



Project Specification and Proposal

This document details the proposed solution for:
Online Jobs and Business Directory Website

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A Website that is a 'one stop shop' for all beauty salons and mobile beauty workers in Essex
Initially it is to be a Jobs / Vacancies website and a Business Directory for Beauty
Companies in Essex
Competitor / Guide website :
Guide website :

Requirements:

1. Fully Functional 'Job Website' that has the same functions as the guide Jobs Directory.
We assume this part of the site is divided into job type so you would have one section for
hairdressers, one for nail technicians etc. The website user will have the ability to apply for
jobs online
2. Business Beauty Directory of Essex (free entry for a certain period then paid for
inclusion) – 6 months free then £14.95 pcm.
3. Using the key features of total jobs i.e. 3 options of pricing for placing add and similar
bits that give options to generate an income.
4. Business Directory to be built along the lines of the wedding directory but the closest
comparison for the directory I would like to be yell, by yell I mean layout search ability etc.



Site Overview

According to your requirements, we understand that you want us to develop a website which will have the following main functionalities:

1. Beauty related jobs can be searched and applied for by job seekers
2. Beauty related jobs can be posted by recruiters.
3. Recruiters may register themselves through purchasing membership packages
4. Business Directory listing related to Beauty Companies / Individuals in Essex.
5. Revenue generation through different membership schemes.
6. Layout Search similar to yell.com

Requirement 6: Layout Search similar to yell.com

Clarification: We have visited the site and seen the different features. However, we could not find the layout search functionality in yell.com. Please give us a better idea of this requirement, in screen shots or links, for our better understanding, so that we may include it in our project scope. As for now, we have not included this feature and the relevant price quote for this feature. Once we have an idea for it we will study the technical feasibility and then include it in our scope. This may require a revision in our price quote.



The application developed by us will consist of following main sections:

FRONT END:

PUBLIC VISITOR			
Sl.	Feature	Purpose	Description
1	Homepage	Options available to search Jobs : By Location By Job type By Recent Job Ads	Layout subject to change on design approval.
		Job seeker Registration/Login Interface	
		Job recruiter Registration/Login	
		Link to Business Guide Company Search (A-Z)	
		Advertisement Banners for companies registered in the site Business List	
		Links to Static Pages in the Footer	
2	Job Listing	A public visitor can select different parameters for job search, accordingly the job list will be populated in this job listing page. Each job will have a link 'See More', which will navigate the job seeker to the job detail page.	Each job will have the minimum information displayed in the list. Ex: Job Position Job Duration Job Type Location Short Description Company Name Job Salary
3	Job Detail	Here the entire details of the job will be featured. There will be a link 'APPLY', which will enable the visitor to fill in the required details to apply for the job.	The information provided in the Job Detail Page will be: Job Position, Company Job Duration (Temporary/Permanent) Job Type, Job Location, Job Description, Required Qualification, Salary Offered(can be a figure or a range)



			Joining Date(can be a specified date or a range like 1 month, 3 month), Required experience. Contact Number
4	Business Guide	Here the list of those companies will appear who have registered their companies for listing in business guide.	Each company record will be clickable and navigate to the company detail page.
5	Company Details	Here the details of a company will be featured. We assume that companies can also post jobs. So, if a particular company detail page is viewed, then the available jobs will also be listed. All the jobs will have a 'See More' link as mentioned in point no. 2 and will function likewise. However, if the last application date for the job is over or the job is closed then there will be no APPLY link available in th job detail Page.	Detail Available: Company Name Company Location Company Profile Description Manpower Image Available Jobs Contact Details
SITE FEATURES (JOB SEEKER)			
6	Registration	A job seeker can choose to register into the site if he wants to receive notifications for relevant jobs.	
7	Login	A job seeker will need to login to get the post login features.	
8	Apply for Job	A public visitor can apply for a job only after post login	Information Required: Title Name Surname Email Upload CV Additional Comments
9	Applied Jobs	View the list of jobs applied for and see their	



