

# 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
<b>Background:</b> .....	3
<b>Services Provided by us</b> .....	4
<b>Why Choose Us</b> .....	4
<b>Qualifications:</b> .....	4
<b>Goals of the site:</b> .....	5
<b>How data is collected and how it is used?</b> .....	6
<b>Target audience discussion:</b> .....	7
<b>Story board:</b> .....	8
<b>Landing Page:</b> .....	8
<b>Login Page:</b> .....	9
<b>Signup Page:</b> .....	10
<b>My Profile page:</b> .....	11
<b>Home Page:</b> .....	12
<b>TV Shows Page:</b> .....	13
<b>Movies Page:</b> .....	14
<b>Home page (Admin):</b> .....	15
<b>Edit Primary Table:</b> .....	16
<b>Budget:</b> .....	16
<b>Workplan:</b> .....	17
<b>Workback:</b> .....	18
<b>Wireframes:</b> .....	20
<b>Sitemap:</b> .....	21
Admin .....	21
Funflix Site Map: .....	21

<b>Data Model:</b> .....	22
Conceptual Data Model: .....	22
ER Diagram .....	23
<b>Invoice:</b> .....	24
<b>Conclusion:</b> .....	24

# 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 responsive 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 each 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 genre and titles.
- Users can add videos to a list and maintain a personalized list.
- Offer 2 different plans for users based on the streaming quality of the content provided. The plans are –
  - Basic – content can be streamed in Standard Definition.
  - Premium – content can be streamed in High Definition.
- 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:

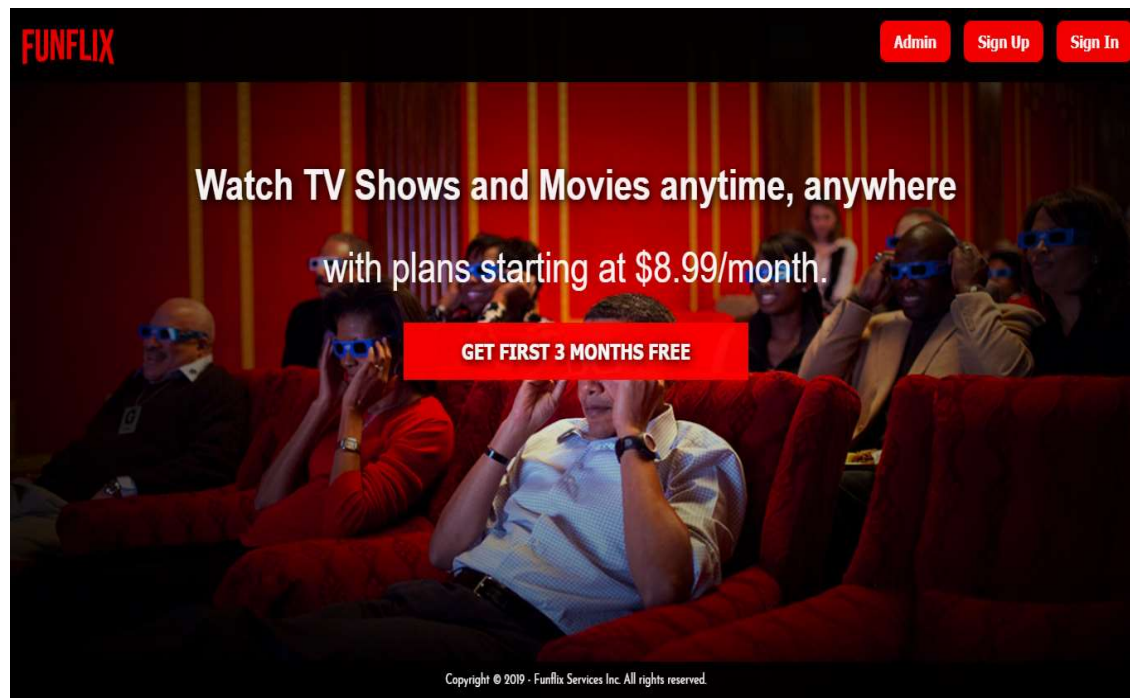
- The global online television industry is developing quickly. People all over the world are increasingly choosing the Internet to view content instead of watching traditional television, forcing entertainment and media organizations to reinvent their business models and tap new revenue streams.
- The **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:

