

Proposal to design and develop Custom Ecommerce Website



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1

WEB DESIGN AND DEVELOPMENT

WEB APPLICATION

2

3

MULTIMEDIA SOLUTIONS

GRAPHIC DESIGN

4

5

SOFTWARE APPLICATION

SEARCH ENGINE OPTIMIZATION

6

7

DESKTOP APPLICATION

E-COMMERCE SOLUTIONS

8

9

BRANDING

SOCIAL MEDIA OPTIMISATION

10

1. Introduction:

- **Project Scope:** The project is to develop a custom website where plastic products can be sold online. Administrator, in this case client will be responsible for managing the product details and the users, in this case customers from the web based backend panel. The development has to be from scratch with development of backend and front end as well as an admin website for controlling and operating the website. The development has to be scalable for an increase in the number of users.
- **Note:**
 - ❖ All Images used in the document are for reference and understanding purpose only. Pattern, Layout will be enhanced and can be changed during designing stage.

2. OVERVIEW OF THE SYSTEM

- **Visitors/Customers:** The Individuals will be the end users of the website. They will be able to perform the following tasks:
- **Home Page:** This will work as the welcome screen for the Visitors/Customers. Customers can get to know about different plastic accessories and products sold from the website from this page. Customer also can explore all the main pages.
- **About Us:** 'About Us' will provide information about the business like inception of the business, how the business grew, etc.
- **Products:** Customers can find all the products on the website and can purchase the products from the same website itself. There can be different drop down subpages or the product categories can be individual pages as well. That can be decided during design phase.
- **Contact Us:** A 'contact us' page typically contains your business contact information, address, a map and a form wherein your customers can submit queries, feedback, suggestions, comments, sales enquiry etc. These details are sent out to an email address selected by you.
- **Google Map on Contact Us Page:** We will integrate Google Map on your Contact us page, showing exact location of your Business on the map. This helps your target audience to locate your business or reach you easily. For us to be able to do this, your address should be traceable by Google in its map.

- **Search Product:**

- ❖ Customer search for products on the website.
- ❖ Search module will use “like search” module to provide product suggestion as per the terms used to search.
- ❖ Customer can browse for different products on the websites on the home page as well as product page as well.
- ❖ Customer now can go to specific products’ details page on the website.
- ❖ When a customer click on a product they will be redirected to the products’ details page where customers can select the quantity they want to order and they add the product to the cart.
- ❖ Cart and Checkout module is described in details later.
- ❖ To complete the purchase customer/visitor need to register for new user and login for existing user.

- **Filter & Search Products:**

- ❖ Option to filter product in a list by a category, type, price, size, etc.
- ❖ This will perform as an advance search.

- **Product Details**

- Description
- Image
- Price
- Quantity
- Size
- Etc.

- **Add to Cart:**

- ❖ The cart module will be incremented by one when an End-User starts adding products to the cart.
- ❖ On clicking cart icon, the system will redirect to the cart page with column for:
 - 🛒 Item Description
 - 🛒 Quantity
 - 🛒 Price
 - 🛒 Apply discount coupon
 - 🛒 Add product to wish list
 - 🛒 Sub Total
- ❖ Four buttons at the bottom: Add More, Delete, Continue Shopping and Place Order.
- ❖ **Add More** will give clients an option to increase the quantity and **Delete** will remove the product from cart.
- ❖ **Place Order** will lead to Payment Process and **Continue Shopping** will allow users to redirected back to the products section so that they can purchase more.

- **Check out Module:** Check out process is divided into three parts:
 - Billing & Shipping
 - Review & Place Order
 - Payment

❖ **Billing & Shipping Information:** It will have the required fields:

- + First Name
- + Last Name
- + Email Address
- + Phone
- + Address
- + Suburb/City
- + State
- + Post code
- + Shipping address will have the same fields.
- + If both the addresses are same, then on ticking the check box the shipping address fields will get automatically populated.
- + Option for continue checkout.
- + Non Registered Customers need to provide the details for first time.
- + After providing the details and Continue they will get registered on the website and will receive their password on their email.
- + For registered customers the billing and shipping address will get auto populated from their address book.
- + If registered customer wants the order to be delivered to a different address they need to check the box "Add a new address" and they need to provide the address.
- + Existing User need to login during this stage.

❖ **Review & Confirm:**

- + This page will have Billing & Shipping information.
- + Order items will have following records column wise:
 - Item with Product Image
 - Price
 - Quantity
 - Total Amount
 - Shipping Address and Contact information
- + Customer can change the quantity or remove a product from the list.
- + Order detail will have the following fields of price:
 - Sub-total
 - Discounts
 - Shipping Charges if applied
 - Tax
 - Total
 - Option/Button for place order.
 - After placing the Order a confirmation email along with Tax invoice will send to the Users Email id.

