



Furniturerama Website Proposal

By Power Techs Inc.

Date 13 August 2020

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Project Title	Website Development for Furniturerama		
Submitted By	Power Techs	Submitted To	Steve George
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1. BACKGROUND

Furniturerama Website by Power Techs

In today's digital world, a business's website is often the first impression potential customers get of that business. In fact, more than 60% of today's purchases start online, and nearly all consumers state that company websites factor into their purchasing decisions. A reliable, well-designed website exposes your products and services to those who seek them and makes it easier for you to compete in a crowded marketplace. This is a proposal for a portfolio website, which will be targeting primarily people who are looking for IT solutions.

Power Techs has become a dynamic and fast-moving company in Client Solution Management in Information Technology in Canada and has proven itself to be one of the market leaders. We strive to provide you with the best solutions for your business needs. We have had the privilege of working with many brands around the world to build successful business websites. We have a strong web design background, supported by our knowledge of what makes any website a profitable marketing tool.

In this proposal, you will find a wealth of information related to the web design services that we offer. We have included visual snapshots of the website. You will also find information

regarding Power Techs' approach to web design project, and the costs associated with your website's design and creation.

Primary Audience: The primary audience for the website is almost all age groups but can be differentiated on-the-basis of their taste, interest and profession. The target audience will be people who are redecorating their place or are searching for new furniture. The website is made clear, with good color combinations so that it is easy on the eye for all users. The website is designed to be compatible with various browsers as well as responsive for mobile users.

Secondary Audience: The secondary audience are organizations and offices, who are looking for office furniture in bulk. In addition to this, the secondary audience would also include wholesalers who would buy our products for dropshipping.

Tertiary Audience: The tertiary audience of the website would be the employees working at physical stores who would use the website to help the customers with any issues in using the website or to find what they are looking for. In addition to this, the tertiary audience would include our competitors who might use the website to look at our offerings.

2. GOALS AND OBJECTIVES

The primary objective of this project is to deliver an attractive, fully functional, and easy to use website with proper security and authentication.

- Create appealing and accessible graphic design.
- Implement client company's personalized touch and branding in the website
- Deliver a website that matches the proposed design and is responsive

- Informatively organize the data on the website so that it is clear and concise
- Make all the web pages dynamic and not repetitive
- Add ability for customer to choose from wide range of products
- Implement customer and admin authentication
- Use password hashing for secure storage and usage of credentials
- Allow admin to read, delete, update, and add records in database through a nice GUI
- Allow customers to make safe payments
- Implement server security measures
- In conclusion, deliver a secure, user-friendly, attractive, and practical website.

3. PROJECT REQUIREMENTS AND DELIVERABLES

- Timeline
- Workback schedule
- Normalized database
- Attractive web design that compliments company's branding
- Website with sufficient webpages to implement all the proposed features
- Dynamic extraction of data
- Functionally working website
- User authentication
- Admin authentication
- Register and login facility
- Ability to CRUD the data for admins
- Ability to add the products in a cart and view the cart
- Facility to view and purchase the multiple products at a time
- Security implementations
- Website uploaded on the server

4. EXTRA FEATURES

- Promotional Code upon Checkout

Promotional/Discount codes are an effective way to boost sales as well as to track ROI on each marketing method. This extra feature of discount code will enable users to get deduction on the price by entering a specific code upon checkout. A separate table is to be created to store the promotional codes in the database, which can be managed by administrators.

- Customer Review

Customer review is important because many customers rely on reviews before making a final decision on purchase. A product detail page will have a customer review section, and users can read reviews regardless of authentication. However, only an authenticated user is allowed to leave a review.

5. ABOUT POWER TECHS

Why You Should Choose Power Techs

For over 25 years, **Power Techs** has helped companies communicate with confidence and deliver transformative IT business results by enabling powerful experiences that engage customers across multiple touchpoints, all strengthened by our technology expertise. Our service capabilities include strategic consulting, web design and development, and digital marketing and branding.

We Specialize in a few of content management systems such as:

- WordPress
- Drupal

We work with the newest and most widely used technology such as:

- HTML
- CSS
- PHP
- MYSQL
- React JS
- Angular JS

We are also proficient using various frameworks for web-projects including specializing using the Laravel framework.

6. POWER TECHS TEAM

Jasreen Kaur, Project Manager

Jasreen is a passionate and dedicated individual who believes in getting work done. She is highly organised and works in a structured manner to ensure that tasks are done smoothly. She thinks logically and analytically, which makes her an efficient programmer.



