

Spirit of the Pacific Islands Web Site

By

Lorielyn Abrenica

Submitted to
the Faculty of the Information Engineering Technology Program
in Partial Fulfillment of the Requirements for
the Degree of Bachelor of Science
in Information Engineering Technology

University of Cincinnati
College of Applied Science

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Date

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Date

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Abstract

This project is designed to support the growth of Spirit of the Pacific Islands through creating an informational and engaging Web site that meets the needs of the general public as well as the individuals involved with the company. This includes the implementation and development of an Internet application through HRML and Javascript programming as well as demonstrating database connectivity through Active Server Pages. A splash page using Flash 5 and Swish 2.0 is also implemented to add a more enticing appearance to the project.

The Web site is publicized to display general information about the company and allows users to contact the company directly through email and forms. An administrative site secured with a login enables administrators to directly connect to the database to make any additions, deletions, and updates. A dancer's page also secured with a login enables dancers to view their profile information, view information on upcoming events, post messages for other dancers, and view general hula terminology.

The material covered in this report explains the development, implementation, design, materials used, and overall functionality of the project. The information included in this report meets the needs of all requirements demanded both by the IET department as well as the owner of the company.

Spirit of the Pacific Islands Web Site

1. Statement of Problem

Spirit of the Pacific Islands is a newly developed dance company, owned by Francesca “Anching” Trego, whose philosophy is based on bringing awareness of the Pacific Islands’ culture, history, and people through the exotic dances of islands in Hawaii, Guam, Tahiti, Samoa, Philippines, and New Zealand. Spirit of the Pacific Islands was developed in early summer of 2001 and is based in Cincinnati, Ohio. The company’s studio is opened to anyone who is interested in becoming a member of the dance troupe or for his or her own personal pleasure. Dancers are grouped according to age and ability. Currently, there are adult female dancers, the Pua ka Mahina e me La, and younger dancers, the Keikis, between the ages of five and fifteen. The company also offers educational presentations to ethnic events and fairs, schools, corporations, radio/television talk shows.

Spirit of the Pacific Islands is currently looking for more individuals who would be interested in making the business grow – whether by enrolling more individuals in classes or getting bookings around the city. Booking information is also difficult to obtain from customers. The only way of contacting the company for bookings is through the telephone or letters. Other public information that displays any information about the company is through flyers that get distributed around the city; this can take up a lot of time and resources. Obtaining dancers and bookings, and advertising shows could get expensive due to advertising costs for activities such as distributing multiple flyers, weekly newspaper advertisements, and radio commercials.

2. Review of the Literature

Developing a Web site for the business will allow a more globalized interaction with people. The Internet is the fastest growing medium in history. The authors of *eBusiness: A Beginner's Guide* acknowledges that 336 million people were on-line in 2000. By 2003, this number is expected to rise to 926 million. United States' e-business alone reached \$20.5 billion in 1999 and will rise sharply to \$147 billion in 2003 (1, pg. 5). These statistics clearly show that more people can easily get access to information about the company without having to make any phone calls or mailings.

The literature used to gather all the necessary information on the development and implementation of a project Web site were primarily found in resource books and other tutorial Web sites. The information found in webmonkey.com was very useful for Web development in design and multimedia. ASP101.com offered useful information about database connectivity using Active Server Pages. These sites offered extensive information with their tutorials and samples.

The book, *Developing Effective Web Sites*,₂ by Roy Strauss and Patrick Hogan was useful in project planning for Web site development, and *Teach Yourself E-Commerce Programming with ASP* offered practical information in programming in ASP. Using these resources, I was able to find the necessary requirements used to develop my project.

3. Description of the Solution

3.1 Product Description

This project involves a Web site that includes database connectivity and a brief animated introduction to the Web site using skills from Database Management,

Programming, and Multimedia. At the most fundamental level, this Web site connects to an Access database with company data.

A database using MS Access 2000 for Spirit of the Pacific Islands is a more efficient way of keeping track of the company's dancer and event information. An Access database allows users to define exactly what data they need, how it should be stored, and how the data can be accessed. Data can also be viewed as forms, so that users with access to the database can easily observe information.

By integrating all business data electronically, it is easier for Ms. Trego and other users to access and manipulate data. This includes adding, deleting, and updating data from the database. Although it is necessary to keep hard copies of certain records, this is a more efficient way to electronically file data into one compressed database for easy access and availability.

The database currently includes five tables: Users, Puakamahinaemela(Dancers), Events, Messages and HulaTerms. The Users table provides the login information and checks individuals whether they are administrators or dancers. The Puakamahinaemela table contains information about dancers such as their address and contact number. The Events table includes future and past event information. The Messages table contains all messages posted by dancers. Finally, a table of the hula terminology mostly used during practices and events are contained in the HulaTerms table.

The first impression of a site is one of the most important aspects of persuading viewers to browse and perhaps persuade them to request a booking. A Splash Screen animated with Flash and Swish provides a more appealing opening. I included several photographs of the company's dancers and shows to allow the viewers to preview the

company itself. I also included graphics manipulated with Adobe Photoshop, bold-faced letters, and eye-catching backgrounds to make the site more interesting to viewers.

