

# WEBSITE DESIGN & DEVELOPMENT

confidential document



**SOLUTIONS WEB DESIGN  
REVENUE GENERATION MOBILE**

**BUSINESS PROPOSAL**

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# Proposal for Ecommerce Website Development

**Submitted**

**By**

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## 1. DOD Profile

*DOD IT Solutions is a best website design company in Trichy, TamilNadu. We worked with worldwide clients as a website designing and development service provider and met their expectations successfully to run their online business successfully. Website design and development are our major areas of services.*

*We also deal in SEO services and provide top quality results within limited time bounds to make your brand visibility and generate quality traffic to your online portal. We had done many projects in these web based medium that you can check our extensive portfolio. We understand that only great web design services can take your business into next higher level. We concentrated on customer satisfaction and timely delivery of our projects.*

## 2. Project Specification

### DETAIL ESTIMATION

*The Responsive website will be device compatible (responsive on mobile, desktop, laptop, ipad...Etc)*

## 3. Ecommerce Website:-

### TEMPLATE DESIGN

Prepare a wire-frame based on the inputs given by the Client and monitored by the Business Team. Once approved, it is converted into a unique graphics design for the home page design using Photoshop.

### HOME PAGE CUSTOMIZATION

- ✓ Top Menu Implementation with submenu support
- ✓ Copyrights Footer module Implementation
- ✓ Footer Menu Implementation
- ✓ Left / Right side Custom text module
- ✓ Quick Contact Info module
- ✓ Inner Page Design and Customization, the layout will be differ from the Home Page
- ✓ Converting the uniquely designed graphics design into CMS layout.
- ✓ Configuring the CMS module Positions & layouts
- ✓ Menu layout and position creation as per graphics design

### CONTENT PAGES

- ✓ Adding content pages up to 10 pages with proper alignment
- ✓ One or more images included in the page
- ✓ A content page includes company profile, about us, Service details, vision-mission, History about company and Privacy policy etc.

### SLIDE SHOW – ADMIN FUNCTIONALITY

- ✓ Admin can able to add images to the banner slide show
- ✓ Admin can able to view/edit the images in the banner slide show
- ✓ Admin can able to delete the images in the banner slide show

### FRONT END – SEARCH

- ✓ Basic and Advance search option

- ✓ Search result page with listing all matched entries with navigation
- ✓ After select any one of the list , goes to the Entry detailed page
- ✓ Display the Entry detail page
- ✓ Option for select the entries from Alphabet

## ➤ USER MANAGEMENT

### USER REGISTRATION PROCESS

- ✓ User Registration with specific fields like Username, Name, Email, Password,
- ✓ Account activation using email verification code to avoid the junk registration
- ✓ Login Module for user login from the front end
- ✓ Recovery Password Option

### USER PROFILE PAGE

- ✓ After login user can view their profile page
- ✓ User can edit the profile details.
- ✓ User can change the password.
- ✓ The profile page has the following options
  - My accounts
  - My orders
  - My wishlist
  - Others

### USER MANAGEMENT - ADMIN FUNCTIONALITY

- ✓ Admin can view all the user list
- ✓ Admin can edit the user profile details
- ✓ Admin can delete / Block any user

### HEADER

- ✓ Home
- ✓ Contact us
- ✓ Account
- ✓ Wish list
- ✓ Cart

### MAIN MENU

- ✓ Home
- ✓ About us
- ✓ Products
- ✓ Categories and sub categories
- ✓ Blog
- ✓ Contact us

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

### PRODUCT CATELOGUE/CATELOGUE MANAGEMENT

- ✓ The page is designed with the list of products
- ✓ Each product is show with an image and the basic information like
- ✓ Product name
  - Price
  - Discount
  - Size
  - Color
- ✓ The page is sorted by price like
  - Low
  - High

- All prices
- ✓ The page is also having the filters like
  - New Arrivals
  - Color
  - Size
  - Brand
  - Price
- ✓ Admin can add/edit/delete the products
- ✓ CSV upload feature for details of the products in the CMS & XML upload option for the pictures

