

# NIBBLE WEBSITE SOLUTION



Solution Overview  
2010



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## Introduction

The Nibble Website Solution is a real live application that provides powerful online services to offer a dynamic experience for both the visitors and the site owner avoiding the common format of static electronic brochures.

The target system is a website that is manageable directly by the owner (more control) reducing the need to involve the graphics and developers (less expensive); you have the ability to easily change the website content or even add new pages or entire sections to it. In addition the solution includes a set of tools and services that allow creating and managing a complete User Database based on the information collected from website visitors (registration, profile updates, request forms...).

The runtime services above in addition to many tools and functionalities are provided by the **Nibble Application Framework**, a set of software modules created and constantly updated by Nibble; adopting this framework Nibble is able to develop powerful and manageable websites in a very short time and for an affordable cost.

Being based on standard technologies (Active Server Pages, DHTML, JavaScript, MS-Access/MS-SQL Server) the solution is fully customizable and can easily scale to follow your business as it grows.

## Solution Components

### Graphical Layout

Any kind of graphical layout and style can be created, below is an example of an home page designed for flexibility; the "sides sockets" approach makes it easy adding new pieces of information like Ads, news, products highlights, new website features short-cuts.

The screenshot shows the home page of The Barbados J24 Club. The layout includes a main banner at the top with a photo of sailors and the club's logo. Below the banner is a navigation menu with links for HOME, SAILING, THE CLUB, NEWS, CLASSIFIEDS, CONTACTS, and MEMBERS ONLY. A search bar is also present. The main content area is divided into several sections: a Sailing Calendar 2009, a Classified Ads section, a central area with a large photo of a J24 sailboat, a Photo Gallery, a Club Newsletter, an Our Members section, and a News section. The footer contains a Privacy Policy, Feedback to webmaster, My Account, and copyright information for 2009 J24 Barbados Sailing Association Ltd.

Labels in the image identify the following components:

- Banner:** The top image area with the club logo.
- Dynamic Menu:** The navigation bar below the banner.
- Central Area:** The large central image of a sailboat.
- Center Socket:** The area containing the Photo Gallery.
- Left Socket:** The area containing the Sailing Calendar 2009 and Classified Ads.
- Right Socket:** The area containing the Club Newsletter, Our Members, and News.
- Footer:** The bottom section with contact and copyright information.

To guarantee uniformity in the navigation model and in the look & feel the following elements are common to each website page:

- Banner** the banner usually contains a picture and the company Logo.
- Menu** located in the lower part of the banner, the drop-down menu enables full navigation around the website; from an authoring point of view the dynamic menu is the main tool to create and update the website structure:



it's easy to add menu items to create links to new pages, existing ones or external sites; every item can be configured to be viewed/accessed by anyone, by registered users only or even by registered users with special rights; the Site Map page will automatically reflect any menu change.

**Footer**

the footer, located at the end of each page, contains copyright information, feedback link.

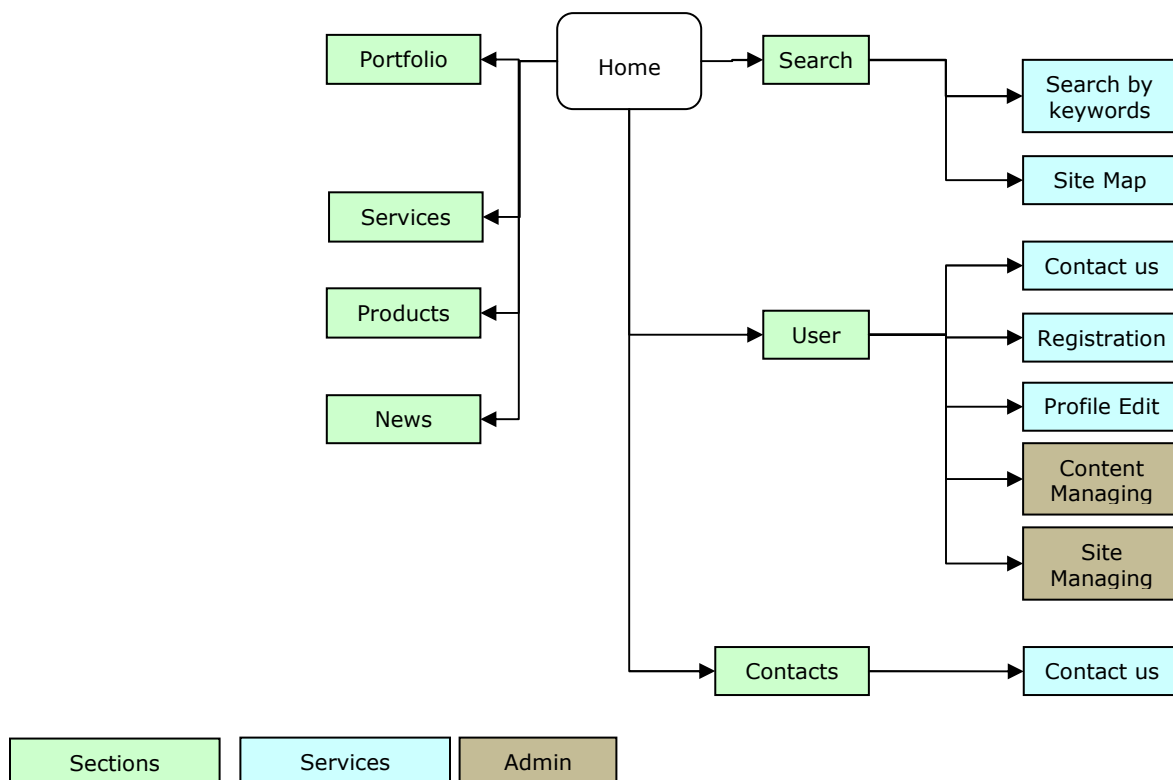
In addition, the home page example above contains the following components:

**Central Area** this area is dedicated to briefly introduce the website and to show rotating pictures.

**Sockets** each socket is a dynamic container of information elements (box) that can be easily created, sorted, hid or shown; usually these boxes contains short-cuts to internal part of the site providing a visual navigation approach to the part of the site which at any time you want to push; custom expressions can be used to show or hide each box depending on certain condition (i.e. "show only between date1 and date2", "show only to registered users" ...)

**Website Structure**

The following diagram shows a generic example of website structure:





## **Built-in Website Services**

The following is a list of the main services built-in the Nibble Application Framework and that can be used to develop, maintain and administer the website

- Content Management
  - a. Insert and format text directly within the website pages; copy and paste content from Office tools or other websites, import filters
  - b. Easy picture upload tool with automatic resizing and optimization
  - c. Easy manage multi-languages content
  - d. Create new pages starting from a number of pre-built templates
  - e. Customize the website menu adding or moving items
  - f. Create content inserting pre-formatted content elements (snippets)
  - g. Two levels publishing workflow (edit, approve)
  - h. Authoring permissions levels: whole site, single pages, single page item
- User Interface
  - a. Configurable website basic layout: header, footer, content and toolbar style (font, color, alignment, margins, etc.) are common for all the pages ensuring a consistent "look and feel" throughout the website
  - b. A number of pre-built Dynamic Content Viewers can be included in pages to show fading pictures, scrolling texts, picture thumbnails, video clips and other.
  - c. Many graphical effects are available: page transitions, simple logo animations, mouse cursor trails, rotating messages, etc.
  - d. Dynamic drop down menu system
  - e. Easy to update graphical layout though intensive use of Cascading Style Sheets (CSS)
- User Registration
  - a. Allow website visitors to register with the Website; fully customizable registration form; the website tracks visitors browsing the pages.
  - b. Mark pages to be accessed only by Registered Users
  - c. Grant users special rights to access restricted pages.
- Special Services
  - a. News: categories, head news, archive browser
  - b. Guest book
  - c. Dynamically-generated Site Map
  - d. Request forms: automatic user registration, customizable forms
  - e. Media Gallery: automatic folder index, pictures notes, add pictures by drag & drop, video clips support
  - f. Video Gallery: automatic folder index, clip notes, on-page viewer.
  - g. Integrated Search by Keywords (requires MS Index Server available by some Hosting Providers)
  - h. Online Forum
  - i. Downloads Area
  - j. Document Libraries Browser
  - k. Surveys
  - l. Members database browser
- Administration Tools
  - a. Browse the Customer Database, sorting and filtering records; send newsletters.
  - b. Manage Customers Profiles
  - c. Manage User Rights



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- d. Quick access report: how many users have registered, who is online now or have been visiting today?
  - e. Reports Viewer with full sorting/filtering features

### ***Other Solution Specifications***

- **Website Growth:** there is no limitation in the number of pages that the Content Manager can add to the site; the only limitation being the disk space offered by the hosting provider (1GB of space can host about 2,000 pages ☺)
- **Page Templates and Snippets:** a set of page templates and sub-page components is available to ease the content creation.
- **Browser Support:** full support for latest released versions of Internet Explorer, Firefox and Chrome.
- **Search Engines Support** the website content is formatted to be Search Engine Friendly (no frames, robot-aware navigation menus, etc.)
- **Marketing Tools:** the customer database collected through the website registration process can be used to send newsletters or run usage reports.
- **Multi-Languages support:** the solution can supports multi-language content where the content in the different languages can directly managed on the website by the authors; the proposed solution includes the base language only

Any other required functionality can be implemented as a custom module.

## Solution Pricing

Prices and specifications below are related to the standard implementation of each website edition.

