

# Project Proposal Document

## Window Blinds company

# Window Blind E-Commerce Website

Version 1.0

Submitted to  
Website Owner  
Prepared by  
Delicious Webdesign

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The contents of this document are provided to the client in confidence solely for the purpose of evaluating whether the contract should be awarded to Delicious Webdesign



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## Introduction

### 1.1 Background

The purpose of this document is to define the features of the Window Blind E-Commerce Website. Here Visitors can see the publicly available features such as browse products, view details of products (Size, Colour and Cost), and view other static contents of site. Registered User can view all publicly available features and in addition to this they can purchase the products by adding them into shopping cart. Admin can manage all the contents and Orders from the Backend (admin side)

Types of Users of the website are:

Visitors  
Customers (Registered Member)  
Admin

### 1.2 PRICE

Delicious Webdesign proposes a Fixed Price engagement model for the development Window Blind E-Commerce Website Based on the document provided, we propose following detailed in the section Fixed Price of development of Window Blind E-Commerce Website stated in scope section is [private] The pricing details associated with this engagement are detailed in the section Project Estimation Schedule



## SCOPE OF THE PROJECT

The objective of this project proposal is to define the project scope of Window Blind E-Commerce Website and to provide the Estimation.

The advantage would be simple user interface that is easy to understand by all type of users.

### 2.1 SCOPE

The scope document is defined after discussing with **the Client**

#### 2.1.1 Design Goals

The application consists of following main things:

##### Visitor Features

- View Home Banners or Slide Show Gallery
- Browse Products
- View Product Details
- View FAQs
- Become a Member through Registration process
- View Static Pages

##### Registered Member Panel

- Login to site
- Manage Account
- My Profile
- My Orders
- Buy Product (Checkout)
- Logout

##### Admin Panel

- Login
- Dashboard
- Administrator User Management
- Site Member(Customer) Management
- Blind Type Management
- Product Attribute Management
- Product Management
- Price Chart Management
- Banner Manager
- Order Manager
- Shipping Management