Jyoti Garg, Front-end Developer

Jyoti has always been interested in working as a developer since she started her career. During her Diploma course in Web Development, she developed skills in building both functional and aesthetic components of client websites. She believes that she is a unique blend of skills and passion.



Mykyta Gazul, Database Administrator

Mykyta is an enthusiastic Web Developer and loves creating and developing websites with the modern web solutions. He has Web Development Diploma from the University of Winnipeg, through which he gained advanced programming and designing skills. He is specialized in HTML, CSS, JavaScript, Database Modeling and PHP.



Raymond Wu, Graphic Designer

Raymond has a bachelor's degree of visual art from Macao Polytechnic Institute and diploma of Web development from University of Winnipeg. He is specialized in UI / UX design. Raymond is also a full stack web developer.



Slok Acharya, JavaScript Programmer

Slok graduated from Web Development class of 2019, the University of Winnipeg, PACE faculty. He has a passion for coding and computer programming and is eager to build full scale web-applications using the best web development practises and implementing problem solving skills. He says "I love to work on the back-end of websites, implement administrator functionality and Content Management Systems."



Smily Dawra, PHP Programmer

Smily has a bachelor's in computer science degree with an industry experience of 5 years in software and web development. She is energetic about building magnificent websites that improves the lives of people around her. She has expertise in making websites for customers ranging from individuals and small businesses all the way to large enterprise corporations.



Suelian Yoon, Server Configuration and Security Manager

Suelian is a passionate web developer, specialized in programming languages for front-end and back-end designing. She also has competitive knowledge and skills in LINUX server administration to help troubleshoot web-related performance issues. She has great attention to detail, and always pursues the best in projects she is working on.



7. INTERACTION BY USERS

1. Unauthenticated: Unauthenticated users will be able to browse through the website to view store items. Catalogues for items will be available in different categories and there will also be search functionality for the user to quickly search for their desired item. Users will also be able to add multiple items to their cart, however, before further proceeding with their order they will be prompted to sign-in.

2. Authenticated: Authenticated users will be able to continue to checkout their cart items to place an order or order a singular item without adding it to cart. Users will see a profile page with their saved information in the database. A list of their previous orders / invoices will be available for the user inside the 'orders' tab.

3. Administrators: Administrators will have direct C.R.U.D access to the database for addition, modification, or deletion of the primary entity (furniture). Admin users will see a table for each entity in the database.

8. SECURITY CONSIDERATIONS

1. Password encryption: This Website is password encrypted which means when a user registers with the unique password and unique email, the password is being hashed using a strong one-way hashing algorithm, `password_hash()` and `bcrypt` algorithm, `PASSWORD_DEFAULT` before saving into the database. It is the best way to store a password which is personal to the user.

2. SQL Injection: As we want to protect our data from SQL Injection, we must take care of binding the values to the named parameter. This way the user information provided will be safe to interact with the database. For binding, refer to following steps:

- Escaping the data.
- Sanitize the data before it is inserted to DB – to protect our data from attacks.

3. XSS Protection: Any pages that require user input are protected by escaping and filtering any harmful code to prevent cross-site scripting.

4. CSRF Protection: Hidden and unique values called CSRF tokens are embedded in every form. CSRF tokens prevent CSRF attacks because they validate if a request is from an authenticated user and block any other requests that do not have the same tokens, protecting the backend server.

5. User Authentication: Every user who attempts to login will be authenticated with valid email and password, which should match with values in the database.

6. Admin Authentication: A user has to be authenticated to access the admin portal. Those without the administrator's permission will be denied access.

7. Server Hardening and Security: Firewall is installed and configured to ensure network security and to monitor incoming and outgoing traffic. Rules are set up in the firewall configuration, which allows only certain network ports but block any unused or unneeded open ports. In addition, Encrypt SSL Certificate called Certbot is installed to provide security for online communications. All communications between customers' browsers and the server will be encrypted to ensure safe transactions.

9. PHASES OF DEVELOPMENT

Planning/Exploration

Project definition meeting with Power Techs to determine precise details concerning the scope of the website and develop an accurate and detailed timeline outlining the development and delivery of the project, including deliverables for the developer, and client. Following are the main tasks for planning:

- Sitemap
- Wireframes
- Data Models
- ERD
- Mockups

Benchmarks

Benchmark for the planning phase is to study competitors' websites such as IKEA, Wayfair and World Market in an organized manner, discuss their strengths and weaknesses with team members, and to come up with an appropriate strategy to implement the plan.