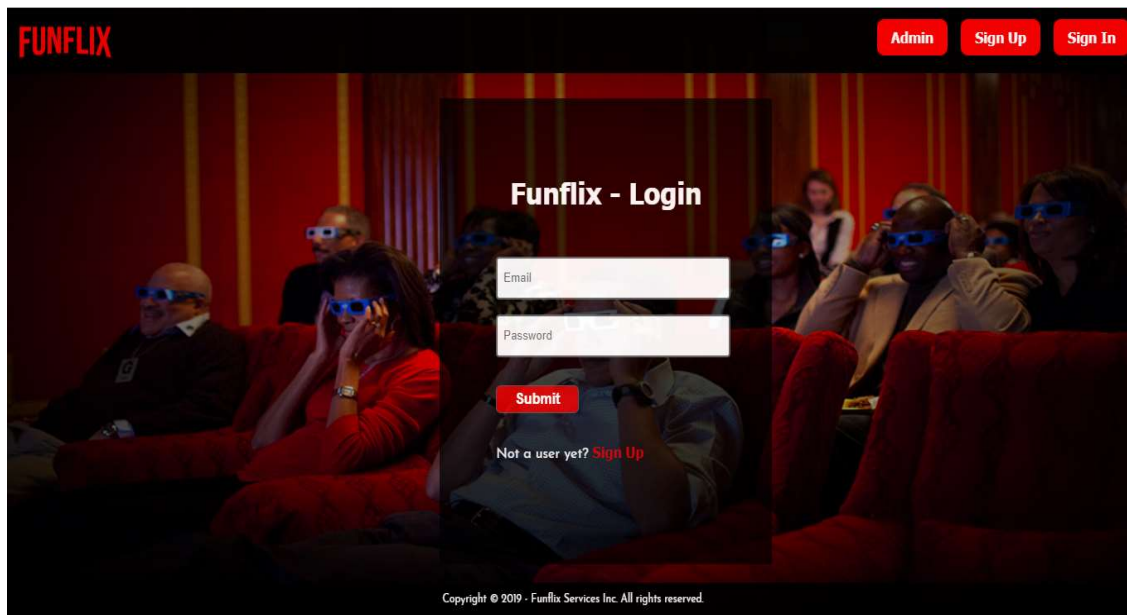
Landing Page:

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



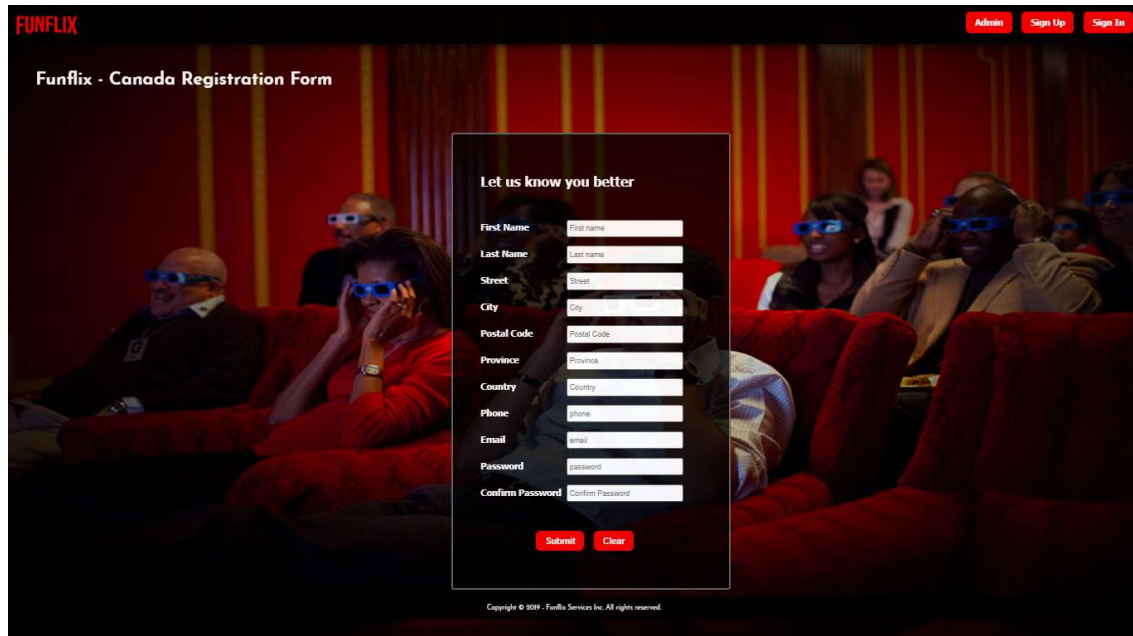
### Login Page:

Will consist of 2 input fields to key in the username and password. Apart from that will also have a link to reset the password.



## Signup Page:

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



The screenshot shows a web page for "Funflix - Canada Registration Form". The background is a dark image of people wearing 3D glasses in a theater. The page has a dark header with the "FUNFLIX" logo in red on the left and three red buttons labeled "Admin", "Sign Up", and "Sign In" on the right. Below the header, the title "Funflix - Canada Registration Form" is displayed. A central white registration form is overlaid on the page. The form is titled "Let us know you better" and contains the following fields: "First Name" (placeholder: first name), "Last Name" (placeholder: Last name), "Street" (placeholder: Street), "City" (placeholder: City), "Postal Code" (placeholder: Postal Code), "Province" (placeholder: Province), "Country" (placeholder: Country), "Phone" (placeholder: phone), "Email" (placeholder: email), "Password" (placeholder: password), and "Confirm Password" (placeholder: Confirm Password). At the bottom of the form are two red buttons: "Submit" and "Clear". A small copyright notice at the bottom of the page reads: "Copyright © 2019 - Funflix Services Inc. All rights reserved."

**FUNFLIX** Admin Sign Up Sign In

### Funflix - Canada Registration Form

Let us know you better

First Name

Last Name

Street

City

Postal Code

Province

Country

Phone

Email

Password

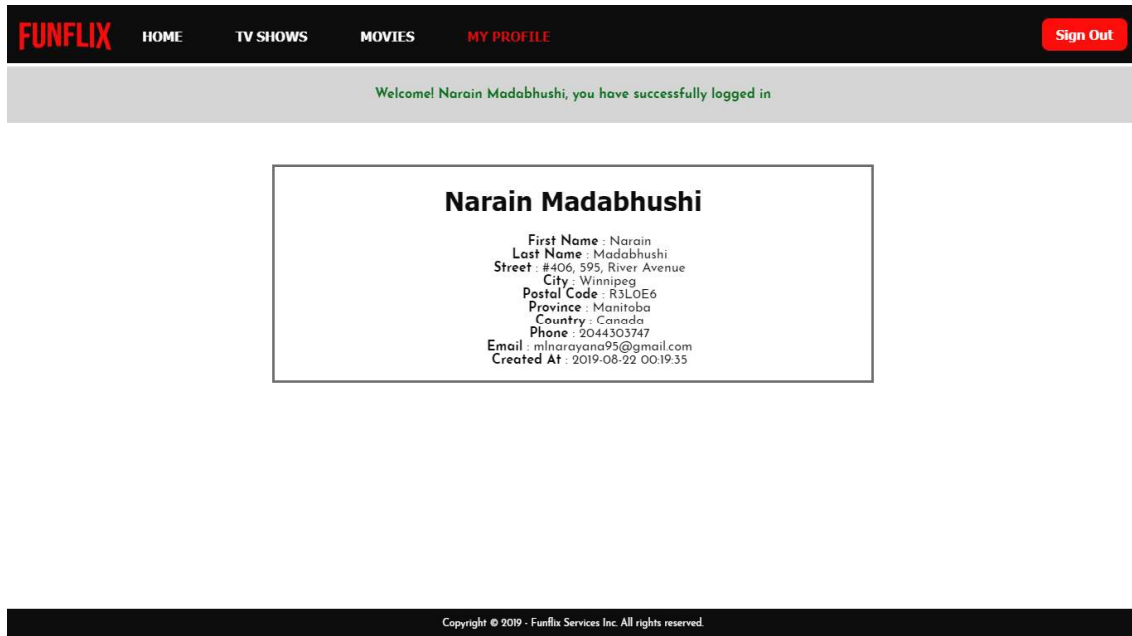
Confirm Password

Submit Clear

Copyright © 2019 - Funflix Services Inc. All rights reserved.

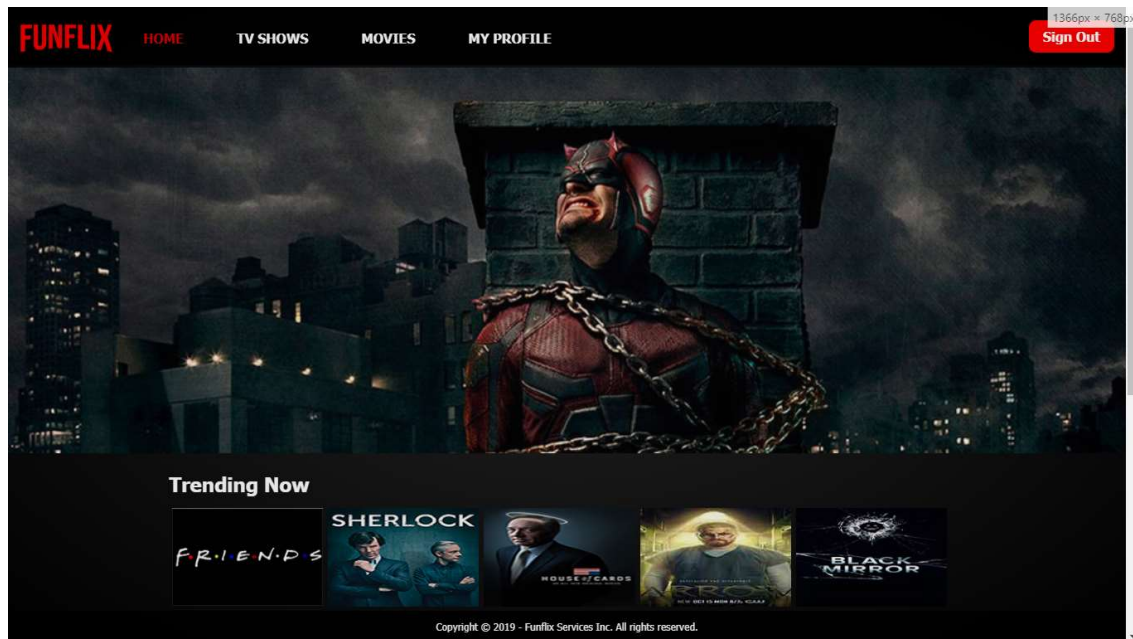
## My Profile page:

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



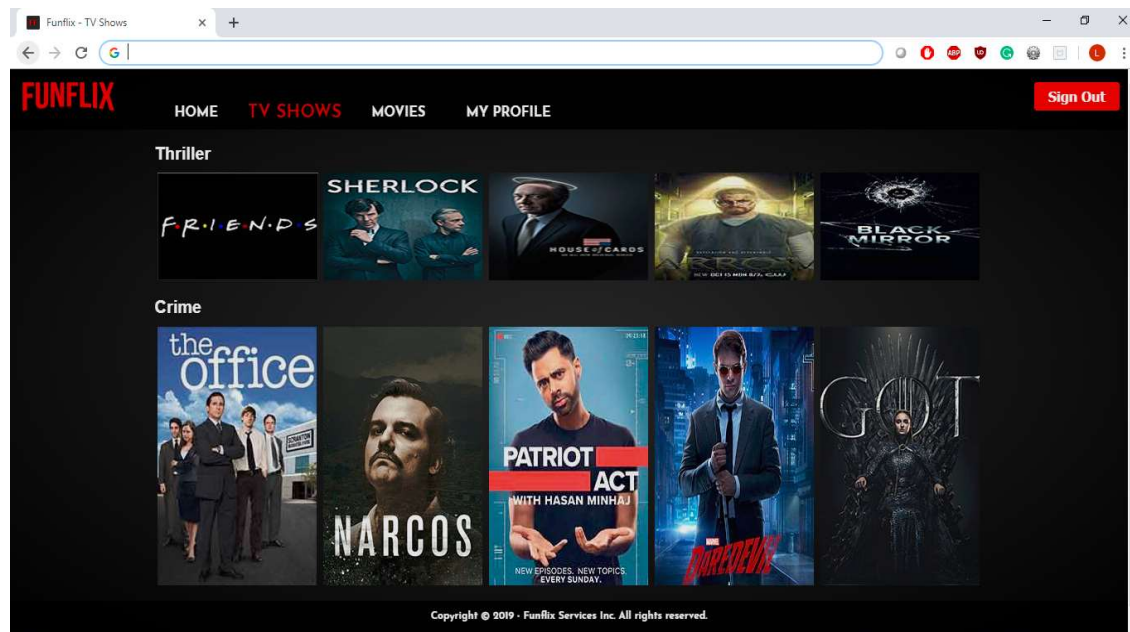
## Home Page:

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.



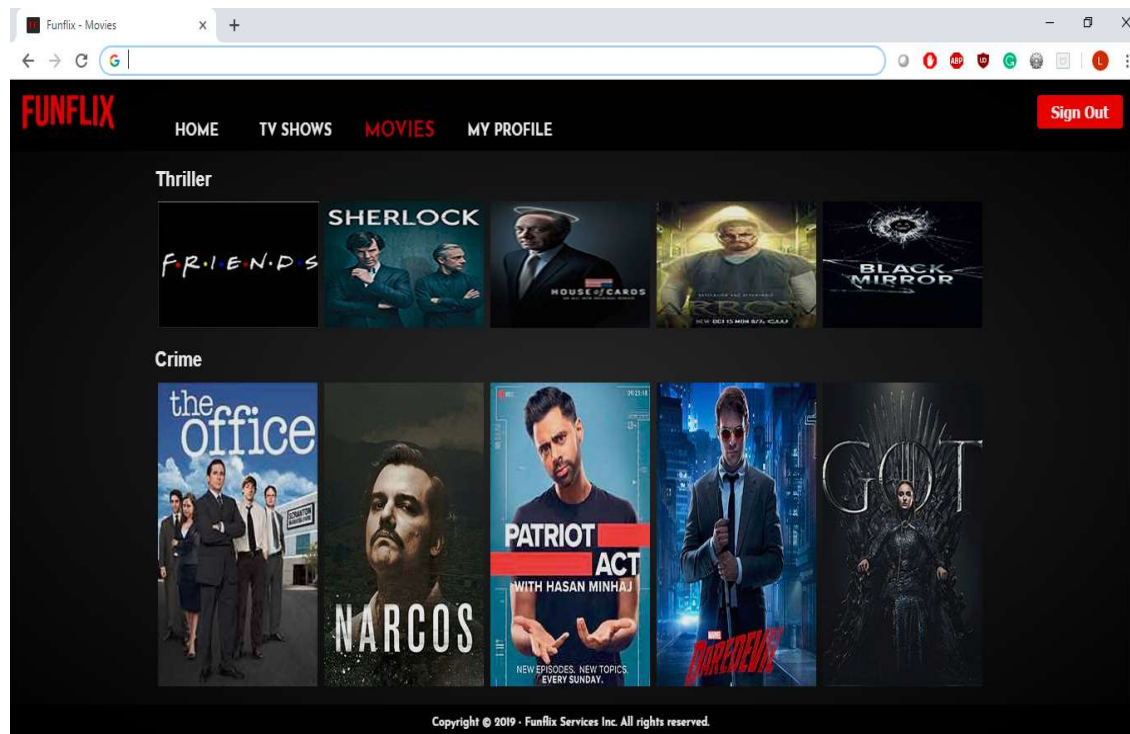
### TV Shows Page:

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.



### Home page (Admin):

This page displays records from the primary table.

<div><div>FUNFLIX</div><div>HOMEUSERSORDERSGENRE</div><div>Search with title</div><div>Search</div><div>Sign Out</div></div>					
Admin - Home					
Video ID	Title	Video Type	Language	Rating	Action
1	Friends	TVSHOW	English	9.0	Edit   Delete
2	When They See Us	TVSHOW	English	9.1	Edit   Delete
3	Unforgotten	TVSHOW	English	8.2	Edit   Delete
4	Will & Grace	TVSHOW	English	7.3	Edit   Delete
5	Silicon Valley	TVSHOW	English	8.5	Edit   Delete
6	The Daily Show	TVSHOW	English	8.2	Edit   Delete
7	How To Get Away With Murder	TVSHOW	English	8.2	Edit   Delete
8	Suits	TVSHOW	English	8.5	Edit   Delete
9	Stranger Things	TVSHOW	English	8.9	Edit   Delete
10	Narcos	TVSHOW	English	8.8	Edit   Delete
11	Avengers Endgame	MOVIES	English	8.7	Edit   Delete
12	Spider-man: Far From Home	MOVIES	English	7.9	Edit   Delete



### Edit Primary Table:

This page allows the site administrator update records.

The screenshot shows the 'Admin - Edit' page for a record in the FUNFLIX system. The page has a black header with the FUNFLIX logo and navigation links: HOME, USERS, ORDERS, and GENRE. A red 'Sign Out' button is in the top right. The form fields are as follows:

- Title:** A text input field containing 'FRIENDS'.
- VIDEO TYPE:** A dropdown menu with 'TV SHOW' selected.
- GENRE:** A dropdown menu with 'Comedy' selected.
- LANGUAGE:** A dropdown menu with 'ENGLISH' selected.
- RATING:** A text input field containing '9.0'.
- SYNOPSIS:** A large text area containing the text: 'Three young men and three young women -- of the BFF kind -- live in the same apartment complex and face life and love in New York.'
- NUMBER OF SEASONS:** A label for a field that is partially cut off at the bottom of the screenshot.

