



# Planeer Technologies Pvt Ltd

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## Proposal for Website Development



Planeer Technologies Pvt Ltd

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# Introduction

## Project Objectives

This proposal summarizes the estimated features, schedule, and investment required to deliver a successful website for the **Project Office Website**.

Planeer Technologies (P) Ltd is a company that provides professional customized solutions in web designing and software development propose to create and maintain a dynamic, interactive project office website. Outlined in the following document are the proposed website design and format suggestions.

The developer will work with existing graphic material and text to create the website and will make recommendations on improving the graphic presentation. The website should mirror the look and feel of your office material. Website sections, design concepts and site 'flow' will be addressed. All changes will be pre-approved before the new website becomes available online.

The objective of the new project office website is to be current and interactive while offering value-added service to project office's clients by using information and communication technologies to improve connections in the community and throughout the country.

The developer's proposed website solution would help the project office to:

- Establish an online portal to enhance and support the concept of a virtual town square.
- Provide a clear online message and easy navigation.
- Offer information on your products specific to its market and stakeholders.
- Promote organizational brand awareness and increase visibility.
- Keep our customers and business partners better informed.
- Create informative interactive elements.
- Increase customer convenience.
- Broaden exposure with increased Internet marketing.
- Promote the exchange of information and sharing of ideas in a secure and accessible environment.

***Data-centric dynamic website.*** Data-centric refers to the fact that data presented on the site is based on a structured database of information. Dynamic refers to the fact that the content on the site is updated automatically when administrative staff make changes to the data through the user-friendly control panel.

## Section 1 – Initial Development

### Website Development Process

The developer initially develops a flowchart based on corporate and marketing information provided by you to determine the most effective navigational structure for this website. A storyboard demonstrates appropriate colours, text fonts, graphics, text buttons and their placement. A well planned, well presented website will attract and encourage **repeat** visitors. Effective and professional design capabilities increase the overall success of the site, making it more functional and user-friendly. The developer will sub-contract graphic design for this website to its partner company.

### Goals Identified

The developer proposes to create a simple project office website that:

- Provides a mechanism to support Internet based services, programs and projects in the Charlottetown Capital region.
- Uses dynamic website features to communicate information about the project.
- Provides contact information and links to related websites.
- Makes project documents available online.
- Increases awareness of our features, interactivity and Smart Services.
- Allows for the delivery of accurate and reliable information about community services, activities, events, support and programs.
- Supports and enhances existing community services, training programs and business-to-business opportunities.

### Major Assumptions

The developer will:

- Gather all required text or information.
- Use **digital format** for all text, information and/or visual content (photographs, diagrams, etc.) included in the site.
- Maintain the color scheme and style of any existing promotional materials.
- Provide a dynamic back-end interface to allow managing its content in all sections of the website.
- Provide a user manual and/or short (2-hour) training session to your to prepare them for the entry of data on their website.

Planeer will be expected to:

- Provide the developer with access to any relevant materials such as graphics, logos or photographs that can be used in the design process.
- Provide timely feedback on each step identified in the development plan.

**This proposal is for the development in English language only. Any additional language will be considered a new project, and will be priced accordingly. All language version text other than English will be provided to out of India in digital, translated format.**

**Note: \* for the Dynamic Website only**

## Section 2 - Recommendations

### Website Suggestions for:

Using an approved graphic theme and a consistent navigation format, the development team will create a dynamic, interactive and easily navigable site, which will include all general requirements identified in the compliance.

