PseudoClass

PROPOSAL FOR THE DEVELOPMENT OF THE E-COMMERCE WEBSITE

Prepared for:

Steve George

TechWatch

2020-07-30

::PseudoClass

From: PseudoClass Team
Email: info@pseudoclass.ca
To: Steve George, CTO, TechWatch
Re: Proposal, TechWatch Website Development
Date: July 28, 2020

Dear Steve George,

PseudoClass team would like to thank you for this exciting opportunity to participate in the TechWatch Website development.

We understand that creating a new website for your existing business is a big responsibility and it requires work and input of professional developers. We are here to offer our services in order to help you with building an online store from start to finish and ensure your successful entry into the world of e-commerce.

PseudoClass team is aiming to make the new website look appealing and professional in order to attract the clients and promote the business worldwide. The website should be easy to navigate and at the same time leave a good impression on potential customers. We have provided our design mock-ups in the attachments of our proposal along with all the detailed information regarding the developing process for your reference.

Together with that, we will focus on the robust functionality of the website, making user authentication, order placement and payment processes fast, secure and flawless. Our main priority is to ensure that each visitor and customer leaves the TechWatch Website satisfied and comes back for future purchases.

We guarantee that each requirement will be delivered as needed within the agreed time period by our skilled team, and by August 14, you will have a website that runs 24/7 and meets all the desired demands.

We are looking forward to working with you.

Sincerely,
PseudoClass Team

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1.0 Background

TechWatch is a premiere maker of watches for today's world of tech and style. The primary clients are business professionals who are on the go and need to be on time for important meetings, and the stylish brands reflect the latest fashion trends. The company has been selling products online, via telephone sales only for the past five years, and would like to create a new website that would allow a more user friendly, attractive site, that allows customers to shop online exclusively.

The project will involve configuration and setup of the Unix/Linux server, database implementation, design, coding, programming and ongoing support. The winning bid will be the primary Web Developer and will handle all future aspects of the site and database and design for the future.

2.0 Goals and Objectives

PseudoClass will provide a website that exhibits professional quality design, coding, programming and technology management at all levels. The front end HTML5/CSS3 code will validate, and the back-end technology will implement the Linux/ Apache/MySQL/ PHP/Laravel framework. The site will be well designed, look professional, and reflect the existing colours scheme and look and feel of watches. Additionally, developer functionality will be defined as required.

TechWatch is hoping the creation of this new website will achieve the following:

- Professional design
- Attract more customers
- Safely and securely accept credit card information
- Improve customer satisfaction
- Increase revenue

3.0 Project Requirements and Deliverables

Below are the main requirements to be delivered by PseudoClass:

- New design develped, together with a unique and eye-catching logo and color scheme. Photoshop mock-ups completed.
- Sitemap both for front and back end, Content-Outline, and ER Diagram showing relationships of entity sets stored in a database.
- Timeline.
- Server is set up, SSL installed, DNS for the domain is updated, initial Laravel installation is hosted. Laravel framework is used for making the website more functional, robust and secure.
- Create a multi-page dynamic website for clients to interact with TechWatch products. Use PHP/MySQL technology for backend and database
- Solving compatibility issues (run in all browsers easily).
- Favicon in a browser window.
- Responsive website for all devices.
- Add social media links on the website.
- Allow registration, login, add to cart and payment functionality by the users of TechWatch.
- Validated HTML5 and CSS3.

4.0 Front End Description

PseudoClass will add 50 test products to the system, including thumbnails, images and description. Suggested database fields will be watch_name, in_stock, quantity, cost, price, material, main_color, movement, gender, category_id, diameter, strap_length, strap_width, weight, water_resistant, cover_image, short_description, long_description as well as the basic fields, watch_id, created_at, updated_at, and a soft delete field.The detailed ERD can be found in the attachments.

