Smily Dawra's Portfolio Website
By
SD Technologies

PREPARED FOR
Brent Scott

PREPARED BY
Smily Dawra

PROJECT TITLE	Smily Dawra's Portfolio Website - SD Technologies		
SUBMITTED BY	Smily Dawra	Submitted To	Brent Scott
EMAIL	Dawra-s@webmail.uwinnipeg.ca	Email	edu@brentscott.com

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I. BACKGROUND

Portfolio Website – Smily Dawra

In today's digital world, your website is often the first impression on potential customers. 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 to people who are looking for IT solutions.

SD Technologies has fast 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 pleasure of working with many brands around the world to build successful business websites. We have strong web design background, augmented by an understanding of what makes any website a profitable marketing tool.

In this proposal, you'll find a wealth of information related to the web design services that we offer. We've included visual snapshots of the website along with testimonials from previous clients. You'll also find information regarding my approach to web design project, and the costs associated with your website's design and creation.

Primary Audience:

The targeted primary audience would be startups, small businesses and medium level enterprises which either do not have an online presence or are not maximizing online platform to their potential.

Secondary Audience:

My targeted secondary audience would include businesses who already have online presence and are looking for maintenance and changes to their websites to keep up with the technological advancement. Also, some of these businesses might be looking to develop and launch mobile applications which can indirectly be beneficial for us. This portfolio will also help in future employment opportunities.

Tertiary Audience:

My tertiary audience would be family and friends, who are looking to develop their personal and business websites. My portfolio website will also encourage young bloggers and developers to follow their passion.

II. GOALS and OBJECTIVES

In creating my portfolio website, I want to showcase my work in the best possible way for the viewer. I want my site to be an experience with both my work and the design of the site.

1) Excellent Customer Service: Good customer service would help us to retain customers and generate repetitive revenue. Keeping the customers happy is the primary objective for our organization.

2) Getting and Staying Profitable: Maintaining profitability means making sure that revenue stays ahead of the costs of doing business. Focus on controlling cost in both production and operation while maintaining the profit margin.

3) Sustainable Growth: Growth is planned based on historical data and future projections. Growth requires the careful use of companies resources such as finances and personnel.

III. PROJECT REQUIREMENTS AND DELIVERABLES

SD technologies has following deliverables:

- To create a new website to reflect current look & feel and branding of their portfolio website.

- User friendly Navigations.

- Website will be compatible with all the browsers and operating systems.

- Strategically put "Get Quote" button on each page.

Proposed Solution:

Designing the portfolio website with HTML5/CSS3. Also, streamline the content and user-friendly navigation along with a new portfolio website with an emphasis put on getting new work as a web developer.

IV. ABOUT US

WHY WE'RE THE BEST FIT

For over 25 years, SD Technologies 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

And, we work with the newest and most widely used technology such as:

- HTML

- CSS

- PHP

- MYSQL

- React JS

- Angular JS

V. OUR TEAM

Name	Role	Qualifications/Experience
Smily Dawra	Web Developer	3 years of experience as Business Analyst at AT&T
Apoorve Mongia	Web Designer	7 Years of experience in graphical designing at Techmahindra Ltd.
Daniel R.	Automation Test Engineer	5 Years of experience as Testing Engineer at Apple.
Paul Larson	Account Manager	11 Years of Industry Experience as Client Manager

VI. TIMELINES/BUDGET

Phases	No. of hours	Budget
Planning/Exploration	8 hours	CAD $320
Design/Content	12 hours	CAD $480
Coding/Testing	28 hours	CAD $1680
Launch/Maintenance	4 hours	CAD $200
	Total: 42 hours	**Total: CAD $2680**

Planning/Exploration

Project Definition Meeting with Smily Dawra to determine precise details concerning the scope of the project and develop an accurate and detailed timeline outlining the development and delivery of the project, including deliverables for the developer, and Scott-Media.

Design/Content

Web Designer begins design development. Designer presents sample designs for review by SD Technologies. Scott-Media will have to either approve one of the design samples or provide feedback for revisions and adjustments to design. Scott-Media provides any relevant graphics and content.

Coding/Testing

Developer develop the website. During this time there will be deliverables for development and periodic sign-off by SD Technologies.

Launch/Maintenance

SD Technologies will register domain. The website will be posted live on the server and any final testing and tweaking will be completed. The project will be signed off by Smily at the completion.

