



POPSMARTKIDS.COM

NSC Application Development Team #1

ABSTRACT

Team #1 of the North Seattle College Applications Development AD 410 Class, during the Spring 2018 quarter offers this proposal to:

Open Central
Founder and CEO at PopSmartKids

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SECTION 1:



PROPOSAL



i 1.1 Objective

North Seattle College is pleased to submit this re-creation of the PopSmartKids.com website in achieving its goals for recreating the website for PopSmartKids. The primary objective of this site was user engagement and user acquisition. Today this final product also provides a reliable, secure and informative platform for parental control over the e-content their children interact with by creating a user-friendly website to promote early education apps for a range of ages.

Our entire site, is unique and specially created just for PopSmartKids. One place to log in, all the information you need on the Admin dashboard.

i 1.2 Project Approach

- Prompt users to subscribe to a newsletter
- Create spaces to feature blog posts and product information
- Create a products space to create excitement and advertise education apps
- Create a mobile friendly site that is responsive for iPhone, android, iPad, and other handheld devices
- Establish google analytic measures that can be observed on an hourly/daily/monthly basis
- Incorporate effective Search Engine Optimization techniques that are intuitive and adaptable
- Create secure access control panel or “dashboard”
- The “Safe Zone” area for parents that guarantees privacy by transparently prohibiting suspicious activities on your apps
- Avoid cluttered pages to preserve a clean “look and feel,” which also ensures a cultivates mobile-friendliness



SECTION 2:

DELIVERABLES

i 2.1 Deliverables

Here are the features we have created for you:

- Target specific audiences such as:
 - Prospective/existing customers
 - Investors
 - Potential employees
- Create navigation tabs for the following pages:
 - Home
 - Products
 - Safe Zone
 - About Us
 - Blog
- Create custom Footer appearing on each page that includes:
 - Link to Home page
 - Link to Contact Us page
 - Social media links to include Facebook, LinkedIn, Twitter and blogger
 - Privacy Policy
 - Terms of Use
- Home page that features the following:
 - Main image
 - Company Name
 - Company tag line
 - Text which engages users
 - CTA buttons
 - “Tell Us What You Think” survey
 - “Beta Signup” with product release email notification
 - Testimonial Section made available to user after initial product launch
- Products page with features including:
 - CTA button for “Beta” signup (featured on Home page as well)
 - Connect to multi-platform app “stores”
- A Safe Zone page that your app promises no in-app:
 - No Ads
 - No Internet Links

- No in-app purchases
 - No Social Media
 - No location tracking
 - “Worry-Free User Guided” access
- An About Us page that shares the following information with user:
 - Company background and story
 - Core values
 - Mission Statement
 - PopSmartKids team member details
- A dynamic Blog page that is capable of the following:
 - Make new blog posts and stories approved by owner
 - Edit, update and maintain blog page
 - CTA Signup pop-up to collect email address from user to receive newsletters
- The Contact Us page will feature a form that should:
 - Collect name and email
 - Respond with a brief message acknowledging receipt of user info
 - This action also prompts a notification to contact@popsmarkids.com
- Google Analytics should made possible in order to observe the following:
 - Unique site visitors
 - Bounce rate
 - Pages viewed per session
 - Average time users spend on pages
 - Top landing pages
- SEO phrases to include the following:
 - Quality time with kids
 - Spend time with kids
 - How to encourage kids to write
 - “Alt tags” attributes on images to better ensure page tagging by search engines

i 2.2 Execution Strategy

- *We chose DreamHost* web hosting because it’s a powerful and reliable hosting service. They also provide “https” protocol access which further secures your site. The https protocol encrypts the data between the site and the browser. This protects the privacy of the not just your site, but any future

modifications that would require sensitive information to be provided by a user. Many of our team members use DreamHost as their own hosting client. DreamHost offers free 24-hour live chat support for a wide range of services including file management and even WordPress. In February 2018 DreamHost was rated “excellent” and the #1 hosting service by PCMag.com.

- We chose MySQL because...
- We built the admin section with the following in mind...

i 2.3 Bonus Features

Click here to enter text.

- Selenium:
 - Is used when automating web applications for testing purposes to create robust, browser-based regression automation suites and tests, scaling and distributing scripts across many environments
 - Custom testing for Nav bar for correct path directory
 - CRUD for products and blog thoroughly tested
- API sharing capability that enables other to quickly and easily feature your website and products on their sites
- One touch signup for Facebook and Google (featured on the newsletter subscription popup)
- HTTPS secure sites that:
 - Receive first priority on search engine results
 - Allow for Facebook integration (mandatory by Facebook regulations)
- Proactive regulatory compliance with EU [GDPR](#).

i 2.4 Credentials

The following information is crucial to the operation of your site. Please keep these in a secure location.

Name	Purpose	Link	Login	Password	Fee?
DreamHost	Webhosting Service				Yes
Google Analytics	Website performance	analytics.google.com	Your Gmail login		No

i 2.5 Pricing

Here are the costs associated with your site.

