

*Powered by TechCloud*

##### Web development, SEO and Social Media Integration

##### for

##### Icon College of Technology and Management Ltd. (ICTM)

##### Submission By:

##### A2N InfoTech Limited(A2N)

##### Submission Date:

23/05/2017

# Table of Contents

[Section 1 –Process and Delivery 3](#_Toc483351161)

* [Website Development Process 3](#_Toc483351162)
* [Website Delivery 3](#_Toc483351163)
* [Schedule 3](#_Toc483351164)

[Section 2 – Features and Assumptions 4](#_Toc483351165)

* [Main Features 4](#_Toc483351166)
* [Major Assumptions 4](#_Toc483351167)

[Section 3 – Phase details Breakdown 5](#_Toc483351168)

* [Phase-1: Analysis and Design 5](#_Toc483351169)
* [Phase-2: Website Front End Development 6](#_Toc483351173)
* [Phase-3: Content Management System (CMS) Development 7](#_Toc483351177)
* [Phase - 4: Social Media Integration and social marketing 8](#_Toc483351181)
* [Phase-5: Registration & Enrolment Process Management 9](#_Toc483351185)
* [Phase-6: Student Portal & Forum 10](#_Toc483351189)
* [Phase-7: Searching content and Search Engine Optimization 11](#_Toc483351193)

[Section 4: Summarised Cost and Schedule 12](#_Toc483351197)

[Section 5: Payment Details 13](#_Toc483351198)

[Section 6: System Environment 14](#_Toc483351199)

[Section 7: Support Service and Other Terms 15](#_Toc483351200)

# Section 1 –Process and Delivery

A2N is an outsourcing IT company based in London and it is powered by ‘TechCloud Limited based in Dhaka, Bangladesh. A2N InfoTech is pleased to submit this quotation with specifications to the ICON College of Technology and Management for the redesign of their website. We welcome the opportunity to work with ICTM on this exciting project. It is our understanding that ICTM seeks to update the design and structure of its site to improve the organization and presentation of the content provided so that visitors can quickly navigate to desired pages and to eliminate the limitations from the current website. A2N believes we are highly qualified to assist and guide ICTM through a comprehensive website overhaul.

## Website Development Process

After analysing the existing site and some competitors the developers will initially develop a wireframe (prototype) based on this specification to determine the most effective layout and the navigational structure for this website. It will demonstrate appropriate colours, text fonts, graphics, text buttons and their placement. We understand a well-planned and well-presented website will attract and encourage repeat visitors. Effective and professional design capabilities increase the overall success of the site, making it more functional and user-friendly. As soon as the design will be approved by the senior management team of the ICTM, the developer will start the database design and then coding the functionalities according to a project plan.

The site will be developed using latest open source technologies. This will allow for more efficient navigation client side as well as faster and more discreet updates on the server side. Based on the Scope of work presented in the proposal by A2N, a detailed work plan is outlining and the multiple tracks are planned out as,

• Project Analysis

• Interface Design & Prototyping

• Development

• Testing & QA

• Implementation and deployment

• Project Management

## Website Delivery

As the whole project is quite large in terms of functionalities and development, it will be suitable to manage for ICTM and implement for A2N in different phases. So, the project will be delivered phase by phase as described each phase in the following sections. Each phase will be gone through several testing process and QA in a test environment. Then it will be release to ICTM for User Acceptance. The phase will be deployed in live as soon as the phase is approved by ICTM.

## Schedule

We have a well-documented track record of performing work on budget and on deadline. Work will begin within a week of signing of contract and receipt of deposit payment. Approximately 24-28 weeks will be required from start to finish al the phases, assuming that the processes of providing content, feedback, and approval are free from delays.

# Section 2 – Features and Assumptions

A2N combines strategic thinking and emerging technologies to provide innovative solutions that consistently break new ground. We deliver high-quality work through our focus on bidirectional communication, responsive customer service, client education, accurate project management, product quality, and an ethical approach to business.