VII. MAJOR ASSUMPTIONS

The developer will:

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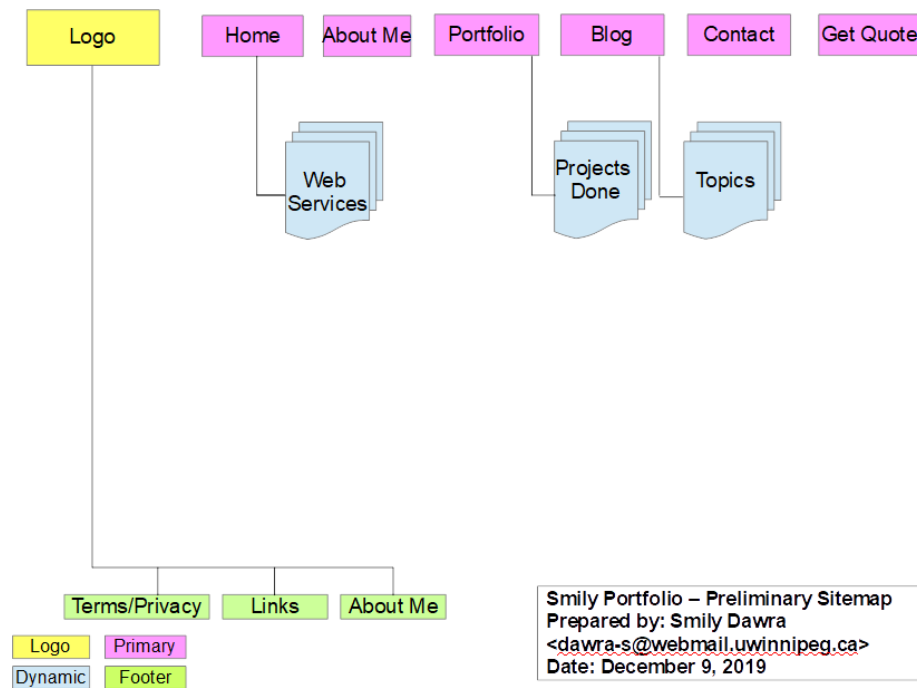
Targeting business from most IT companies and private users as the total load on the site.

VIII. CONCLUIONS

To conclude, I would like to thank you for giving the opportunity to participate in the project.

This document has proposed research to redevelop the website of Portfolio Website - Smily

