

# WEB **DEVELOPMENT**

We focus on Quality & Cost-Effective solutions

# Team KōD

Proposal for Website: Poseidon

Team KōD 11/25/19 **E-Commerce Project** 



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# **KōD Consulting Solution**



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#### **VENDOR BACKGROUND**

KōD is one of the reputed web development companies from the heart of Canada; Winnipeg, Manitoba. What started in 2010 as a single office company has now evolved into several offices across the prairies. KōD provides prestige web designs and web services. KōD has worked with notable clients such as Manitoba Lotteries, Booster Juice, and Trivago. Our objective is to create websites that stand out from others at an affordable cost. We at KōD believe that quality is what sets as apart.

# **CLIENT BACKGROUND**

We understand that Poseidon wants to create a web presence and allow their users to have an easy and enjoyable experience while visiting their website. Poseidon is an upscale resort with locations in the Caribbean and Gulf of Mexico who pride themselves in providing their clients with unique experiences. We have studied your requirements and recognized that Poseidon is looking for a web solution to bring more clients to their resorts with an easy to use website. We are in the digital age and having this site will be crucial to the success of Poseidon and growing its company. Poseidon is dedicated to recognizing, rewarding and communicating with you. Your satisfaction is their top priority.

# **AUDIENCE ASSESSMENT**

#### A) PRIMARY

The targeted audience for their website is middle to upper class families who want to get away from their busy lives. Poseidon is and all-inclusive resort that is upscale but still competitive in price with all its services. Poseidon offers a well-rounded number of amenities, services and experiences — fun for the whole family. Poseidon offers an exotic experience for couples making it a great choice for newlyweds who want to have a getaway from their busy lives. Being an all-inclusive resort, they take away all the stress and make it a place to come and enjoy quality time with family and loved ones.

# B) SECONDARY

The secondary audience is corporates. Poseidon has conference rooms and training rooms available to hold up to 100 people in each room. They provide corporate packages that include suites, private conference room, catering, and supplies included with room. The primary corporates that come to Poseidon are big companies in construction, automotive, and insurance.

# **GOALS AND OBJECTIVES**

The following are the goals and objectives of the project:

- Modern clean design
- Responsive design



- Easy to use booking
- SEO Friendly
- Professional Look
- Easy and Intuitive Navigation
- Ability to Register the Guest
- Social Media handles
- Dynamically Populated List for Destinations
- Contact Us form
- Login Page for guests
- SEO friendly
- Dynamically Updated Site Content like contact email and social media links
- Search and Filter Options to check for different rooms available
- Commenting section for users that are logged in
- New logo for Poseidon
- Dynamically updated available rooms
- Booking for users and guests
- Secure Payment Portal
- Easy Tracking of all Bookings and Available Rooms

# WORKPLAN

# Phase 1

Strategy, project meeting. Meeting with a client discuss details about a future project, get from the client RFP. Create an outline of the future project also include technology outline.

# Phase 2

Project planning and resources. We will identify what do we need for the project. We can estimate the time and budget after we get all that we need for the project.

# Phase 3

Design

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Meeting with client discus potential graphic design for the website, create an organized PSDs, review and update content, as a result, we will know how the website must be present.

# Phase 4

Development (coding)

Start to upgrade web site by using HTML, CSS, upgrade home page and all navigation elements on the website. Also, in this phase we will code back end programing as well. We will implement validation in JS and PHP. We will also create and normalize MySQL data bases for our website and test this. As a result, we get secure access and more attractive web pages and easy rational navigation.

# Phase 5

Content transfer

We start to put content on a website such as home page, linking, social media connection, contact.

# Phase 6

**Quality review Testing** 

In this phase, we will check how web site goanna work, we will test navigation, links, social media links. In this phase, we will be testing web site to check if it's any bugs there, if yes, we will fix this problem before the website start working.

# Phase 7

Final testing

In this phase, we will finally check web site with the client before we put our site on launch. If everything will be working well and no errors, we can go to our last phase.

# Phase 8

Launch/maintains

In this phase after all testing, we can publish website live on a host server, after this final phase we can not change anything.