		recruitment status.	
10	Private message with the employer	A job seeker can send a private message to the recruiting company.	
11	Bookmark jobs/companies	A job seeker can bookmark a job or a company from the business guide for later reference.	
12	Resume view statistics	A job seeker can see how many times his resume has been viewed other than himself.	
13	My Profile	Update Profile	
SITE FEATURES (JOB RECRUITER/COMPANY)			
14	Registration	A job recruiter will need to purchase a membership package defined by the site admin. Membership may be free or paid. Membership package may differ by: No of jobs post allowed, Membership Duration, Price When a membership expires it will be renewable.	The payment for the membership package will be accomplished through Paypal Payment Gateway.
15	Login	A recruiter will need to login his site account to post a job(s)	
POST LOGIN FEATURES			
16	Manage Jobs	Add Edit Delete Close Application View Application Update Job Recruitment Status Open/Close a job – ‘Open’ job means that the job is opened for application, ‘Close’ means that the job has been awarded to a job seeker.	Fields: Job Position, Company Job Duration (Part-time Temporary Fulltime temporary Part-time Permanent, Fulltime Permanent) Job Type, Job Location, Job Description, Required Qualification, Salary Offered(can be a



			figure or a range) Joining Date(can be a specified date or a range like 1 month, 3 month), Required experience. Last Date of Application Contact Number
17	View Applicant Details	Details Provide by the Applicant Download CV Update Applicant's Application Status	
18	Private message with the applicant	The job recruiter can send message/reply to the job seeker through private message.	
19	Search resumes	The recruiter/company can search for resumes from the site for the available position.	
20	Bookmark resumes	A recruiter/company can bookmark a resume for future reference	
21	Statistics about job view and job application received	A recruiter/company can see how many times the job has been viewed by the job seeker. Also a total count of the submitted applications will be available.	
22	View Membership History	A list purchased membership will appear Link for Membership Renewal.	
23	Purchase membership for posting Company Ad	A recruiter or a company can purchase a package which will allow it to post a company ad	This ad package will be defined by the site admin.
24	Manage Company Ad	Add/Edit/Delete Company Ad	Details: Ad Title Ad Description Ad Banner



Sl.	Feature	Purpose	Description
1	Manage Recruiters	View/Edit/Delete Activate/Deactivate recruiters	
2	Manage Jobs	View/Edit/Delete Activate/Deactivate Jobs	
3	Manage Job Seekers	View/Edit/Delete Activate/Deactivate Job Seekers	
4	Manage Memberships for Recruiters	Manage payment plans (for posting jobs by the recruiters)	
5	Manage Membership for Companies	Manage payment plans (for posting ads by the companies)	These membership packages will be defined in slabs: Ex: 1-5 Ads – 5 GPB etc
6	Manage Job types	Add/Edit/Delete Job Types	The jobs posted can be only relevant to the job type allowed by the admin.
7	Manage City	Add/Edit/Delete City	The admin will add the city list for country of Essex.
8	Manage Locations	Add/Edit/Delete Location	The admin will add the other locations for the country of Essex
9	View payment details	View the payment history of the site recruiter members and the member companies	
10	View ad payment details	View the payment history of the company members for posting ads.	
11	Manage Static Pages	Edit static page content with WYSIWYG editor	Initially, 10 static pages will be provided, the content will be updateable by the admin. Pages: 1.About Us 2.Site Map 3.Help 4.Contact Us 5.Privacy Policy 6.Terms and Conditions 7.Career Advice and CV Helper 8.Unemployment Advice 9.Interview Guide 10.Life At Work If required by you, the number of static pages can be increased.



12	Manage Ad Banners	Manage advertisement banners for front end display.	These ad banners are other than the company ads
13	Manage Company Ad	Sort Ads for listing Activate/Deactivate Ad	
14	Manage Admin Settings	Update admin settings like Username, Password.	



Development Assumptions

Assumptions

We make the following assumptions for development purposes:

1. The website will be in English language only.
2. All the data entry required will be done at your end. We do not provide data entry services unless otherwise assigned.
3. Domain registration, web hosting will be included. The server will support for Linux, Apache, MySql & PHP.
4. Online Payment Integration will be done using Paypal Payment Gateway in the site.



Project

Scope of Work

1	Logo Design (5 Design Concepts with necessary Revisions) This service is not mandatory for you. In case you need a logo we can design it for you. In case you do not need a logo you can exclude this service and hence the corresponding price.	£225
2	Website Design (2 Design Concepts with necessary revisions.) In case logo is available, it will be provided by you in vector format. (10 Static Pages)	£1000
3	HTML/CSS Conversion	
4	Web Programming of the dynamic pages and functionalities as per the functionality mentioned above to produce functional website.	£4500
Total :		£5725

Price Quote and Development Time

Our price quote for this project is £5725

Estimated time for development is 70 working days.

