Web Design Proposal

The following proposal is for **Big Shop Co**.

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| About us As a fresh, new web developer, I bring a unique blend of creativity, passion, and work ethic to the field of web development. |

### Our job

With a keen eye for design and a fresh set of ideas, I am able to create websites that not only look great but are also highly functional and user-friendly. My passion for web development is evident in the time and effort I put into learning new programming languages, keeping up with the latest trends, and constantly improving my skills. My work ethic is second to none, and I am not satisfied until a project is completed to the highest possible standard. I approach each project enthusiastically and always look for ways to improve and innovate. My ability to collaborate effectively with other developers, designers, and stakeholders ensures that My ideas are heard and incorporated into the final product. As a fresh, new web developer with a great eye for design, fresh ideas, and a strong work ethic, you are well-positioned to make a meaningful impact in the field of web development.

Shopping Website

### The Design:

The website will include the following features:

* Fully responsive design
* The site language is English.
* Homepage: This will work as a welcome screen for Visitors/Customers. Customers can have information about different products sold on the site from this page. The customer can also explore all the main pages.
* About us: "About us", the beginning of the business, how the business grew, etc. Provides information about the business, such as

Products: Customers can find all products on the website and purchase from the same website. There may be different drop-down subpages, or the product categories may be separate pages. This can be decided at the design stage.

* Contact Us: A 'contact us' page typically includes your business contact information, your address, a map, and your customers' questions, feedback, suggestions, comments, sales inquiries, etc. Contains a form that you can submit. These details are sent to an email address chosen by you.
* Google Map on Contact Us Page: We will integrate Google Map on your Contact Us page which shows the exact location of your Business on the map. This helps your target audience find your business or reach you easily. In order for us to do this, your address must be trackable on a map by Google.
* Intermediate Product:
  + The customer searches for a product on the website.
  + The search module will use the "like search" module to provide product recommendations based on the terms used to search.
  + Customers can browse different products on their website on the home page as well as on the product page.
  + Customers can now navigate to the details page of certain products on the website.
  + When a customer clicks on a product, they will be taken to the product details page where customers can select the quantity they want to order and add the product to their cart.
  + The Cart and Checkout module is explained in detail later.
  + To complete the purchase, the customer/visitor must register as a new user and log in as an existing user.
* Product Details
  + Explanation
  + Picture
  + Price
  + Amount
  + Sizes
* Add to Basket:
  + The cart module will be incremented by one when an End User starts adding products to the cart.
  + Click on the cart icon and the system will redirect you to the cart page with columns for
    - Product Description
    - Amount
    - Price
    - Subtotal
  + Four buttons at the bottom: Add More, Delete, Continue Shopping, and Order.
  + Add More allows customers to increase the quantity and Delete removes the item from the cart.
* Register: The customer can register from the home page of the website
  + The registration fields are as follows:
  + First name
  + Last name
  + E-mail address
  + Mobile Number [RESTful API] (Verify with Application programming interface)
* Login: The customer can log in to the portal after successfully registering.
* Customer Dashboard
  + My profile:
    - Customers can view/edit profile information from My Profile.
    - The customer can edit or change his password.
  + My Cart: The customer can see the entire product that their added to their cart but did not complete the purchase.
  + My orders:
    - Customers can see all their orders.
    - Customers can see all their past orders.
    - Customers can download or view invoices for their orders.
    - Customers can also track their orders from the My Orders section.
    - Customers must provide the Tracking Number to track orders.
  + Address book:
    - The user can add as many addresses as they want.
    - Users can edit existing addresses and make any address default addresses.
  + Recently viewed products:
    - List of products recently viewed by customers.
  + Product Scan
    - Show featured product on the home page: Customers can see a few featured products on the home page set by the admin
    - Multiple images per product (maximum of 5)
    - Product image zoom feature (Cursor Navigation Zoom)
    - Product review and ratings
    - Availability Status

Admin Functions: The admin will be the controller of the website. They will be able to perform the following tasks:

* Admin Login: Log in as an administrator using a Secure User ID and Password
* Content Management System: CMS is a computer program that allows content to be published, edited, modified, and maintained from a central interface without programming knowledge. It typically uses a WYSIWYG CKeditor (What you see is what you get) editor where you paginate the content as if you were writing it into a Word document.
* user master:
  + Admin can add clients from User Homepage
  + Admin can edit/delete Users from User Homepage
  + Admin can set user account active/inactive from User Home
* Category Manager:
  + Admin can create as many product categories as they want from Category Homepage Admin can edit/delete product categories from Category Homepage
  + Admin can set active/passive categories from Category Homepage.
  + There are **2** levels of categories
* Admin can add/update/delete products.
* The Product Data Attribute will be as follows: (Details to be decided later)
  + General Details:
    - Name of the product
    - Product Category
    - Product image
    - Product General Price
    - Product Sales Price
    - Discount Start Date
    - Sale End Date
    - Product Description
    - Remaining product Stock no
* Shipping Fee:
  + Set the purchase above the price where shipping is Free.
  + Set shipping rate
* Order Management:  
  Order management is the management of business processes related to Product orders. The term Order Management refers to the set of actions a retailer/merchant must take to deliver the goods a customer has ordered.
* Admin can click on related orders to find their details.
* The administrator can send an email notification to the customer that the order is on its way.[**Status order**]
* Track Order: Admin can track the order along with the customer order
* Customer Management:
  + Search and sort to easily find customers by first and last name.
  + Manage customer accounts.
  + View customer details and previous orders.
  + Disable customer accounts.
  + Export customers to Excel.
* Responsive Website Design: Responsive Web Design (RWD) across a wide range of devices (from mobile to phones to desktop monitors)
* Favicon: Also known as a shortcut icon, Website icon, tab icon, or bookmark icon, a favicon (short for Favorite icon) is a small image displayed in a browser's Title bar or URL window when your website loads.
* SEO-Friendly URLs: URLs created to fulfill the requirements of both users and searchers
* Viewing Social Media Links: Social media pages like Facebook, and Instagram
* Support for Latest Browsers: Lots of Internet Browsers are available
* Post-Stream Live Support (12 Months): For your peace of mind, we provide free support for any bugs; minor technical issues, etc. However, this support does not include any enhancement or change requests.

### Customer Deliveries:

* **Logo**
* **Specialization** User ID and Password to upload files after study and testing are complete
* **Homeowner** Server Details to transfer files on the server
* Payment Provider **API** (Mobile service)

These features will allow you to trust your website as a focal point for your digital marketing efforts and make it possible for your customers and prospects to interact with your brand across all their computers, smartphones, and tablets.

### Development Timeline

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| --- | --- | --- |
| **Milestone** | **To do** | **Number of Days** |
| First Wireframes | Create wireframes of the website pages  Define user flow and site navigation  Review wireframes with stakeholders and make necessary revisions | 12 Days |
| mock-ups | Design mock-ups of the website pages  Incorporate branding elements (e.g., logo, colors, fonts)  Review mock-ups with stakeholders and make necessary revisions | 30 Days |
| Functional Prototype | Develop a functional prototype of the website  Implement site navigation and user flow  Add basic functionality (e.g., forms, search) | 30 Days |
| Private Distribution | Conduct private distribution of the prototype to a select group of testers  Collect feedback and make necessary revisions  Test website performance and make any necessary optimizations | 5 Days |
| Testing | Conduct testing of the website with a larger group of users  Analyze user feedback and make any necessary adjustments  Test website security and address any vulnerabilities | 9 Days |
| Public Distribution | Conduct public distribution of the website  Launch the website to the public  Monitor website performance and address any issues that arise | 4 Days |

## **Time estimation**:

The time taken to design and develop the website from scratch is 90 Business Days.

### Our Quote

The following is an estimated price quote for the proposed project

Date of the quote: March 30, 2023

Total: $55,000.00

### Technology:

We will provide you with a full-featured and secure admin control panel.

* Website Design: Graphics [PSD/HTML]
* CMS Platform: CKeditor
* Framework: Laravel
* Technology: L.A.M.P.
* L:-Linux (OS)
* A: - Apache (Server)
* M: - MySQL Database
* P: - PHP8.2

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### Our Payment Terms

Payment for the project will be made under the following conditions:

* We accept payment of 30% upon beginning of work.
* A further 50% to be paid up to 10 work days after the official launch of the site.
* The remainder of the fees to be paid 10 work days after the final round of debugging and tweaking.

### Please feel free to contact us

If you have any queries, require further explanations, or simply want to have a conversation about the concepts, please don’t hesitate to get in touch with us directly.

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💡Thank you for considering our offer. We are confident that our team's experience and skill set make us the perfect fit for your project. We look forward to the opportunity to work with you and create a successful website that meets your needs and exceeds your expectations. Please do not hesitate to contact us if you have any questions or concerns. Thank you again for your time and consideration.

Reference:

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