Big Boss Pizzas
eCommerce website PROPOSAL

Meshon PTY LTD
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Overview

The purpose of the project is to execute a complete design & development of BIG BOSS PIZZA's 180 Beaudesert Rd, Moorooka QLD 4105, bigbosspizzas@hotmail.com. The new website will feature all the elements, functions, and specifications as mentioned in the scope of work section later in the document.

MESHON will ensure the user experience is unique and remain particularly smooth and simple. The design will be high-end, pleasant and clean.

The major web technologies used on the website will be HTML, PHP, JavaScript, CAPTCHA, MySQL and CSS.

The main goal of this proposal is to determine an accurate time and budget estimate, as well as determine the main technological route, web technologies, methodologies, phases of work, and other important details to best achieve BIG BOSS PIZZAS' business and creative goals.

Please view the section "Scope of Work" for the proposed project specifications which is geared towards the launch of BIG BOSS PIZZAS' industry focused website.

MESHON will build your Ecommerce website for Restaurant using the latest framework of website and online order system. Latest framework is used by more than a million brands around the world, and is known for its ease of use, security, and scalability.

Scope of Work

This section provides the summary of requirements provided by BIG BOSS PIZZAS. It is by no means a comprehensive list. MESHON will go far and beyond to fulfil all the requirements of BIG BOSS PIZZAS to meet their business objectives.

Web Design and Development

Based on our preliminary discussion over the meeting, we have identified and listed below the Needs and Solutions that we want to address in this project.

- o   Ecommerce Website Designing & Development
- o   Payment Gateway Setup / Configuration
- o   Integration with social media and Lightspeed POS
- o   Maintenance Support Agreement
- o   UI/UX of the website will be of a class that provides intuitive navigation and graphical interface.
- o   Website will be light and load easily.
- o   Overall design & solution will be flexible, scalable and maintainable.
- o   Website will be compatible with all three major latest browsers (Internet explorer, Chrome, Safari)
- o   Website will be built in CMS software.
- o   Website will be responsive on major mobile platforms i.e., iOS and android.
- o   We will use web optimized images which most suit your website without compromising on the quality. This will enable fast loading of the website.

Operating System and Environment
- o   Website will be developed to support hosting on Linux environment.
- o   Website will be developed using PHP with MySQL as a backend database.

Content Management System (CMS)
- o   The CMS which is one of the most popular, reliable and easy to use CMS.
- o   Image cropping, alignment, resizing and basic editing
- o   Blogs option
- o   Social media linkage
- o   301 redirects for those URLs that change (or retain current URLs).

Search Engine Optimization

- o   Basic Website optimization for search engines
- o   Search Engine Friendly URLs will be built

Photography

MESHON will not use clipart or freely available images for the website. Only professional grade stock images will be used. For this website, 10 high quality stock images will be provided. All images required to be used for the website after the first 10, will incur an additional cost of AUD 50 per image.

Template design

Professional theme will be used for auto part sale after approval from business user. MESHON will customized the solution as per defined in scope.

Home page customization

- o   Post new content to your company website
- o   Top Menu Implementation with submenu support
- o   Copyrights Footer module Implementation
- o   Footer Menu Implementation ⌉ Left / Right side Custom text module
- o   Quick Contact Info module
- o   Inner Page Design and Customization, the layout will be differing from the Homepage

Website features

- o   Menu listing import option from lightspeed POS
- o   Nutrition facts and allergens info
- o   Options to add toppings and extra ingredients to products
- o   Order hours
- o   Time Zone, so you don't depend on the hosting server time
- o   Option Message to customers when your restaurant is closed
- o   Option to display a countdown till the next opening
- o   Option to hide add to cart buttons, so users can't even add products to their shopping cart
- o   Option to override the current schedule and open/close your shop immediately
- o   The Drag and Drop Timetable where you create your working hours
- o   Option to set holiday/vacation days when the default timetable will be ignored and the shop will stay closed.
- o   Option to clear the user's cart when shop state is changed

- o   Option Build your pizza can be set globally (for all products or specific categories) or on per product basis

Content pages
- o   Inner Page Design and Customization, the layout will be differing from the Homepage
- o   Adding content pages up to 10 pages with proper alignment
- o   One or more images included in the page
- o   A content page includes company profile, about us, Service details, vision-mission, History about company and Privacy policy etc.

Slide show
- o   Ability to add images to the banner slide show
- o   Ability to view/edit the images in the banner slideshow
- o   Ability to delete the images in the banner slideshow

Front end
- o   Ability to delete the images in the banner slideshow
- o   Basic and Advance search option
- o   Search result page with listing all matched entries with navigation
- o   After select any one of the lists, goes to the Entry detailed page
- o   Option for select the entries from Alphabet

User registration process
- o   Option for select the entries from Alphabet
- o   User Registration with specific fields like Username, Name, Email, Password,
- o   Account activation using email verification code to avoid the junk registration
- o   Login Module for user login from the front end
- o   Recovery Password Option
- o   Credit Customers will be created by admin. A credit code will be generated and sent to that customer to avail credit.

User profile page
- o   After login user can view their profile page
- o   User can edit the profile details.