Design/Content

Web Designer begins design development using HTML/CSS3, JavaScript. Designer presents sample designs for review by Power Techs. Client will have to either approve one of the design samples or provide feedback for revisions and adjustments to design. Client provides any relevant graphics and content. Major design areas:

- Home Page
- Registration Page for new users
- Login page
- User Profile page
- Furniture list view
- Furniture detail view

Coding/Testing

Developers develop the website using the PHP framework, Laravel, as backend language. It will be fully database driven and require user interaction with login authentication. During this time there will be deliverables for development and periodic sign-off by Power Techs.

- **Frontend Coding:** This involves registration functionality in which a new user will provide information, which must be validated. Upon Validation, users will be directed to

the profile page. Secondly, furniture will have a list view through which users can explore and can access details of one particular furniture item. All the frontend functionality will be implemented through PRG(Post-Redirect-Get) pattern using PHP sessions.

- **Backend Coding:** Admin portal is a Laravel MySQL CRUD Application which is particular to handle all the backend operations such as creating, editing, updating, deleting and searching a particular item from the list view. All the backend functionality will be implemented through models and PRG(Post-Redirect-Get) pattern using PHP sessions.

Launch/Maintenance

The website will be hosted on the Furniturerama's Linux server, and Power Techs will set up the configuration with the domain: team2.uwpace.ca. Any final testing and tweaking will be completed afterwards, and ongoing support will be provided. The project will be signed off by the Power Techs Team at the completion.

