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| WEBSITE DESIGN SPECIFICATIONS FOR **“www.aswarco.com.sa”** |
| **QInfotech Solutions**  Integrating Quality & Performance |

Revision History

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| --- | --- | --- | --- | --- |
| **Revision #** | **Revised on** | **Description of Change** | **Author** | **Version** |
| 1 | 10/May/2013 | Initial Understanding | Mustafa Qureshi | 1.0 |
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**Cover Letter**

Hello ,

We welcome the opportunity to work on the **“www.aswarco.com.sa”** with you. The concept provided is quite a good one in a true sense.

The proposal detail provided below is a result of strong & honest analytical thinking of our business analyst assigned to your project. We have well versed & dedicated team of professionals in each of our department – Analysis, Development, Quality Control and SEO . We ensure that each professional working with us is capable to meet the industry standards.

QInfotech believes in working in cooperation with the client to maximize the clarity in the project scope. This involves regular communication with the client through means such as chat, query mails and telephonic/voice chat.

We are available on Gmail, Skype and over telephone, in case anything needs to be clarified from us.

Regards,

**Mustafa Qureshi**

**604.767.0944**

**info@q-infotech.com**

**QInfotech Solutions**

**www.q-infotech.com**

1. **Objective**

The objective of this document is to provide detailed specification of **“www.aswarco.com.sa”**. The document will cover all the functionalities and features that will be delivered .

1. **Project Overview**

We have to design and deliver a website which will provide platform for www.aswarco.com.sa to Display Products and Services to Potential Buyers and also the Buying process take place online on the Web site through a Shopping Cart , Here buyers will place there order online and can get the products delivered. Also the Site will be Marketing and a Lead Generation Tool

During the development, we will put the content in a professional way as well as we will keep in mind optimization of pages for better placement in search engines. Website navigation will be user friendly.

1. **Scope of The Project**

* UI Design
* Logo Design
* Development and Coding
* QA and Testing

1. **Deliverables**

* Complete Source Code
* PSD files of the design
* Deployment of the application

1. **Site Design**

We will develop smart & appealing designs that will attracts viewers & effectively convey your message so that you get results. Your website is easy to navigate & is aesthetically good. Our designs will be like that:

* Matches your company's image
* create a unique website design that is pleasing
* is easy to navigate
* strike a balance between good-quality images & fast download time
* ensure your site is viewed correctly on all web browsers & any size of monitor
* ensure your website design looks good at any resolution

1. **Browser Compatibility**

* IE 7.0+
* Firefox Mozilla + (Window and Mac)
* Safari (Window and Mac)
* Google Chrome
* Mobile Phones like iphone , Android , Blackberry

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**Site Visitor Section**

* **Home Page**

Home Page is presenting all the key navigations summary in different sections by clicking on these sections user can redirect to different pages to view the entire details of that particular section with pictorial representation. Admin can manage home page content.

* **Help**

This will be a page which will provide access to help/FAQ for user assistance.

* **Products**

This Section will showcase the product and

* **Shop**

Here the Products which can be purchased online will be listed here

* **Social Media Integration**

The web Site will have Social Media Integration with all the landing pages

* **Email News Letter**

The Site will have a mechanism for Harvesting Customers Information Like Email Name and possibly Phone Numbers

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* **Contact Us**

This page will have mailing address, phone no. and other contact information, as static content. The form will have the following form fields that will allow the user to email.

An email will be sent to a designated admin email address.

* Name \*
* Email \*
* Comment \*
* Contact Info\*
* Options for corporate Communication
* Submit/Cancel Button
* **Static Page**

There will be few static pages as follows:

* Terms and Conditions
* Privacy Policy
* About Us
* Copyright

**FLOWGRAPH**

**Design Approach:**

**Our Design Approach is oriented towards the bottom line of the business which is Generating more business and profits**

**Web Marketing :**

Every website is a marketing effort. Sooner or later, your site involves an interaction with a user, and that interaction won't be 100% technical. You have to sell the engagement, the interaction and the story you have in mind. While websites have always involved technology, the tech is secondary to your ability to get your point across.

**Admin Section**

**Content management allows you to be self-sufficient in the addition & editing of your website content.**

A content management system (CMS) is a system used to organize & facilitate creation of documents & other content.

Website Content Management System (CMS) - Update your own Website with a Content Editing System. Website content management systems facilitate people with basic computer skills should be capable of using to edit their own websites. We will provide CMS featured websites that is fully editable by the owner.

The benefits of our Online Content Management System:

1. Reduced costs, as updates are done in-house
2. Improved accountability through content tracking & work history
3. Consistent, accurate layout of content across your website
4. Review & control procedure on all content publishing
5. Centralized management of content for multiple information sections
6. **Security Features**

* Captcha Verification
* Encrypted Password

1. **Development Framework**

* **Proposed Technology:** PHP/JavaScript
* **Server Side Scripting:** PHP
* **Client Side Scripting:** JavaScript
* **Database:** My-SQL
* **Programming Style:** MVC Platform
* **Client Front End:** HTML
* **Server:** Linux

1. **Project Team**We are planning to involve following resources for your job once we get started -

* 1 Project Head cum Sr. Developer
* 1 Developer
* 1 Layout Designer (taking care of all UI designs)
* 1 XHTML Designer (taking care of all XHTML work)
* QC team to take care of all quality checking, testing etc.

1. **Some Important Points**
   1. All text matter will be provided only by you.
   2. After completing the project we will provide you all the source code, text/content, graphics files & other related files.
   3. During the whole development we need assistance from your side.
   4. During the whole development our project leader will be in touch with you & he will keep updated you about the work.
   5. You will have all the copyrights & permissions of the site.
   6. If any kind of image/script/API or any other thing, which is required to be used in the site & involves additional payment to purchase it, we'll intimate you about it. Such payments are needed to be borne by the client & provide us with such image/script/API etc. Our quote will be exclusive of licensing cost of any third party application and hosting
   7. We have taken documents **“sent by you”** as reference while preparing the specifications' doc & have listed all what we understood & found there. Yet, it is quite possible that we might not have noted some features in the reference site/document. Our quote is specifically based on the features listed in the specifications doc. Therefore, any other feature, which is not listed by us in the specifications doc, will not be considered as part of the quote & hence, will be quoted separately when we are intimated about any such thing later.
   8. Our quote is specifically for website development work & hence hosting, data entry etc. or any other such things are not included. Such services will be quoted & charged separately, if & when required.
   9. Quote may vary according to scope alteration
2. **Time Frame**Beta Launching – 25 **Working Days**Final Launching – **30 Working Days**
3. **Cost-**
4. **Warranty**

We will provide you 180 days technical support & training after completing the job. Our customer care executive will respond to your queries within 24 hours of receiving them.

If you have any questions, please do not hesitate to contact me through email or on IM at your earliest convenience. Lastly, I want to wish you the best of luck on your project & thank you for taking the time to review our project analysis!

**CONFIDENTIAL**