

North South University

Project Proposal & Future Plans

Of

“Surprise Celebration”

Course

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CSE299

Junior Design Project

Section: 08

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**Project Briefing**

**Title: Surprise Celebration**

In this growing world of technology, a company doesn’t need to have an office to reach out their clients. They can have a virtual office through which they can easily communicate with their clients 24/7, 365. Not only having a virtual office is beneficial to company-client communication but also it is beneficial to employees who work for that company. Instead of going to office every day, they can be at their home doing office work when there is any work to do.

In today’s busy world, people are forgetting a normal life slowly and becoming more robotic day by day. They don’t have much time for their loved ones but that’s not even their fault. It takes time to do something, to plan something for family and friends. But the majority of people have the only problem and that is “lack of time to do something for their loved ones”. That’s where our solution will step forward. A client will just think of doing something for his/her loved ones and we’ll do the rest. We will arrange any surprise program on behalf of our clients as per their choice for their loved ones. We will offer decorations, gifts and cakes primarily. In future we will extend our services and products as per our client’s demand.

The website will be open for any client to view the services, products and pricing but will only allow registered users to perform any operation. To register, clients will have to provide with their basic information, email addresses, phone numbers and passwords for their new accounts. They will also be able to be registered and logged in through their Google or Facebook accounts. Primarily their email addresses will be set as their user id to log into their accounts. Once registered, clients can enjoy the full shopping experience the website is providing by simply logging into their respective accounts.

The administrators will have complete access to the website (except confidential data of the customers). They will be able to add or remove managers, modify the contents of the website and also update the services and products list. They will be able to reset the password of a client in case of forgotten password. They will be able to view the financial statements, the monthly / yearly revenues. Thus they will be able to monitor the whole system.

**The website**

**Home Page**

This will contain some links and news of some of the latest offers. And also links to Create Account, Login, Services and Products Pages.

**About**

This page section will contain a small description about us. It will also contain description about the services and the products. There will be some statistics about us and paragraphs about how we started and what our objective is. The section might contain some insights of how the products are made.

**Contact Us**

This section will contain some useful contact links. Clients will also be able to see all our contact information like our operational address, phone numbers, email addresses. We will also create a contact form for clients to communicate with us. They will be able to communicate with us through that form even if they are not our registered clients.

**Portfolio**

This section will contain the history of all works done by us. We will arrange our works categorically. With every work, we will attach some descriptions about that work. We will also attach a huge collection of pictures with each work history.

**Services**

We will categorize our services into followings for the time being. In future we will expand those services into many more categories.

* Birthdays
* Anniversaries
* Occasional Celebrations
* Others

Each of the categories will have description, decoration plans and pricing. Clients will have the flexibility of making a package of their own. Pricing will be based on their pickings. Although there will be some premade packages with fixed pricings as well.

**Products**

We will have our own products to decorate client’s planning. For the time being, we will categorize our products into followings:

* Cakes
* Gifts
* Cards

Clients will be able to order our products even if they are not taking any service from us. That’s why these products will be separated from services.

**Create Account**

This will be the signup page for clients. A client will have to provide that information mentioned below to signup:

* First Name
* Last Name
* Date of Birth
* Email Address
* Password (Create New)
* Confirm Password
* Mobile Number
* Residential Address

The email address will be used as the unique identity. Client will have to submit their email and password to login.

**Login**

The login session will require two fields:

* Email
* Password

There will also be options of signing in with Google or Facebook accounts for clients’ easy access to our site.

Singing in to the account, the client will be able to select the desired service and product in order to continue the purchase. The clients will also be able to view their personal information; which they will also be able to change. Clients are recommended to log out of their account when they leave the website for security reasons.

**Service and Product Purchase**

There will be some premade packages of services and a detailed product list. Clients will be able to choose among those options. In case of services or products, clients will have the flexibility of creating a package of his/her choice. This option will be called “Make your own package”. After being done with choosing package/product, clients will have the pricing detail showing up on his/her screen. Then if s/he confirms the order, s/he will have to advance 50% of the total payment. We will integrate payment systems like bkash, ucash, rocket and card payments.