# PROJECT ASSUMPTIONS AND SCOPE

The pricing and planning for the project are based on these assumptions:

- Images and written content will be provided by Poseidon
- The website will only be in the English language
- The client is responsible for entering all content into the content management system
- Project Domain and hosting service will be provided by Poseidon
- Additional Features and Support will result in increased cost

#### **TEAM MEMBERS**

KōD takes pride over its people. Our in-house team consists of unique combination of experience, creativity and knowledge. But the thing that sets us apart is our attitude to always provide the 'best-ever' experience for our valued clients. We have a dynamic team of capable and experienced web designers, developer, content writers, UI/UX developers and managers who uphold the highest standards in the industry. We have an excellent market reputation in Winnipeg IT stream and a lot of positive feedback from our clients. Our team has always been appreciated for the quality work that's – on-budget and on-time.

For this project, the assigned team members include 5 skilled professionals, passionate about their work: Krita Maharjan (PM, 15 years experience), will be organize and responsible for all kick off meetings, budget and due dates, Evgheni Sipco (Web Designer, 2 years experience), will be responsible for design and mock up for this web site. Katie Peters (Front end Developer, 5 years experience), will be responsible for coding by using coding languages such as HTML, CSS, JS. Narain Madabhusi (Back End Developer, 10 years experience), will be responsible for programming by using programming languages such as PHP. Juan (My SQL, data base, server), will be responsible for the data base of our web site and set up server.



# **RECOMMENDED SOLUTION**

We are proposing a dynamic website, with an admin section, built using PHP and MySQL including validated HTML5 and CSS3 to meet your needs and provide the website with the unique functionalities it needs. We will be using the latest technologies available in web development that are used by millions of brands around the globe for their modern cutting-edge websites. POSEIDON chain of hotels need help to create a hotel reservation system for its customers.

- Through this new system customers can check the availability of the room based on their need and book a room in advance.
- We'll design your web templates using a responsive design which means the webpages will scale and
  adapt according to the viewed device of the users. The pages will switch to a mobile design under
  768 pixels wide. It will operate smoothly across a wide variety of devices including mobiles, tablets
  and desktops with the big screen without breaking its flow.
- The proposed web application will have two modules: general and administrative. The general
  module will be accessible to the public and registered visitors, while the administrative panel will be
  accessible to only authenticated users of the system.
- Social media links will be provided for the customers to visit and increase your web presence.
- The website will also be tested thoroughly for both functionality and usability to ensure that it runs smoothly and to improve overall performance.
- Customers can avail discounts by signing up to their Poseidon loyalty program.
- Members need to login to be able to avail discounts.

# **SECURITY APPROACHES**

KōD values the security aspect of your business and puts it among one of the top priorities during the development. At KōD, we understand the intensity and possible harm a poorly built website could cause. An ecommerce site is especially vulnerable to security threats as many sensitive information like transaction information, guest details etc. would be passed on a regular basis. This is why we use the best security approaches to protect you and your business against the security threats and limit your data to you. We use but not limit to the following approaches to ensure the most secure access to your website:



- SSL Certificate will be installed in the server to ensure secure exchange of sensitive information over the website and to payment portals
- Registration of member will be made more reliable by using email verification, where the user will
  require to verify the provided email address through a link sent to them with a unique registration
  code.
- All the passwords will be hashed using an encryption key before storing in the database using oneway hashing algorithm, to prevent against dictionary attacks.
- The content and inputs in the system will follow a FIEO principle (Filter Input and Escape Output). All
  form inputs will be filtered before processing into the system to protect against XSS (Cross Site
  Scripting) attacks. Automatically generated CSRF tokens will be used to avoid any CSRF (Cross Site
  Request Forgery) attacks. Most of this is done by Laravel, the framework we'll be using.
- All major changes to the database will be tracked with the person responsible and datetime for each
  of them.
- Only the admin will have access to the admin panel.

# **TIMESHEET**

Completion Date	Item/ Action	Responsible
	PLANNING AND EXPLORATION	
November 21, 2019	Kick off meeting	Team
November 21, 2019	Gathering Requirements	Krita
November 25, 2019	Server Set Up	Juan



PSD DESIGN STARTS		
Graphic Design starts and task assigned to everyone	Krita, Team	
Graphic design ready for approval	Evgheni	
CODING STARTS		
HTML template work starts	Katie	
Work on templates complete	Katie	
Proposal ready with all elements attached	Team	
Front end complete, with ability with ability to browse product catalog, pages, etc	Krita	
PROGRAMMING STARTS		
Back end programming starts	Narain	
Work on Back end Admin panel finished	Narain	
Final product finished	Narain	
	assigned to everyone  Graphic design ready for approval  CODING STARTS  HTML template work starts  Work on templates complete  Proposal ready with all elements attached  Front end complete, with ability with ability to browse product catalog, pages, etc  PROGRAMMING STARTS  Back end programming starts  Work on Back end Admin panel finished	

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December 13, 2019	Team presents to client.	Team
December 13, 2019	All final deliverables handed prior to meeting with client.	Team



# **BUDGET**

The table below shows a breakdown of total estimated hours worked on each phase and the cost estimated for each phase. KōD charges a reasonable amount of \$100 on average for every hour worked. Detailed invoice will be mailed to Poseidon on mutually agreed dates.