## Main Features

A2N proposes to create a website and registration system for ICTM that will provide:

* Modern Layout Design
* User Friendly Navigation
* Better Look & Feel Homepage
* Responsive webpages
* Content Management System
* More Dynamic Contents, e,g. multimedia
* Online Registration and enrolment
* Students portal
* Extensive Search by keywords
* SEO Friendly Coding
* Site administration
* Social Media Integration
* Forum
* Integrating with VLE
* Alumni Page
* Sitemap
* Accessibility

## Major Assumptions

The A2N will:

* Gather all required text or information.
* Use digital format for all text, information and/or visual content (photographs, diagrams, etc.) included in the site.
* Maintain the colour scheme and style of any existing promotional materials.
* Provide a dynamic back-end interface to allow ICTM to manage its content in all sections of the website.
* Provide a user manual and/or short training session to ICTM to prepare them for the managing content/data on their website.

ICTM will be expected to:

* Provide the developer with access to any relevant materials such as graphics, logos or photographs that can be used in the design process.
* Provide timely feedback on each step identified in the development plan.

# Section 3 – Phase details Breakdown

## Phase-1: Analysis and Design

A2N will analysis the competitor’s website and will research the latest technologies to make a high standard website. Using an approved graphic theme and a consistent navigation format, the development team will create a dynamic, interactive and easily navigable site, which will include all general requirements.

## Main Features:

* Creative design and modern layout
* Creation of Web Graphics, Page Backgrounds or website skins.
* Optimization of graphics to ensure a fast loading web page.
* Edit, cropping, modification or adjustment of images needed.
* Ensure the usability and credibility of web pages.
* Coding of HTML / XHTML structure of your website and ensure it follows the latest Web standards, look professional and modern.
* Coding the Cascading Style Sheets (CSS) of your website pages.
* Encoding of all your initial page contents.
* Creating the Navigation Menu and all the initial website pages you need for your website.

The design will be delivered in a wireframe, a [visual guide](https://en.wikipedia.org/wiki/Visual_guide) that will represent the skeletal framework of a [website](https://en.wikipedia.org/wiki/Website) for approval from ICTM.

## Estimated Timetable: \*

* Requirement Gathering – 0.5 week
* Analysing the requirements – 0.5 week
* Designing the layout – 1 week
* Feedback/Changes/finalizing the design– 1 week

## Estimated Cost: \* £

## Phase-2: Website Front End Development

As soon as the design tested and agreed by ICTM, the developers will start the work on coding the front end using Agile methodology according to a project plan. A2N will develop the specific functionalities and features are agreed for ICTM website. Below are summarise points that we will be incorporated:

## Main Features

* Database Schema design and Development
* Database driven customisable Homepage
* Multi-level Dynamic Menu (Hamburger Menus)
* Database driven Page title and content with keyword settings
* Database driven Course information (as per HEFCE guidance)
  + Course overview
  + Entry Requirements
  + Course Information
  + Course Cost
  + Module Information
  + Assessment/Feedback Information
  + Faculty Information
* News and Notice Boards
* Contact Info and Contact Form
* Dynamic Header/Footer
* Photo Gallery and Videos
* Organisational Structure
* Community Engagement
* Alumni Page
* Feedback Form
* Integrating with VLE
* Integration with Important Links
* Captcha for spam prevention
* Sitemap and Site RSS Feeds
* Accessibility for disabled people
* Responsive (Support for mobile devices)
* SEO Friendly Coding

## Estimated Timetable: \*

* Database development– 1 week
* Front end development – 5 weeks
* Testing and Bug Fixing – 1 week

## Estimated Cost: \* £

## Phase-3: Content Management System (CMS) Development

A2N will develop a standard content management system that supports the creation and modification of content to support multiple users working in a collaborative environment.