**Manager Login**

Managers will have a separate URL to login to their accounts. Manager Account may be created from an Administration Account only. Managers will be able to perform the following tasks:

* View all services and products.
* View all information about the services and products.
* Add a service/product.
* Remove a service/product.
* Modify a service/product.
* View the monthly sales datasheet.
* Retrieve any client’s account by resetting and setting a default password upon request.
* Delete client’s Account.

Managers will not be able to view any confidential data of the clients or of the company itself. They will only be able to ensure that the website is always updated and the clients are not facing any issues.

**Administration Login**

Administration will have full access to the website and its database (except the confidential information of the users). There will be a default administration account with a separate URL.

List of activities associated with this type of accounts are:

* View all services/products.
* View all information about the services/products.
* Add a service/product.
* Remove a service/product.
* Modify a service/product.
* Retrieve any client’s account by resetting and setting a default password upon request.
* Delete client’s Account.
* Add Manager’s Account.
* Delete Manager’s Account.
* Modify Manager’s Account.
* View the monthly sales datasheet.
* View the financial statement of the company.

Creating Manager/Administration Accounts will require:

* First Name
* Last Name
* Address
* Cell Phone Number
* Email Address

**Real Life Impact**

We are assuming of having a great real life impact of this solution of ours to the society. As we mentioned earlier in the briefing that people are leading a robotic life now a days, our solution to life will bring them more flexibility in life. It will bring more joy in their lives. In spite of being busy, they will be able to make some smiles on their love ones’ faces. For example if someone’s mother’s birthday is coming but he is going through a tough time at work, then he can use our website to arrange a surprise birthday party for his mother. By this he will be able to keep both his work and personal life up together.

**Market Deployment and Business Model**

**Business Partners**

Any event management company or brand can be our business partner. Again most food and pastry wholesale shops will also be our partners. Every brand and shops will be given their own specialized website as per their own desire. They won’t have to provide us any of their own confidential information’s as they will be provided with the administration panels of the website that is easy to use and the companies and shops can monitor on their own. But the company and the shops need to be aware that for routine updates and any other maintenances the following data will become visible to us:

* Product name
* Product price
* Product details
* Product cost
* Customer details
* Employee details
* Financial statements
* Sales history

The functionalities available to the business partners are already listed in Manager login and Administrative login sector.

**Banking partners**

Our solution will try to incorporate as many banking partners as possible to ensure a seamless experience for the customers.

The banking partner needs to be aware that the service/product will have access to these information:

* Transaction time of the order placed.
* Transaction ID of the customer.
* User making the transaction.
* Transaction amount.

We will also use integrate payment systems like bkash, ucash, rocket and card payments for transactions.

**Security Service Partners**

The service/product will also require additional partners those provide security services for the online world. We will use security partners like Sitelock, Okta and Proofpoint etc. Which will provide the website**Daily malware scans, Automatic malware removal, Web Application Firewall, and will help us to remove the site from Google’s blacklist, DDoS attack protection, Website acceleration & PCI compliant.** Our security partners will have to ensure the security of us and as well as of the clients.

**Revenue**

The main costs incurred by our solution are listed below.

* Acquiring a domain name.
* Incorporating banking partners.
* Incorporating security services.
* Including additional features (like paid fonts, themes, APIs).
* Employee charges
* FTP services if required.

Again we can earn some money by using PPC advertising. Google AdSense is the most popular option under this category. Again we will also use Cost per Mile advertising where we will be paid accordingly to our web pages.  
The percentage with the banking partners haven’t been fixed yet. It will occupied via negotiation later on.

**Market Deployment**

The solution will be released as website into the online world. The website will feature our information so that any willing organization will be able to contact us. Besides some promotional initiatives to be done via digital marketing and some field work as well to run the website smoothly.