Proposal

for Website Development

of Funflix.

Date: September 6, 2019

Name: Lakshminarayana Madabhushi

Company: MLN IT Solutions

Table of Contents

Proposal 0
MLN IT Solutions 3
Website Development Project 3
Background: 3
Services Provided by us 4
Why Choose Us 4
Qualifications: 4
Goals of the site: 5
How data is collected and how it is used? 6
Target audience discussion: 6
Story board: 8
Landing Page: 8
Login Page: 9
Signup Page: 10
My Profile page: 11
Home Page: 12
TV Shows Page: 13
Movies Page: 14
Home page (Admin): 17
Edit Primary Table: 18
Budget: 23
Workplan: 23
Workback: 24
Wireframes: 26
Sitemap: 27
Admin 27
Funflix Site Map: 28

Data Model: 29
Conceptual Data Model: 29
ER Diagram 30
Invoice: 31
Conclusion: 31

Proposal

MLN IT Solutions

Website Development Project

From: Narayana Madabhushi<madabhushi-l@webmail.uwinnipeg.ca>

To: Steve George <edu@pagerange.com>

Date: September 6, 2019

Background:

MLN IT Solutions is one of the leading IT companies in Winnipeg providing live streaming services and web development services. We have over 10 years of experience in providing extremely effective solutions to clients. We come up with innovative, fast & reliable web broadcasting & live streaming services/solutions and have a client base of 28.

Quality, innovative and cost-effective services are our forte. We provide specialized services to handle all regular aspects of building a website, from initial design and logo development to content management applications for sites of all sizes ranging from single pages, blogs and small business sites to full-scale corporate websites. We are extremely thrilled by your business idea of serving as a media-services provider online. We would like to help you in easy dispersal of your message to the masses across the globe using cutting-edge technologies.

Services Provided by us

- *Web Designing*
    - We are providing quality web site design, specifically tailored for small and medium-sized businesses.
- *Audio/Video Hosting*
    - Our global Content Delivery Network (CDN) host and deliver your media content across the globe.
- *Custom Web Portals*
    - We will eliminate your reliance on internal IT and web development teams by fully managing your portal!

Why Choose Us

- We deliver cost-effective, innovative web solutions founded on our technical competency.
- All services delivered through highly trained and motivated teams.
- Anytime (24×7) online support and assistance.
- We offer the latest web technologies to provide customized solutions.

Qualifications:

We are one of the leading companies in Winnipeg to provide the latest software solutions to businesses. We have a combination of highly experienced IT professionals, sales & marketing professionals, and photographers providing a variety of services to our customers, with more than 1000 people working in Winnipeg. Our motive is to improve our customer's businesses with creative

and innovative solutions. We have 10 years of experience working with more than 50 clients including non-profitable organizations in Winnipeg and outside of Winnipeg.

Prospective Team that would be working on the proposed project:

1. Narayana Madabhushi - Project Manager (10 Years' Experience), CEO
2. Ravikumar - Team Lead (10 Years' Experience) & Co
3. Robert - Programmer (6 Years' Experience)
4. Pandya - Programmer (6 Years' Experience)
5. Sonu - Front end Developer (6 Years' Experience)
6. Moiz - Tester (5 Years' Experience)
7. Jack - Designer (6 Years' Experience)
8. Michael - Content editor (6 Years' Experience)
9. Surya - Cloud Specialist (6 Years' Experience)

Goals of the site:

From the request for proposal, I understand your idea needs to be implemented from scratch.

Keeping that in mind I have come up with the following objectives for developing the website:

- Develop a website with dynamic content using HTML, Php, MySQL.
- Use MySQL to maintain databases to store all the required data.
- The combination of PHP and MySQL to provide cost effective solutions that require low end hardware and less hassle.
- Enable the administrator to add more videos
- Enable the administrator to insert, delete and update records in primary table through forms.

- Clear navigation between pages and streamlined organized content.
- The ability for users to watch different tv shows and movies from a catalogue delivered to customers based on genre.
- The ability for users to login and logout
- Enable users to search content based on the title.
- Users can add videos to a list and maintain a personalized list.
- Escaping the output whenever you want to output something to the browser that came from the user input to prevent Cross Site Scripting
- Including a random token, a unique string with each request that is generated for each session to prevent CSRF attacks.
- Passwords are hashed and stored in the database to prevent dictionary attacks.

How data is collected and how it is used?

Data is primarily stored in the following tables

- TV SHOWS - Consists of the list of tv shows to be displayed to the user.
- MOVIES – Consists of the list of movies to be displayed to the user.
- USERS – Consists of the data input by a Funflix user upon registration.
- PERSONALISED LIST AS VIEW LIST – Consists of the list of personalized lists of each user.
- GENRES – consists of the list of genres of the videos available

Pivot tables are used where many to many relationships exists to normalize the tables in the database.

Target audience discussion:

- The global online television industry is developing quickly. People all over the world are increasingly choosing the Internet to view content instead of watching traditional television,

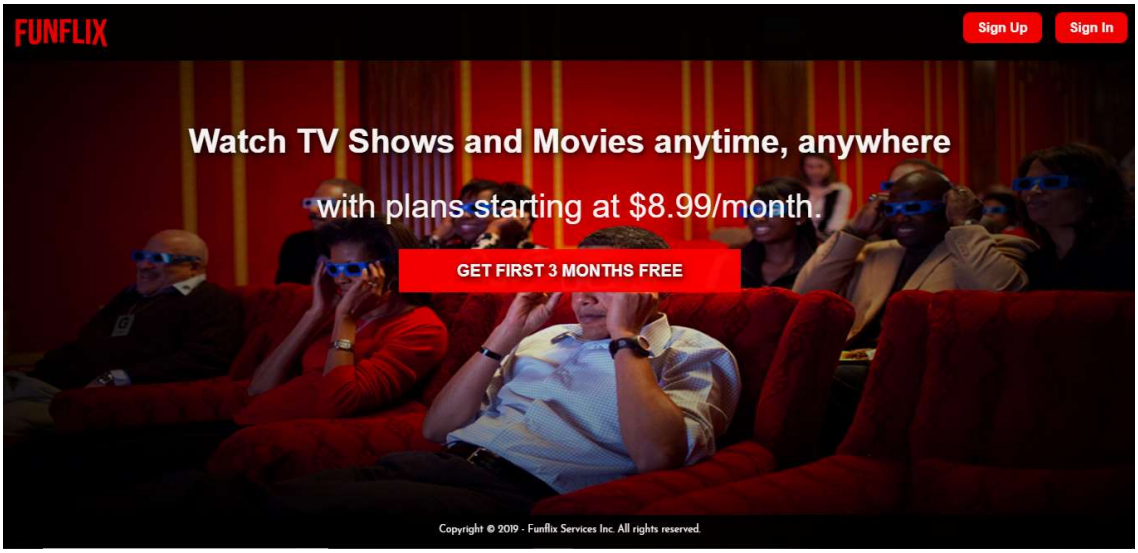
forcing entertainment and media organizations to reinvent their business models and tap new revenue streams.