The customer will be able to:

- Add products to a shopping cart
- Search for products by name, description, size, or other database key fields
- Register for an account at any time without purchasing a product
- They can edit their profile and address
- Ability to change password with email confirmation and security question
- Browse products by category
- Product quantities update in the shopping cart
- Delete or remove items from the shopping cart
- Cancel product order

Customers must be logged in before they can check out. They will be asked to confirm both shipping address and billing address. In the final step in the checkout process, the customer will be asked for his/her credit card information, and the order will be processed through a Credit Card merchant. The checkout process will follow no credit card information to be stored in the database except the last 4 digits. The site will use 5BX Payment Gateway to process credit cards; a test account has been created for development.

5.0 Back End Description

The site will contain an administration panel that will allow the site administrator to log in and perform the following functions:

- Manage the product list
- Add new products
- Edit products and delete products

- Manage customer orders
- Filter by transaction status
- Filter by shipping status
- Update shipping status (pending, shipped)
- Manage customers
- Add a new customer
- Edit the existing customers
- Delete customers and change customers password when they request

6.0 Security Description

A MySQL database will drive data for TechWatch website; this is where our backend technology (PHP) will get its data to present a webpage to the customer dynamically. The database is the heart of the website and must be protected, and we do this by practicing today's standard when programming. We do this by:

- Implementing one of the most secure hash algorithms available today on all passwords.
- We protect the data that is pulled from the database by escaping content (protecting the output).
- We are using a UFW firewall on the server to control which ports are open and closed to the outside.
- We follow PCI code of conduct.
- We are using the Laravel Framework to build the site, which automatically creates only one point of entry through the index.php file, this significantly reduces the chance of attack.

To sum it up, protecting your data is extremely important to us.

7.0 User Roles Description

The TechWatch Webiste users are divided into 3 categories: **guests** (don't have to be authenticated, and don't need to have an account created), **authenticated users** (people who are logged in), **admin users** (can interact with the database tables).

Guests can perform the following actions:

- View home, about, watches page, go to a detailed product view
- Submit a contact form
- Add product to the shopping cart
- Browse products by "category", search for products

Authenticated users will have an additional right to check out their orders and complete the payment. Admin users will be able to interact with the database tables, view, update, delete and edit information.

8.0 Supplier Qualifications

WHY PSEUDOCLASS?

PsuedoClass Team is a Canadian Web Development company founded in 2013 and our office is located in Winnipeg, Manitoba. Our professional team of designers, coders, and developers consistently provide quality Web sites to our clients. Our diverse team includes developers from around the globe who bring their expertise together with integrity, professionalism, and pride of service. We use our experience in full stack development to create Websites with valid HTML5/CSS3 in the front end, and backend programming using the latest Linux, Apache, MySQL and PHP database design and programming.

8.1 Our Team

DAWN BAKER
Project Manager

Dawn has over 18 years of experience working in the technology field and played many roles in her career, including Lead Hand, Product Manager, Instructor, and Employee Development and Process Improvement Coordinator. She has a diverse set of skills in Web Development such as design, HTML/CSS and JavaScript, database management, PHP programming, and experience with Laravel and Wordpress Frameworks. Dawn's drive to succeed and inquisitive nature is what brought her to the world of Web development, and she is enjoying this experience immensely.

INNA SOLDATKINA

Git Manager

A Full Stack Web Developer with a diverse set of skills, ranging from design, HTML/CSS and JavaScript all the way to PHP and Python. Inna is good at creating elegant and unique designs powered by reliable, secure, and fast back-end technologies. Hobbies: travelling, writing, photography, badminton. Her portfolio website is available at http://innaweb.tech

MILAD DARANI

Lead JS Programmer, Security expert

A Web Developer based in Winnipeg, Manitoba. First and foremost, he loves programming. Ever since he wrote and manipulated his first program in JavaScript, he has become obsessed with the concept of using software to solve problems. He believes in the power of programming to transform business outcomes globally.