## Main Features

* Page Management
  + List/add/edit/delete
* Menu Management
  + List/add/edit/delete
* Course Management
  + List/add/edit/delete
* Faculty management
  + List/add/edit/delete
* Event/News Publishing
  + List/add/edit/delete
* Photo Uploading
  + List/add/edit/delete
* User Management
  + List/add/edit/delete
* Access Control
* User Role
  + Admin/Editor/Guest
* Page Creation with Rich Text Editor
* User Login and forget password
* User Profile
* Edit profile and password

## Estimated Timetable: \*

* Admin Panel development – 1 weeks
* Content Management – 2 weeks
* User Role and Access Control - 1 week
* Testing and Bug Fixing – 1 week

## Estimated Cost: \* £

## Phase - 4: Social Media Integration and social marketing

We understand social media integration is a great way to leverage the power of social media to increase awareness of your marketing efforts. At present ICTM don’t have any social media presence and hence it is missing out the huge potentialities of social networks. A2N will work seamlessly to promote and boost ICTM website traffic with social media, so that social media integration on your website to help your social media presence be more visible.

## Main Features

* Align social media channel to marketing strategy
  + Facebook
  + Google+
  + Twitter
  + YouTube
  + LinkDIn
* Share success stories
* More meaningful customer relationships
* Enhanced Exposure and Visibility
* Integration with branding and advertising
* Building Channels
* Building Relationships with Influencers.
* Finding the Audience.
* Joining the Conversation.
* Maintain an active presence

## Estimated Timetable: \*

* Creating Account/Pages -1 week
* Updating Contents -1 week
* Integrating with Website – 1 week
* Testing and Bug fixing – 0.5 week

## Estimated Cost: \* £

## Phase-5: Registration & Enrolment Process Management

Online Registration process to establishing student’s identity with ICTM and for instance accepting offer for an interested course for a place. and then Enrolment process will begin when ICTM provide details and select your courses. Sometimes this can take place at the same time as registration though it may take place as a part of orientation. By self-registering online will speed up the enrolment process and will save time and cost.

## Main Features

* Registration forms
* Registration progress
* Pre-enrolment communication
* Application status
* Enrolment Forms
* Required docs uploading
* Welcome Message
* Import/export to ICTM system

## Estimated Timetable: \*

* Creating Forms -1 week
* Validating Entries -0.5 week
* Uploading Files -1 week
* Integrating with Website – 0.5 week
* Import/export to ICTM system – 1 week
* Testing and Bug fixing– 0.5 week

## Estimated Cost: \* £

## Phase-6: Student Portal & Forum

A portal will be developed for all students to find all the information and documents in one place and can also can communicate with the college as well as fellow students.

A forum will be developed for all existing users and alumni, it will incorporate a professional-quality modular design, high security, interface, support for a multitude of database servers and complete layout customisation, all with a low execution overhead and lightning speed using an open source software.

## Main Features

* User Creation
* Login
* User Profile
* Registration/Enrolment Status
* Message board
* Forum
  + Posting
  + Moderation
  + Administration

## Estimated Timetable: \*

* User functionalities– 1 weeks
* Messaging Boards – 0.5 week
* Forum – 1 week
* Full Site Testing – 0.5 week

## Estimated Cost: \* £

## Phase-7: Searching content and Search Engine Optimization

Search Engine Optimization is an important factor for a successful business website, we will make your site search engine friendly too. Here’s some detail about our SEO services included in the package

## Main Features

**Searching:**

* Implement Google Custom Search Engine
  + Search by Keywords/Features
  + Sort By Ascending or descending order
  + Filter By Date and contents

**SEO:**

* Code optimisation for Search Engines
* Search Engine Site Submissions
* Keywords and Meta Tags analysis
* Robots.txt Optimization
* Feed Submissions
* Link Building and Using Permalinks
* Optimise Sitemaps (XML sitemap)
* Alexa ranking monitoring and promotion
* W3C Validated Website

## Estimated Timetable: \*

* Implementing searching– 1 weeks
* Search Engine Optimisation – 2 weeks
* Full Site Testing – 0.5 week
* Stat Anaysis – week

## Estimated Cost: \* £

# Section 4: Summarised Cost and Schedule

A2N submits a fixed-fee proposal of following costs for Phases. Below is our line-item detail of the estimate for Phases for ICTM to review. These estimates have been developed based on our current understanding of the ICTM website redesign project, and on our experience with past projects of a similar scope. We have not included any hardware, software licensing, or third party service costs in the Phase’s estimate as these are extremely variable depending on the choices made by ICTM.