## 2.1.2 High level Requirements

### System Block Diagram

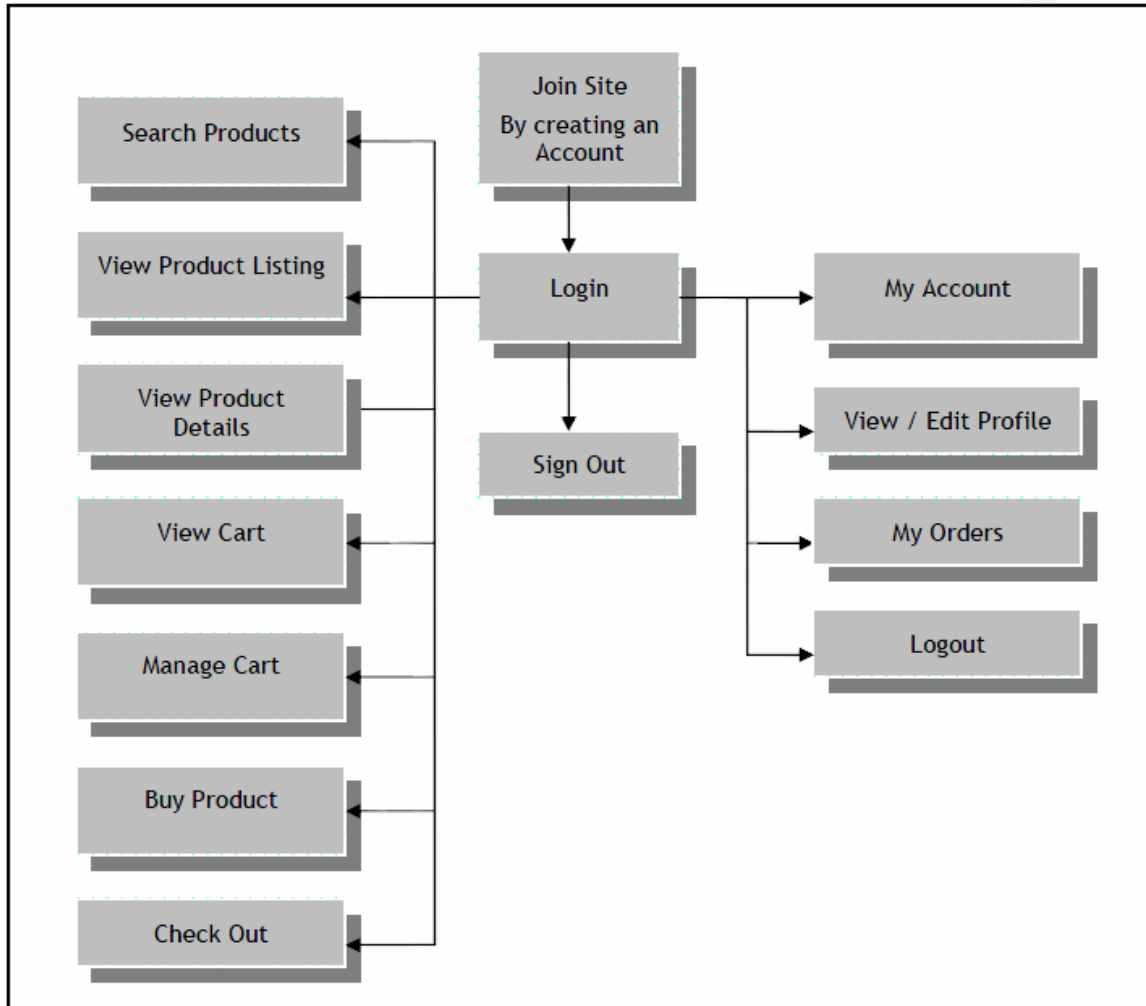


Fig. 1: Basic Components of the Window Blind E-Commerce Website

Join Site

### 2.1.3 Front-End

#### Home Page

Views Website Logo, Banners or Slideshow which are integrated with Home Page

View list of Latest Products available with details like

Product Title

Image

View links for Login and Sign Up

Clicking on any link, User will navigate that particular Page



### Product Display

Displays products

Click on image will display information of product as well as choice of different sizes if available

View the details of the products, with Image on Product Detail page

View listing of all Related Products

- Product Name

- Product size

- Image

Clicking on Image, User will navigate to "Product Detail" Page

### Product detail Page

Views Product details as follow

- Product Title

- Product Image

- Option to view Measuring Videos

- Features of the selected Product

- View list of available Fabric with details like Colour Name, and Product Image

  - Select one Fabric

  - Dimensions (Size)

- User can specifies their Window Pane Size and preferences like

  - Perfect Fit "Blind Type"

    - Pleated

    - Venetian

    - Roller

  - Blind "Fabric"

    - Pleated like

    - SPC / ESP / Plains

    - Cellular

    - Blackout

  - Venetian like

    - 16mm Slat

    - 25mm Slat

    - Special Slat finishes

  - Roller like

    - Plain Fabrics

    - Blackout Fabrics

  - Frame Color

    - For White or Brown Frames no charges will be taken

    - If it is Golden Oak Frame then it would incur a 10% surcharge on Total Cost of

Blind

- Height

- Width

- "Price of Blind" Button

  - User can determine the Price of the Blind based on the given preference

  - (Dimensions)

  - Link to view Price Charts

Option for "Add to Cart", User can add the Product to Cart with the specified Preference



### View Price Charts

Visitor can browse the Price Charts for the Pleated / Venetian / Roller based on the Price Calculation

Visitor can view Drop and Width wise Price of the Fabric  
As Size (Drop/Width) of Fabric increases Price of Fabric will also raise

### Watch Measuring Videos

View Measuring Video(s) added by user in conjunction with all Products with details like Title