ALEXANDR PASKO

Lead PHP Programmer

A full stack web developer passionate about modern web solutions that transform businesses. Strong ability to code and program using following languages and technologies: JavaScript, JQuery, MySQL, PHP, HTML5, CSS3, XML, UNIX, Linux, Git Bash, Bootstrap, Bulma, WordPress, Laravel. Hobbies: travelling, road trips, sport.

AINA RAMOS

Database Manager

Aina graduated from Faith Academy High School. Born in the Philippines but raised in Brazil, United States of America, and now a Canadian. She is a Junior web developer, creative in both the front-end and back-end development with a passion for developing beautiful designs and efficient codes to meet business solutions and industry expectations.

AAKASH BAKSHI

Graphic Designer

Aakash has over two years experience as front-end developer where he created advertisements, banners, web templates, and mock-ups. His focus is on strategy and results-driven and visually appealing design. For TechWatch, he created mock-ups and logo in Photoshop to establish the company brand.

RAHWA MEHRETEAB

Lead HTML/CSS coder

Rahwa is passionate about the field of IT and she is always eager to know more to upgrade her skillset. Rahwa came to Canada from Eritrea over three years ago with her twin boys, aka double trouble. She loves knitting in her spare time and designing new styles, and she enjoys reading fiction books.

9.0 Timelines

The date of the hard launch of a Web site is crucial, and that is why we plan all phases of Web Development separately. This allows us to control projects in all stages of development and avoid delays. Start date for the project is July 28, 2020 and launch date is August 14, 2020.

Detailed timeline schedule:

PHASES OF DEVELOPMENT	HOURS	START DATE	DUE DATE
Planning / Exploration	12	July 28, 2020	July 30, 2020
Design / Content	12	July 28, 2020	July 29, 2020
HTML / CSS	8	July 29, 2020	July 30, 2020
Database / SQL	8	July 28, 2020	August 5, 2020
Front End Programming	18	August 4, 2020	August 7, 2020
Back End Programming	18	August 7, 2020	August 11, 2020
Testing / Tweaking	6	August 11, 2020	August 12, 2020
Launch / Maintenance	6	August 12, 2020	August 13, 2020

10.0 Budget

Our hourly rate is $200 per hour and below is a breakdown of those hours:

PHASES OF DEVELOPMENT	HOURS	AMOUNT (CAD)
Planning / Exploration	12	$2,400.00
Design / Content	12	$2,400.00
Coding/Programming	52	$10,400.00
Launch/Maintenance	6	$1,200.00
Testing	6	$1,200.00
	Subtotal	$17,600.00
Ongoing Maintenance	Flat rate per year	$4,000.00
	Total	$21,600.00

11.0 Assumptions

The planning of this project is based on the assumptions that:

1. PseudoClass is responsible for providing all the necessary content for the website, including photos, descriptions, watch information, contact information, pictures of watches, etc.
2. If any member of the TechWatch company has a question concerning the website, we will respond within 2-3 business days.
3. PseudoClass will be a part of the creative aspect in terms of approval and will be present for every scheduled meeting.

4. PseudoClass will meet each deadline of the timeline as indicated, however, if a setback occurs, we will inform of a change in schedule and let team members know.

12.0 Extras

As discussed with TechWatch, our team is offering the implementation of a contact form on the future e-commerce website. It will allow potential and existing clients to submit their questions and contact TechWatch directly by submitting a form. We assure that this feature will appear on the final version of the website.

13.0 Conclusion

PseudoClass would like to thank you very much for the opportunity to work on this project and create an exciting new website for TechWatch. The following attachments include the creative brief, a workback schedule, a sitemap, a content outline, and design mock-ups. We look forward to hearing from you so we can start this next new phase of your business.