|  |  |  |
| --- | --- | --- |
| Summaries of fixed price phase by phase\* | | |
| Phase | Schedule | Cost |
| Phase 1-Analysis & design | 3 weeks |  |
| Phase 2- Front end website | 7 weeks |  |
| Phase 3- Admin Panel | 5 weeks |  |
| Phase 4- Social Media | 3.5 weeks |  |
| Phase 4- Registration& Enrolment | 4 .5 weeks |  |
| Phase 4- Students Portal | 3 weeks |  |
| Phase 7- SEO | 4 weeks |  |
| Total | 28 weeks |  |

Alternatively, ICTM can hire developers directly as contract basis as,

|  |
| --- |
| Contract price per hour |
| Senior Developer: £  Junior Developer: £  Social Media Marketing: £  Search Engine Optimizer: £  Database Admin: £  Project Manager: £ |

*\*the schedule timetable and cost are estimated time and price respectively, it might vary and will depend on User Acceptance Testing and Feedback from ICTM subject to no major changes*

# Section 5: Payment Details

A2N will raise invoices as per the invoicing terms and milestones achieved phase by phase as mentioned above. ICTM will pay upfront 50% for each phase the start of the development process, the remaining balance will be paid upon the completion of the phase. A2N will start the development immediately upon receiving of the initial payment.

Mode of Payment: ICTM can pay by Cash/Cheque or can BACS transfer to the A2N bank account, details will be send with the Invoices. Alternatively pay PayPal, just transfer the fund to our email address and inform us through email, upon confirmation we will start the development process of the site.

**Other Terms**

* All charges above are approximate charges and are based on certain assumptions. Charges may increase or decrease in case of changes in the above specifications.
* The entire content of the website (including the images and text) has to be provided to us by the client in softcopy.
* At any point of time, no verbal commitments will be entertained.
* We will not be responsible for any delays in project delivery caused by any delay for inputs required from clients end.
* Change requests within scope of project would be entertained up to 15 days after the project delivery.

# Section 6: System Environment

**Proposed System Environment**

Keeping the requirements into consideration, A2N proposes to use LAMP technology with latest versions of PHP version 6x for the Development Environment, MySQL 5x as the Database, Linux as a server’s operating system and Apache 2x as the Web Server, will use framework WordPress/Code Ignitor from open-source software distributed under the GPL ("GNU General Public License") .This combination provides a powerful, flexible and highly scalable framework for all present and future business processes.

A2N will provide the ICTM will provide a dedicated server for hosting securely the site.

Minimum Technical Configuration of Hosting Server:

3.0GHz Quad core Processor

2x500 GB disk drive

500 GB bandwidth

8 GB RAM

Linux: Centos or Red Hat

Required Software Configuration for testing:

Any PC with latest browsers of IE, Firefox, Chrome and Safari

Mobile devices with Android and iOS

# Section 7: Support Service and Other Terms

A2N will provide Bug Fixation Warranty free of charge for 30 days from the date of acceptance of the project for the correction of any errors in the developed website that may be attributed to A2N.

However, this does not cover modifications by the client, or use of the website on an environment other than the proposed environment, or other circumstances outside A2N reasonable control. In such a case A2N reserves the right to charge for its services. All error corrections will be executed at A2N. In the event of any need for on-site work, all expenses incurred for such trips will be payable to A2N by the ICTM.

**Ownership**

The ownership of the software and documentation shall rest with the client. The concept and design of the software shall be the intellectual

property of the client.

**Termination**

* In the very unlikely event that A2N is unable to complete the agreed work for ICTM for any reason, e.g. ill health or unforeseen technical issues, A2N’s liability is limited to a refund to ICTM of the deposit paid for a phase. In this case, any and all part completed work by A2N remains the property of ICTM.
* Should ICTM wish to terminate this agreement before completion of work by A2N, payment settlement to A2N is required according to the proportion of work already completed at the time, with a minimum settlement of the deposit for the ongoing phase. In this case, any and all part completed work by A2N remains the property of ICTM.

**Declaration**

I have read, fully understand and agree to the terms of this specification, quotation.

Signed ..............................................................................................

Print Name ........................................................................................

Date ...................................................................................................