- The **primary audience** of the website would be movie buffs who are too busy to go out and watch movies.
- The **secondary audience** of the website would be people who want to get the most value for their money. The secondary audience could possibly be students who live on a budget. Providing a student plan for students would attract a lot of customers.
- The website's **target audience** includes people between the ages of 17-60 and households with income levels of $30,000 and up, as you are planning to introduce it as a subscription-based service.
- The **tertiary audience** would include people above the age of 60, who might have limited technological experience and people who might live in locations with limited connectivity. To address this concern, we will be developing lesser sized webpages, so that the website is still functional in such cases. It is also important to design the website in such a way that it is easy to navigate and that the content is streamlined.

Story board:

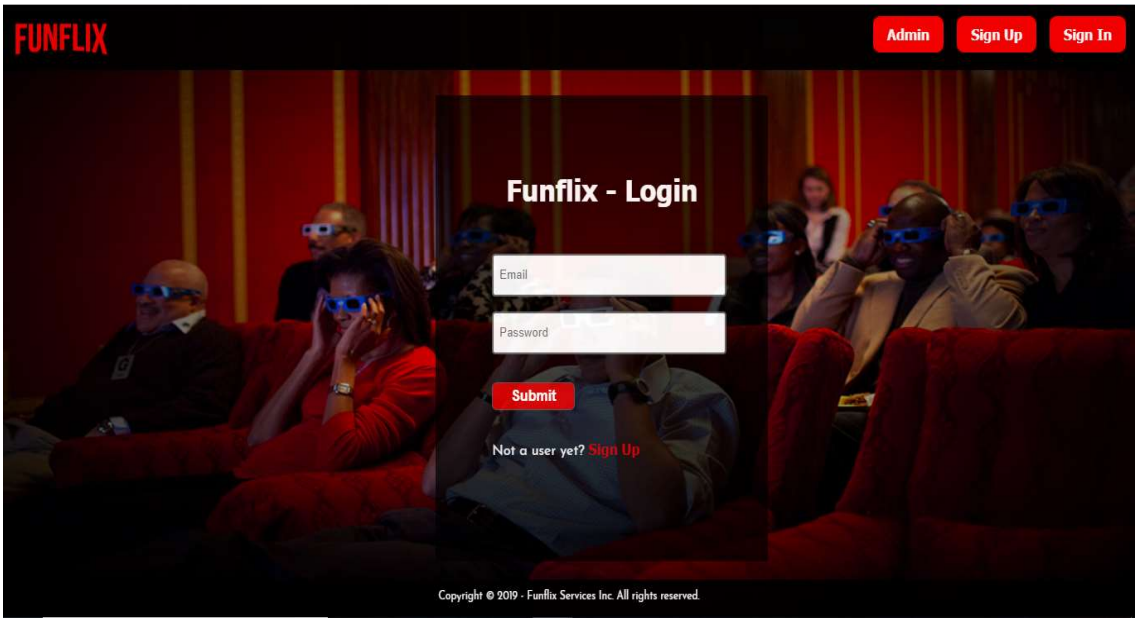
Landing Page:

Index page for the website which would contain links to login and sign up.



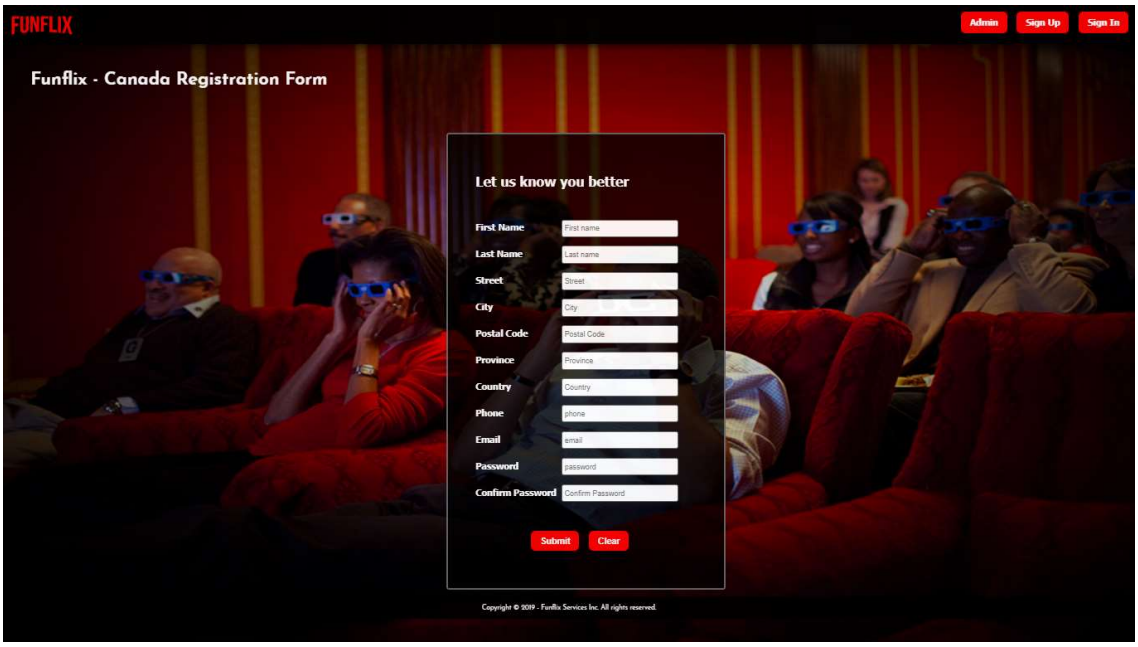
Login Page:

Will consist of 2 input fields to key in the username and password. On providing the admin credentials you would be redirected to the admin home page. On providing a normal user's credentials you would be directed to the user's profile page.



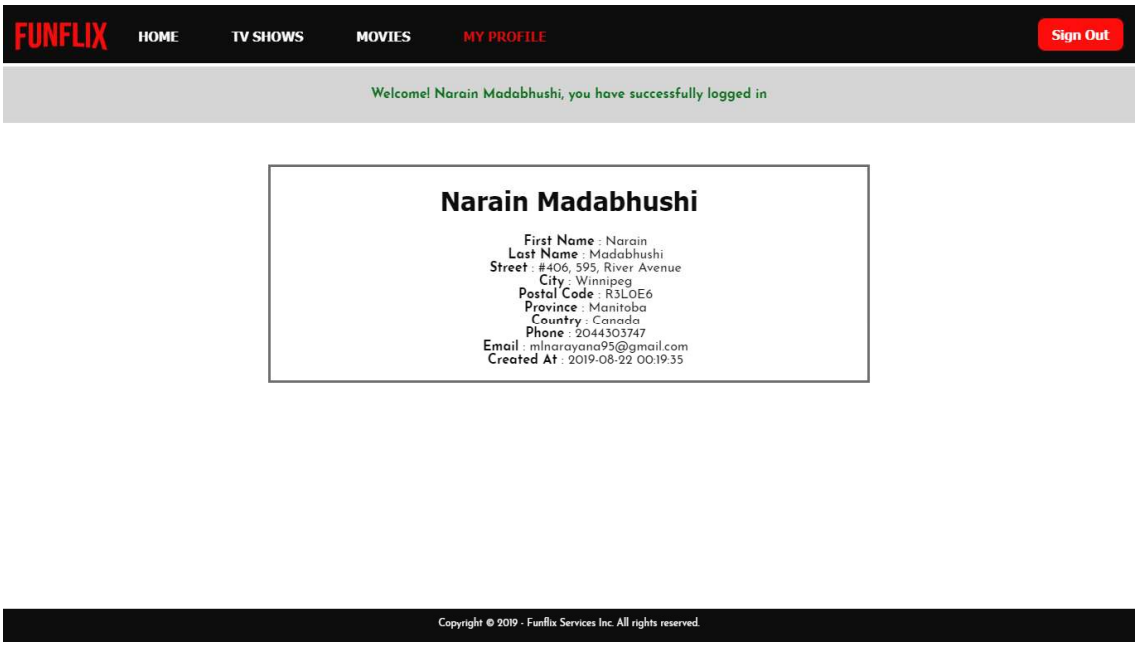
Signup Page:

Will consist of a form to get user information and register to the website. Password is hashed and saved in the website.



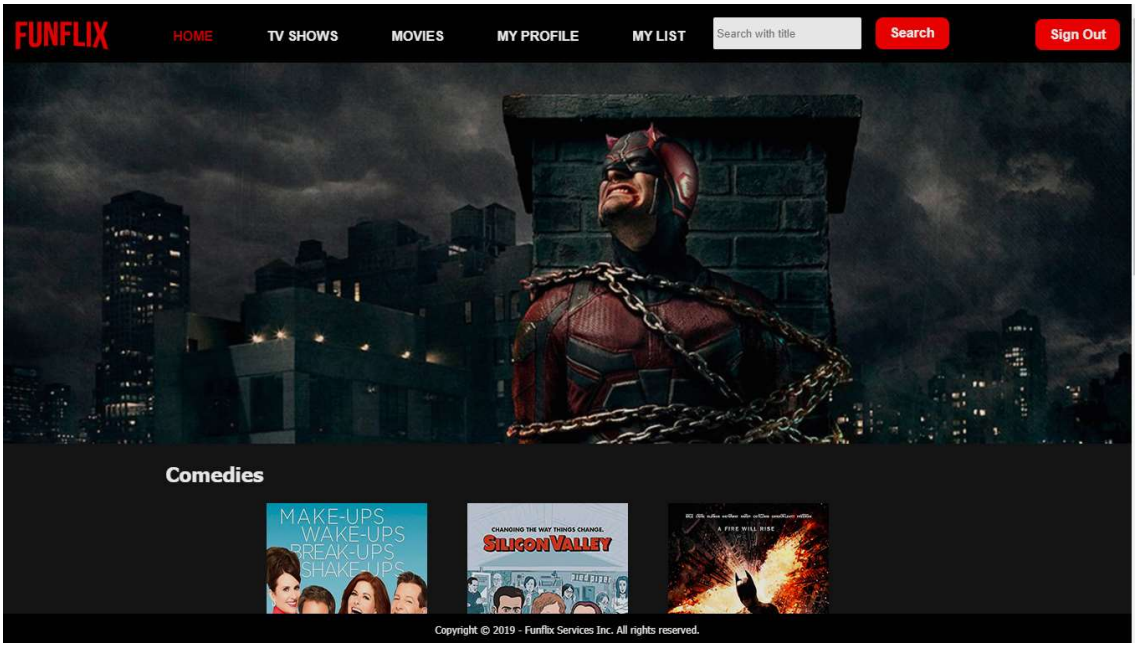
My Profile page:

A successful login would redirect a registered user to their profile page. The profile page would display the user details.



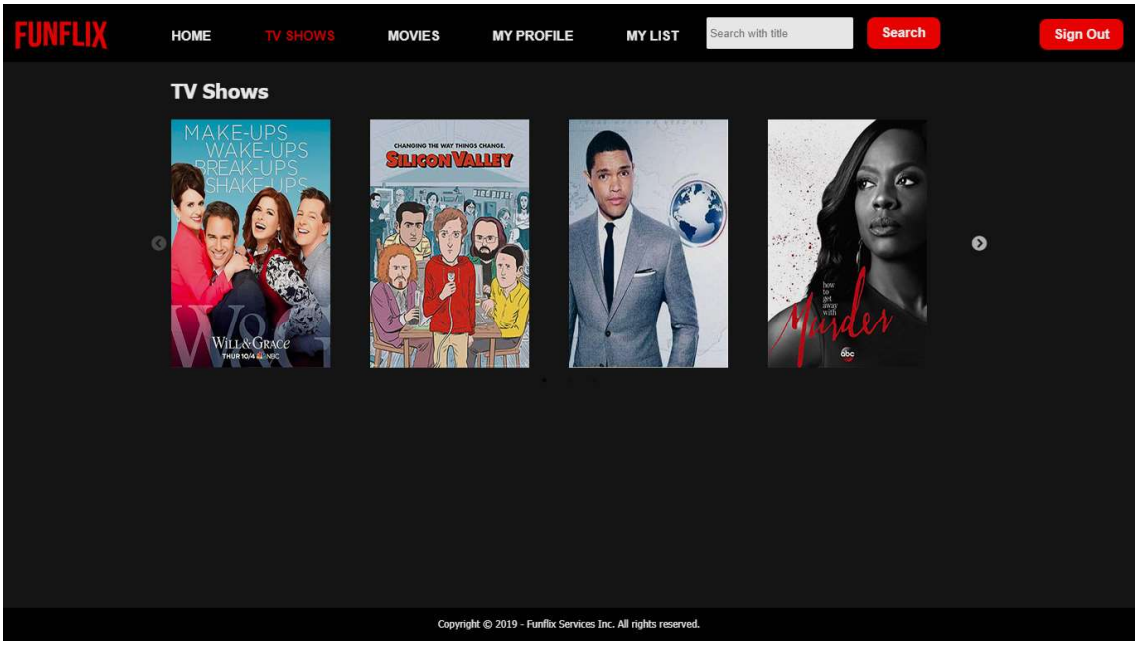
Home Page:

A registered user will be able to access the home page after logging in to the website from the login page. Will consist of a header with home, tv shows, movies, and my profile.