14.0 Attachments

14.1 Content Outline

1. Home
2. About
3. Watches
4. Contact
5. Profile
6. Shopping Cart
7. Register
8. Log In
9. Privacy
10. Terms and Conditions

14.2 Front End Sitemap

Sitemap Diagram: Watches

14.3 Front End Sitemap For Authenticated Users

Sitemap Diagram: Watches authenticated

14.4 Back End Sitemap

Sitemap Diagram: Watches administration

14.5 Entity Relationship Diagram

14.6 Workback Schedule

TASK	RESPONSIBILITY	COMPLETION DATE
Kick off Meeting	Dawn Baker	July 28, 2020
Github Repository Setup	Inna Soldatkina	July 29, 2020
Server Setup	Milad Darani	July 29, 2020
Design PSDs	Aakash Bakshi	July 30, 2020
Product Data Normalization	Aina Ramos	July 30, 2020
Design Approval	Steve George	July 30, 2020
HTML coding	Alexandr Pasko	July 30, 2020
CSS coding	Alexandr Pasko	July 30, 2020
MySQL tables	Aina Ramos	July 31, 2020
Proposal	Dawn Baker	July 31, 2020
Proposal Approval	Steve George	August 4, 2020
Shopping Cart	Inna Soldatkina	August 3, 2020

Front End Coding	Rahwa Mehretaeb	August 7, 2020
Payment Gateway	Dawn Baker	August 10, 2020
Customer CRUD	Milad Darani	August 11, 2020
Order CRUD	Alexandr Pasko	August 11, 2020
Product CRUD	Rahwa Mehretaeb	August 11, 2020
Transaction CRUD	Aina Ramos	August 11, 2020
Category CRUD	Aakash Bakshi	August 11, 2020
Testing	Milad Darani	August 11, 2020
Debugging	Alexandr Pasko	August 11, 2020
Website Launch	Inna Soldatkina	August 13, 2020
Maintenance	Milad Darani	August 13, 2020
Presentation	Dawn Baker	August 13, 2020
Deliverables	Dawn Baker	August 14, 2020

14.7 CREATIVE BRIEF

TechWatch E-Commerce Website Development

What does the client wish to accomplish with this project?

Develop a new company website from scratch that allows TechWatch to sell watches online by accepting online payments from clients, as well as managing orders and customers. The website should be professionally designed and programmed and work flawlessly on a new Linux server.

What is it?

A new website

How will it be used in the marketplace?

New website should help the client to manage orders and customers online.

Who will it be seen by?

Both men and women of different ages who are interested in buying watches.

What should the personality of the project be?

New design for the TechWatch brand should be eye-catching and look simple and professional at the same time. We will create a new color scheme and logo to achieve that.

What are the technology requirements?

Back end technology stack must be Linux / Apache / MySQL and PHP. However, it is up to us to choose if we need to use any framework. Front end should be done with HTML5 and CSS3.

14.8 Design Mock-ups

14.8.1 Home page

14.8.2 About page

14.8.3 Contact page

14.8.4 Shop page

14.8.5 Product detail view page

14.8.5 Responsive page

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INVOICE

DATE: JULY 30, 2020
INVOICE NO: 003

PseudoClass
204-572-1812
460 Portage Ave, Winnipeg, MB R3C 0E8

PAYMENT METHOD
ACCT NO: 4916 8418 9082 4339
EMAIL: info@pseudoclass.ca

Phase	Hours	TOTAL
Planning:		
Exploration (host/server review, etc)	3	$600
Content Outline	3	$600
Data Collection	6	$1200
Design:		
Photoshop Mock-ups	9	$1800
Images Collection	3	$600
Coding/Programming:		
HTML/CSS	8	$1600
Back End Programming (PHP, MySQL)	18	$3600
Front End Programming (JavaScript, jQuery)	18	$3600
Launch/Maintenance:		
Server health/status review	4	$800
Minor bug correction	2	$400
Testing:		
Testing site overall health	6	$1200
Ongoimg Maintenance fee per year is a flat rate		$4000

Subtotal	$21,600.00
GST(7%)	$1512.00
PST (6%)	$1296.00
GRAND TOTAL	$24,408.00

THANK YOU!