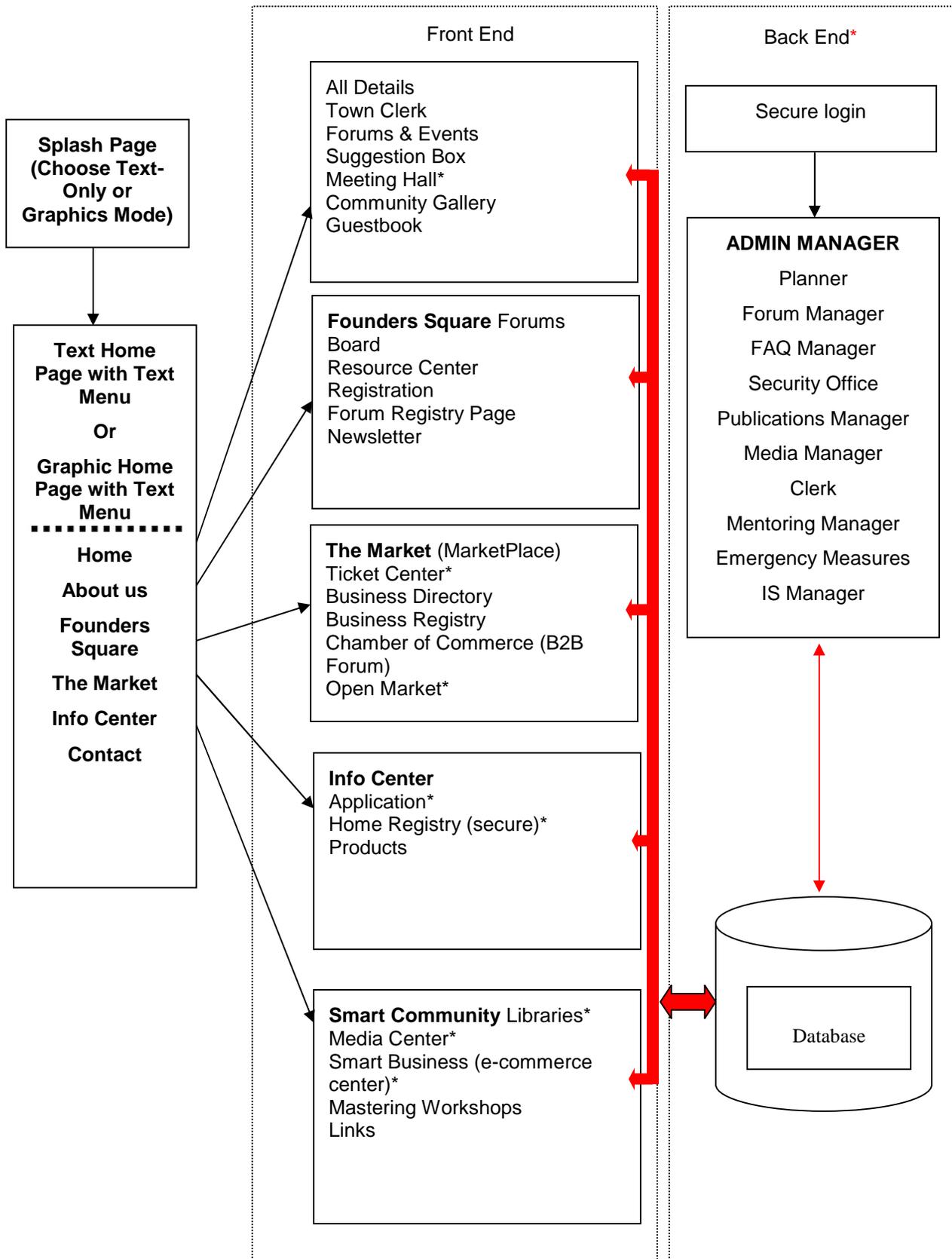
Optional suggested features, also identified in the compliance matrix, include:

1. A data-centric back-end that will allow to implement and manage features and to administer the site.
2. Search mechanisms that will allow users to filter data and identify specific information.
3. Reduced content on some site pages to provide a general overview or link to more detailed presentations.