Service Description	Fee/Month
Webhosting Service (\$288 if paid in 3-year installation)	\$8
Something else	
Something else	
Total Services	\$8.00

HOM



SECTION 3:

ADMIN

Note: You must be logged into the Admin Dashboard to perform any of the following actions pertaining to the Blog Page by visiting domainname.com/admin_login.php > Login

i Admin Login

Action: Create a **new** blog post

Purpose: To post updates, news and other valuable information for users

How: [Dashboard](#) > [Edit Blog](#) > [Blog Dashboard](#) > [Posts](#) > [Add New](#) > [add info/images](#) > [Add Post](#)

i Add a New Admin User

Action: Create a **new** blog post

Purpose: To post updates, news and other valuable information for users

How: + [Add Admin](#) > [Enter User's Info](#) > [Add Admin!](#)

i Reset Administrator Password

Action: Create a **new** blog post

Purpose: To post updates, news and other valuable information for users

How: [Reset Admin PW](#) > [Select RESET](#) next to the said user

i Compile User Email Addresses

Action: Compile user email addresses into csv file

Purpose: Use this csv file to prepare all your user email addresses to send newsletters.

How: [Dashboard](#) > [Email Subscriptions](#) > [Download List](#)

i Edit Administrator Data

stuff

[HOM](#)

[TOP](#)

i Empty

stuff

SECTION 3:



BLOG PAGE

Note: You must be logged into the Admin Dashboard to perform any of the following actions pertaining to the Blog Page by visiting domainname.com/admin_login.php > Login

i Create a Post

Action: Create a **new** blog post

Purpose: To post updates, news and other valuable information for users

How: [Dashboard](#) > [Edit Blog](#) > [Blog Dashboard](#) > [Posts](#) > [Add New](#) > [add info/images](#) > [Add Post](#)

i Edit a Blog Post

Action: **Edit** a blog post

Purpose: Make changes to post Title, Author, Body content or image

How: [Dashboard](#) > [Five Most Recent Posts](#) > select "Edit" next to said post to make changes > [Add Post](#)

i "Delete" a Blog Post

It's never a good idea to totally "delete" something. Whether it be a blog post, a user who had opted out, or even unused photos. Deleting them means loss; they're gone forever. Therefore, a common practice is just "hiding" them. You can remove a blog post from public view, but you don't lose the content forever. That way, if something comes up in the future you still have what could turn out to be very useful information.

Action: **Remove** a blog post

Purpose: Make changes to post Title, Author, Body content or image

How: [Dashboard](#) > [Five Most Recent Posts](#) > select "Post Disabled" next to said post

Note: To republish blog post, select "Post Enabled" in above step

i Blog Comments

Action: Take action on blog comments

Purpose: Either Approve or Deny users comments on your blog posts

How: [Dashboard](#) > [All Pending Comments](#) (or by selecting “Comments” from right menu) > [Actions](#) > select either “Approve” or “Delete” for each pending comment

SECTION 4:



PRODUCTS PAGE

Note: You must be logged into the Admin Dashboard to perform any of the following actions pertaining to the Products Page by visiting domainname.com/admin_login.php > Login

i Add a New Product

Action: **Create** a new product

Purpose: Publish new product to Products page, visible by users

How: [Dashboard](#) > [Products Dashboard](#) > [Add New](#) > *add info/images* > [Add Product](#)

Note: Remember to include the links to the Android/Apple store.

i Edit a Product

Action: **Change** a product

Purpose: Make changes to the Product Name, Android/Apple links, Description, Image or keywords

How: [Dashboard](#) > [Products Dashboard](#) > [Edit](#) > *make corrections/changes* > [Add Product](#)

i Remove a Product

Action: **Remove** a product

Purpose: Make changes to the Product Name, Android/Apple links, Description, Image or keywords

How: [Dashboard](#) > [Products Dashboard](#) > select "Delete" next to said Product

Note: Unlike the remove function in the Blog Dashboard, this removal is permanent. Please be sure you want to lose all info about this Product when performing this action.

SECTION 5:



CODE MODIFICATIONS

i The Makings of Page

How is a page created?

Your pages are comprised of multiple pieces. We use these pieces by calling `include` statements, and together, they create a “page template.” This template is used throughout, and every single page follows this order. The “pieces” include `top`, the `page` name, and `bottom`, (and a `config` file dealing with database/MySQL statements) as seen below:



While the above is not an “actual” page on your site, it’s a good example of how a page is made.

For example, let’s take a look at your `aboutUs.php` page

```
<?php include 'includes/config.php'?>
<?php include 'includes/top.php'?>

<!-- START LEFT Column -->
<div class="spacer"></div>
<article>
  <h1>About PopSmartKids</h1>
<div>
  <p>Content about who PopSmartKids.com is and what we do.</p>
</div>
</article>
```

`config.php` includes the backend info, database, MySQL, etc.

