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| **Document Control Sheet** | |
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# 1.0 Overview

This document describes module understanding and scope defining of a web portal that will be used by web portal user (Buyer) . There are two types of users using this portal and those users will be Administrator and Buyer. Buyer can register on the portal and pay online to purchase product, he can manage his profile and shipping address, track his order, login via FB etc.

Web Portal will be SEO friendly and support multi language and multi currencies.

# 2.0 Targeted Audience

The document is intended for the users those are non-technical and wants to review the development modules and efforts estimations of this web portal development.

# 3.0 Project Definition and Understanding

The development team would need to create a web portal where guest users can also access and search the product & review its attributes . User will be login/ register to purchase product. There will be two types of users who are going to use this portal; Administrator and Buyer.

Administrator can create new users for the portal and those user can use the portal according to their access level.

Admin will manage inventory and able to review order history & financial reports with various filtration options.

Buyer can review the product description with or without login. Login would be mandatory to buy any product.

We propose to develop this portal with HTML5 to achieve responsive website so that it can be accessible and used on the tablets and smart phones as well.

# 4.0 Development technologies

* Programming Language: PHP 5.X
* CMS: Magento
* Markup Language: HTML5
* CSS Framework: Bootstrap 2.3.X
* RDBMS: MySql 5.X

# 5.0 Development Phases or modules

## 5.1 prototype designing

The development will start with the prototype designing i.e. wire-framing. The wire-frames are nothing but the raw pictorial screens; so that we can define the initial scope of the project and client approval on each screen consolidates the requirements of a particular module as well.

## 5.2 Magento Installation & Security Design Implementation

This development phase includes:

* Server Setup & Third Party utility application installation
* Magento Installation
* SSL Certificate implementation
* Mapping database with test values

## 5.3 portal Responsive layout designing

This development phase includes:

* Paid responsive Magento themes available which saves our development time. Few references are mentioned below:

1. <http://themeforest.net/category/ecommerce/magento>
2. <http://meigeeteam.com/magento-themes/>

* Cross browser testing of the layout (IE 9 and higher, Mozilla FF, Chrome, Safari) \* *as we need the layout responsive which should work on smart phones and tablets; it would not work on the IE version those are lesser than version 9 but those would be having generic view for less than version 9 and up to version 8 only*
* Layout testing on smart phones and tablets

## 5.4 application module development

This is a major phase of the application development and includes real business logic and programming code implementation. The major modules which need to be developed for this application are:

### 5.4.1 Theme Integration

Responsive theme integration in Magento and testing on tablets, mobile devices and desktop browsers.

### 5.4.2 Home Page

User can direct register via email OR his/ her facebook account. To purchase product, login will be mandatory. Login window will appear along with the fields to enter username and password. Only authorized users (who have the correct credentials) can logged in to the system by passing through this login screen.

### 5.4.3 Dynamic Menu & Search

User can navigate the web application by dynamic menus and search the various categories and products.

Product attributes (name, image, price, description, availability in stock, shipping options etc.) will be managed by admin panel.

### 5.4.4 Multi language support

Separate language files need to manage via Magento admin panel for multi language. There are dropdown in frontend to select language and all dynamic & static content of website will convert in to the selected language.

### 5.4.5 Payment Gateway & Multi currency support

Custom component need to be develop for SADAD integration.

### 5.4.6 Return Product Management

User can return or cancel his order and the amount his credited on same account from where it is deducted.

This process will be automated and for “Return product management” there are saperate plugin available for Magento.

### 5.4.7 Order history

User can see the list of orders placed by him. This is mandatory to login on web portal to see the order history.

### 5.4.8 Social media integration

Various Social media integration (FB , Google, twitter ) for user login & sharing. This supports login via social media (no need to fill registration form) and sharing of content on his /her FB wall.