Duration

Description

Visitor can play the selected Video

### View Cart

Displays products added to the shopping cart

With a small product image, subtotal, shipping amount

Link to 'Update' and 'checkout'

Link to 'See entire shopping Cart'

Can view its shopping cart (if purchased anything will show list of items that are being purchased with the quantity and the total price of those buying)

Remove Product from the Cart

Update Quantity and Recalculate Sub Total

### User Login

This section allows User to enter the website by adding login details created during registration

Enter authenticated Email Address and Password to login

Forgot Password Link

Recover password through mail

New User? Sign up link available

**Registration:** This section allows New Users to create new registration account on the Site

Fill the registration form with all required fields

Enter Profile details like name, email id, password

Enter address details like Country, State and Zip Code

Submit Form

**After creating login, the Customer enters the account with authenticated username and password and can perform the following tasks:**

My Account

Personal Information

Change Name, Login, E-mail Address, or Password

Manage Address Information

My Orders

View all Orders

View order no/ order date/ amount/ quantity

View Status (In Process, Shipped, Open, Rejected)

History/Receipts

View Details of all the orders made

View order id, status, date ordered

Link to re-Order



#### Last Order

- Displays the last order made
- Link to reorder and reset quantity

#### View Order Tracking

- Enter Order Number

#### View Shopping Cart

#### Delete Account

#### Sign out

#### Checkout

- Proceed to Shipping Details
- View/ Edit Shipping Details
- Select Shipping Method
- Proceed to Billing Details
- View/ Edit Billing Details
- Review Order
- View Total Order Summary, with Shipping and Billing Details
- Proceed to Payment Details
- PayPal Payment Gateway Integration
- Order Confirmation
- Show confirmation of order with order details on the screen

#### FAQ

- Displays a list of frequently asked Questions

#### Shipping Information

- Details regarding Shipping information and collaboration with any partners which will be confirmed with client for more details

#### Static Pages

#### Contact Us

#### About Us

#### Privacy Policy

#### Disclaimer

#### Terms & Conditions



## 2.3 Back-End

Admin panel is the back end of the application from where the admin can manage the whole site and its contents as well.

### Login

Administrator may login into the admin panel with the authorized username and password to get access to this panel.

### Site Map

View Summary of the whole Admin panel

### Administrators Users Management

The administrator user section shows the list of admin users accessing the panel. The admin can search and sort the list. The admin can even edit and delete the existing record.

- View Admin
- Search / Sort Admin users
- Change the Status of admin user (Active / Inactive)
- Add / Edit / Delete Admin Users

### Customer Management

The Customer Management section shows the list of customers who have registered themselves on the site.

- View All Customers of the site
- Search / Sort Customers
- Change the Status of Customer (Active / Inactive)
- Add/ Edit / Delete Customers
- Send mail to the Customers

### Blind Type Management

The Blind Type Management section allows Admin to manage all Blind Types like Pleated / Venetian / Roller available on the Site.

- View all Blind Type
- Change the Status (Active / Inactive)
- Add / Edit / Delete Blind Type

### Product Attribute Management (Like Sizes and Colours)

- View All Product Attribute
- Change the status (Active / Inactive)
- Sort Product Attribute
- Add Attribute
- Enter Attribute Name
- Edit / Delete Product Attribute



### Product Management

The Admin can view all the products that are being displayed on the site.

Admin has full rights to add/ edit the particular product once placed on the site.

View all products

Search / Sort Products

Alphabetical Search

Change the Status (Active / Inactive)

Add Product

Add General Information about the product like Name, Blind Type, Attribute

Upload Image and Video

Edit / Delete Product

Product categories (Category management)

### Price Chart Management

The Price Chart Management section allows Admin to manage all Price Chart available for

Pleated / Venetian / Roller on the Site

View all Price Charts

Search and Sort Chart by Blind Type

Change the Status (Active / Inactive)

Add new Chart

Select Blind Type

Title

Upload Chart File

Edit / Delete Chart details

### Country Management

View All Countries

Search / Sort Countries

Change the Status (Active / Inactive)