### Special Features

1. A date stamp on every page created with JavaScript and implemented to emphasize that the site is current and contains regularly updated content.
2. A **Dynamic Site Map** will help direct each visitor to specific your information. The site map will be designed with a graphic interface that represents the town square and contains illustrations to represent each of the features. For example, a traditional schoolhouse for the *Learning Center* or a general store building for the *MarketPlace*. Each page in the graphics site features a watermark to help in navigation and to enhance cognitive anchoring and creativity.
3. A feedback form for users to submit their email address to suggest improvements or requests for additional data.
4. Planeer proprietary tools for uploading images or documents to the site. This product allows your staff or other stakeholders in the Smart Community to install documents, videos, sound files, etc. to the website and associate it with a link visible to site visitors.
5. Back end data-entry system to allow Planeer staff to securely update information to the database and website. This application (which we call Town Manager) is the heart of the dynamic nature of the website – see more in the website structure map and details following.
6. Three levels of security for data entry or for managing and sharing information through the website. Level 0 accesses identifies information available to the general public by public subscription, level 1 will refer to clerical access to back-end data entry, and level 2 will be administrative access to the data entry system.
7. A parallel lo-graphics (text-only) website with full functionality as far as possible within the limitation of text-only display.
8. Planeer proprietary Forum an application that will allow your staff to deploy discussion forums on the fly in any data-based section of the website.
9. Planeer Technologies Pvt Ltd program for development and publishing of an on-line newsletter.

# Section 3 – Proposed Website Structure



## Website Structure Flowchart Details

### Proposed Website Structure (Front-End)

**Frames Page:** The site will be developed using either frames structure or tables using server side includes. This will allow for more efficient navigation client side as well as faster and more discreet updates on the server side. The structure will incorporate a navigational menu on top or left of the page, a header graphic, a cascading style sheet for design issues. This structure also allows for the plug-in of third-party content such as MapQuest or content to be delivered by other projects.

**Splash Page:** The Splash Page would be an entry page that would allow users to enter the site through a graphics mode or text-only site. In later development, this page could also allow for French or English entry.

**Home Page:** The home page would consist of some general introductory information about your mission enhanced with the site design, graphics, and possibly photographs (for the graphics version). This page as all others will include a footer navigation menu. Basic contact information will be included in the home page with intuitive links to the other five major sections – the back-end (Town Manager) is not visible or available to the public visitor.

**Admin Hall:** The town hall is the heart of the front-end of this Smart Community. It contains information on generally getting around town, a town map, a list of forums and events happening in the town, and even a community Gallery of Pictures from the community's 'citizens'. Optionally, it may contain a chat room used for on-line meetings to be booked through the 'Town Clerk' or guestbook. Other suggestions and feedback can also be sent to the Town Clerk in the Town Hall. The data-centric nature of this application would allow for voting or polling as well.

**Founders Square:** This Community Builders area is the meeting place for those who participate in the community. Several forums will be established as starting points for the valuable community discourse. Those who wish to start their own forums or to post materials to the resource center can register to start a forum (controlled in the back-end – see Town Manager), or upload resources from their desktop to the data-driven resource library for forums. The community newsletter is also available here.

**The Market:** In this marketplace, citizens will be able to buy and sell various items, or to post items for auction in the "Open Market" (optional). Community Businesses could apply to register in the Business directory, or can participate in the e-commerce forums in this section. Optionally, later contributors could add e-commerce applications including the Ticket Center for community Entertainment tickets and passes.

**Info Center:** This features an interactive application such as an optional subscription that would allow visitors to locate events, properties, sites, etc in the community and the province.

**Smart Community Campus:** This Learning Center will feature learning resources to be provided by your. A valuable part of this learning center will be the e-commerce workshops and resources in the Smart Business Center.

**Links:** This page would include a list of related links and would be updated from a links management page in the back-end management interface

### **Proposed Website Structure (Back End)\***

**Admin Manager:** The Admin Manager is the heart of the back-end access to the virtual community. Available only through secure login, this is a place where you staff would manage the admin portal. Through this application, the 'admin managers' would be able to authorize and deploy new forums suggested by community citizens, receive and approve registrations in the business directory, develop and publish town profile and resource materials, create and manage users who will access the portal, and generally manage the community structure to empower its citizens and its community.