#1: `top.php` entails the nav bar, your Beta button, logo, and others

#2: `pageName.php` includes everything seen here

```
<!-- END LEFT Column -->  
<?php include ("includes/bottom.php");?>
```

#3: bottom.php includes the footer,
your social media connections and other

Note: You must have access to an IDE and an FTP client in order to perform any of the following actions pertaining to the files mentioned below. You must upload these files before changes are live.

Warning: Take great care when making any changes to these files. Only an experienced developer should tamper with these files.

i Home Page

Action: **Edit** content on the homepage

Purpose: Make edits to any of the following sections:

- Flex slider images (see section x.x below for how to upload images to your server)
- Content in the left and right columns

How: [root](#) > [index.php](#)

i Contact Page

Action: **Edit** info on your Contact Us page

Purpose: Make changes to any of the following sections:

- The data you request from users such as name, email, phone number
- Feedback options you accept such as testimonial or comments
- ReCAPTCHA validator

How: While the “Contact Us” page is found at the root in [contactUs.php](#), the real functions are found in [includes](#) > [bottom.php](#)

i Top.php

Action: **Edit** files in top.php files

Purpose: Make edits to any of the following sections:

- Navigation bar
- Logo
- Beta Signup Button

How: [includes](#) > [top.php](#)

Note: On the mobile version, the “Beta Signup” button is located at the root > [index.php](#)

i Bottom.php

Action: **Edit** files in bottom.php files

Purpose: Make edits to any of the following sections:

- Footer
- Social Media icons

How: [includes](#) > [bottom.php](#)

i Uploading Images to Server

Action: **Add** images to the server

Purpose: To add images to your library so you can change things such as:

- Flex slider images
- Logo
- The “No Ads,” “No location tracking” icons found on your Safe Zone page

How: [root](#) > [images folder](#)

i Change logo

Action: **Change** the logo

Purpose: In the event you change the logo you’ll update the files on the server as well

- Be sure to upload the image to the server beforehand (see item for instruction)
- If you change the logo, be sure to change the favicon as well (see item)

How: [Includes folder](#) > [top.php](#) > [header](#) > [nav](#) > [div class = “owl”](#) > [img src](#)

i Change favicon

Action: **Change** the logo

Purpose: The favicon is the small image viewable within the tab. It’s a rendition of your logo and adds a further feel of customization to your site.

- Be sure to upload the image to the server beforehand (see item for instruction)

- If you change the favicon, be sure to change the logo as well (see item)

How: [Includes folder > top.php > edit the favicon logo](#) (You can also search for “favicon” within the file)

i Styles and CSS Changes

Action: **Edit** the css files

Purpose: Make changes to the formatting and styling of your pages such as:

- form.css: which controls your Contact page
- nav.css: which controls you the Navigation bar featured at the top of each page
- among others

How: [root > css folder](#)

SECTION 6:



GOOGLE ANALYTICS

Google Analytics is the most popular web analytic tool available today. Google Analytics lets you understand your site and app users to better evaluate the performance of your content, products, and more. At no cost, process massive amounts of data quickly with an easy-to-use interface combined with shareable reports. Below are just a few of the reports created just for PopSmartKids.com. However, you can view [Google's full library here](#). Each of these searches can be performed from the Analytics Home page.

i Unique Site Visits

Action: View how many people are visiting your site.

Purpose: View user sessions *and* unique visitors to your site.

How: [Behavior](#) > [Overview](#) > [Select Unique Page Views from Dropdown Menu](#)

i Pages Viewed Per Session

Action: See what pages are viewed per session.

Purpose: Perhaps the most valuable metric, this dives deeper into the user's experience than Unique Site Visits. Here, you can observe which pages are visited more demonstrating which content engages more users.

How: [Audience](#) > [Overview](#) > [Select Pages \(or Sessions\) Session from dropdown](#)

i Bounce Rate

Action: Learn the percentage of single page visits.

Purpose: To see the number of visits in which a person leaves your website from the landing page, without browsing any further. Here, lower is better.

How: [Behavior](#) > [Behavior](#) > [Overview](#) > [Bounce Rate is under Graph](#)

i Top Landing Pages

Action: View which page is greeting most customers.

Purpose: Unlike the bounce rate, the Landing Pages Report will show you *how* people are arriving to your page. This report shows which content is attracting the most users.

How: [Behavior](#) > [Behavior Flow](#) > *displays Landing/Starting pages and their frequency*

i Average Time Spent on Pages

Action: The average time a user spends on a page.

Purpose: It's important to understand that google "measures" this time differently. For example, if the hit is a bounce followed by the user leaving immediately afterwards, no time is recorded. If not a bounce/departure, then know that google will continue counting the time, even on hidden tabs. This means your user could have "left" but because they haven't closed the tab, the clock continues.

How: [Behavior](#) > [Behavior Flow](#) > *view Landing/Starting pages and their frequency*

SECTION 7:



ENTITY RELATIONSHIP DESIGN (ERD)

ERD here

SECTION 7:



MYSQL SCRIPT

dfdfdf

 Empty

stuff

dfdfdf

 Empty

stuff