QUALIFICATIONS

PAGE 4: DATABASE TABLES

PAGE 5: DATABASE TABLES

PAGE 6: INTERACTIONS & SECURITY

PAGE 7: TIMELINE/BUDGET

PAGE 8: ASSUMPTIONS

PAGE 9-16 DESIGN MOCKS

PAGE 17: SITEMAP

PAGE 18: CONCEPTUAL MODEL

PAGE 19: LOGICAL MODEL

PAGE 20: PHYSICAL MODEL

PAGE 21: CONTENT OUTLINE

PAGE 22: CONTENT OUTLINE

PAGE 23-25: WORKBACK

PAGE 26: BUDGET

PAGE 27: INVOICE

FROM: MILAD DARANI
DARANI-M@WEBMAIL.UWINNipeg.CA
TO: STEVE GEORGE
DATE: MAY.2020