### QUICK LINKS

- ✓ Products
- ✓ Offers
- ✓ Recent visit
- ✓ Futured products
- ✓ Others

### PRODUCT PAGE

- ✓ Quick Look(add to cart)
- ✓ zoom In effect
- ✓ Product Information
- ✓ Specification
- ✓ Add to cart
- ✓ Buy now
- ✓ Add to compare
- ✓ Similar goods
- ✓ People also viewed
- ✓ Others

### SHOPPING CART & CHECKOUT

- ✓ User can click the buy now button, it will added in their cart
- ✓ Again giving option for continue shopping or go to check out
- ✓ Check out page process, showing the cart item list
- ✓ User can update / delete the Items from the shopping cart
- ✓ Shipping methods select page
- ✓ Billing information collect page
- ✓ Payment Method select page
- ✓ Order confirmation page
- ✓ Order email confirmation email will go to Admin and User
- ✓ Shopping Cart with product images and editable quantities
- ✓ Estimated shipping cost and tax before check-out
- ✓ Express check out with minimum contact details and auto generated password
- ✓ Pre-registered auto fill fields
- ✓ Ability to choose delivery modes in check-out
- ✓ Email opt-in during checkout
- ✓ Automated abandoned cart recovery
- ✓ Checkout as a Guest
- ✓ One-page Checkout
- ✓ Custom Message during Checkout for Delivery Instructions

### ORDER MANAGEMENT

- ✓ Admin can manage the orders of the user.
- ✓ Admin can accept/reject the order.

### BILLING

- ✓ Generate Invoice in PDF

- ✓ Get Invoice copy on email
- ✓ Save invoice copy in User Account in website

### **PAYMENT GATEWAY**

- ✓ Admin can View all the Payment Methods
- ✓ Admin can modify the Payment Methods details
- ✓ Support any one of the following payment
  - PayPal
  - Bank payment gateways
- ✓ When the user selects for the pay now option , he need to fill few details about him.
- ✓ User needed to choose the mode of payment which takes the user to fill the bank details.

### **ORDERS AND REPORTS**

- ✓ Admin can View all the Orders list
- ✓ Admin can Edit / Delete Orders from the list
- ✓ Admin can manage the orders of the user.
- ✓ Admin can accept/reject the order.
- ✓ Order can filter by Payment Status and Order Number
- ✓ Admin can view the reports
- ✓ Admin can filter the reports for Date Range, Monthly, Weekly, Daily

### **USER, COUPONS, DISCOUNTS AND OTHERS**

- ✓ Admin can View all the Users and User Groups
- ✓ Admin can Edit / Delete the users data
- ✓ Admin can create a Coupon code for Discount
- ✓ Admin can give the rewarding system to users
- ✓ Admin can add any number of countries
- ✓ Admin can add any number of Currencies
- ✓ Based on the coupon code user will get discount

### **SHIPPING MANAGEMENT**

- ✓ API integration

### **WALLET**

- ✓ Customer Wallet would be attached within the site where refunds /cancellations could be deposited

### **INVENTORY MANAGEMENT**

- ✓ Admin can add/edit/delete the inventory
- ✓ Admin can set the inventory alerts
- ✓ Once the inventory reaches the limit admin will receive the alerts

### **COMMENT & RATINGS**

- ✓ User can write comments on any Products
- ✓ There is an option of giving ratings for the products(5 star rating)
- ✓ Admin can add/edit/delete any comment and rating

### **MULTILANGUAGE/MULTI CURRENCY**

- ✓ Content will be provided by the client
- ✓ Content Element Manager
- ✓ Easy Translation
- ✓ Translation module (admin)

- ✓ More easy language handling (meta information)
- ✓ Translation overview in the front end
- ✓ Possibility for an unlimited amount of languages
- ✓ Overview of the changed contents in the Translation list
- ✓ Support for all the core components/modules of Joomla!
- ✓ The operator will select the language to write the remarks
- ✓ The user can select the language to download the remarks and invoice
- ✓ Provision to select the language & currency from the front end