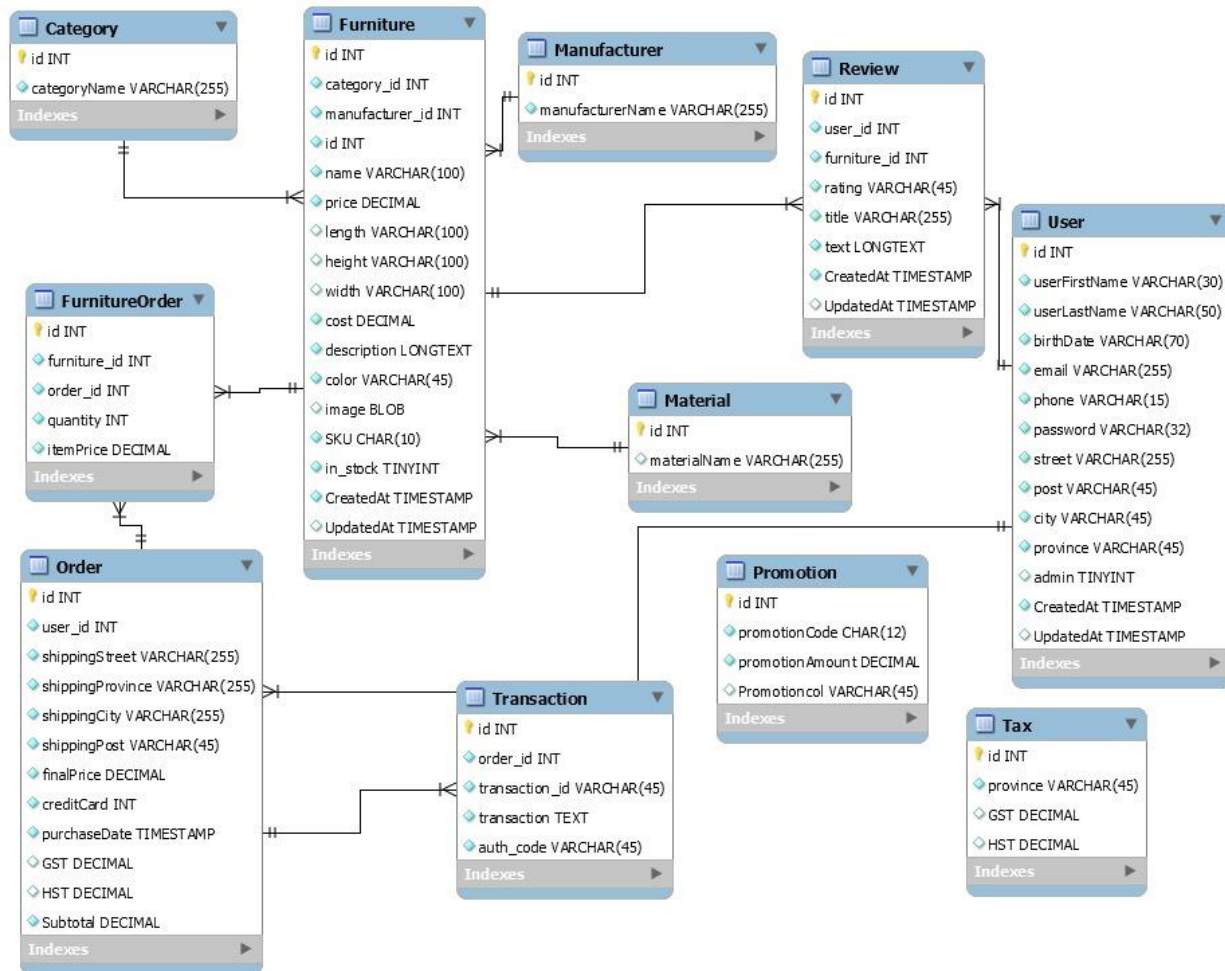
10. MAJOR ASSUMPTIONS

The developer will:

- Use regular e-commerce security standards with a proper authentication system, targeting business from most IT companies and private users as the total load on the site.

