



**SeaState Internet Solutions**  
www.seastatesolutions.com

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## Technical Specifications (Excerpt) TrendInfoWorld Web Site

NOTE: Wireframe mockups and screenshots included in this document are functional diagrams only, and are not intended to represent a proposed graphic design, page layout, or look and feel.

### SECTION I: EXECUTIVE SUMMARY

- One-time Design and Development Costs: \$00,000.00
- Recurring Fees: \$000/month Hosting + \$000/month mailing list hosting
- Project Start Date: September 2000
- Project End Date: December 2000
- Project Duration: X weeks

#### Technical Objectives:

- Dynamically publish trend reports in article format online for the use of client subscribers.
- Provide a content management system that will allow editors to update the site's content via a Web interface.
- Provide a searchable archive of trend reports for the use of client subscribers.
- Allow administrators to manage a client subscription accounts database through a Web interface.
- Deliver the Deluxe Report in PDF format to subscribing clients.
- Allow clients to submit subscription requests online.
- Allow clients to view their subscription account details on the web.
- Provide a newsletter subscription sign-up and delivery system.
- Display general company and contact information.

#### Site Overview:

The site will contain the following major areas:

- Deluxe Report
- TrendInfoWorld Web Site
- General Company Information
- Content Management System
- Client Administration System

#### Hosting:

Hosting Fees:	\$000/ month
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Time:	X weeks to configure Web server
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- The hosting environment will be configured by SeaState Internet Solutions System Administrators, on a standard Microsoft Windows 2000 server running IIS 5.0 and a SQL Server 2000 database.
- Hardware specifications will be detailed and provided to the Hosting Provider Data Center.
- Operating system, Web server, e-mail and database software will be loaded onto the servers by the system administrators according to specifications.
- Once the servers are set up according to spec they will be tested. Once testing is complete the System will be migrated from the production servers to the hosted environment.

Domain Name Registration will point both domains to the same server.

Computer	<b>Micron NetFrame 4400</b>
CPU	<b>600 MHz Pentium III</b>
RAM	<b>256 MB</b>
Hard Drive	<b>9 GB SCSI</b>
IP Addresses	<b>5</b>
Monthly Bandwidth	<b>50 GB</b>

*(etc. ...)*

## SECTION II : PAGE TEMPLATES

### TrendInfoWorld Subcategory Page:

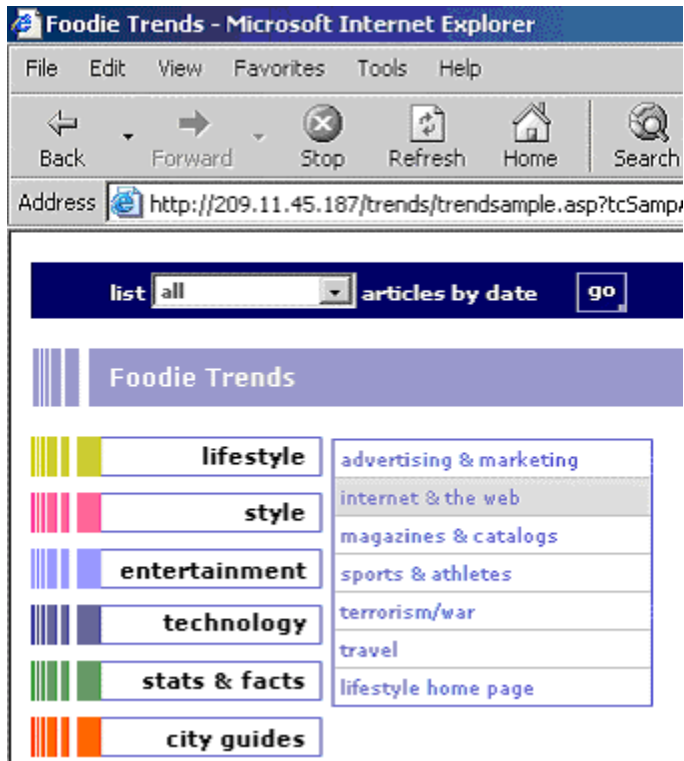
[See Wireframe Mockup](#)

Template Development Costs:	\$0,000
Development Time:	X weeks

This is the page that TrendInfoWorld subscribers will encounter after clicking on one of the subcategories in the navigational links. The purpose of this page is to promote articles within the subcategories and display content about the Subcategory. The page displays the following items:

- Subcategory Menu Navigation: Subcategories are dynamically pulled from the database and displayed in a DHTML menu box.
- Navigation links to 10 to 12 categories (music, fashion, sports, tech).
- Navigational links to the other sibling subcategories within this category.
- “You have x days remaining in your subscription” re-subscribe link .
- Browse the category by date and title
- Keyword Search (select category–“All” or any specific category).
- Company Info navigation.