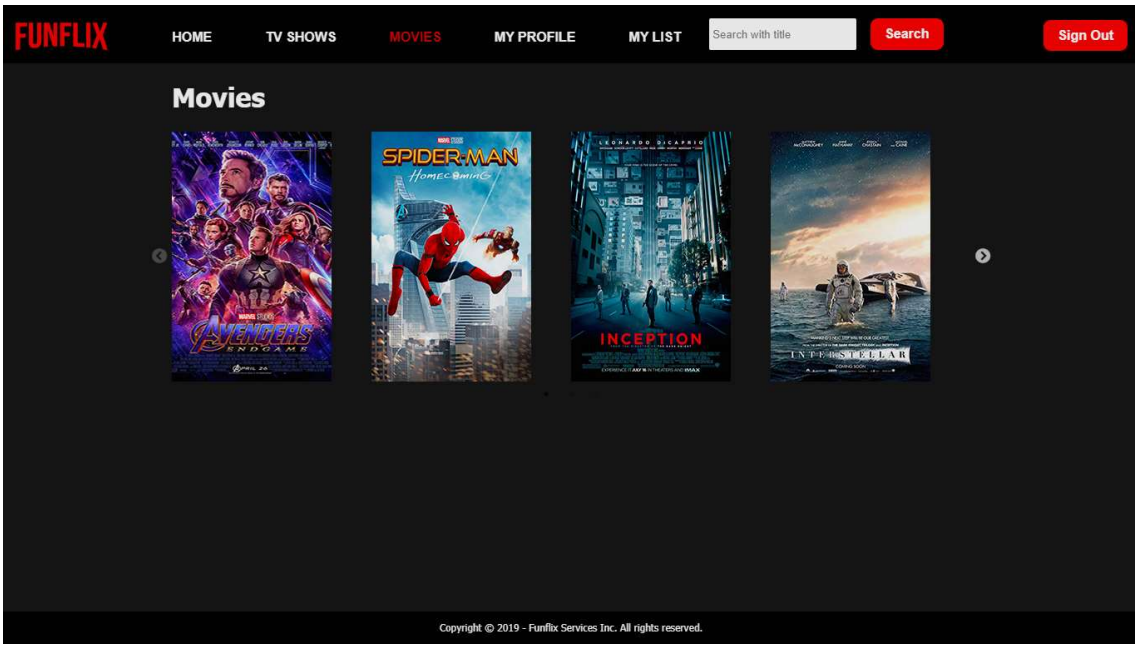
TV Shows Page:

Can access this page from the home page by clicking on tv shows from the main menu.



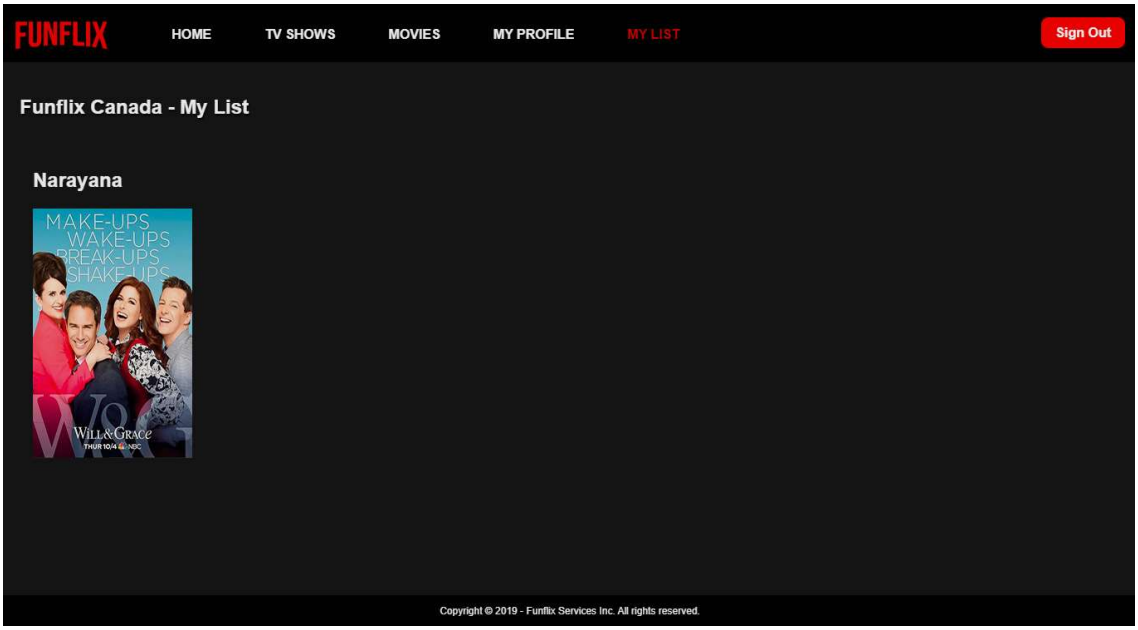
Movies Page:

Can access this page from the home page by clicking on movies from the main menu.



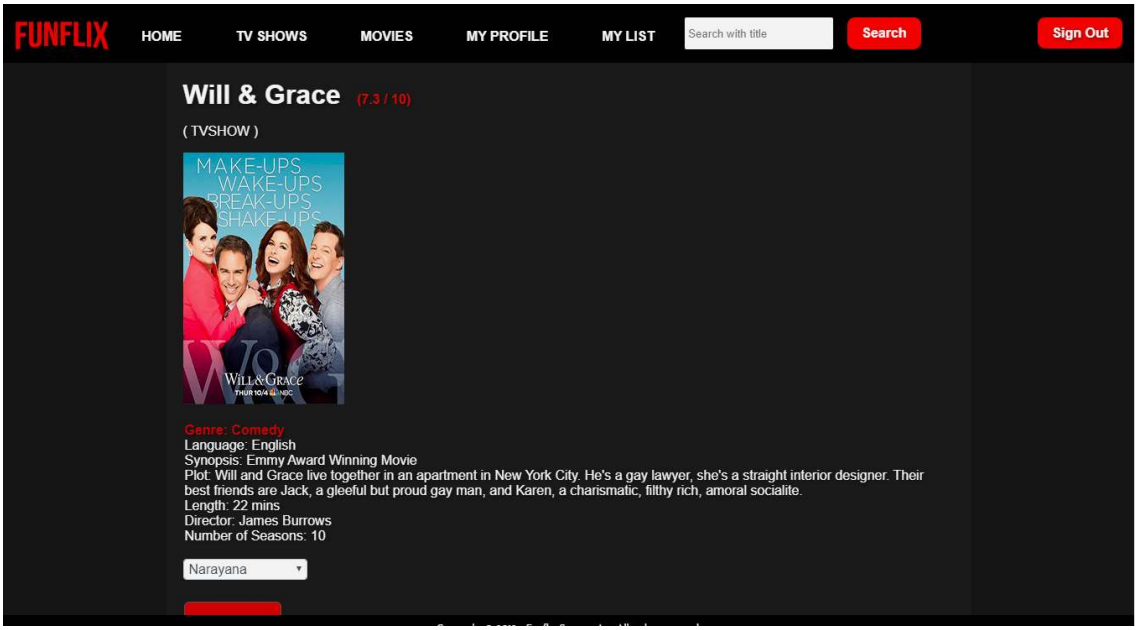
My List Page:

User can create and add a video to a list from the detailed view page. Lists with videos added are displayed in my list page.