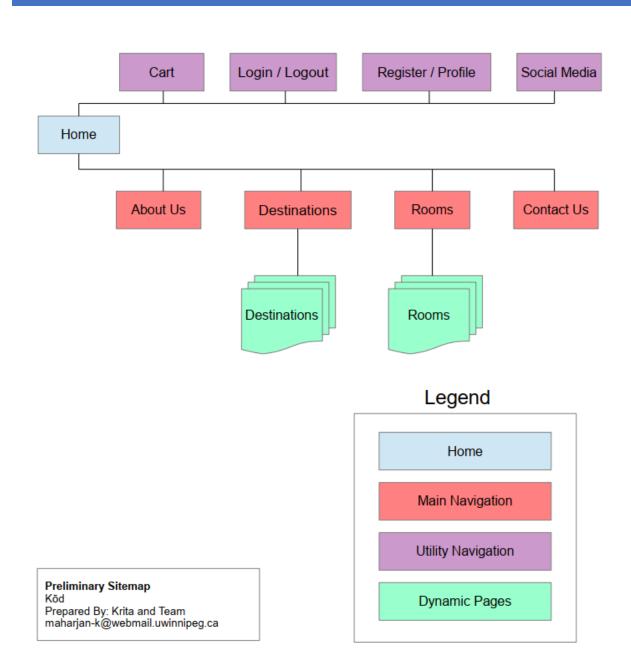
Task Description	Hours	Price
Planning / Exploration	45	\$4500
Design / Content	60	\$6000
Coding / Programming	85	\$8500
Launch (Hosting)	5	\$500
TOTAL (Without TAX)	195	\$19500
TAXES		
GST (5%)		\$975
PST (7%)		\$1365
TOTAL (Inclusive of TAX)		\$21,840

**Note:** The price mentioned above is not inclusive of maintenance services. In case of any change requests, additional costs would be invoiced to you depending upon the requested change. A deposit of 50% will be required before the project start date.

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# SITEMAP



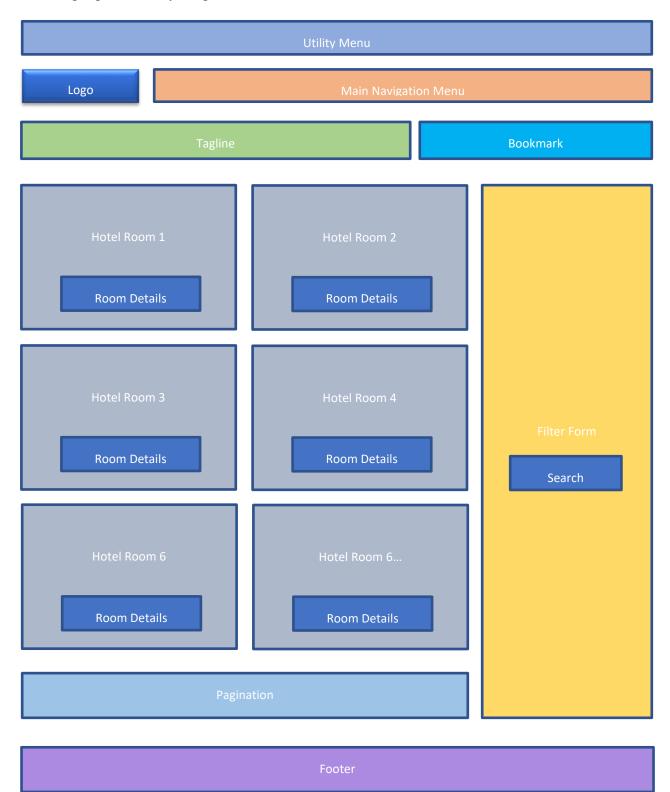


# **BLOCK COMPS**

# Home Page Block Comp – Page 1 Logo Main Slider **Room Details Room Details Room Details** Destination 2 **Destination 3** Destination 1 **Statistics Section Contact Button**