*HTML Prototype of DHTML Category Navigation:*



**TrendInfoWorld Search Results Page:**[See Wireframe Mockup](#)

Browse Category Archive by Title and Date:

Template Development Costs:	\$0,000
Search Engine Development:	\$0,000
Development Time:	X weeks

Full-Text Keyword Search Engine:

Template Development Costs:	\$0,000
Search Engine Development:	\$0,000
Development Time:	X weeks

The purpose of this page is to display TrendInfoWorld Search Results.

In the case of a keyword search, the search results will be displayed, 10 at a time, with navigational links to previous and next results. Results will be displayed with the article title hyperlinked to the full article, the category name, and the synopsis.

In the case of an Archive Browse by Title or Date, the Search Results Page will display a list of all the articles within a given category, 10 at a time, ordered by either Title or Date depending on the selection. Results will be displayed with the article title hyperlinked to the full article, the category name, and the synopsis.

**Send This Page to a Colleague:**

Simple E-mail Notification

Development Costs:	\$0,000
Development Time:	X weeks

Save E-mails to Database Add-on

Development Costs:	\$0,000
Development Time:	X weeks

This feature will be installed on all non subscription (free) pages. When the user clicks on the link, a JavaScript pop-up window appears that requests the following fields:

- Your Name
- Your E-mail
- Your Colleagues' E-mail
- Comments About This Site

On submit, an e-mail is sent to the recipient with a link to the referring page on the site. The message format is as follows:

SUBJECT: Check Out This Site

BODY:

[Sender's name] has recommended the following page from .com:

<http://www..com/referrer...>

Here are [Sender's name]'s comments about this page:

[show comments]

Additionally, the referred person's e-mail may be saved to the database and viewed in the Account Management System.

*(etc. ...)*

### SECTION III : Content Management System

Development Costs:	\$00,000
Development Time:	4 weeks

The Content Management System is a password-protected area that allows company editorial staff to dynamically update content on the site.

#### Content Management System - Administrative Login Page:

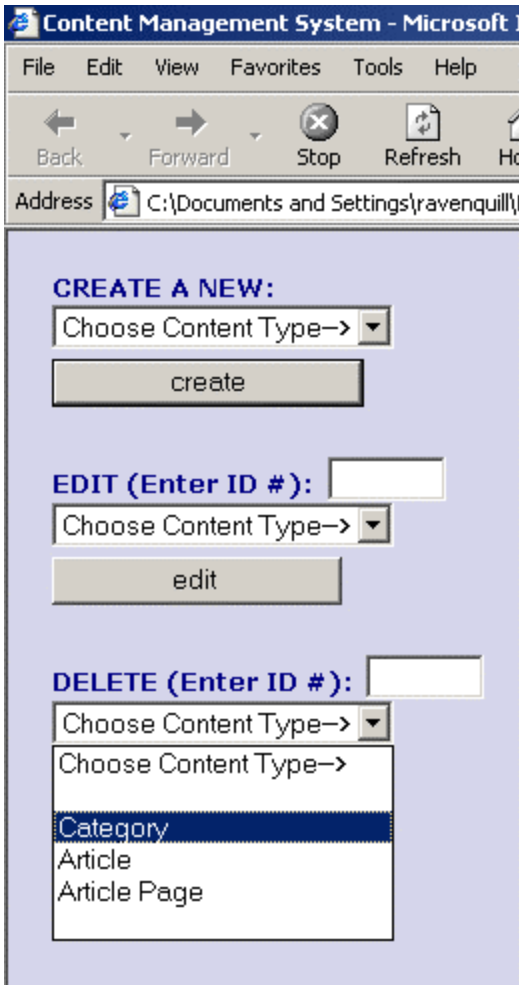
This page presents a login screen that requests that the administrative user log in to the system. The login is stored in the database and may be changed. If the incorrect username/password is entered, then an error message will result.