Add / Edit / Delete Countries

Search / Sort States

Change the Status (Active / Inactive)

Add / Edit / Delete States

### Tax Management

View All Tax percentage with the countries

Search / Sort Taxes

Change the Status (Active / Inactive)

Add / Edit / Delete Taxes

### Shipping Management

View all methods of Shipping with the amount

Search / Sort Shipping Methods

Change the Status (Active / Inactive)

Add / Edit / Delete Shipping Methods



### **Order Management**

View all Order Detail  
View Order Information  
View Billing/ Shipping/ Payment  
View/ Change Order Status (In Process, Shipped, Open, Rejected)  
Search / Sort Orders  
Alphabetical Search  
Edit / Delete Orders  
Print Order Confirmation  
Print Invoice

### **FAQ Management**

View all FAQs  
Search / Sort FAQs  
Alphabetical Search  
Change the Status (Active / Inactive)  
Add/ Edit / Delete FAQs

### **Email Template**

There will be different templates available for different occasion like Welcome Mail, Forgot Password

### **System Settings (General Site Settings)**

View / Edit all Setting of Website  
General Settings  
Name of Site  
Main Site Title  
URL  
Meta Tags Information Settings  
Site Copyright Text  
Site Control Panel Title  
Administrator Email ID

### **Static Pages Management**

View List of Static Pages  
FCK Editor provided

### **SEO Management**

The SEO Management section helps the Site Administrator to manage the traffic & activity performed on Site by Users/ Buyers  
View all Meta tags & Keywords  
Search/ Sort Meta tags & keywords  
Change the Status (Active/ Inactive)  
Edit/ Delete Meta Tags  
View all login IPs  
Search/ Sort IP  
Change the Status (Active/ Inactive)  
Block IP

### **Log out**

The Administrator can log out of the admin panel from the log out link given in the panel.



## 2.4 Design Goals

The application consists of following main sections:

### Visitor Features

- View Home Banners or Slide Show Gallery
- Browse Products
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- View FAQs
- Become a Member through Registration process
- View Static Pages

### Registered Member Panel

- Login to site
- Manage Account
  - My Profile
  - My Orders
- Buy Product (Checkout)
- Logout

### Admin Panel

- Login
- Dashboard
- Administrator User Management
- Site Member (Customer) Management
- Blind Type Management
- Product Attribute Management
- Product Management
- Price Chart Management
- Banner Manager
- Order Manager
- Shipping Management
- FAQ Management
- Email Templates
- Static Page content Management
- Tax Management
- Location Management (Country/State/City)
- System Settings
- Logout



## 2.5 EXCLUSIONS FROM SCOPE

The following is a list of activities that are clearly excluded scope of development for this proposal.

### **Development of Detailed Functional Specification**

Detail functional specification is not included in this timeline. Scope document will be the base document for the requirements.

## 2.6 ASSUMPTIONS

We have developed our estimate based on the following assumptions.

### **Multi Lingual**

Website interface will be in English languages only. But please note that the user input will be in single language only. Whatever user enters will be stored in the database and will be displayed on the website.

### **3rd Party Tool**

Client will pay for 3rd party tools, if required

### **Client will provide Sample Data to test the entire web site.**

Based on data based on organizational assets, we believe that sample set of values for data base elements having impact on business rules and business work flows, are critical from development as well as testing stand point.

### **User Acceptance Testing**

Client will prepare business scenario and test entire website once Delicious Webdesign delivers the website.

### **Signoff and Acceptance of Deliverables**

During the course of the project, Delicious Webdesign will make relevant deliverables available to Client. Delicious Webdesign expects these deliverables to be reviewed, accepted and signed-off by in the timeframe mentioned against each deliverable. If Client finds defects in the deliverables, Delicious Webdesign will rework the defects and re-present the deliverables for acceptance.