# Room Listing Page Block Comp - Page 2





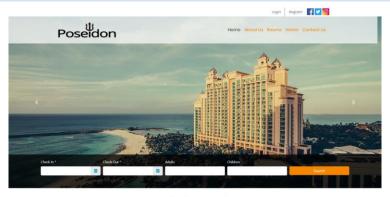
# Contact Page Block Comp – Page 3

	Utility Menu
Logo	Main Navigation Menu
	Hero Image
	Contact Form



# DESIGNS

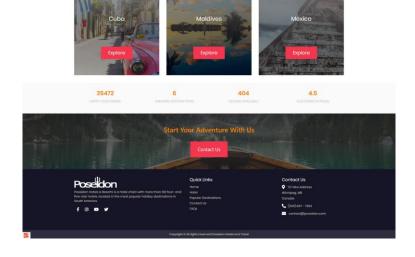
# HOME PAGE



Why Choose Us?

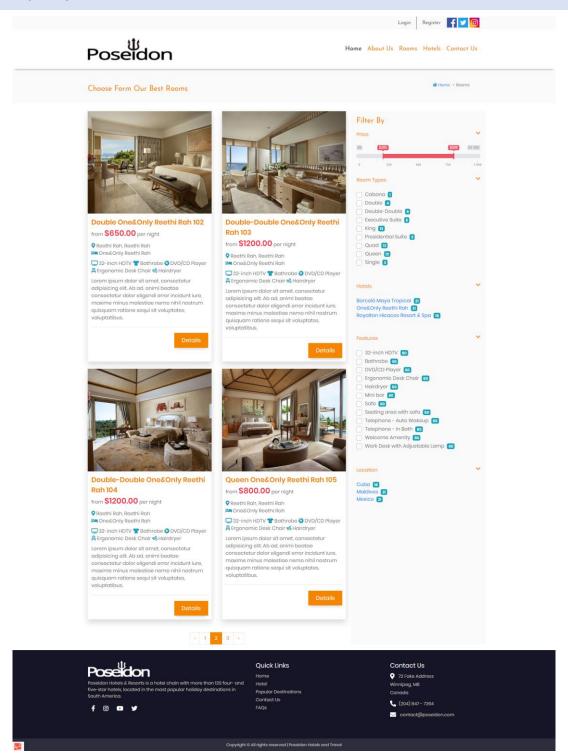


# Our Top Destinations



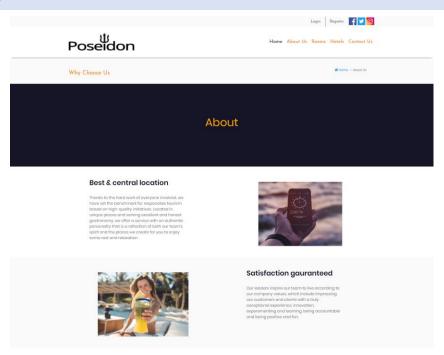


#### **ROOM LIST PAGE**



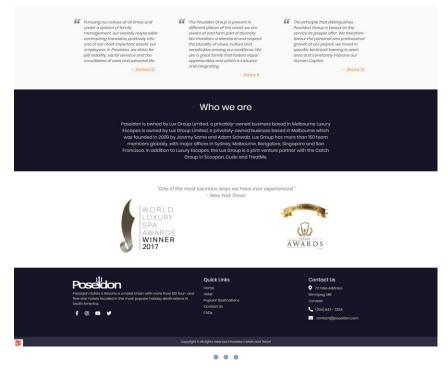


# ABOUT US PAGE



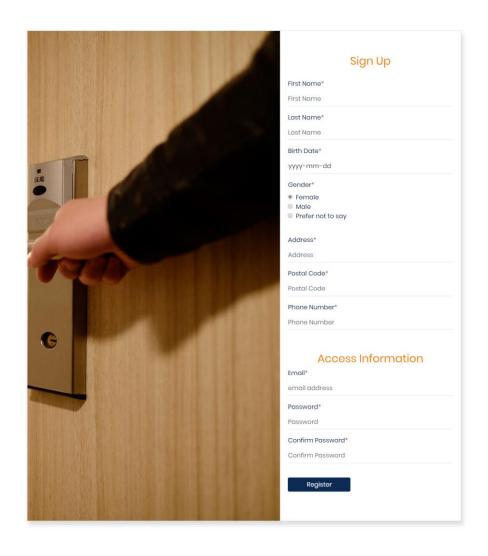
# Become a member today







# REGISTER PAGE Login Register F Poseidon Home About Us Rooms Hotels Contact Us







#### **ROOM DETAILS PAGE**



Login Register 🕇 💆 🧿

Home About Us Rooms Hotels Contact Us

# Double-Double Royalton Hicacos Resort & Spa #101

Carretera Las Morias Km. 15



■ Overview

☑ Amenities & Features

Q Details

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ab ad, animi beatae consectetur dolor eligendi error incidunt iure, maxime minus molestiae nemo nihil nostrum quisquam ratione sequi sit voluptates, voluptatibus.

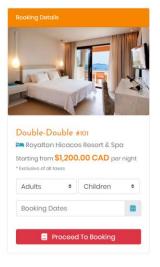
#### Hotel Overview - Royalton Hicacos Resort & Spa

Location Located in the Saligao area of Goa, the warm rooms of the Calangute is not too far from the sea beaches. People can visit the Mojo Play Zone located on the way to the beach. The Calangute Police Station is in close vicinity. Special Factures The rooms of the Calangute are large, spacious and airy. The paints on the wall are bright and charge points are available beside the headboards. The lawn outside the hotel offers a wonderful seating area. One can even onjoy a game of billiards during their stay here. Amenities The visitors can onjoy AC, TV and the warmth of a queen-sized bed in the rooms of the Calangute. The swimming pool in the place is another wonderful addition to the bright aura. The place is protected by the strict surveillance of CCTV cameras. What's Nearby If people want semething more than the in-house restaurant available here, people can dine at the Saligao Stories, Foxes Fiesta, K.G.N. Family Restaurant, Cafe Sussegado Souza or the Domino's Pizza.