❖ **Payment:**

- ✚ After entering the Review and Confirm, the next phase is Payment.
- ✚ Various mode of payment are available:
- ✚ Visa/Master Card/PayPal Etc. (Client needs to provide Payment gateway API)
- ✚ Stripe payment gateway to be used for payments (if required) using Cards.

▪ **Sign Up:** Customer can register from the home page of the website

- The registration fields are as follows:
- First Name
- Last Name
- Email Address
- Mobile No
- Password

▪ **Login:** Customer can login to the portal after successful registration.

▪ Customer Dashboard

❖ My Profile:

- + Customer can view/edit their profile information from My Profile.
- + Customer can edit or change their password.

❖ My Wish list: Customer can add any product in their wish list that they want to buy in future.

❖ My Cart: Customer can see the entire product that they have added in their cart but haven't completed the purchased procedure.

❖ My Orders:

- + Customers can see all the orders they have placed.
- + Customers can see all their past orders.
- + Customers can download or see the invoices for their orders.
- + Customers can also track their order from My Orders.
- + Customer need to provide their Tracking Number to track the orders.

❖ Address Book:

- + User can add address as many as required.
- + User can edit existing address & make any address as default address.

❖ Recently viewed products:

- + List of products which is viewed by customers recently are shown under recently viewed products tag.
- + Customer will also get suggestion of most sold products.

❖ Product Browsing

- + Display feature product on home page: Customer can see few featured products on the home page set by the admin
- + Multiple images per product (Up to 5 max)
- + Product image zoom-in capability (Cursor Hovering Zoom)
- + Product attribute
- + Product review & ratings
- + Add products to wish list
- + Stock availability

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

- **Admin Log in:** Admin log in using Secure User ID and Password
- **Admin Dashboard:** Admin use dashboard to manage the website from User Management, Product Management to generation of Reports.
- **Content Management System:** CMS is a computer program that allows publishing, editing and modifying content as well as maintenance from a central interface without the knowledge of programming. It typically makes use of a WYSIWYG (What you see is what you get) editor where you page content as you would write in a Word document.

Manage CMS pages:

Manage the following CMS pages:

- ✚ Terms & Conditions
- ✚ Privacy Policy
- ✚ Contact details & location of business owner
- ✚ Listing of customer service email and phone number
- ✚ Refund policy
- ✚ Shipping policy

- **Masters:**

- ✦ **User Master:**

- ✚ Admin can add customers from User Master Page
- ✚ Admin can edit/delete Users from User Master Page
- ✚ Admin can set user account active/inactive from User Master Page

- ✦ **Category Master:**

- ✚ Admin can create as many product categories as they wants from Category Master Page
- ✚ Admin can edit/delete product categories from Category Master Page
- ✚ Admin can set categories active/inactive from Category Master Page.

- ✦ **Type Master:**

- ✚ Admin can create product types under each categories as they wants from Type Master Page
- ✚ Admin can edit/delete product types under each categories from Type Master Page
- ✚ Admin can set product types active/inactive product types under each categories from Type Master Page.

- **Manage Product/ Accessories:**

- ✦ Admin can add/Update/delete product.
- ✦ Product Need to be tagged with Product Category, Type, etc.
- ✦ Product Data Attribute will be as follows: (Will decide later in detail)

- ✚ **General Details:**

- Product name
- Product Category

- Product Image
- Product General Price
- Product Sale Price
 - ◇ Sale Start Date
 - ◇ Sale End Date
- Product Description
-

+ Website Product Inventory

- Product SKU
- Enable Stock Management at Product Level.
- Stock Status: In Stock/Out of Stock.
- Sold Individually: Enable this feature if admin want only one item to be bought by a customer.

+ Shipping Rate:

- Set purchase above what price shipping is Free.
- Shipping Charge type: Fixed/Percentage
- Set shipping charge rate

+ Linked Products:

- Add Upsell Products: Products which are recommended instead of the currently viewed product.
- Add Cross Sells product: Cross sells are the products which are promoted in the basket, based on the current product.
- Set Grouped Products: Set this option to make this product part of a grouped product.

+ Advanced:

- Purchase Note: Add a special note to be send to the customer after purchase.
- Featured Product: Set the product as featured product to be displayed on the website's home page.

- **Bulk Upload:** Admin can upload bulk product using a CSV product uploader.

▪ Order Management:

Order management is the administration of business processes related to orders for Products. The term Order Management refers to the set of actions that a retailer / merchant needs to perform to deliver the goods that a customer has ordered.