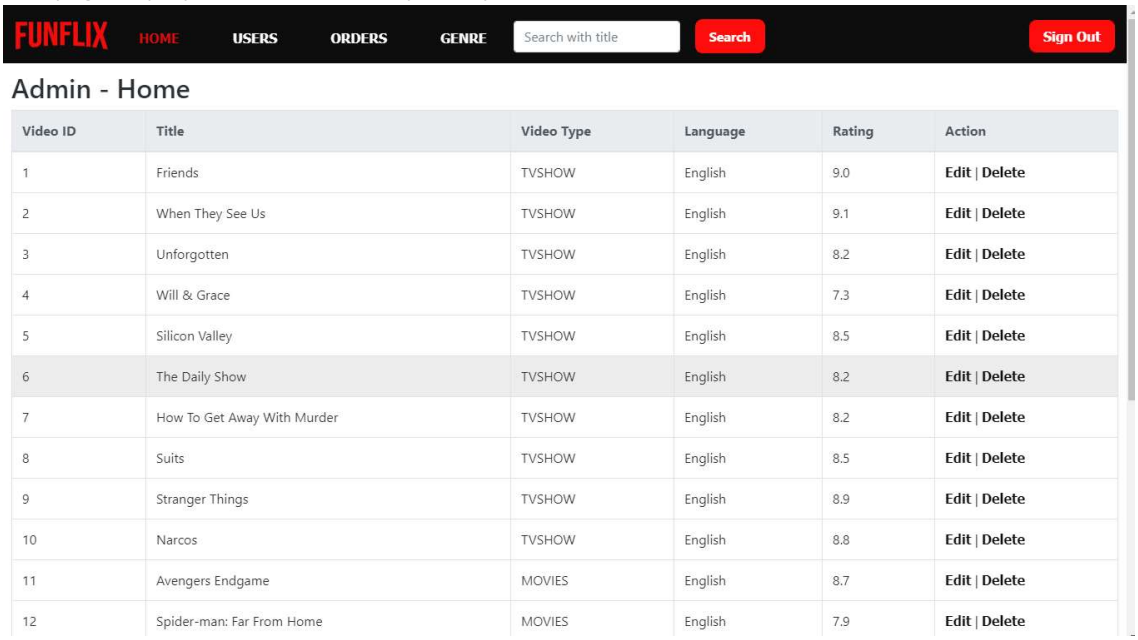
Detailed View page

It has a detailed description of every movie or tv show available



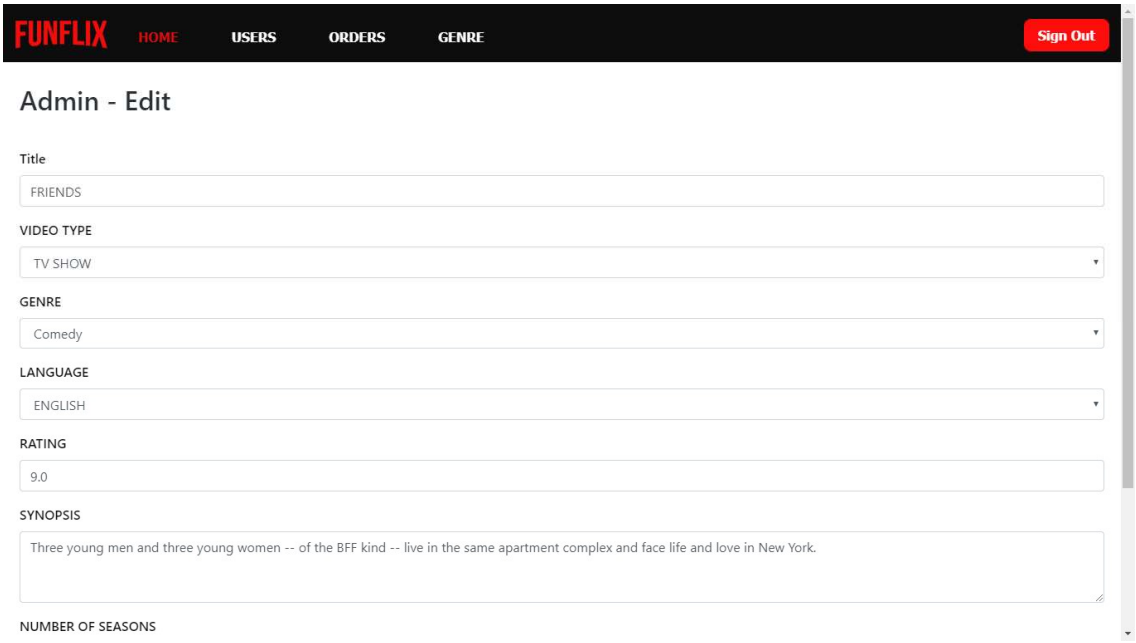
Home page (Admin):

This page displays records from the primary table.



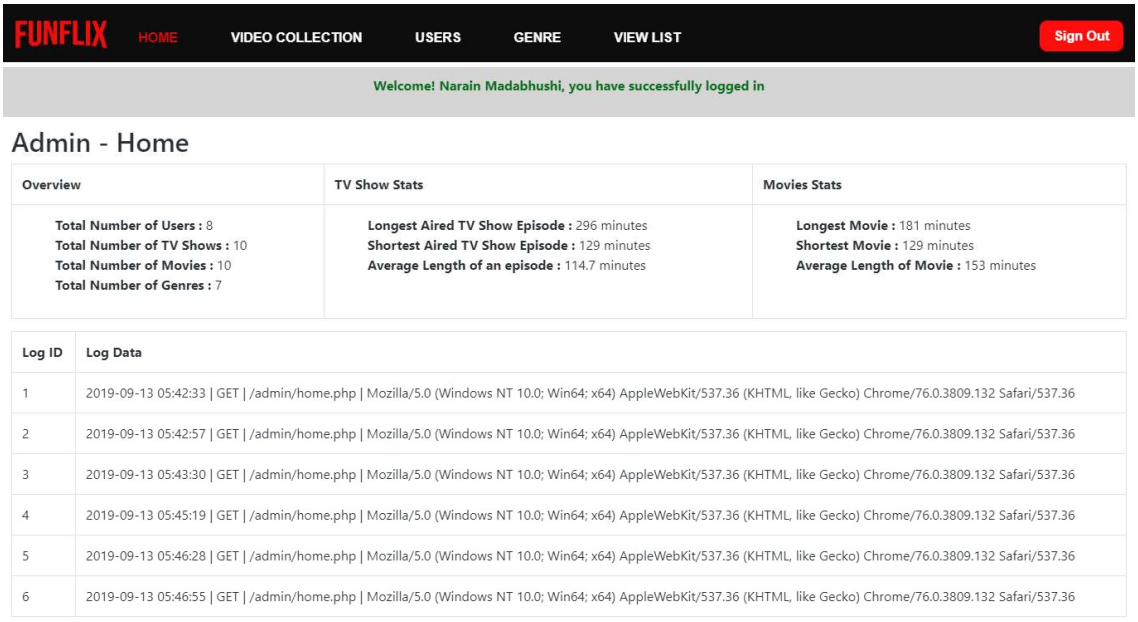
Edit Primary Table:

This page allows the site administrator update records.



Admin Dashboard:

This page displays aggregate stats for the admin to track and also the log data.