### **Documentation**

The responsibility of creating / updating any other documents / technical documents such as user manuals, online help etc shall be with client and in case if any documentation required, it will be charged extra and will not be part of this contract.



### 3.1 COST ESTIMATION

Cost Estimation: Items	Cost (GBP)
Delivery (Development + QA)	x
User Acceptance Test Support - Beta Release (Post Delivery - 4 weeks)	-
<b>Total Cost of Project</b>	<b>x</b>

Milestone of payment schedule	Item	% of price
Milestone 1	Award of Project	50%
Milestone 2	After First Demo on Development Server	30%
Milestone 3	After Final Demo on Development Server	20%

### 3.2 SCHEDULE

#### Schedule and Time line

The project schedule is based on the project start date. Any change in start date would amount to changes in all subsequent delivery dates. The actual project schedule and detailed planning inclusive of Client reviews and feedback will be made based on inputs from Client once requirements analysis is completed.

Delivery (Design + Development + QA + Beta Release): 6-7 Weeks

User Acceptance Testing: 4 weeks

Total duration including Delivery and UAT: 10 - 11 Weeks



## 4 Technical Overview

### 4.1 Production Environment

The final tested version of the application will be deployed in the production environment and will be available to the end users. This will also serve as the staging/QA environment before the first release/Beta of the application.

### 4.2 Development Environment

The development environment will be used for developing and testing future releases of the application. The version of the application deployed in the development environment will not be available to the end users and will be accessible only to the developers.

The development environment will also serve as the staging/QA environment for subsequent releases of the application but will not be used for any performance related testing since the server configurations in the development environment are not intended to replicate the production environment and thus will not give an accurate measure of how the application would perform in the production environment.

Technology Stack Software	Product
Database Server	My SQL 5.x
Operating system	Linux
Web Server	Apache
Development Environment	PHP 5.2.x, Smarty, AJAX

### 4.3 BROWSER COMPATIBILITY

Supported Browser
Internet Explorer 7.0, 8.0
Firefox 3.x
Google Chrome
Safari (Windows)



## 4.4 External Interface Requirements

### 4.5 User Interface

This section describes some specific requirements regarding the intended user interface for the application. The details of the user interface design for each screen would be covered during the prototyping phase of the project. <b>Seq. No.</b>	<b>Description</b>
I1.1	GUI standards followed for all the websites under consideration will be based on the creative inputs provided by James.
I1.2	All websites will be developed for a screen resolution of 1024 x 768 and higher
I1.3	All websites will be completely functional in the following web browsers: Microsoft Internet Explorer (IE) 7.0 and IE 8.0 Mozilla Firefox 3.x Google Chrome Apple Safari (Windows)
I1.4	Popup windows will be used only in places where it is important to keep the user on the main screen such as the Details screen. If the user has a popup blocker enabled, a message will be displayed asking the user to disable the popup blocker before continuing.
I1.5	Client side scripting, AJAX controls will be used wherever required but without making the pages to heavy to load.
I1.6	On screens that display lists (such as the search result pages), a pagination control will be displayed that will allow the user to browse through multiple pages of information rather than scrolling vertically.  The pagination control will be developed so that attributes such as maximum items to be displayed per page, maximum number of pages to be displayed, etc. will be easily configurable by the website administrator through a properties file.
I1.7	A confirmation message will be displayed to the user prior to any kind of delete activity on the websites. The delete action will be carried out only if the user confirms the delete action.



## 5 GENERAL TERMS AND CONDITIONS

The efforts estimation and planning is based on high level Business. Any reduction/addition to this will be considered during requirement analysis and knowledge transition phase and re-estimation will be carried out.

Any change in scope during the project execution of the project will be handled through the Change Management process

Delicious Webdesign assumes that Client would provide one project manager and functional expert(s) during Requirement analysis and Knowledge Acquisition phase.

Cost of infrastructure, hardware, software and network required at Client's office is not included in this proposal

Cost (in both the option) will not include cost of domain registration, hosting, payment gateway charges, data migration from old/existing site to new site and server management charges etc.