## FORUM (ADMIN AND USER FUNCTIONALITY)

- ✓ Ability to set up the configurations for the following information
- ✓ General Configuration, Registration, User Profile, Images, Moderation, Connections (friends list)
- ✓ Development of User Management for add/edit/delete or block user.
- ✓ Development of Tab Management for add/delete/edit tab that appears at the front end.
- ✓ Development of Field Management for add/delete/edit additional field for registration form and other forms.
- ✓ Development of List Management for define the type how the user list should be displayed.
- ✓ User Profile
  - User can edit, delete, update their profile
  - Have their contact info, personal info and additional info listed.
  - User Profile Image
  - User can upload their profile picture
- ✓ Manage Connections
  - Manage (ban, delete, add) their own friends list
  - Manages friends in groups
  - View friends profile
- ✓ Subscription, User can view their subscriptions
- ✓ Blog, User can have their own blog entries and lists. Submit blog, add comment, view others blog.
- ✓ Forum, User can have their forum post listed and view others forum
- ✓ Articles, User can have their article listing and archived articles, User can send, receive and reply profile post.
- ✓ User manage their album (upload and remove the images)
- ✓ Slideshow
- ✓ Thumbnail preview for images
- ✓ Configurable time interval for slideshow preview
- ✓ Sizeable - set width and height for your image gallery
- ✓ CB profile gallery
- ✓ User can upload the images
- ✓ Limit the access of image view (friends only, all)
- ✓ Extra fields in profile
- ✓ Enhanced registration workflows
- ✓ User lists
- ✓ Connection paths between users
- ✓ Admin defined tabs and user profiles
- ✓ Image upload, front-end workflow management

## ➤ NEWSLETTER MANAGEMENT

### NEWSLETTER - USER FUNCTIONALITY

- ✓ Subscribe module for user subscription
- ✓ Subscriber email extended validation
- ✓ Subscription acknowledgment for email confirmation
- ✓ Activate the subscriber using email activation.
- ✓ User Unsubscribe option, when the user no need to receive the newsletter

### NEWSLETTER - ADMIN FUNCTIONALITY

- ✓ Test newsletter send by admin itself
- ✓ Creating Newsletter using Html Editor
- ✓ Sending bulk newsletter in Batch wise ( to avoid the spam)
- ✓ Newsletter Template Creation, we can use the template at any time for sending the newsletter
- ✓ Synchronize the user from the registered User, means convert the registered user into Newsletter subscriber in single click
- ✓ Import / Export the subscribed Users
- ✓ Block the user to avoid receiving newsletter

### TESTIMONIAL

- ✓ Admin can view all the Testimonial
- ✓ Admin can Add any number of Testimonial
- ✓ Admin can Edit / Delete the existing Testimonial
- ✓ Admin can published / Unpublished the existing Testimonial
- ✓ Admin can change the order of existing Testimonial display in the front end
- ✓ Testimonial base support Images
- ✓ User can view all the list of Testimonial

### FAQ (ADMIN AND USER FUNCTIONALITY)

- ✓ Admin can view all the Faqs
- ✓ Admin can Add any number of Faqs
- ✓ Admin can Edit / Delete the existing Faqs
- ✓ Admin can published / Unpublished the existing Faqs
- ✓ Admin can change the order of existing Faqs display in the front end
- ✓ Faqs base support Images
- ✓ User can view all the list of Faqs
- ✓ Faqs support the Accordion Effects in the front end

### SEO FRIENDLY URL (ADMIN AND USER FUNCTIONALITY)

- ✓ Generate SEF URLs
- ✓ Advanced SEF URL management
- ✓ Generate and manage metadata (component - based)
- ✓ Can override default metadata generated by component or Joomla (title, meta tags)
- ✓ Sitemap generation
- ✓ Keywords management
- ✓ Duplicates management
- ✓ Support for other components through extension modules; each component extension has own configurable parameters
- ✓ Multilinguality support and URL localization
- ✓ UTF-8 URLs support
- ✓ URL caching
- ✓ Editing ht access capability
- ✓ URL variables filtering option - prevent URL code injections! with custom filter definitions