- o   User can change the password.
- o   The profile page has the following options
  - o   My accounts
  - o   Dashboard
  - o   My orders
  - o   Addresses
  - o   My wish list

User management – admin functionality

- o   The profile page has the following options
  - o   Admin can
  - o   View all the user list
  - o   Edit the user profile details
  - o   Delete / Block any user

Header

- o   Home
- o   Menu
- o   Deals
- o   Contact us
- o   Cart

Main menu

- o   Home
- o   About us
- o   Menu
  - o   Categories and sub categories
- o   Deals
- o   Blog
- o   Contact us

Note: Main menu is subjected to change based on the client requirement

Product catalogue / catalogue management

- o   Contact us
- o   The page is designed with the list of Menu items
- o   Each menu item is show with an image and the basic information

- o   The page is sorted by category (Combo Pizza Deals, Speciality Pizzas, Gourmet Pizzas, Sides, Kids Menu, Cold Drinks)
- o   Admin can add/edit/delete menu items

Quick links

- o   Menu
- o   Combo Deals
- o   Speciality Pizzas
- o   Kids Menu

Product page

- o   Quick Look (add to cart)
- o   Zoom In effect
- o   Product Information
- o   Specification
- o   Extras options
- o   Add to cart
- o   Order now

Shopping Cart & Checkout

- o   User can click the buy now button, it will be added in their cart
- o   Again, giving option for continue shopping or go to checkout
- o   Check out page process, showing the cart item list
- o   User can update / delete the Items from the shopping cart
- o   Order delivery (pickup or delivery) methods restaurant site select page option
- o   Automatic transmission of order if selected "delivery" option
- o   Billing information collect page
- o   Order confirmation page
- o   Shopping Cart with product images and editable quantities
- o   Estimated shipping cost and tax before check-out
- o   Pre-registered auto fill fields

Orders and reports

- o   Uploading orders to lightspeed POS
- o   SMS to relevant site's listed reception mobile as backup
- o   Once food is ready to pickup, SMS, and email to customer

o   Admin can
        o   View all the Orders list
        o   Manage the orders of the user.
        o   Accept/reject the order.
        o   View the reports

SEO friendly (admin and user functionality)

o   Others
o   Page title, Meta Description & Headings
o   Sitemap generation
o   Keywords management
o   Duplicates management
o   Facebook & Instagram Page Posting and Campaigns

Footer

o   The footer menu mainly consists of
        o   About us, Privacy policy, Security, Newsletter, Terms and conditions

Contact us page

o   Contact us page will have with form with 5 to 6 fields
o   Once the form submitted, email will go to Admin emailed
o   Display the address of the Office location
o   Google Map support for display the restaurant site Locations

Testing and fixing bugs

o   Quality testing for the entire website
o   Fixing if any bug is found

Deliverable

o   Complete website development and order management for restaurant
o   Integration with FB ordering, Whatsapp ordering, Instagram ordering, Google Forms and LightSpeed POS (API available)
o   Payment gateway integration
o   Domain and website hosting on eCommerce grade server
o   Cloudflare website protection against threats and hackers

- o   Website SSL certificate first year inclusive, (yearly cost AUD$100)
- o   Penetration testing report of the delivered solution
- o   User training (One time)

Web Staff Dedicated for The Project

The planned dedicated resources for Big Boss Pizzas website will include;

1. Account Manager, and
2. An Experienced Web Developer

Project Deliverables Phases and Timelines

The primary purpose of this project at Meshon PTY LTD [MESHON] is to design and develop company website to portray BIG BOSS PIZZAS aims and objectives for services for its members and customers. The process includes building a visual representation and integration with the current technologies.

For this project, MESHON's work process will be a six-step methodology for delivering the complete web solution. The six-step process includes the following deliverables for the development of a high end cutting edge content management system.

Preliminary Research and Discovery Phase
   a. Gathering and finalisation of all the specifications of the project
   b. In-depth research of the field, market pool, and target population
   c. Establishing the strategy to best accomplish BIG BOSS PIZZAS goals within budget and timeframe
   d. Fine tuning the technological route for the design and development of the Website.
   e. Determining the full and final in-depth scope of the project

Preliminary Research – 5 day

Strategic Planning
   a. Conception of the main goals of the website and of the users' pathways, including what we call "the preferred customer pathways"
   b. Conception of the website's flow and features, the technologies that will be implemented, etc.
   c. Optimization of the navigation according to the conversion goals

Strategic Planning – 1 day

Web Design – Graphic Design Work

a. Conception and creation of the graphic theme of the website, including colour scheme, atmosphere, general look and feel, etc.
b. Actual design of the website based on the layouts and structures approved by BIG BOSS PIZZAS team.
c. Conception and creation of all the graphic elements of the portal.

Graphic design – 4 days

Front End Programming

a. Top quality coding of the web pages
b. Localized event management package advanced programming and integration of latest front-end web technologies for enhanced user experience and usability.

Front End Programming – 15 days
Advanced Back End Programming – 10 days

Quality Assurance and Launch

a. Extensive testing to ensure the website is 100% bug free and is fully compatible
b. Fine tuning the final details of the website design and features
c. Configuration and setup of the server that will host the website
d. Migration of the website to the live server and launch!

Front-end and usability testing– 2 days
Feature set and data flow testing – 3 days

Through the above 6 steps process, we will deliver all the services designed to exceed BIG BOSS PIZZAS expectations and needs. Once a client of MESHON, you will regularly communicate with your project manager, and be constantly involved with the work as well as updated on the team's progress.

Each step of the process is supported by the appropriate documentation and will go through its own QA process. The BIG BOSS PIZZAS team will fully approve each phase.