**Database:** All information submitted and received goes through a database housed on the same server that serves the community website. By employing the database (either Microsoft Access or SQL Server), the portal is constantly dynamic, changing by the moment as citizens interact with the community and other citizens. A variety of data facilities will also be made available through the back-end to allow the Information Services (IS) Manager to compact and repair the database from time to time and to manage the database itself.

## Section 3 - Functionality

### Site Navigation

The front-end design of the website will be easily applied to the entire site and will assist in the overall navigation and usability of the site. The page design will incorporate a consistent set of navigational tools, menu bars and quick links for accessing the different parts of the site quickly. The developers follow a "Two Click" rule in the development of websites. This rule allows a visitor to generally get anywhere in the site, from anywhere, with just two clicks of the mouse.

Secure back-end access will be accomplished through a login process. All pages within the secure area will be locked to authorized usage. Three levels of access are defined for this purpose; Level 0 - secure client access to data made available to extranet clients; Level 1 – secure access for clerical entry of statistical entry etc.; and Level 2 – secure access for Administrative purposes including security and approval of candidate entries on the website. Information posted to the website will be given unpublished status until Okayed by a senior administrator.

### Feedback Forms

Various forms (registries and guestbook's) on your website will increase customer interaction and can provide you with valuable marketing information. Forms can be developed for collecting visitor information, i.e. feedback concerning the website and information requests.

Forms can be incorporated easily and effectively into the design and structure of the site. The information gathered could be directly sent to a database or to a designated e-mail address. The database can then be used subsequently to access and evaluate the information.

### Hosting and Maintenance

The developer will provide with recommendation for website hosting and maintenance (see pricing notes). The Planeer Website Maintenance Agreement will outline our responsibilities on a monthly contract basis.

You will receive an **expandable** website. Your website can seamlessly make the transition from a traditional Internet website to a secure transaction based **e-commerce site**.

## Section 5 - Proposed Timeline/Schedule

### **Stage 1 – Concept Development**

Day 0

Deliverable: signed agreement to proceed with development

### **Stage 2 – Planning**

Day 1-2

Project Definition Meeting with you 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.

Deliverable: Information provided by you. Includes relevant promotional/corporate material, research and background information.

Day 3-4

The developer has determined a precise project specification for the entire website and presents it to you for approval.

Deliverable: Project Specification & Proposal is provided to you for approval.

you either approves the Project Specification or provides feedback on the Project Specification to request revisions.

Deliverable: Project Specification approval.

### **Stage 3 – Implementation**

Day 4-5

The developer provides a complete list of all required content, which needs to be provided by you.

Deliverable: A complete list of required content.

Developer begins design development.

Developer presents sample designs for review by you.

Deliverable: First sample designs.

You will have to either approve one of the design samples or provide feedback for revisions and adjustments to design. You provide any relevant graphics and content.

Deliverable: All website content including relevant pictures, text, contacts, etc.

Developers develop the website. During this time there will be deliverables for development and periodic sign-off by you.

Deliverable: Complete website and approval to begin testing

### Stage 4 – Testing

Days 6-8

Developer will test all aspects of the project, including Quality Assurance testing for functionality, spelling and grammatical errors, consistency of graphics, and technical specifications. During this time, you may request some revisions and tweaking, which will be completed.

Deliverable: Fully tested website.

### Stage 5 – Launch and Phase Out

Day 9-11

Planeer will register domain and set up ftp access. 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 you.

### Schedule Overview

This plan presents an overview of the basic schedule in the development of your website. The proposed schedule is divided into five stages: Concept Development, Planning, Implementation, Testing and Launch & Phase Out.

A more detailed description of each stage is provided below. Status reports that are provided by Planeer keep you're informed of project progress.

### Stage 1 – Concept Development

Step	Description
1. Request for Proposal (RFP)	Description of project; begins to formalize the website concept and design. Define the scope.
2. Proposal	Developer's written estimate of the schedule and cost of project.
3. Contract/Budget Approval	Developer agrees in writing to proceed with the project.