- ✓ URL source tracing to help allocate problematic code
- ✓ 301 Redirections management
- ✓ 404 Page Not Found customization

## GOOGLE ANALYTICS

- ✓ Site Attendance
- ✓ Visitors by IP address
- ✓ Registered users
- ✓ Page views
- ✓ Popular pages
- ✓ Traffic Sources
- ✓ Referring Sites / referring pages URL
- ✓ Popular Search queries
- ✓ Operating systems and their versions
- ✓ Browsers and their versions
- ✓ Visitors Locations
- ✓ Events (downloads, out bond links)
- ✓ Indexed pages counter (Google, Yahoo, Bing (MSN), Yandex, Rambler, Alltheweb, Ask, Altavista)
- ✓ Back links counter
- ✓ Google Page Rank
- ✓ Yandex TYC
- ✓ Alexa Traffic Rank
- ✓ New versions checker
- ✓ Multi profiles

## FOOTER

- ✓ The footer menu mainly consists of
  - About us
  - Privacy policy
  - Security
  - Returns
  - Press
  - Newsletter
  
  - Terms and conditions
  - Others

## SOCIAL NETWORKING PLUGINS

- ✓ Follow us on various social media (FB, Twitter, g+)

## CONTACT US PAGE

- ✓ Contact us page will have with form with 5 to 6 fields
- ✓ Once the form submitted , email will go to Admin email id
- ✓ Display the address of the Office location
- ✓ Google Map support for display the Office Location

## TESTING AND FIXING BUGS

- ✓ Quality Testing for the entire website
- ✓ Fixing if any bug is found

## MIGRATION TO LIVE SERVER

- ✓ Migrating the site from local server to live server

## MULTI VENDOR

- ✓ Vendor login credentials and access / role of menu will be created by admin.
- ✓ After login vendor can add / delete/ view or update their products.

- ✓ Multi-Vendor so that the Vendor/Seller can add a slider to their own SEO landing page.
- ✓ When the Vendor then logs into his/her account they will find a Vendor Module List Item, with Item Add Vendor Slider, there they can add the slider for their landing page.
- ✓ If the Vendor has nothing added as sliders then the page won't show slider nor a placeholder, as if there was no slider.

## 4. Samples

- <http://kollimalaisanthai.in>
- <http://nkalmart.com>
- <http://sitedemos.in/Fishaway>
- <http://vebuza.com>
- <http://bigbagshoppy.com/>
- <http://dsmartbuy.com/>
- <http://agrisanthai.in/>
- <http://venusdemo.com/mixstore/mobile/>
- <http://venusdemo.com/mixstore/fashion/>
- <http://venusdemo.com/mixstore/sport/>
- <http://venusdemo.com/mixstore/market/>
- <http://venusdemo.com/mixstore/gifts/>

## 5. Cost Estimate

The below table describes the Cost estimate for the development.

No.	Activity	Efforts	Units
A	Total efforts for development including Analysis, Design, Coding, Testing and Implementation	6 to 10	Man Days
Total Cost in INR		Web	Rs. 60,000
Android		Android app	Rs. 20,000
B	Support and Maintenance	1 year	Free

**Note: Domain + Hosting + 1 year free support would be provided.  
Time duration depends on the type of site development.  
Payment Gateway included**

## 6. Development Process

- ✓ *Collect the Complete requirement of the project and analyze the requirement*
- ✓ *Prepare the Cost and time estimation*
- ✓ *Sending invoice for 50% of the total payment*
- ✓ *Receiving the initial payment*
- ✓ *Start the development process*
- ✓ *Sending Weekly status update with our development URL, so client can review the ongoing work*
- ✓ *Development completed*
- ✓ *Sending invoice for Final payment*
- ✓ *Migration from our development server to live server.*
- ✓ *Training on how to add/remove, maintain from the backend*

## 7. Deliverable

- ✓ *Handing over the Source Code of the project.*
- ✓ *Handing over the used Files (Logo, images and other documents).*
- ✓ *Half day Admin training (How to maintain the backend).*
- ✓ *Handed over the User Manuel*

*Thank you*