Check-in Time Check-out Time
12:00 AM 3:00 PM

Carretera Las Morlas Km. 15

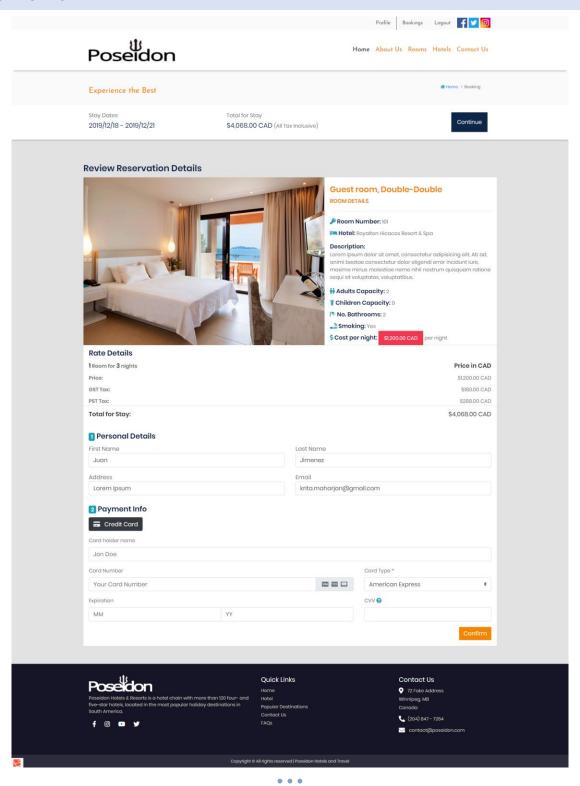
Phone number: +53 45 668844





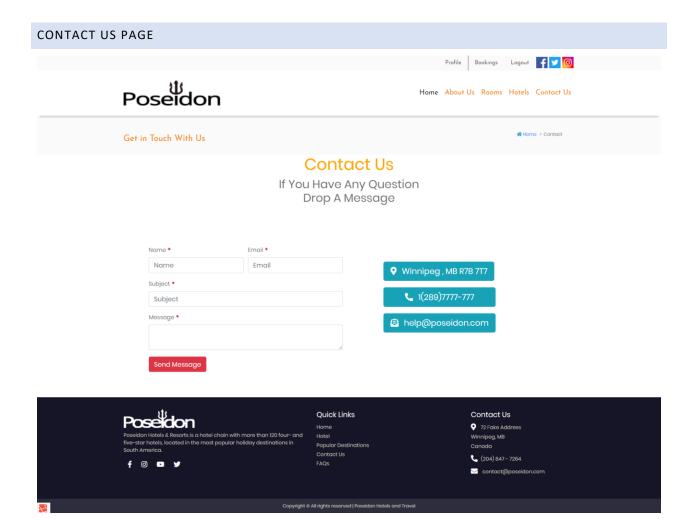


# **BOOKING PAGE**



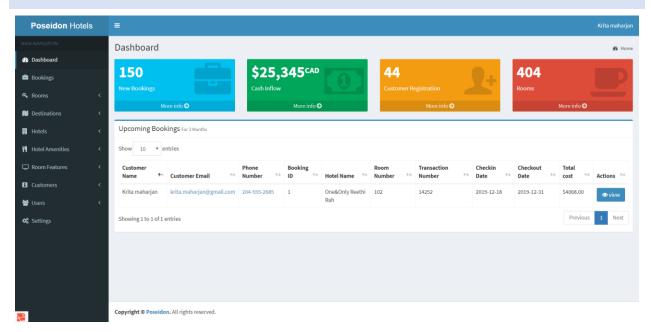
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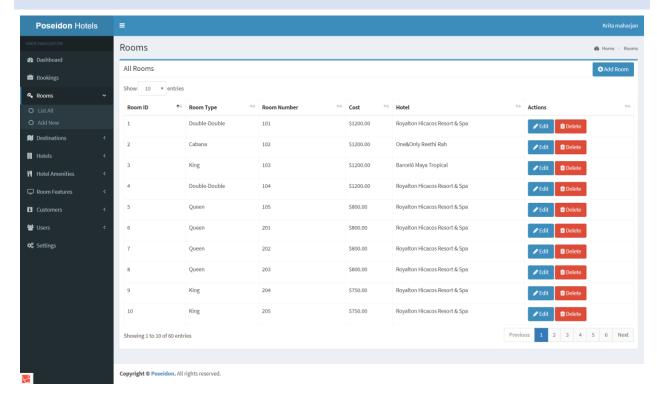