- ❖ Get notified about new orders in the Order Management Page.
- ❖ Admin can click on respective orders to find their details.
- ❖ Admin Pick product from their warehouse and ship it to the customer.
- ❖ Admin can send an email notification to the customer that the order is on its way.
- ❖ Site owner can generate multiple invoices for orders from the admin.
- ❖ Print invoices, packing slips and shipping labels: Site owner can print invoices, packing slips and shipping labels.
- ❖ Track Order: Admin can also tract the order along with the customer order

▪ Stock Management:

- ❖ Stock management is about specifying the size of the goods that a store has in stock. Store owner can manipulate stock from the administrator panel.

- **Coupon Management:**
 - ❖ Admin need to set the discount coupon code.
 - ❖ Admin need to decide the total no of usage of the code by each user.
 - ❖ Admin also need to decide the total usage of the coupons.
 - ❖ Admin need to select the validity start and end date of a coupon.

- **Customers Management:**
 - ❖ Search and sort to easily find customers by first name and last name.
 - ❖ Manage customer accounts.
 - ❖ View customer details and previous orders.
 - ❖ Add private comments to a customer.
 - ❖ Delete customer accounts.
 - ❖ Reset customer passwords.
 - ❖ Export customers to Excel.

- **Reporting:** Admin access the following reports through the Admin:
 - ❖ Sales report
 - ❖ Best purchased products report
 - ❖ Stock report

3.GENERAL FEATURES: -

- **Up to 10 CMS Pages:** We design, create and populate content in these standard pages for you. We will design one Home page layout and one inner page layout. We will then update contents on all the pages based on the inner page layout.
You may create more inner pages yourself by using Content Management System (CMS).

- **Up to 5 Banners:** Banner is a prominent way of displaying your gallery pictures, business values, activities and operations etc. On the main page.
We design the banner by combining Royalty free images or the images provided by you and provide up to 3 iterations or changes.
Back-end Manageable Banner section.

- **Responsive Website Design:** Responsive Web Design (RWD) is a Web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors)

- **Favicon:** A favicon (short for Favorite icon), also known as a shortcut icon, Web site icon, tab icon or bookmark icon, is a small image which is shown in browser Title bar or URL window when your website is loaded.

- **SEO Friendly URLs:** SEO Friendly URLs (Clean URLs, RESTful URLs, user-friendly URLs) are purely structural URLs that do not contain a query string [e.g., action=delete&id=91] and instead contain only the path of the resource in reader friendly way, e.g. <https://www.fitser.com/services/> . This is often done for aesthetic, usability, and search engine optimization (SEO) purposes.
- **Displaying Social Media Links:** Social media pages like Facebook would be linked to the website and will be displayed.
- **Support for Latest Browsers:** There are multitude of Internet Browsers present in current market e.g. Google Chrome, Internet Explorer, Safari, Mozilla Firefox etc. We also have browsers for Mobile devices.
We design website to support latest versions of all leading browsers. Some of the advanced functionality in website may not be supported in old technology-challenged browsers.
- **Post Go Live Support (1 Month):** For your peace of mind, we provide free support for any bugs; minor technical issues etc. This support, however, doesn't include any enhancements or change requests.
- **Single Point of Contact:** You would be assigned a Single Point of Contact who works as per your convenient hours.
- **Peace of Mind:** All of our deliverables come pre-tested for the agreed scope and functionality. Should you find any discrepancies or defects, we would be happy to correct it promptly.
- **Animated Header:** This is a program which provides navigation capabilities for Banners. Banner design is a separate task; this functionality only helps in moving the banners in required pattern.

4.Client Deliverables:

- **Logo**
- **Domain User ID and Password to upload files after completion of work and testing**
- **Server Details to transfer the files on the server**
- **Payment Gateway API (PayPal & Stripe)**
- **Universal Shipment Tracker API (<https://www.aftership.com/> or any of client's preferred provider)**

PHASE WISE PAYMENT STRUCTURE:

Time estimation:

Time taken to design and develop the website from scratch is 30 Working Days.

Approx. Cost Estimation:

Total cost for design, coding for back-end services and developing Custom E-Commerce Website:
\$1,999.00 USD.

Payment Terms:

1st Payment: 30% of total project cost as an advance to start the project.

2nd Payment: 20% of total project costs after complete of the Whole Website Front end design.

3rd Payment: 30% of total project costs after complete of the Development.

4th Payment: 20% of total project costs at the time of Sign off of the project.

Note:

Bank wireframe charge or PayPal charge will be extra.

We will provide support for next 1 month for any issues or bugs found.

If required during the development phase if we have to purchase any plugins or api's, the charges will be extra.

TECHNOLOGY STACK

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

SECURED ADMINISTRATIVE PANEL (BACKEND LOGIN)

We will provide you with full featured and secured admin control panel.

OUR DEVELOPMENT PROCESS IS BROADLY DIVIDED INTO THE FOLLOWING SIX PHASES:

**Visualization &
Conceptualization**

**Functional
Specification**

**System Architecture
and Design**

Development

**Testing
And Quality
Assurance**

**Integration &
Deployment**