### 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

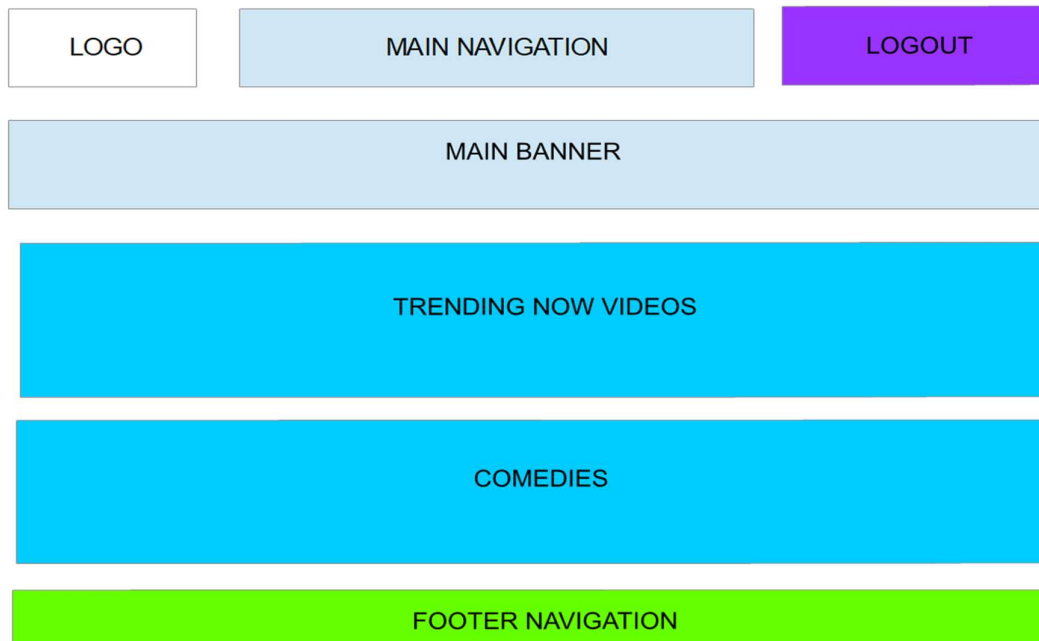
Date: September 6, 2019

Re: Website Redevelopment Workback Schedule

Completion Date	Description of Work	Responsible
<b>PLANNING AND EXPLORATION</b>		
<b>September 6, 2019</b>	Contract Awarded	Page Range
<b>September 6, 2019</b>	Kick off Meeting	MLN & Page Range
<b>September 7, 2019</b>	Sitemap, Content Outline and Block Comps sent to client	MLN IT
<b>September 8, 2019</b>	Sitemap, Content Outline and Block Comps approved	MLN IT
<b>DESIGN/CONTENT</b>		
<b>September 10, 2019</b>	Develop initial graphic design	MLN IT
<b>September 11, 2019</b>	Create organized PSDs	MLN IT
<b>September 11, 2019</b>	Review and update Content Outline	MLN IT

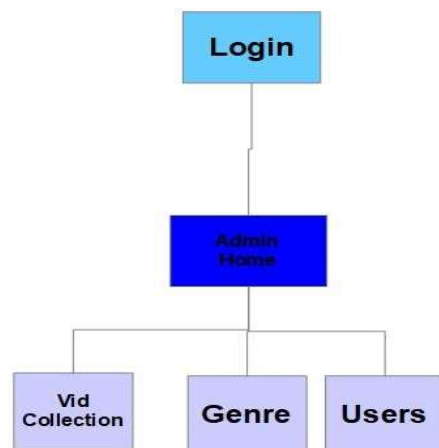
<b>September 11, 2019</b>	Send design and Content for approval and approved by client.	MLN IT & Page Range
<b>CODING/PROGRAMMING</b>		
<b>September 13, 2019</b>	Coding in HTML and validate HTML & Coding in CSS and validate CSS	MLN
<b>September 13, 2019</b>	Define Data Model and normalize Data	MLN
<b>September 14, 2019</b>	Developing the application logic using PHP and MySQL	MLN
<b>September 14, 2019</b>	Get client's approval on working website	MLN
<b>LAUNCH/ MAINTENANCE</b>		
<b>September 14, 2019</b>	Configuring Prod Environment	MLN
<b>September 14, 2019</b>	Approval of Website in Prod Environment	MLN
<b>September 14, 2019</b>	Hard Launch on Website with supporting campaigns and event	Page Range