Log ID	Log Data
1	2019-09-13 05:42:33 | GET | /admin/home.php | Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/76.0.3809.132 Safari/537.36
2	2019-09-13 05:42:57 | GET | /admin/home.php | Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/76.0.3809.132 Safari/537.36
3	2019-09-13 05:43:30 | GET | /admin/home.php | Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/76.0.3809.132 Safari/537.36
4	2019-09-13 05:45:19 | GET | /admin/home.php | Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/76.0.3809.132 Safari/537.36
5	2019-09-13 05:46:28 | GET | /admin/home.php | Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/76.0.3809.132 Safari/537.36
6	2019-09-13 05:46:55 | GET | /admin/home.php | Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/76.0.3809.132 Safari/537.36

Admin – Users:

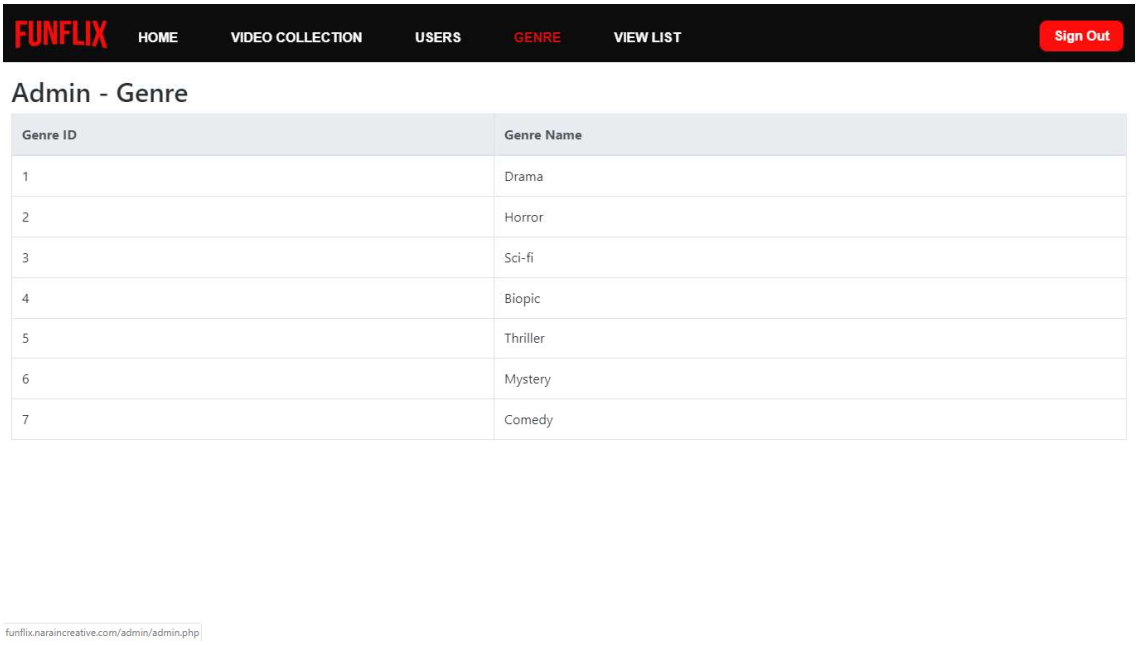
This page displays all the users details from the table to the admin.

Admin - Users

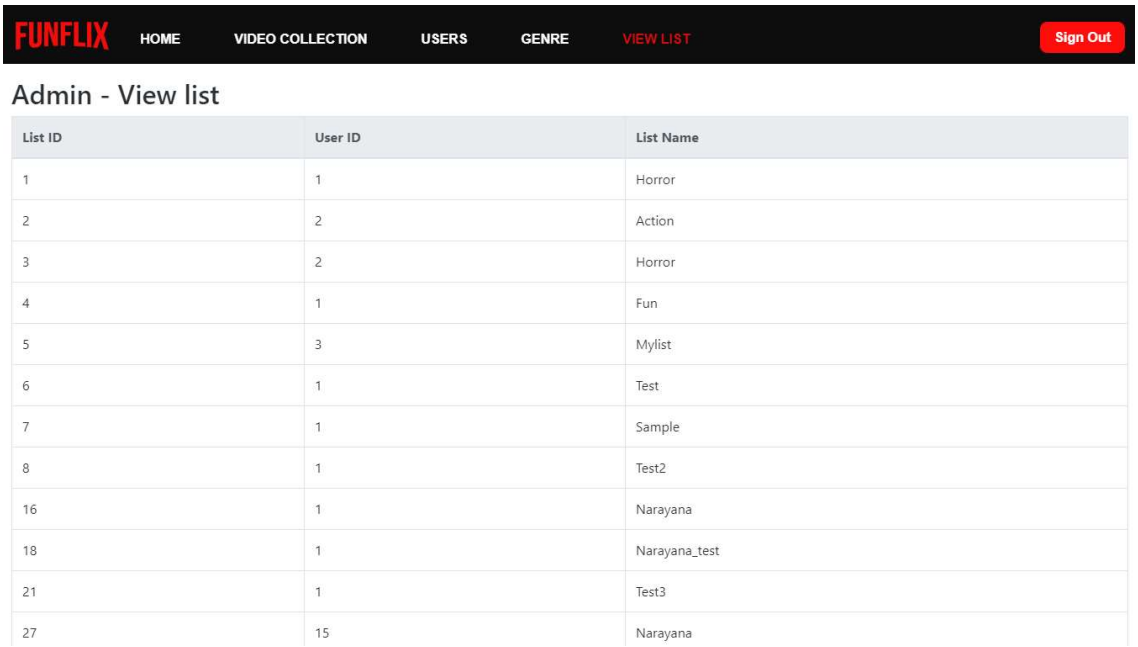
User ID	First Name	Last Name	Street
1	Narain	Madabhushi	#406, 595, River Avenue
13	Narayana	Mada	406, 595, River Avenue
14	Narain	Madabhushi	406, 595, River Avenue
15	Narain	Narain	406, 595, River Avenue
16	Lloyd	Guadez	624 Broadway
17	Narain	Madabhushi	#406, 595, River Avenue
23	Narain	Madabhushi	#406, 595, River Avenue
24	Narain	Madabhushi	#406, 595, River Avenue

Admin – Genre

This table displays all the different genres of videos available from the list.



Admin – View List



List ID	User ID	List Name
1	1	Horror
2	2	Action
3	2	Horror
4	1	Fun
5	3	Mylist
6	1	Test
7	1	Sample
8	1	Test2
16	1	Narayana
18	1	Narayana_test
21	1	Test3
27	15	Narayana

Budget:

Below is the breakdown of the budget:

PHASE	HOURS	CHARGE
Planning	15	750 CAD
Designing	15	750 CAD
Coding & Programming	40	2800 CAD
Launch	2	60 CAD
Total	4,360 CAD	
Total including Taxes	4360 + 15% of Total = 5014 CAD	

Workplan:

We have come up with this successful approach to software development under which requirements and solutions evolve through the collaborative effort of self-organizing and cross-functional teams.