The main user actions or functions that administrators may execute are as follows:

- Create
- Edit
- List
- Delete
- Upload Image

#### Content Management System - Content Entry Functions:

- *Create*: By selecting this option the administrative user may create a new content item. The system will assign an ID automatically.
- *Edit*: This action allows the administrative user to modify a currently existing content item. This action requires that the administrative user know the content ID, which can be obtained from the List feature. The administrative user may edit any content item.
- *List*: This function allows user to view all of the content of a certain type as well as its IDs.
- *Upload Image*: This option allows the administrative user to upload an image directly to the Web server, using the ASP upload component. The image is uploaded from the user's hard drive directly to the common directory `/images/Articles/`. The confirmation page displays the image source HTML tag that can be used to insert the image onto article pages.
- *Upload Latest Deluxe Report*: This feature allow the user to upload a new Deluxe Report PDF file to the Web server, using the ASP upload component. This form also contains a "Date Published" Field.
- *Upload Sample Deluxe Report*: This feature allow the user to upload a new Deluxe Report PDF file to the Web server, using the ASP upload component. The user will be prompted to overwrite the current filename so that the sample report link will automatically point to the new file.
- *HTML Guide*: This is a link to basic HTML instructions that will be useful in content entry.



### **Content Management System - Content Items:**

The content items in the database that the user may act upon using the functions listed above include:

- Home page copy
- Category
- Subcategory
- Article

*(etc...)*

The image shows a screenshot of a web browser window. The browser's address bar contains the text "nes.asp". The browser's toolbar includes icons for "avorites", "Media", "History", "Mail", "Print", "Edit", "Discuss", and "Real.com". The main content area of the browser displays a form with the following elements:

- Please assign the Article to one or more Categories**
- Charts
- City Guides
- Entertainment
- Lifestyle
- Article Date:** (50 chars. max)
- Don't Show the Article Date
- Article Keywords:** (500 chars. max)

## SECTION IV : PRELIMINARY DATABASE SCHEMA

### Content Management System Database Schema:

*Trend Subcategory Page Schema:* The Trend Subcategory pages will contain the following fields:

- ❑ ID
- ❑ Subcategory Name
- ❑ Keywords (also populates meta tag)
- ❑ Synopsis (also populates meta description)
- ❑ Body

#### TblTrendSubCategory

```
ID  
TrendCategoryID (Foreign Key to tblTrendCategory)  
TrendSubCategoryName (50)  
TrendSubCategoryKeywords (600)  
TrendSubCategorySynopsis (600)  
TrendSubCategoryBody (varchar 10000)
```

(etc. ...)

## SECTION V : Phase II Enhancements

This section details future enhancements that are outside the scope of this launch:

### Newsletter Enhancement Option 2: HTML Newsletter:

Development Costs – HTML Newsletter Delivery:	\$00,000
Development Time – HTML Newsletter Delivery:	X weeks

HTML newsletters will require a more costly back-end, comprised of the following components:

- Newsletter creation user interface: This system will be part of the Content Management System. The user will enter content into fill-in form fields which will be saved to the database. This content will then be inserted into an HTML page template.
- Newsletter HTML template
- Newsletter preview: The interface will have a preview feature that will allow the user to preview the HTML page before sending it out.
- Newsletter send command: This will allow the user to send out a newsletter once it has been created and previewed. The user will specify the Newsletter ID and click “Send”
- Newsletter archive: The database will save all newsletters that have been created on the system. These archived newsletters can be viewed via the “List” function.
- Newsletter mailing engine: A Perl script will set the MIME type headers to indicate that the newsletter is an HTML newsletter, and then send the processed HTML page to the mailing list.

*Preview HTML Newsletter:* This feature allows the user to preview an HTML newsletter before sending it out to subscribers. This feature takes the newsletter ID as an argument and invokes the Newsletter Drawing Template, displaying the finished page.