Cost Estimation is valid for 30 days from the date of proposal has been sent. Then after the cost is subject to be varied as per the change of the company policy & other terms.

Delicious Webdesign expects that Client will provide timely input/feedback for all reviews and queries raised during the project execution. It is expected that Client will resolve queries in reasonable time frame. Any delay can result in slippage of the schedule

Delicious Webdesign assumes that all sign-offs from Client will be provided within agreed and specified timeframe. Such time frame can be decided at the beginning of each key milestone/activity

All the documentation will be provided in English

It is requested to the clients provide confirmation/approval as & when required within 2 business days.

Estimation does not include any data entry or templates work as a part of this contract.

Delicious Webdesign is not responsible for any faulty software provided by any of the vendors supplying software for the development of application and consequences arising out of such usage.

This proposal is valid for 30 days unless extended by Delicious Webdesign.

In case Client requires any extension of the proposed acceptance schedule, the associated effort and cost of such extension can be mutually reviewed.

Delicious Webdesign will require a lead-time of 1-2 week to start the project after the project is awarded.

Delicious Webdesign may display the project on its portfolio after completion of successful project and may get a credit of the work as developed and designed for the site as a part of this contract unless it has been provided in written.



In case if there are delay from client with regards to response of queries or feedback longer than a week additional 10% cost of entire project will be imposed on the final payment or delivery of the project.

For any circumstances if project needs to be put on Hold / Stop it requires minimum request notice period of 1- 2 weeks along with duration for which request will be addressed by management and final decision on the request will be based on that.

Source code will only be delivered or uploaded on the live server once the due payment is made.



## 6 PROJECT EXECUTION MODEL AND DELIVERABLES

### 6.1 EXECUTION MODEL

Design layout and prototype based on Client's input.  
 Demo and deliver design layout and finalize the same with Client.  
 Prepare Scope document and finalize same with Client.  
 Design database and architecture for the web site.  
 Develop and test high risk and high priority features early in development life cycle to ensure verification of risk before major investment are made  
 Quality assurance team will test entire sites and report defects.  
 Development team will fix defects and ensure quality of website.  
 Finally demo and deliver website to Client for the final review.

These best practices in turn will help meet the objectives of a high quality and optimal solution in the specified timelines.

### 6.2 ACTIVITIES AND DELIVERABLES

The table below lists the inputs, deliverables and the responsibilities for the various phases of RUP and data migration activities to be carried out. Inputs	Deliverables	Delicious Webdesign Responsibility	Client's Responsibility
<b><u>Inception (Phase I)</u></b>			
Accepted Work Order Study and Analyze requirements	Refine scope document Design Layouts Prototypes in UI	Analyze requirements and HTML UI Provide queries and feedback on requirements. Work with Client to baseline scope document and prototype.	Knowledge transfer on business logic Approve and baseline delivered artifacts Resolution for queries
<b><u>Elaboration (Phase II)</u></b>			
Approved artifacts Approved prototypes (GUI)	Intermediate website progress and demo which includes basic features	Develop basic features based on priority if any. Demo to Client	Review and provide feedback Resolution of intermediate queries
<b><u>Construction</u></b>			



Approved artifacts Approved prototypes GUI	Finalize Code base source	Design changes, if any. Code construction QA(Unit and integration testing ) Fixing of defects detected in Acceptance testing	Resolution of intermediate queries Carry out review based on intermediate delivery.
<b>Transition, User Acceptance Testing</b>			
All Source and binaries	Reviewed and tested source code	Provide support to Client for fixing defects during acceptance	Carry out final acceptance testing Provide acceptance on final deliverable

### 6.3 ACCEPTANCE CRITERIA AND PROCEDURE

The Client will perform acceptance testing of the deliverables on their systems. Delicious Webdesign team will assist the acceptance-testing phase. Any issues reported during the Acceptance Testing will be analyzed and categorized as "Defects" or "Change Requests (CRs)". Problems arising due to the defects in the realization from the starting points will be categorized as Problem Reports and rectified by Delicious Webdesign. Delicious Webdesign will attempt to solve the problems reported at the earliest. In case the estimated time for solving the problems is going to be significant, it will be communicated to Client.