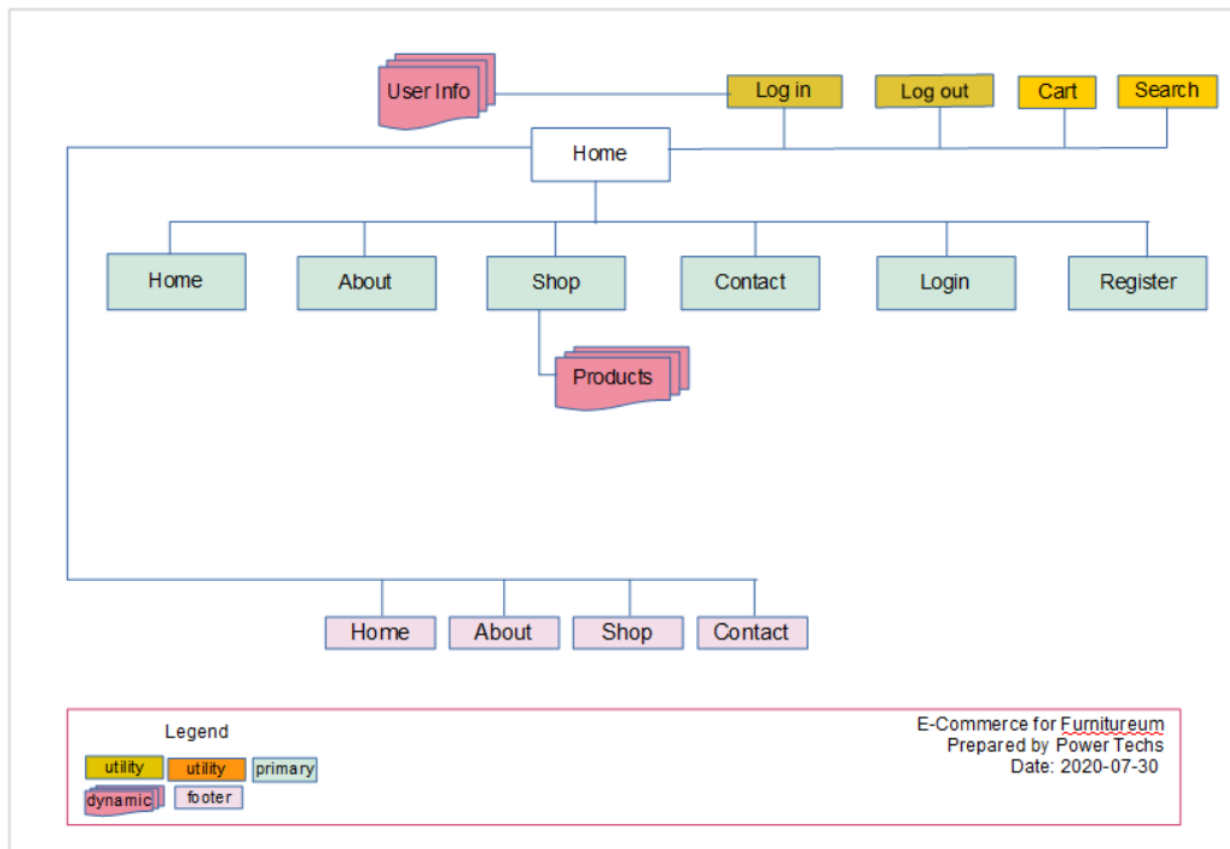
11. DATA MODELS AND ERD

ERD

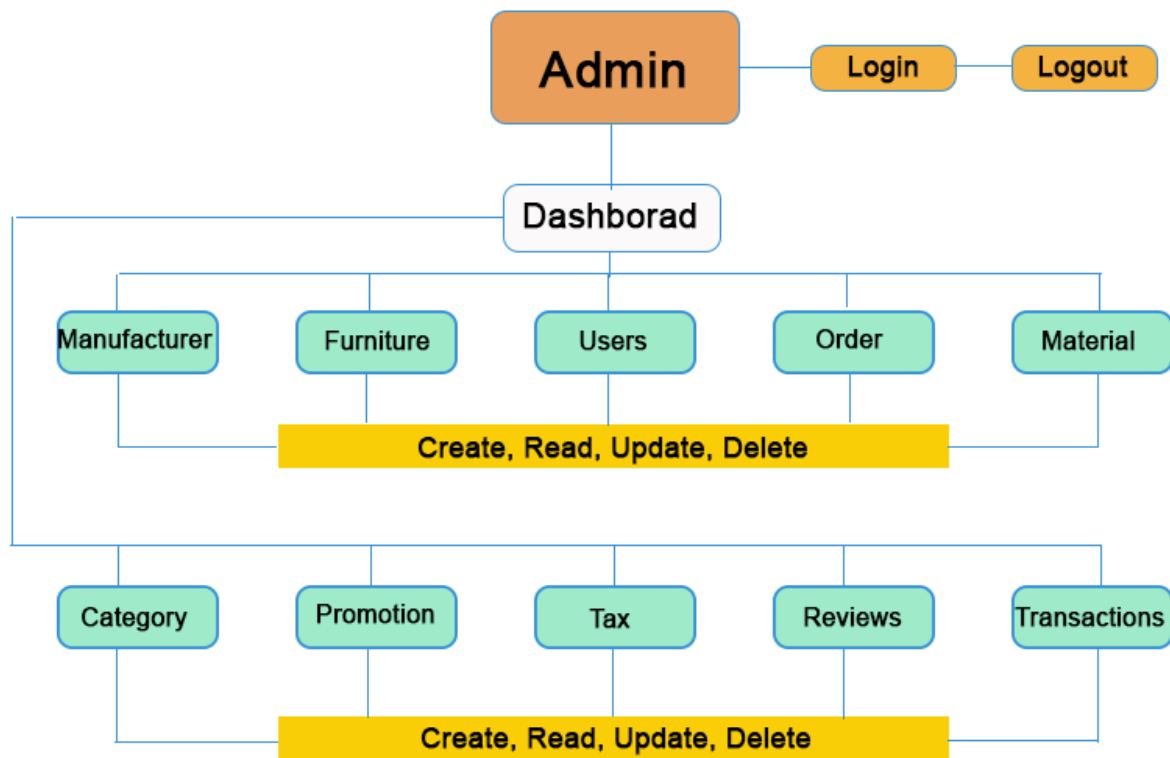


12. SITEMAP

Front-end



Back-end



13. LOGO AND COLOR PALETTE



Color



#ffba26



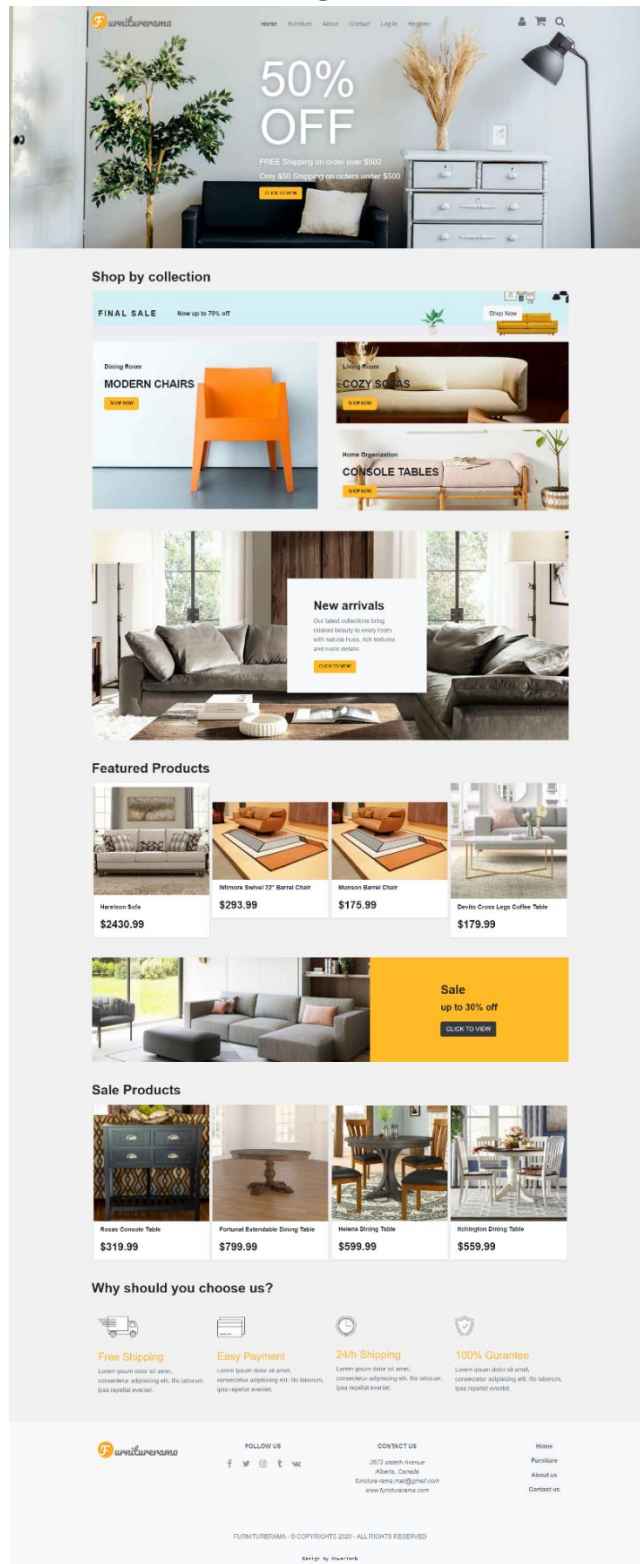
#fff



#333

14. PHOTOSHOP MOCKUPS

Front-end / Home Page



Shop Page

[Home](#)
[Furniture](#)
[About](#)
[Contact](#)
[Admin Dashboard](#)
[Someone Cool](#)

Sign up with your Email and get
10% OFF FOR AN ENTIRE YEAR

[HOME / SHOP](#)

CATEGORIES

- Sofa
- Chair
- Table
- MarkDown

All Sale | Don't Miss Out on Specials

New

Galewood Wood Leg Upholstered Dining Chair

Buy at
\$229.99

New

Senola 19" Armchair

Buy at
\$340.99

Sale

Trent 24.5" Side Chair

was ~~\$195.99~~
now **\$100.99**

Sale

Halesworth Armchair

was ~~\$330.99~~
now **\$160.99**

Sale

Brittnie Barrel Chair

was ~~\$475.99~~
now **\$90.99**

Sale

Maria Barrel Chair

was ~~\$1165.99~~
now **\$600.99**

New

Munson Barrel Chair

Buy at
\$175.99

Sale

Devito Cross Legs Coffee Table

was ~~\$479.99~~
now **\$99.99**

Sale

Brierfield 3 Legs 2 Nesting Tables

was ~~\$159.99~~
now **\$89.99**

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furniture.rama.mail@gmail.com
www.furniturerama.com

Home

Furniture


About us




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Design by PowerTech

Product Detail


[Home](#)
[Furniture](#)
[About](#)
[Contact](#)
[Admin Dashboard](#)
[Someone Cool](#)

