COMP-2707 Advanced Website Design – Winter 2023
Project Proposal
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Instructions
- ☐ Due Date is **Mar 17**, **2023**
- ☐ 5 points
- ☐ Late submission of the report is subjected to a 10% per late day penalty
- ☐ This proposal should be done individually.

You should submit <mark>a 3 – 5 pages</mark> report to address the following:

1- Topic scope, audience, title, slogan and goals

You may Select your website on the following business areas:

- Social media, social networking, home designers sharing posts, reporting events or incidents, etc.
- E-commerce such as on-line shopping for retailers, computer devices, car parts, watches, etc.
- Health systems such as optometry clinics, medical center, dental clinic, etc.
- Education eLearning system for school/college/university, tutoring website, etc.
- Entertainment such as gaming, storing videos, etc.
- Charity website for non-profit organizations like cancer research group, assisting cancer survivals, etc.
- Services such as library, local restaurants delivery, Taxi website, carpooling, etc.

Any other ideas are welcome. The proposed website has to have the following main parts:

- **Main page:** that shows and clearly reflect the core business, goals, and messages to the audience.

- **Different level of users:** each level has roles/privileges to accomplish the main goals of the website. A User can surf the website as a guest or as an authenticated user. Each user will see different view once they login in. e.g. Instructor view and Learner view in E-Learning system, Seller view and Buyer view for E-commerce.

- **The main products of the business**: where user admin can add the product such item in E-commerce, course in E-learning. The product has attributes such as price and quantity for item in E-commerce, location and time for class in E-learning.

- **Use cases:** the proposed website must have scenarios in which the users will be interacting around the business of the website. like buyer purchases an item from a store (seller) and pays a certain price. The number of items for this product will be decreased by 1, etc.

The **scope** of the web site you are going to implement must be clear, for example, you may select tutoring system; the scope of the website is a platform where teachers can post materials to their students for some course in which the students are enrolled. For social media, you may select social networking website where users can follow each other and share pictures, posts, and events. The scope has to be abstract (not so detailed) with less than 250 words.

The **audience** of the website, what kind of audience your website is targeting. For E-Learning, the audience are the students and the teachers, for E-commerce, the buyers and sellers.

The **goals** of the website, your website might have several goals, classified website where people can buy, sell, or trade their belongings in affordable prices, also the classified is a place to find a job and volunteering placements.

You may/may not provide a slogan for your website that reflects your business messages/goals, for example "share your wheels" for carpooling, or "drive efficiently".

2- Software requirements specification

The report must include clear deliverable items that are required for the website, such as functional requirements, and the decency of the website as non-functional requirements.

For the **functional requirements**, you will limit the scope of the website, it will act as a contract/agreement between you as a designer/developer and the business owner (the instructor in this case) for the project.

You need to list all the functions you think that you are capable to implement within the rest of this semester's time.

For the **non-functional requirements**, you will list all the required non-functional attributes by your website, such as security, speed, reliability, etc. and briefly explain how you are going to achieve each Attribute's target.

3- Website design

Follow the principles you are learning in this course to create wireframes as designs, the main measurements/ techniques including:

- **Pattern of viewing or Grid design**.
- **Unified site design:** where the look and feel are the same while you are navigating through out them.
- **Story board and information structural design:** how the user mainly navigate through the main sections to subsections.
- **Wireframes:** for all main sections of the website.
- **Sitemap** wireframe.
- **Responsive design:** wireframes should show how the site will look like in different screen size.
- **Designing for accessibility:** (Not Only alt="" attribute for <img>, other ways are covered in the course such as color contrast).

4- Database design

A flat design for your website's tables, you may categorize them into storage (or transactional) tables and lookup tables. Includes the tables fields and their datatypes. The relationship between the tables should be clearly explained/drawn in the database design.

5- System administration, testing, and maintenance plan

The report should address the following

- Files naming convention that works for all Operating systems OS.
- How the fonts and used elements work perfectly across different web browsers.
- Elements and codes must be working in all different OS and browsers.
- Testing plan and quality assurance.
- Directory structure that reflects the website main sections.
- Maintenance plan after implementation.

Submission

A pdf file attached with the project proposal submission area on brightspace.