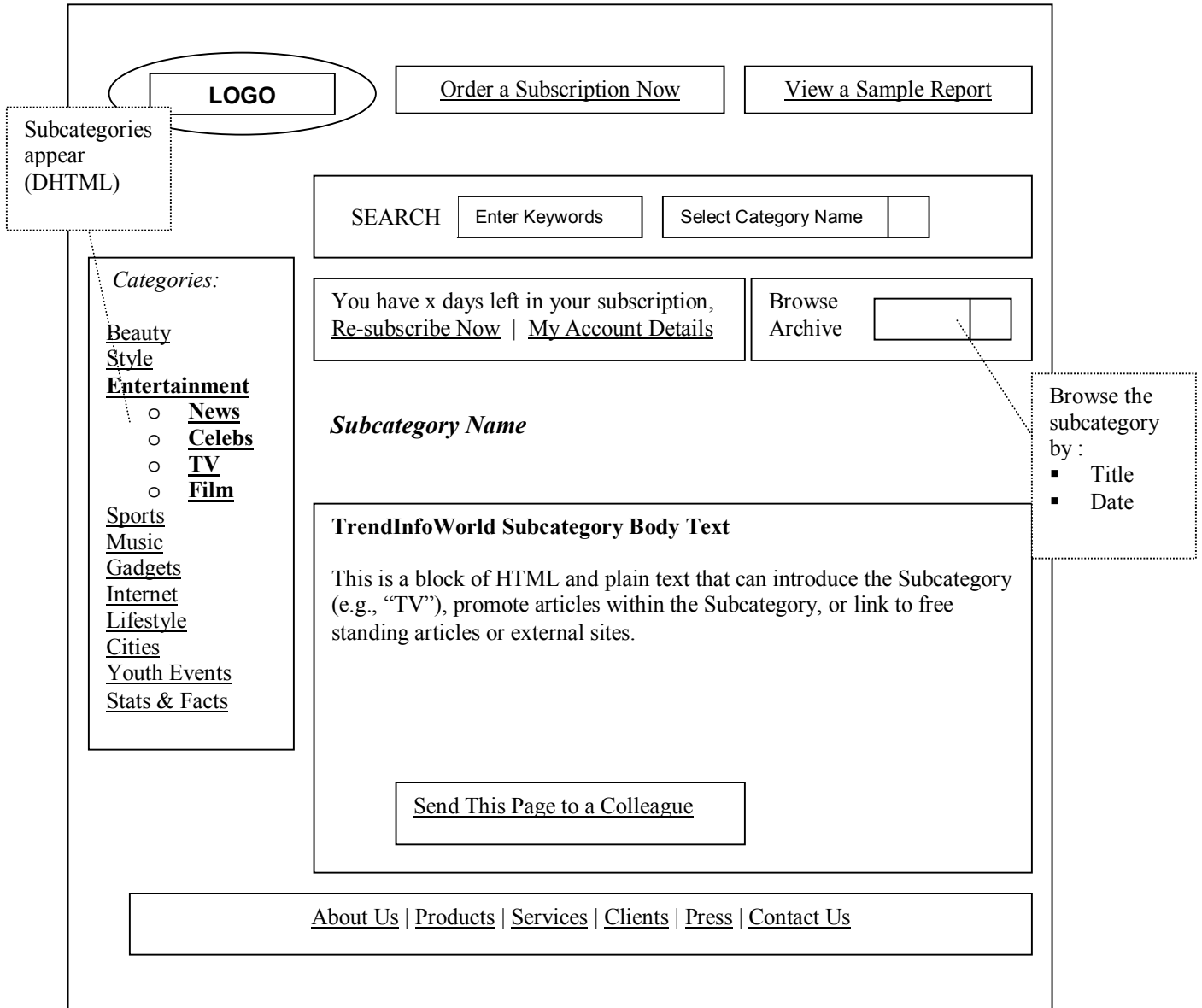
*Send HTML Newsletter:* This feature allows the user to designate the ID of the HTML newsletter that they would like to send out. By clicking “Send,” the database populates the HTML newsletter template and invokes the perl mailer script.

*HTML Newsletter:* These fields are published to the HTML newsletter template:

tblNewsltter
ID
NewsTitle (varchar 100)
NewsBody (varchar 10000)


(etc.)


## TrendInfoWorld Subcategory Page



## TrendInfoWorld Search Results Page

LOGO

 [Deluxe Report](#)

 [Trend Report](#)

You have x days left in your subscription,  
[Re-subscribe Now](#) | [My Account Details](#)

**Trends Central SEARCH RESULTS**

*Categories:*

- [Beauty](#)
- [Style](#)
- [Entertainment](#)
- [Sports](#)
- [Music](#)
- [Gadgets](#)
- [Internet](#)
- [Lifestyle](#)
- [Cities](#)
- [Events](#)

More Results: [Prev](#) | [1](#) | [2](#) | [3](#) | [Next](#)

Browse Archive

SEARCH  Enter Keywords  Select Category Name

***Trends Article Title:*** *Category Name, Month Day Year*  
Synopsis Text. This is the synopsis text pulled from the database. This text should be about 75 words long.

***Trends Article Title:*** *Category Name, Month Day Year*  
Synopsis Text. This is the synopsis text pulled from the database. This text should be about 75 words long.

***Trends Article Title:*** *Category Name, Month Day Year*  
Synopsis Text. This is the synopsis text pulled from the database. This text should be about 75 words long.

***Trends Article Title:*** *Category Name, Month Day Year*  
Synopsis Text. This is the synopsis text pulled from the database. This text should be about 75 words long.

More Results: [Previous](#) | [1](#) | [2](#) | [3](#) | [Next](#)

[About Us](#) | [Products](#) | [Services](#) | [Clients](#) | [Press](#) | [Contact Us](#)

Browse by :

- Title
- Date

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