### Stage 2 – Planning

Step	Description
4. Product Requirement (Project Plan)	Submit written plan to. Includes general project overview and goals, resource/staffing plan, testing plan, milestones, and other tactical details. Forms basis for Project Definition Meeting.
5. Project Definition Meeting	Meeting between key players from, Developer. Group agrees on exactly what will be included in the website and how it is presented, on a detailed section-by-section basis. Implementation begins after this meeting. <b>Please Note: After the client has signed off on the creative and structural definitions, any changes may affect the timeline and/or the budget of the project.</b>
6. Project Specification	Developer completes specific written description of project as defined in Project Definition Meeting. Approves Product Specification. Changes after this date require Change Order Form and may incur additional charges.

### Stage 3 – Implementation

Step	Description
7. Content Acquisition	Supplies digital data and other content sources. Developer converts content into application formats.
8. Data Integration	Developer imports and integrates data content into website.
9. Customization	Developer creates unique graphics and screens (pages) for the website. Custom programming begins.
10. Server Set-Up	Developer assists set up of Web Server, domain, and options.

### Stage 4 – Testing

Step	Description
11. Alpha Testing (Staging)	Developer begins internal testing of application functionality. Bugs are systematically reported and fixed.
12. Beta Testing (Staging)	Developer validates the content and finalize live project with review by You. reports any bugs, signs off fixes, and approves site for launch.

### Stage 5 – Launch and Phase Out

Step	Description
13. Activation	Website goes live.
14. Project Review	NorthSeas internal project review (non-billable time). Feedback requested from you.
15. Admin/Support	Maintenance work by planner begins.

\* Note – actual days and development days have some discrepancy to accommodate weekends, and holidays. The proposed schedule is assuming no delay in feedback from you to approval, fixes, and sign-off. Delays caused at the client side, may cause additional delays development side due to scheduling issues within the development team’s job queue. Every effort will be made to provide appropriate priority for this project so as to minimize such delays. In any event, significant delays resulting from such scheduling interruptions will be communicated to the client at the earliest possible occasion.

## Section 6 - Pricing

Planeer Technologies Pvt Ltd as developers provides the following estimate to develop your Website.

### Development of the Website

Planeer provides the following production elements for development:

- Project definition includes operating schedule, technical specifications and storyboard development.
- Production includes import content, image conversion/file set-up.
- Images provided by you will be optimized for web presentation.
- Custom programming - research and testing.
- Creation of custom request and input forms.
- HTML page construction.
- Graphic design and customization.
- On-site server set up.

### Development Details

- **Enhanced graphics to represent each of the main sections, possibly incorporating photographs/illustrations.**
- **JavaScript Date inserts.**
- **Data driven content in all sections.**
- **Back-end management for data entry to all sections.**
- **Contact form, Registries and all relevant e-mail links.**

**Development Total:** Rs 14,999 / Per Year +SEO [Rs 3000/PM] + [S.T] [These are estimates only]

**Options:** The following are estimated optional costs for some of the applications shown as options in the front-end suggestions. These are estimates only and are not committed to either the development. Other options to be provided by third parties are to be discussed.

<b>Home Page</b>	<b>Rs 1200</b>
<b>About us</b>	<b>Rs 1000</b>
<b>Contact us</b>	<b>Rs 800</b>
<b>Services</b>	<b>Rs 700</b>

### Acceptance of Proposal

Signing the Services Agreement in the Appendix indicates acceptance of this proposal.

# Services Agreement

The undersigned on behalf of your Project authorizes Planeer Technologies Pvt Ltd to commence work as outlined in the project described in this document. The client agrees to pay a commitment deposit in the amount of 30% of the proposal price with an additional 30% due at the commencement of beta testing and the balance plus all applicable taxes due on sign-off at project review (not exceeding 30 days of the project posting date). The client further agrees to review and sign-off project in-progress reports upon confirmation of milestone performance as defined in the project document.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2012

\_\_\_\_\_  
For Client Side

\_\_\_\_\_  
for the Developer

Received from you the sum of Rs \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ as commitment deposit against the project outlined in this document.

\_\_\_\_\_  
For the Director (Planeer Technologies Pvt Ltd)