[HOME / SHOP / ONEILL SOLID WOOD DINING TABLE](#)


New Collection

Oneill Solid Wood Dining Table

~~\$459.99~~
\$220.00

COLOR: Black

QUANTITY: 1

[+ ADD TO CART](#)

Description:

Some of our best memories are created at our dining tables – they host our family dinners, holiday feasts and more. No matter the shape or size, they play an integral role in our home. Take this one for example: Crafted from rubberwood, It features an eye-catching pedestal base with turned detailing that offers a touch of traditional appeal. Its tabletop showcases a round silhouette and can seat up to four people after assembly.

Available in store.

Customer Reviews

Title

Review this product

How many ★ would you award?

☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

[Submit Review](#)

FINAL SALE **Now upto 70% Off**



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
About Page


[Home](#)
[Furniture](#)
[About](#)
[Contact](#)
[Admin Dashboard](#)
[Someone Cool](#)



FINAL SALE
Now up to 70% off




About us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Delectus veniam itaque alias, totam qui necessitatibus. Nemo accusantium deleniti quia iure, perspicatis omnis beatae animi quidem. Quae enim minima ratione animi!


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SALE
 up to 70% off
[Click to View](#)

Why should you choose us?




Free Shipping

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Illo laborum, ipsa repellat eveniet.