## Wireframes:



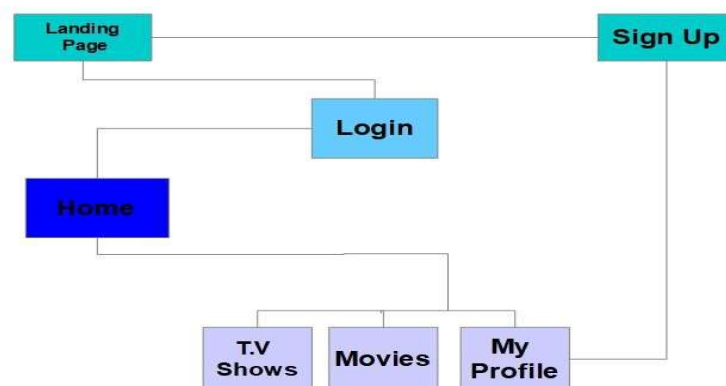
## Sitemap:

Admin



Admin  
Site Map

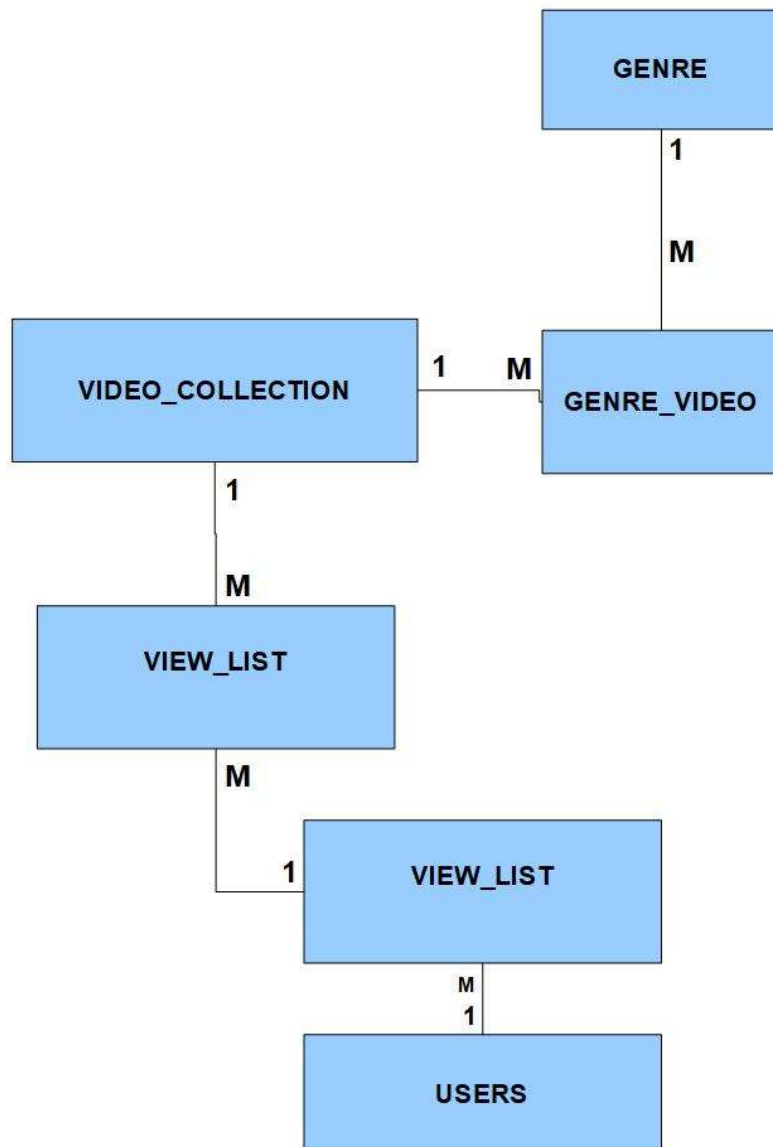
Funflix Site Map:



Funflix  
Site Map

Data Model:

Conceptual Data Model:



**Funflix Videos Database  
Conceptual Data Model**

## ER Diagram





Invoice:

# FUNFLIX

MLN IT Solutions

Bill To:

**Steve George**  
(PageRange)

Date: Sep 6, 2019

Due Date: Oct 31, 2019

## INVOICE

# 23231

**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.