This excludes your turnaround time for design and development related issues.

Payment terms: 50% advance, final 50% on completion

Note

Please note that we are always open to your suggestions about the site design and functionalities. The functionalities of the site detailed above are in co-incidence with the functionalities present in the sites referred by you. You can add/alter or remove any functionality in the site. You can also propose your own working logic for any module. We will study the feasibility of the proposed changes before committing their implementation in the site. This may/may not require us to revise our price quote.



Site Build

At this stage we build the project from the development model and code to MVC (Model View Controller) development methodology implementing a combination of the following technologies:

SQL
Object Oriented PHP
JavaScript
HTML
CSS

Testing and Debugging

At this stage we use industry standard testing methodologies and in house testing strategies. Standard Testing Methodologies used by us are:

Black box testing
White box testing
Regression testing (where necessary)
Usability testing (focuses on the user interface)
Security testing (including hackers and malicious software)
Performance testing

The website will also be tested across both PC and Mac platforms on the following browsers:

Internet Explorer 7, 8 and 9
Google Chrome 3
Firefox 11
Opera
Mac Safari5
Iphone / Ipad

SEO and Site Statistics

Prior to the site launch Delicious Webdesign will provide the following features to ensure that the site is optimised for Search Engines on launch:

1. Delicious Webdesign will develop the site page titles, page descriptions and metadata.
2. A sitemap will be developed and submitted to the search engines, the main search engines that will be targeted will be Google, Yahoo and Bing.
3. Delicious Webdesign will ensure that the site navigation is structured to allow the search engines to crawl through all the pages of the site.



We will use all the permitted (Google Webmaster Guidelines) standard techniques to promote your site including:

- Directory Submissions (Competitor Links)
- Article Submissions
- Social Bookmarking
- Blogs Posting
- Optimising your Customised Blog
- Google Places (Local Maps) Listing optimisation
- Social Media Will help you create and review your facebook page / twitter listings
- Google Analytics Set up / Implementation
- Google Webmaster site setup and verification

Hosting and Email

We offer hosting on our own Linux and Windows dedicated servers. All new developments qualify for 12 month free hosting and telephone / email support (if needed). We offer you multiple email accounts (total number is depending on your package) and will give you a setup document to allow you to access your email via the Internet or a Mobile Internet Device. You will be able to access your email via an email client like Outlook or directly via your website.

Tech Specs

Latest Windows and Linux Servers

Quad Core Xeon Processors

Raid storage (multiple storage devices storing data simultaneously to protect from single device failure)

Dedicated Internet Pipeline (100Mb synchronous internet connection)

24 Hour technical support staff monitoring and maintaining the servers

Project Cost - Breakdown of Costs

Full Professional Build, details below

£5725 (Deposit of 50% required to commence work)

Optional Costs

PPC Advertising £100 per month (pay per click advertising) this is a purely optional payment that you pay to us for Google advertising, we commence your project with a **free £75** credit in your account.

This package price is a reduced bundled / package price. This document is not an invoice.



Terms

50% Deposit with order. Balance due within 14 days from invoice on completion. Once you are happy with the website. Delicious Webdesign reserves the right to charge amendments and additions to this specification as extra to this estimate, should extra work be requested. Acceptance of this estimate is regarded as acceptance of our standard terms and conditions. All prices are valid for 30 days. All concepts and/or licences remain Delicious Webdesign copyright until full payment has been made.

I trust the estimate detailed above will be acceptable and we look forward to commencing work on receipt of a written confirmation order.

Time Scales

Although we state time scales on all of our projects, these are approximate and not definite. We try our best to keep to these time scales, however, we cannot give accurate dates. We estimate that your website would be started 5-6 days after the deposit is received and will be complete within 8-9 weeks.

Hope this sounds reasonable and is easy to understand, really look forward to working with you on this project and getting it started, as soon as you decide on your package I will raise an invoice for the deposit and once paid will secure the domain name and setup an email account for you

Thanks!

Thank you for the opportunity to work with your business.
If you have any questions, please do not hesitate to contact us.

James