

Scope of Service and Performance Specifications

Online, E-Commerce, Portal, Online shop Trading Platform

Core Website Pages, Features and Components

- Clean, modern and responsive layout and design
- Secure encrypted user login and registration
- Encrypted user data storage and retrieval
- Advanced Product Search Component
- Responsive Product Gallery Page
- Single Product Info Page with image zoom feature and 360 image view option
- Product Bidding System
- Automated Chat bot for Support, FAQ, Feedback etc.
- Google Analytics for tracking purposes
- Social Media (plugins and feeds from social media platforms) if needed
- Online Payment option (to be discussed)

Web Technologies

- HTML 5 (Standard Markup Language for web Pages)
- PHP 7 and higher (Server-side programming language)
- JQUERY and AJAX (Client-side programming language)
- CSS (Describes the style of HTML document)
- MySQL (Database management system)
- phpMyAdmin (Database user interface)
- Structured Data: (SEO management)
- Twilio messaging system for automated chat bots
- Google Analytics and Tag Management: Website Tracking
- Redis Engine for secure sessions and caching (Faster page loads)

Hosting

Amazon Elastic Compute Cloud (Amazon EC2) is a web service that provides secure, resizable compute capacity in the cloud. It is designed to make web-scale cloud computing easier for developers. Amazon EC2's simple web service interface allows you to obtain and configure capacity with minimal friction.

- AWS secure cloud hosting with S3 cloud storage.
- Email hosting and support
- Flexible AWS instance load balancer

Phase 1: Website Strategy Discussion Timeline

Key Discussion points:

- Establish a clear vision of clients' needs
- Discuss look and feel and design elements
- Discuss site map and website structure
- Discuss website content (Texts, Documents, Images and Videos etc.)
- Establish domain and web host providers.
- Discuss web and domain hosting environments and requirements
- Establish project timelines and deadlines

Phase 2: Website Frontend Layout & Design Stage

Key Stages:

- Establish the mood and overall feel of the website
- Design website structure and layout (Responsive layout for all devices)
- Design a template for each featured page type

Phase 3: Website Frontend Development

Key stages:

- Develop each page according to their featured design structure and project specs
- Implement all components, plugins and feeds accordingly
- Test site responsiveness, browser compatibility and speed
- Implement SEO (Search engine optimization)
- Debug and testing stage
- Client / Developer Feedback loop

Phase 4: CMS Development and Implementation

Key Stages:

- Design a database table structure for each CMS component
- Develop each component, test and plug into website
- Test site responsiveness, browser compatibility and speed
- Debug and testing stage
- Client / Developer Feedback loop

Phase 5 Content Upload:

Key Stages:

- Sign off all content
- Schedule dates for CMS training
- Train and upload initial content with client
- Client / Developer Feedback loop

Phase 6: Sign off and go live