#### ADMIN DASHBOARD

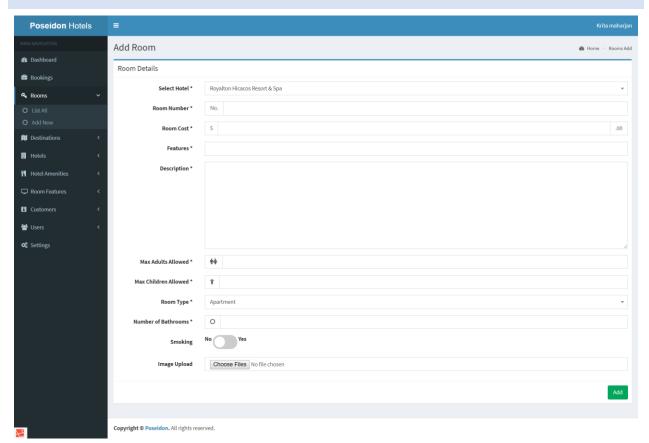


#### ADMIN ROOM LIST VIEW



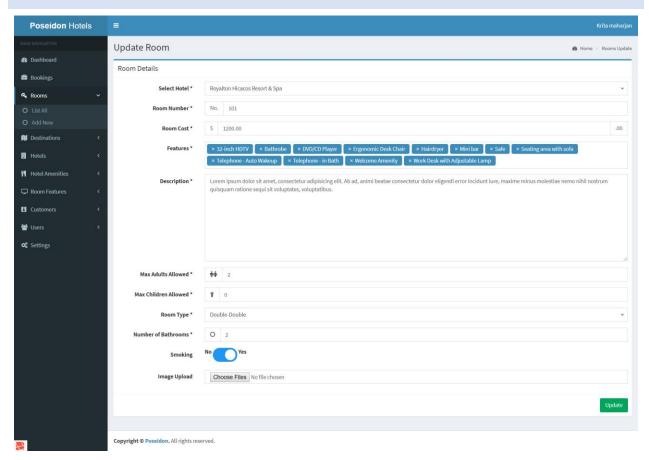


# ADMIN ROOM ADD VIEW



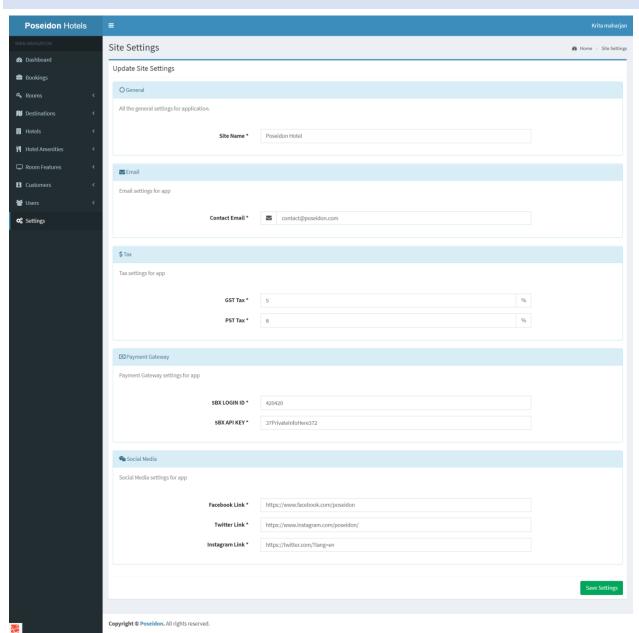


# ADMIN ROOM EDIT VIEW



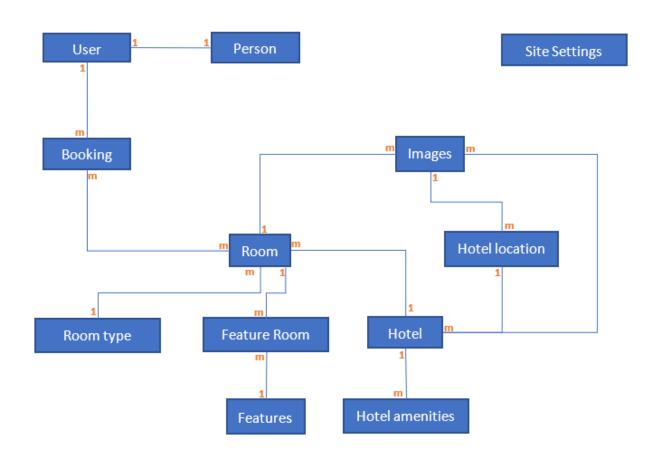


# ADMIN SETTINGS PAGE



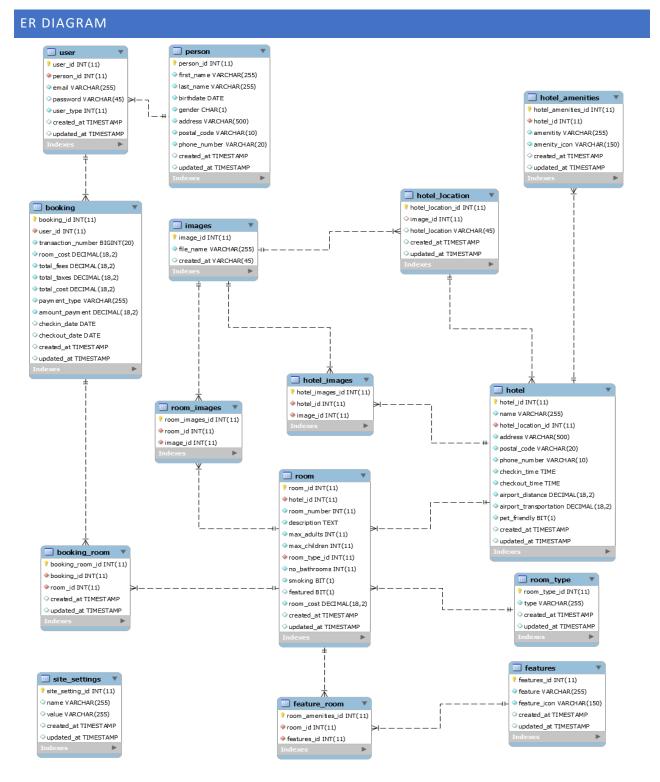


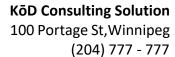
# CONCEPTUAL MODEL





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# CONCLUSION

Steve George thank you very much for the opportunity to work with you and contribute our efforts in this gorgeous project. We really appreciate your confidence it was a wonderful time and a great experience working for this project.

Sincerely,

KōD Consulting Solution