### 5.4.9 Deals offers & discount

Deals, offers & discount will be managed by admin panel. There are certain products for which admin can set the discount/ offer which appear on the website and attract guest user to purchase that product.

### 5.4.10 Rating & Reviews

User can post his reviews & rating which is visible to all other user after getting approved from website admin.

Average rating will be shown on each product.

### 5.4.11 Inventory Managment by admiN Panel

Admin will manage the whole inventory (Product categories , product attributes , stock availability etc) via admin panel.

### 5.4.12 Shipping API Integration

For shipping module we an use 'FedEx, DHL, UPS, USPS or Flat Rate' API which is compatible for magento. Also we can use aramex plugin for shipping.

<http://www.magentocommerce.com/magento-connect/aramex-shipping-and-tracking-extension.html>

### 5.4.13 Payment GatEways

User can pay via three ways in this web application:

* Credit / Debit card. (Via Paypal API)
* Paypal Account (Via Paypal API)
* SADAD Gateway

### 5.4.14 Related Product Manager

Magento provides plugin which shows random list of related products.

<http://www.magentocommerce.com/magento-connect/related-products-manager.html>

### 5.4.15 Hosted on Amazon

Final tested version of the Website will be hosted on amazon cloud.

### 5.4.16 SEO Friendly

Magento generates search engine friendly URLs even down to the links in the Layered Navigation, sitemaps for search engine submission as well as for display on site, and a popular search terms page.

## 5.5 application testing and bug fixing

The modular testing will be in progress with the development of each module and then after completion of these modules the application testing phase will include:

* Functional testing
* User acceptance testing
* Issues and bug fixing

## 5.6 project communication and reporting

Project communication also involved planning and evolution of the project. In order to accomplished project management, communication and reporting the development team will be responsible for:

* Defining a delivery plan with milestones (Using any PMS tool like RedMine)
* Sending daily updates of the project (If requested by client on daily basis)
* Sending weekly progress report of the project

## 5.7 Setup and deployment

Setup and deployment involves

* Setting up different environment (Development, Testing and Production)
* Managing version with SVN/GIT
* Deployment of final and tested version of application on to the Amazon cloud.

# 6.0 Assumptions

* Paypal and SADAD need to be integrate as a payment gateway.
* Concept of multiple store/ seller is not included.
* Ready Magento theme will provided by client.
* Only one shipping API integration.

# 7.0 development team (proposed)

* One Project Manager or Sr. Architecture
* Two Senior Developer
* One Tester / QA
* One Server administrator

# 8.0 Time Estimations

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| --- | --- |
| **Modules** | **Estimated Hours** |
| - Prototype Designing | 8 |
| - Magento Installation & theme integration | 30 |
| - Application Modules Development | 320 |
| - SADAD, Paypal Gateway & Shipping API | 80 |
| - Manage development, testing & Production environment. | 12 |
| - Hosting on cloud & SSL | 24 |
| - Application functional Testing | 40 |
| - Project Communication & Reporting | 28 |
|  |  |
| **Total Estimated Hours** | **542** |

# 9.0 cost Estimations

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| --- | --- |
| **Modules** | **Cost ($)** |
| - Development Cost |  |
| - Theme & Return policy Component purchasing | $500 |
| **Total Estimated Cost** | **$** |

Total delivery time will be 8 weeks. Another one week a part from delivery time will be required for UAT (User Acceptance Testing) & Deployment.

This estimation includes **6 months of free bug support** after the delivery of the project.

# 10.0 Payment terms & conditions

**Upfront Payment :** 15% of total contracted value deposited upon signing the contract.

**Milestone 1 :** 30% of total contracted value deposited upon milestone-1 completion.

**Milestone 2 :** 30% of total contracted value deposited upon milestone-2 completion.

**Final Payment :** Rest 25% would be paid upon UAT from client.

# 11.0 standard Disclaimer

The numbers represented above are to be used as an estimate for the project discussed. Estimates are subject to change if project specifications are changed.