Easy Payment

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24/h Shipping

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




100% Gurantee

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[Furniture](#)
[About us](#)
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Contact

LOGO

Home

Lorem

Lorem

Lorem



HOME / CONTACT US



Contact us

Name

Phone Number

Email Address

Message

SUBMIT

FINAL SALE

Now up to 70% off



SHOP NOW

LOGO

Our Product

Bestsellers
Newin
Chairs
Sofas
Tables
Lighting
More
Sale

About us

Bestsellers
Newin
Chairs
Sofas
Tables
Lighting
More
Sale

Orders

Bestsellers
Newin
Chairs
Sofas
Tables
Lighting
More
Sale

Need Helps?

Bestsellers
Newin
Chairs
Sofas
Tables
Lighting
More
Sale

My Company, 42 Avenue Des Champs
Elysées 75000 Paris France
Call Us Now: 0123-456-789



Design by Raymond - All Right Reserved

Login

LOGO


Home

Lorem

Lorem

Lorem

HOME / LOGIN



Sign in to your Furniture Account

Don't have an account ? Register new one.

Email Address

EMAILADDRESS

Password


PASSWORD

Forget Password?

SIGN IN

FINAL SALE

Now up to 70% off



SHOP NOW

LOGO

Our Product

Bestsellers

Newin

Chairs

Sofas

Tables

Lighting

More

Sale

About us

Bestsellers

Newin

Chairs

Sofas

Tables

Lighting

More

Sale

Orders

Bestsellers

Newin

Chairs

Sofas

Tables

Lighting

More

Sale

Need Helps?

Bestsellers

Newin

Chairs

Sofas

Tables

Lighting

More

Sale

My Company, 42 Avenue Des Champs

Elysees 75000 Paris France

Call Us Now: 01 23 456 789

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Register

LOGO

Home

Lorem

Lorem

Lorem



HOME/REGISTER



Register your Furniture Account

Already Registered? [Sign in.](#)

First Name

FIRST NAME

Last Name

LAST NAME

Password

PASSWORD

Confirm Password

CONFIRM PASSWORD

Email Address

EMAILADDRESS

First Name

FIRST NAME

Last Name

LAST NAME

Password

PASSWORD

Confirm Password

CONFIRM PASSWORD

Email Address

EMAILADDRESS

CREATE ACCOUNT

FINAL SALE

Now up to 70% off



SHOP NOW

LOGO

Our Product

Bestsellers
News
Chairs
Sofas
Tables
Lighting
More
Sale

About us

Bestsellers
News
Chairs
Sofas
Tables
Lighting
More
Sale

Orders

Bestsellers
News
Chairs
Sofas
Tables
Lighting
More
Sale

Need Help?

Bestsellers
News
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Tables
Lighting
More
Sale

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Elysées 75000 Paris France
Call Us Now: 0123-456-789



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Back-end / Dashboard

Furniturerama
Dashboard Tables Logout

Welcome Admin!!

Furniture

- Total Furniture: 50
- Maximum Price: 3205.99
- Minimum Price: 60.99

Users

- Total: 5

Categories

- Total: 4

Promotion

- Total: 2

Orders

- Total: 2
- Maximum price: 6061.41
- Minimum price: 2334

Review

- Total: 4

Material

- Total: 12

Manufacturer

- Total: 3

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List view

Furniturerama
Dashboard Tables Logout

Furniture Table

Add New Furniture

ID	Name	Category	Cost	Price	SKU	In Stock	Edit	Delete
1	Ballinasloe 3 Piece LAF Sectional	Sofa	1700.99	2505.99	0000123456	Out of Stock	<button>Update</button>	<button>Delete</button>
2	Altonbury Sofa	Sofa	900.25	1809.99	0000123654	In Stock	<button>Update</button>	<button>Delete</button>
3	Darcy Sofa	Sofa	1900.99	2700.99	0000123564	In Stock	<button>Update</button>	<button>Delete</button>
4	Enderlin Sofa	Sofa	1500.99	2300.99	0000123546	In Stock	<button>Update</button>	<button>Delete</button>
5	Morelos Sofa	Sofa	1900.99	2500.99	0000456789	In Stock	<button>Update</button>	<button>Delete</button>
6	Alenya Sofa	Sofa	1800.99	2807.99	0000786524	In Stock	<button>Update</button>	<button>Delete</button>
7	Sissoko Sofa	Sofa	200.99	2909.99	0000743455	In Stock	<button>Update</button>	<button>Delete</button>
8	Dorsten Sofa Chaise	Sofa	1100.99	2210.99	0000156782	In Stock	<button>Update</button>	<button>Delete</button>
9	Harelson Sofa	Sofa	1400.99	2430.99	0000895742	In Stock	<button>Update</button>	<button>Delete</button>
10	Larkinhurst Sofa	Sofa	2000.99	3205.99	0000246801	In Stock	<button>Update</button>	<button>Delete</button>