**Formal Acceptance Testing** will start after Delicious Webdesign sends the final delivery. Delicious Webdesign will make out a formal Delivery Note to the Client. Client will acknowledge, review the work and approve the delivery as complete and acceptable or incomplete and unacceptable, within the number of days of delivery being made as mentioned below. If rejected, Delicious Webdesign will rework the software to requirements.

The scheduled acceptance period, for the completed delivery, would depend upon the release. Delicious Webdesign anticipates the acceptance period to be a total of **4 weeks** for the UAT.

Delicious Webdesign uses following defect classification:

Type Of Error	Description
P0	Fatal Error. Runtime error occurs which causes the application to crash.
P1	No Fatal Error, but functionality differs from the specification.
P2	Error wherein the software works but a degree of inconvenience is caused. Correction is not deferrable and an easy work around exists.
P3	Cosmetic errors like navigational errors, object positioning on the screen etc.



## 7 QUALITY CONTROL AND PROJECT MANAGEMENT PROCEDURES

### 7.1 QUALITY

With a view to providing client work products of high quality, without compromising on timeliness, Quality Processes and Controls will be prepared for the development activity. These Processes and Controls cover all activities from receipt of specifications to delivery of the work product.

The following controls are in place to ensure that projects deliver quality products on schedule and within budgets.

Contract Reviews to ensure clear understanding and identification of customer requirements, mutual roles, responsibilities and risks.

Preparation, Review and Approval of Project Related Plans.

Team Allocation using Project Management System to ensure the best possible fit between project needs and the available manpower resources.

Periodic Project Status/Progress Reviews to monitor progress against the plans and take corrective actions where necessary.

Preparation, Review and Approval of Test Plans to ensure quality of the testing process.

As part of our Quality Management System, all work is audited and reviewed at various levels.

#### Quality Objectives

Deliver a product that meets and exceeds client expectations

No schedule slippage

No P0 defects are found during the Acceptance testing phase

## 8 COMPANY PROFILE

### 8.1 COMPANY HIGHLIGHTS

Founded in year 2007 by thought leaders with vast experience in academia & industry.  
Achieved total financial stability since inception and grown solely on internally generated funds  
Service oriented and consulting firm with focus on high quality IT value  
Global clientele (US, Europe & Asia Pacific)

Long term client relationship with large clientele.

As preferred application development outsourcing vendors, we have delivered significant benefits to our global customers.

Maintained a phenomenon growth over years and have reached at an inspiring stage  
Open Source Exposure with Experience: Joomla, Drupal, CakePHP, Os-Commerce, Zen Cart, X-Cart, AspDotNetStoreFront, DotNetNuke, SugarCRM

The fundamental company values stem from understanding that our success is tied with success of our clients.



We work closely with our customers to ensure that we meet the service levels on the most critical CTQ parameters of 'on time', 'within budget' and 'defect free' application development.

Strong Security mechanism to protect Customer Data and Information

## 8.2 QUALITY POLICY

We are committed to provide improved, effective quality solutions and services to our customers by meeting their requirements and achieving continual excellence in all our products & services through our youthful, committed, motivated and dynamic team.

We achieve this by

Ensuring continual improvements in our processes & operations.

Providing growth oriented & satisfying work environment for our Team Members.

Establishing and maintaining a symbiotic relationship with the stakeholders.

## 8.3 INFRASTRUCTURE

Our highly secure, robust and agile infrastructure has been rated 'best in class' during client audits.

Vast facility space with scalability option

Internet and email access to all employees

Advanced 24\*7 Security Monitoring System

Branded workstations with latest configurations & Licensed Software

Well structured CAT6 Gigabit cabling for all workstation with CISCO Switches.