Dawra as a detailed information on our approach to build newly, user friendly web platform.
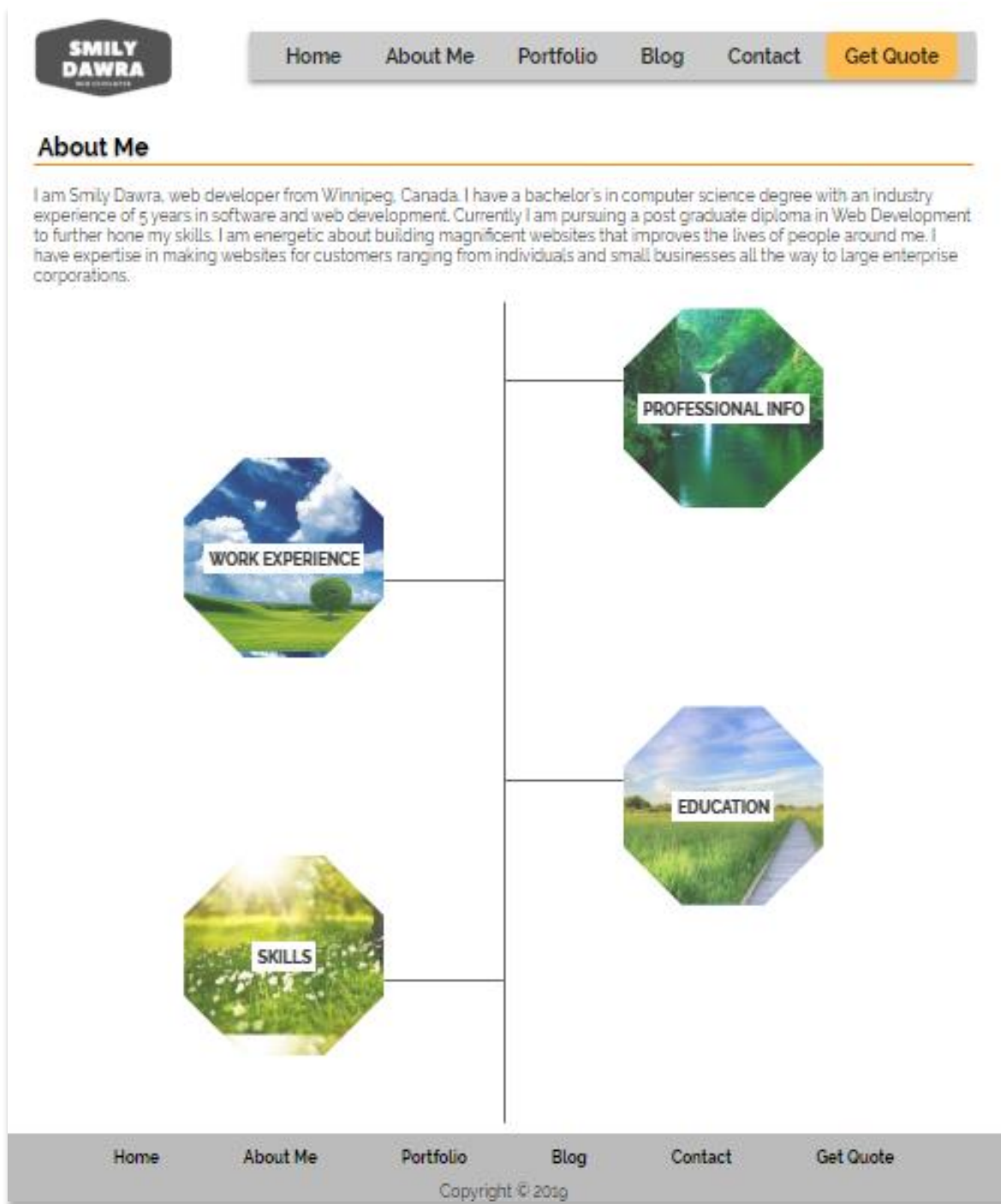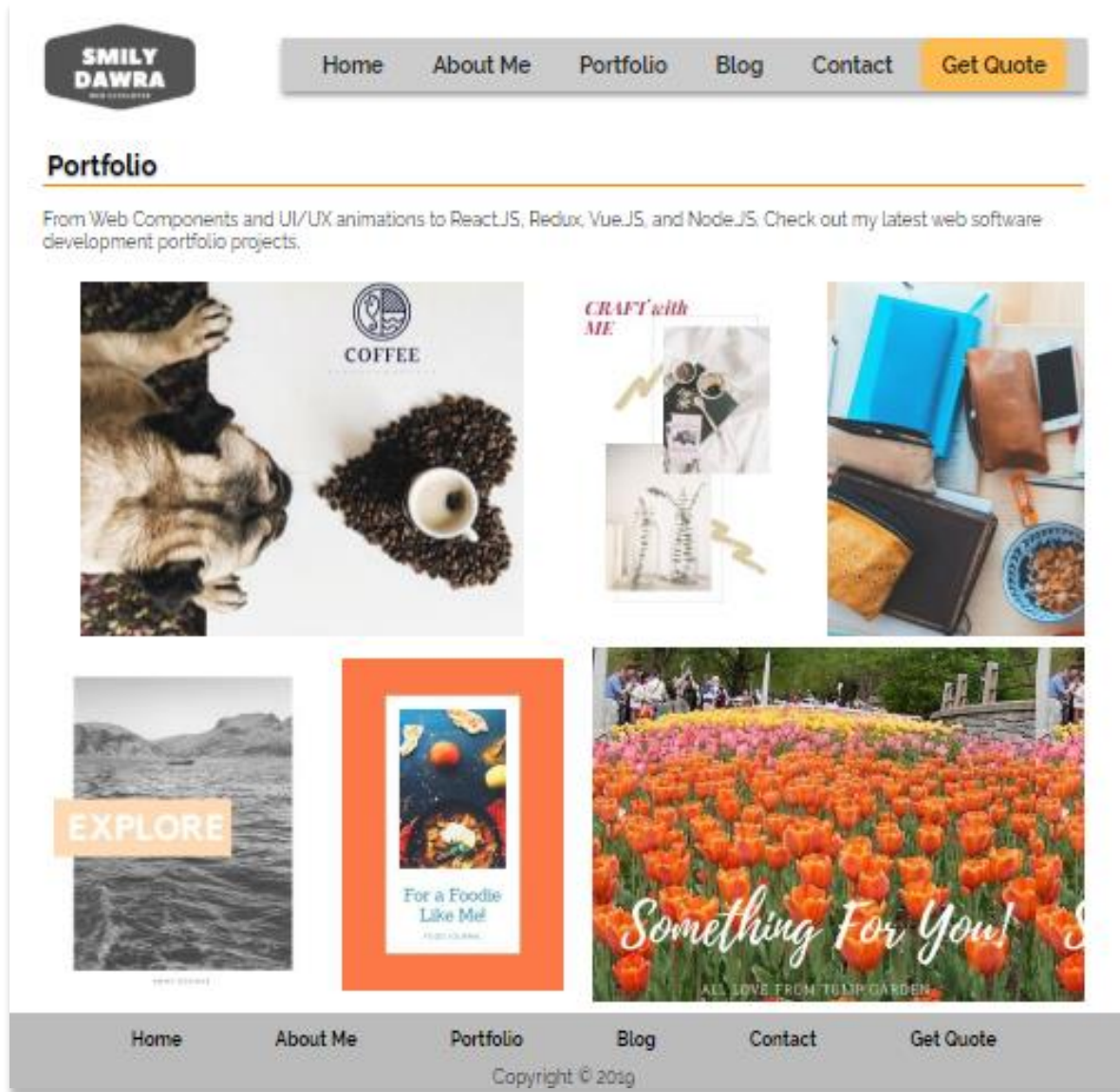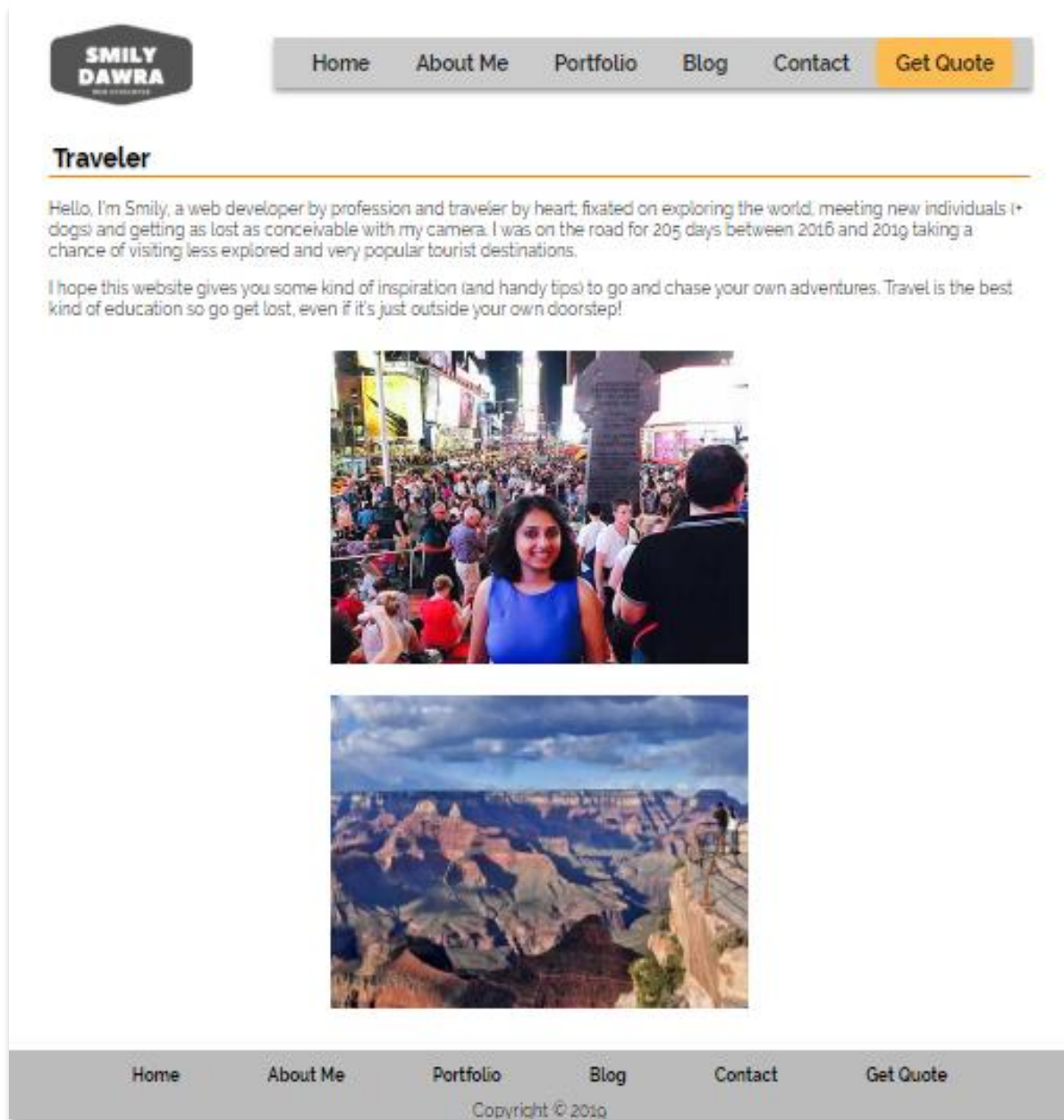
X. SITEMAP