Following are the different phases:

1. **Planning/ Exploration:** In this phase, we would be meeting the Funflix stakeholders to get a better understanding of their requirements, so that all of us are on the same page. We would work on creating the content outline, sitemap, wireframes, and creative brief.

Deliverables: At the end of the planning phase we would have a content outline, sitemap, wireframes, creative brief, and technology brief.

2. **Design/ Content:** In this phase, we would be designing and editing existing content, creating a design layout for the entire website and would send it to the client for approval.

   Deliverables: At the end of the design phase we would have an approved design and content for the coders and programmers to work on.

3. **Coding/ Programming:** In this phase, we would be working on building the website using PHP and MySQL. Will be performing unit testing and functional testing.

   Deliverables: A fully functioning website which is bug-free and ready to live.

4. **Launch/ Maintenance**: In this phase, we would be working on setting up configurations on the server and preparing to go live.

   Deliverables: A fully functioning website running on a web server.

Workback:

From: Narayana Madabhushi, MLN

To: Steve George

Date: September 6, 2019

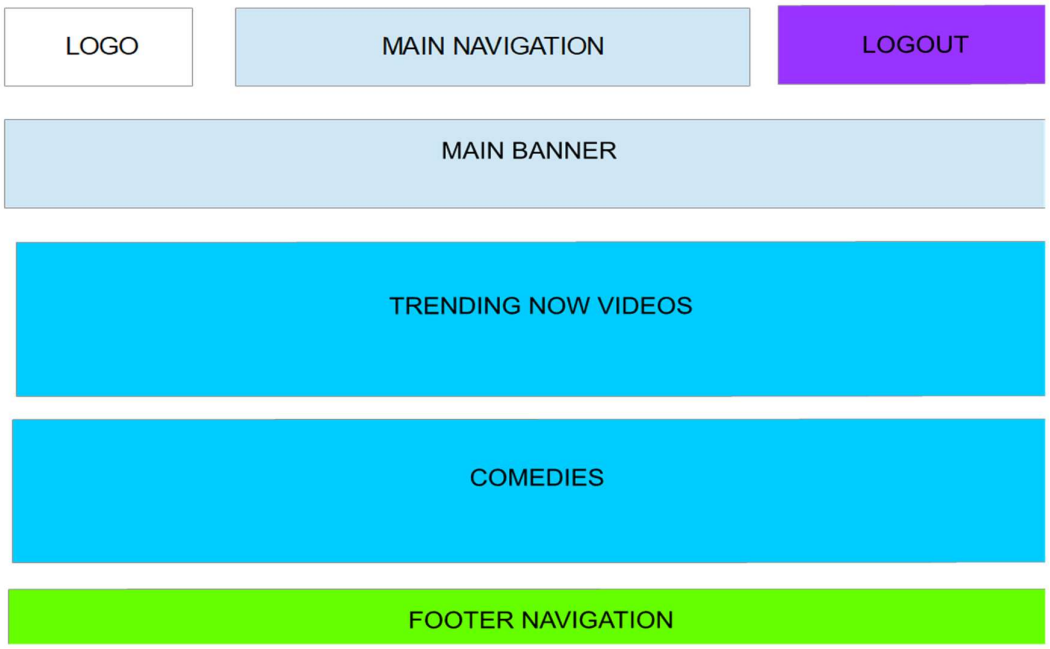
Re: Website Redevelopment Workback Schedule

Completion Date	Description of Work	Responsible

PLANNING AND EXPLORATION		
September 6, 2019	Contract Awarded	Page Range
September 6, 2019	Kick off Meeting	MLN & Page Range
September 7, 2019	Sitemap, Content Outline and Block Comps sent to client	MLN IT
September 8, 2019	Sitemap, Content Outline and Block Comps approved	MLN IT
DESIGN/CONTENT		
September 10, 2019	Develop initial graphic design	MLN IT
September 11, 2019	Create organized PSDs	MLN IT
September 11, 2019	Review and update Content Outline	MLN IT
September 11, 2019	Send design and Content for approval and approved by client.	MLN IT & Page Range
CODING/PROGRAMMING		
September 13, 2019	Coding in HTML and validate HTML & Coding in CSS and validate CSS	MLN
September 13, 2019	Define Data Model and normalize Data	MLN
September 14, 2019	Developing the application logic using PHP and MySQL	MLN

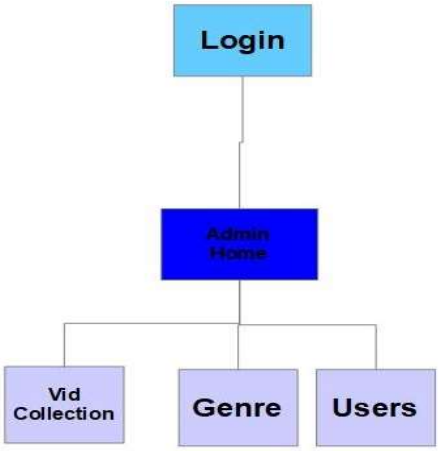
September 14, 2019	Get client's approval on working website	MLN
LAUNCH/ MAINTENANCE		
September 14, 2019	Configuring Prod Environment	MLN
September 14, 2019	Approval of Website in Prod Environment	MLN
September 14, 2019	Hard Launch on Website with supporting campaigns and event	Page Range

Wireframes:



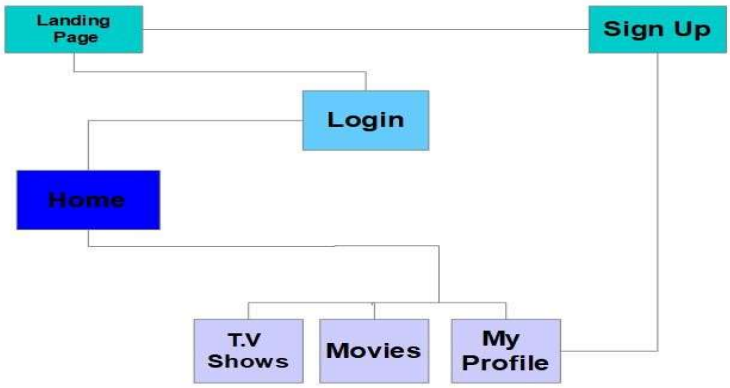
Sitemap:

Admin



Admin
Site Map

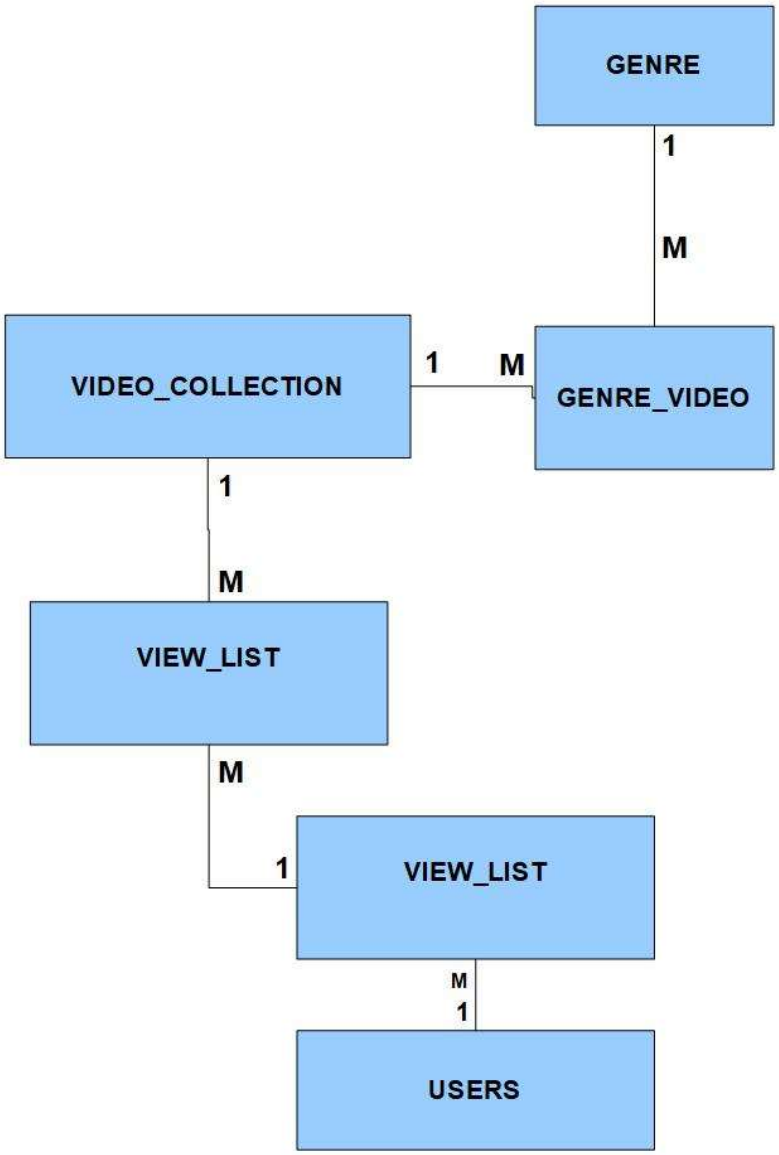
Funflix Site Map:



Funflix
Site Map

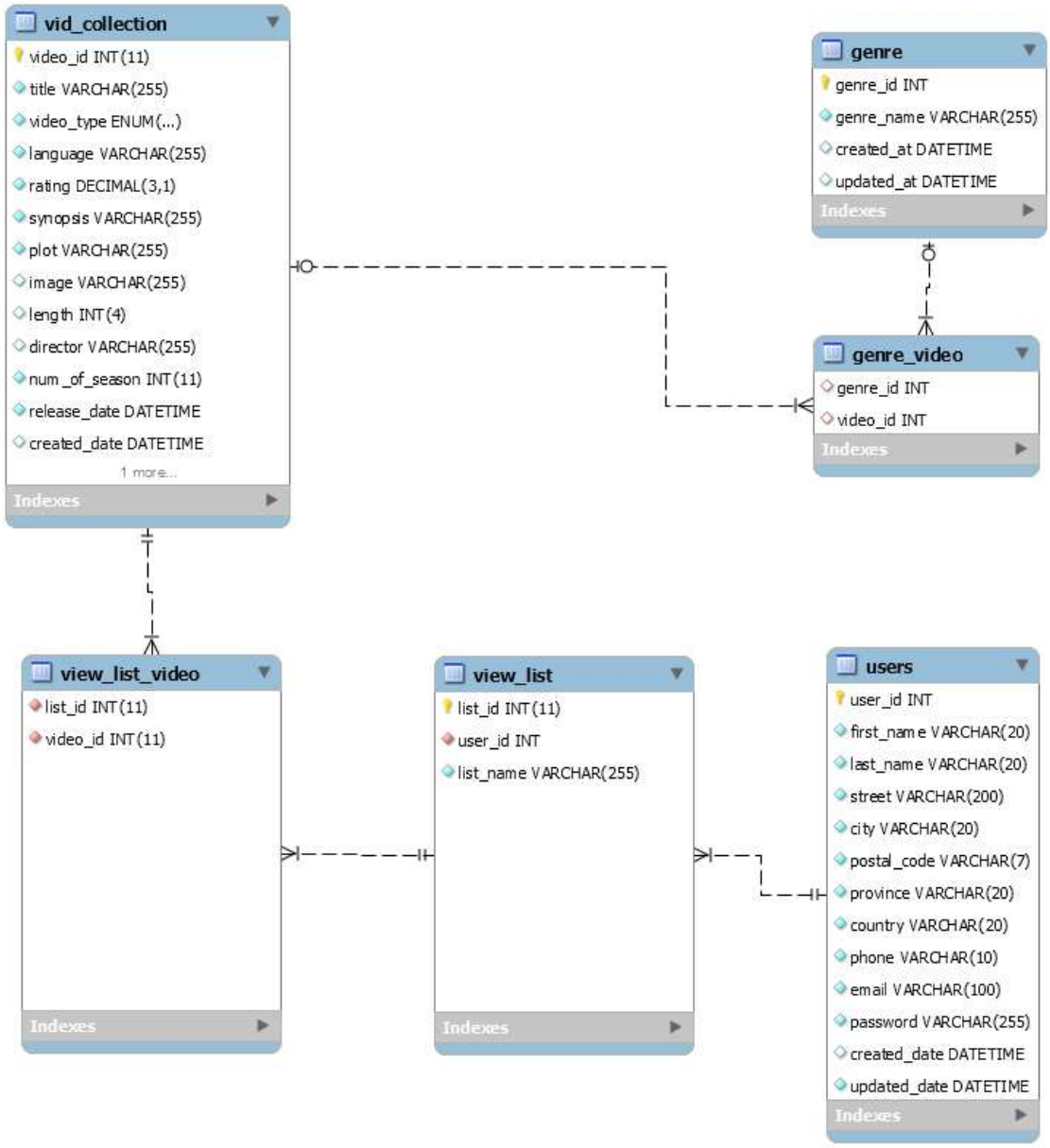
Data Model:

Conceptual Data Model:



Funflix Videos Database
Conceptual Data Model

ER Diagram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length INT(4)
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1 more...
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country VARCHAR(20)
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email VARCHAR(100)
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created_date DATETIME
updated_date DATETIME
Indexes

Invoice:

FUNFLIX

INVOICE

23231

MLN IT Solutions

Bill To:

Steve George
(PageRange)

Date:	Sep 6, 2019
Due Date:	Oct 31, 2019
Balance Due:	**$5,014.00**

Item	Quantity	Rate	Amount
Planning	15	$50.00	$750.00
Designing	15	$50.00	$750.00
Coding/Programming	40	$70.00	$2,800.00
Launch	2	$30.00	$60.00

Subtotal:	$4,360.00
Tax (15%):	$654.00
Total:	$5,014.00

Conclusion:

Thanks for giving the opportunity to send in a proposal. We really look forward to working with your organization on this project.