High-end servers on various platforms(UNIX, Linux, Windows)

High Speed Bandwidth with dedicated leased lines

Automated Back Up System with multiple 2MBPS Broadband Connection

3-tier security for IPR protection

Network security by Firewall(Software and Hardware)

Well Equipped Server Room

CCTV Surveillance

Separate VLANs as per client requirements

Conference Room with WiFi and other Advanced equipments

1 IBM Server - Local Development Server

2 HCL Servers - Online Development Server (1 Linux + 1 Windows).

3 IBM Online Latest configuration Server for production and Demonstration



## 8.4 TECHNICAL EXPERTISE

Web Technologies: PHP, .NET, RoR, ColdFusion, Java

Open Source Customization: AspDotNetStoreFront, DotNetNuke, Joomla, Drupal, Os-Commerce, Zen Cart, X-Cart, SugarCRM

Rich Internet Application: Flex, AJAX, Adobe AIR, Microsoft Silverlight

Database: MySQL, MSSQL, SQL Server, Pervasive DB, Oracle

Framework: CakePHP, Symphony, Smarty, enterprise Suite SDK

Design Tools: Flash, Adobe Photoshop, Corel Draw, Illustrator, FireWork

Documentation Tools: MS Visio, Rational Rose, Robo Help, Adobe Captivate.

## 8.5 OUR SERVICES

### 1. Web Development Services

Web Application Development

Web & Enterprise Portals

Website Design / Development

Web based Database Programming

Web-enabling Legacy Applications

Open source Software Integration

### 2. Software Development Services

Software Analysis and Design

Software Upgrade

Client Server Applications

Distributed Applications

Component Development

Complex GUI applications

Embedded Systems

Data Conversion

Systems Programming

E-Commerce Solutions

Database Maintenance

### Web Design Services

Flash Design

Photo Restoration & Image Processing

Website Design

Flyer Design

Business Cards Design

Logo Design

Graphics Design

Marketing Collateral (envelopes, visiting cards, letterheads, etc)

### 4. Mobile & iPhone Application Development

Application development for Mobile Social Networking and Wireless Communication.

Mobile Game Development including 2D and 3D graphics for single, two and multi-player.

Solutions based on mobile and handheld platform leveraging Maps, GPS and GPRS technologies

Applications with GPS enabled location mapping, and Geographical map based routing with latest updates through GPRS based sync with server

iPhone Application



iPhone Calender  
iPhone 3G Games  
iPhone Theme Icon

Mobile brokerage  
Travel booking with Search options

#### **5. Multimedia Solutions**

Flash Games & Animations  
Logo Animations  
Brochure Designs  
Graphics  
Corporate Presentation / CD ROM Development  
Computer Based Training & e-learning  
Online Product Presentation  
Animation for Banner Designs  
Animation for Virtual Product  
Character design  
Template Design service  
Flash 2D & 3D Animations

#### **6. Internet Marketing & Search Engine Optimization**

Link Building /Link Popularity Services  
Pay Per Click(PPC)  
SEO Consulting services  
Content Writing / Webcopy  
Online marketing  
Website Analytics

#### **7. IT Enabled Services**

Back office Services  
Site Administrator  
Chat Support  
Email Support  
Data Conversions

### **8.8 WHY Delicious Webdesign**

Global Presence  
Skilled IT Professionals  
State-of-art infrastructure  
Proven offshore outsourcing model  
Multi culture and multi location understandings  
Quick Turnaround time  
Satisfied clients globally  
Proximity to skilled manpower source  
Establishment work execution and delivery process  
24 X 7 Services  
High quality and cost effective solutions  
Rapid communication  
Flexible in adopting to the clients' need



Vast experience from system implementation, integration and migration for some really competitive customers.

### **Future Strategies**

Expansion of Product range in different verticals

Working for achieving CMM3 & ISO27001

Expanding horizons by our presence in different regions of the world

Strategic business alliances around the globe