Smily Portfolio – Preliminary Sitemap
Prepared by: Smily Dawra
<dawra-s@webmail.uwinnipeg.ca>
Date: December 9, 2019

XI. Photoshop Mockups

Home:

About-Me:

Portfolio:

Blog:

Contact:

XII. CREATIVE BRIEF

What does the client wish to accomplish with this project?

Clients wishes to create a portfolio website to show her work.

What is it?

It is a portfolio Website.

How will it be used in the marketplace?

Client's Portfolio and her contact information.

Who will it be seen by?

Potential Employers/Clients.

What are the most important calls to action?

Get Work.

What should the personality of the project be?

To design a portfolio website to enjoy the experience of visiting client's website..

What are the mandatory inclusions?

Client's projects and experience in web development.

XIII. WORKBACK SCHEDULE

From: Smily Dawra, SD Technologies
To: Brent Scott
Re: Workback Schedule for Website Development
Date: December 4, 2019

Task	Responsible	Date
Work Starts (Product Requirement)	SD Tech.	4-Dec-19
Project Clarifications	Client	4-Dec-19
Project Specification	SD Tech.	4-Dec-19
Content Acquisition	Client	4-Dec-19
Data Integration	SD Tech.	4-Dec-19
Customization/Design	SD Tech.	4-Dec-19
Take Original Photograph	SD Tech.	5-Dec-19
Source Stock Photograph	SD Tech.	6-Dec-19
Web Optimization	SD Tech.	6-Dec-19
SEO Optimization	SD Tech.	7-Dec-19
Design Approval	Client	8-Dec-19
Design Mockups	SD Tech.	9-Dec-19
Coding/Programming	SD Tech.	10-Dec-19
Website review before testing	Client	14-Dec-19
Testing Approval	Client	14-Dec-19
Unit Testing	SD Tech.	16-Dec-19
Functional Testing	SD Tech.	16-Dec-19
Load/Performance Testing	SD Tech.	16-Dec-19
Site Review before Activation	Client	16-Dec-19
Website Live Approval	Client	16-Dec-19
Server Testing before live	SD Tech.	17-Dec-19
Website goes live	SD Tech.	18-Dec-19
UAT Testing	SD Tech.	18-Dec-19
Client-Side Testing	Client	18-Dec-19
Project Review	Client	19-Dec-19

XIV. INVOICE

INVOICE

From
Smily Dawra
SD Technologies
320 Colony Street,
Winnipeg R3C 0E8
MB, Canada

BILL TO	SHIP TO		
Scott-Media	Scott-Media	INVOICE #	US-OOI
460 Portage Ave,	460 Portage Ave,	INVOICE DATE	12/19/2019
Winnipeg, MB	Winnipeg, MB		
R3C 0E8	R3C 0E8		2312/2019
		DUE DATE	01/20/2020

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
8 Hours	Planning/Exploration	$40/hr.	$320.00
12 Hours	Design/Content	$40/hr.	$480.00
28 Hours	Coding/Testing	$60/hr.	$1,680.00
5 Hours	Launch/Maintenance	$40/hr.	$200.00

Subtotal	$2,680.00
SalesTax (6.25%)	$214.04
TOTAL	$2,894.04