	Basic	Advanced
	Classic website based on static content.	Professional website with Content Management, User Registration, Templates and advanced managing services.
Main Advantages	<ul style="list-style-type: none"> <li>Price</li> </ul>	<ul style="list-style-type: none"> <li>Directly update content, create new pages, upload pictures</li> <li>Richer user experience</li> <li>Unlimited number of pages</li> <li>Advanced services</li> <li>Customer database and users tracking</li> </ul>
Website Structure	Graphical Layout <ul style="list-style-type: none"> <li>Logo and colors</li> <li>Header/Footer</li> <li>Simple Menu</li> </ul> Pages <ul style="list-style-type: none"> <li>Home page</li> <li>Our Services/Products</li> <li>Company Profile</li> <li>The Showroom</li> <li>Contacts</li> </ul>	Graphical Layout <ul style="list-style-type: none"> <li>Logo and colors</li> <li>Header/Footer</li> <li>Drop down/dynamic Menu</li> </ul> Pages (initial set) <ul style="list-style-type: none"> <li>Home page</li> <li>Our Services/Products</li> <li>Company Profile</li> <li>The Showroom</li> <li>Photos</li> <li>Contacts</li> </ul>
Included Components	Nibble Website Template Owner Services <ul style="list-style-type: none"> <li>Website Stats</li> </ul>	Nibble Application Framework User Services <ul style="list-style-type: none"> <li>User registration</li> <li>Website Feedback</li> <li>Photo Gallery</li> <li>Guest Book</li> <li>Automatic Site Maps</li> </ul> Owner Services <ul style="list-style-type: none"> <li>Users Database</li> </ul>



		<ul style="list-style-type: none"> <li>• Content Managing</li> <li>• Page Templates</li> <li>• Users tracking</li> <li>• Website Stats</li> <li>• Rights manager</li> <li>• Pages Maintenance tools</li> </ul> <p>Platform services</p> <ul style="list-style-type: none"> <li>• Search engine optimizations</li> </ul>
Included Services	<p>Solution definition</p> <ul style="list-style-type: none"> <li>• Graphical design</li> <li>• Site Structure</li> <li>• Menu</li> <li>• Pages details</li> </ul> <p>Developing</p> <ul style="list-style-type: none"> <li>• Graphics</li> <li>• Structure</li> <li>• Content</li> </ul> <p>Deployment</p> <ul style="list-style-type: none"> <li>• Domain</li> <li>• Email (5 mailboxes)</li> <li>• Hosting purchase and setup</li> <li>• Site publishing</li> </ul> <p>1 year website hosting included</p>	<p>Solution definition</p> <ul style="list-style-type: none"> <li>• Graphical design</li> <li>• Site Structure</li> <li>• Menu</li> <li>• Pages details</li> <li>• Services</li> </ul> <p>Developing</p> <ul style="list-style-type: none"> <li>• Graphics</li> <li>• Structure</li> <li>• Services Configuration</li> <li>• Initial content upload</li> <li>• Content Managing Training</li> </ul> <p>Deployment</p> <ul style="list-style-type: none"> <li>• Domain</li> <li>• Email (5 mailboxes)</li> <li>• Hosting purchase and setup</li> <li>• Site publishing</li> </ul> <p>1 year website hosting included</p>
Requirements	<p>Company logo and colors</p> <p>Approved layout</p> <p>Pictures and text</p> <p>Registered Domain</p>	<p>Company logo and colors</p> <p>Approved layout</p> <p>Pictures and text</p> <p>Registered Domain</p> <p>User profile</p>
Standard Implementation Prices	<b>\$1,000</b>	<b>\$2,250</b>
Optional Components (to be quoted)	<p>Graphical Layout</p> <ul style="list-style-type: none"> <li>• Flash Animations</li> </ul>	<p>User Services</p> <ul style="list-style-type: none"> <li>• Contact Requests</li> <li>• Forum</li> </ul>



		<ul style="list-style-type: none"> <li>• Surveys</li> <li>• Blogs</li> <li>• Shop: catalog, cart, orders</li> <li>• Integrated Search (*)</li> <li>• Multi language support</li> </ul> <p>Owner Services</p> <ul style="list-style-type: none"> <li>• Mailer</li> </ul>
Domain registration **	Classic domains (.com, .net ...)	Classic domains (.com, .net ...) <b>\$9.95/year</b>
Website Hosting **	Basic Plan, 10GB, 10 mailboxes <b>\$71.40/year</b>	Advanced Plan, 100GB, SQL Server, 2500 mailboxes <b>\$ 143.40/year</b>
Other Costs	Company ID/Logo design Content Managing Pictures processing Custom developing  <b>\$75.00/hour</b>	

**all prices in US Dollars**

\* requires special hosting  
 \*\* sample prices from WebHost4Life

For any inquiry, please contact:

**Nibble Computer Solutions Inc.**  
 "Sunrise", Aurora Drive, Enterprise Coastal Road  
 Christ Church – Barbados W.I.  
 Tel +1 (246) 420 1949  
 Email: [info@nibblecs.com](mailto:info@nibblecs.com)