< 1 2 3 4 5 >

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15. BUDGET

Item No.	Task Description	Estimated Hours	Price (CAD)
1	Plan / Exploration / Data Modeling	130	\$5,200.00
2	Design / Content	240	\$9,600.00
3	Coding / Programming	240	\$9,600.00
4	Launch / Maintenance	6	\$240.00
	Total (before taxes)		\$24,640.00
5	GST		\$1,232.00
6	PST		\$1,724.80
	Total (including taxes)		\$27,596.80

16. CONCLUSIONS

We are very grateful to you for providing us the opportunity to participate in this project. We hope to work on your project soon.

17. CREATIVE BRIEF

What does the client wish to accomplish with this project?

The client wants to increase their sales margin by having a web-application to display furniture and make sales online. An e-commerce website will help increase the profit by acquiring new clients through digital marketing, advertisement and SEO optimization.

What is it?

A new generation furniture website which implements the modern methods and best practises of web-development, designed to be used by customers for placing orders; is managed by administrators who regulate the database.

How will it be used in the marketplace?

Customers have many options, to view the catalogue, make a purchase, create / manage an account or contact us.

- Our primary goal is for the user to feel comfortable and experience a convenient method of making an online purchase.
- Our secondary goal is for the user to view our catalogue and contact us for any inquiries or in-store reservations.

Among other furniture websites on the internet, this website will implement the best practises for SEO optimization and perform advertisement and marketing campaigns.

Who will it be seen by?

Furniture enthusiasts who are interested in redecorating their place or seeking advice for unique internal designs for all types of rooms.

What are the most important calls to action?

- Buy Now
- Add to Cart
- Call us

What should the personality of the project be?

The personality of this project must be professional and appealing for a wide range of audience from young adults to seniors. As the newer generation gets older, many seniors are using more technology every day.

We would like to provide the convenience of delivery to all customers and to ensure a quick, simple, and efficient method of browsing and placing orders on the website.

The website will also be friendly, responsive, easy to navigate and genuinely appealing to the viewer. There will be a brand logo and colour pallet used to create a theme for the site.

What are the mandatory inclusions?

- Customers must login to buy a product.
- To add a minimum of 50 furniture items in the list view.
- Admin must be given special permissions for backend operations.
- Admin portal must have CRUD for all tables.

18. WORKBACK SCHEDULE / TIMESHEETS

Task	Responsible	Date
Work Starts (Product Requirement)	Power Techs	28-July-20
Project Clarifications	Client	28-July-20
Project Specification	Power Techs	28-July-20
Content Acquisition	Client	28-July-20
Data Integration	Power Techs	28-July-20
Customization/Design	Power Techs	29-July-20
Take Original Photograph	Power Techs	29-July-20
Source Stock Photograph	Power Techs	29-July-20
Web Optimization	Power Techs	30-July-20
SEO Optimization	Power Techs	30-July-20
Design Approval	Client	30-July-20
Design Mockups	Power Techs	31-July-20
Coding/Programming	Power Techs	1-August-20

Website Review before Testing	Client	3-August-20
Testing Approval	Client	4-August-20
Unit Testing	Power Techs	5-August-20
Functional Testing	Power Techs	6-August-20
Load/Performance Testing	Power Techs	7-August-20
Site Review before Activation	Client	7-August-20
Website Live Approval	Client	8-August-20
Server Testing before Going Live	Power Techs	9-August-20
Website Goes Live	Power Techs	10-August-20
UAT Testing	Power Techs	10-August-20
Client-Side Testing	Client	11-August-20
Project Review	Client	11-August-20

19. INVOICE

2020-07-30

Invoice No. 1234

To
Steve George
Winnipeg MB R3G 2J4

Ship To
Same as recipient

Item No.	Description	Estimated Hours	Total
1	Plan / Exploration / Data Modeling	130	\$5,200.00
2	Design / Content	240	\$9,600.00
3	Coding / Programming	240	\$9,600.00
4	Launch / Maintenance	6	\$240.00
	Subtotal		\$24,640.00
	GST		\$1,232.00
	HST		\$1,724.80
	Total Due		\$27,596.80

Due upon receipt

Thank you for choosing PowerTechs Inc.!

PowerTechs Inc.

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