The Web site includes a navigation bar, a dancer and administrator login, basic company information, event information, booking information, contact information, and a photo gallery for all general viewers. The navigation bar allows viewers to easily find their way around the site. Viewers can find basic information about the company, such as the company's philosophy and the type of shows it offers. The event and booking information includes information on past and future shows and also contains a form for anyone to request bookings, which will be sent directly to Ms. Trego. Viewers may also contact the company for any questions by e-mail as well as sign up for the e-mail list to receive monthly e-mails regarding the company's upcoming and current events. The dancer login creates a customized site for individual dancers including their profile information, event information, and allows them to post messages to other dancers regarding updates and reminders. Finally, the Web site will contain an Administrator login, which allows the administrator to add, delete, and update information in the database.

3.2 User Profile

Users should be familiar with Windows, and navigating the World Wide Web, particularly with Internet Explorer. This Web site is straightforward, allowing users to click the navigation buttons to enter a specific page. This project will consist of three target users: 1) Main Dancers, 2) Administrator and 3) General Public. The Main dancers will have a login page that will allow them to view announcements, edit their personal information, and view the latest information about upcoming events.

The main dancers will have their own login id and password. They should know how to navigate the Dancer login page, post messages, and update their profile.

Administrators include Ms. Francesca Trego and myself. These users will have access to the database to change information such as updating, adding and deleting events and dancer information. General Users are users who are interested in knowing more information about the company. They are expected to know how to fill out forms and fix any form validations. They should also know how to navigate through the site and follow the navigational buttons and graphical symbols to lead them to a specific page. These users are the main targets for the Web site since they will be the potential clients for the company.

3.2 Design Protocols

The navigation buttons are specifically developed for users to easily navigate through the site. These buttons are placed consistently on the navigation bar to the left of the each page. Dreamweaver has a rollover feature that allows the buttons to change, so users can easily be cued about which link to go to. At the left corner of each page will contain the company's logo. The countries name of the dances of the Spirit of the Pacific Islands appear at the top of the page along with their corresponding flags. All pages are kept consistent throughout the site by using a similar template for each page. These pages will be best viewed with an 800x600 screen resolution in Internet Explorer 4.0 or above browser.

I have included several icons and graphical symbols that will allow users to know where they are in the site. I chose a palm tree to accompany the Request A Booking form. This is to keep consistent with the Pacific Islands theme. I have also created a

dynamic events page, so that it can automatically update once an event is added, deleted, or updated.

I have developed a Web site that will appear to be very inviting to viewers complementing the overall theme of the company. The background color is yellow and foreground color is purple. These colors are the colors of the company. The font I used is basic Arial to keep consistent throughout different Internet browsers. I have also used Mistral in certain cases to complement the pictures; however, these are included as a picture with a jpeg extension since not all browsers support this specific type font.

A contact page was included to allow users to immediately e-mail Francesca Trego with any questions, comments, or concerns about the company. If they cannot find the necessary information in the Web site, a link will automatically take the user to their default e-mail application and will automatically add Ms. Trego's e-mail to the application.

4. Deliverables

Deliverables/Objectives

Goal: Design a Web site to allow the users to view and request information about the Spirit of the Pacific Islands as well as allow the main dancers to view and update their personal information and allow administrators to administer the database.

Completion Objectives:

1. Develop a site, which will be best viewed in Internet Explorer 4.0 or higher in an 800x600 screen.
2. Include navigation buttons for viewers to easily find information on the site.
3. Promote consistency to all pages and exhibit an inviting presentation to complement the Pacific Island theme of the company.

4. Inform and persuade general viewers to obtain bookings.
5. Initially show a group picture of the main dancers and highlight upcoming events that are open to the public.
6. Include basic information about the company, booking information, photo gallery, and a contact page.
7. List upcoming events and location in the events page and allow users to do a query on a specific month and/or year.
8. Include a dancer login area where main dancers will be able to login to change their profile information, post and view messages, view upcoming event information, and search through a list of hula terminologies.
9. Include an administrator login area for administrators to add, edit and delete events and dancers, and add hula terminology.
10. Include an animated splash page to briefly describe the Web site using Flash and Swish.

5. Design and Development

5.1 Timeline

See Appendix A. for the project timeline.

5.2 Requirements

The following explains the hardware and software used for the development of this project:

- Windows 2000 – Operating system used to run database and Web applications.
- Access 2000 – Application database software used to store company's records and data.
- Visual Interdev 6.0 – Application software used to create ASP Web pages.
- Internet Explorer 5.5 – Internet browser.
- Dreamweaver 4 – Web application software used to integrate all Web pages together, including all html, ASP, and multimedia.
- Adobe Photoshop 5.5 – Application software used to manipulate images.

- Personal Computer - Integrates the hardware and software for developing database, Web site, and multimedia.
- DSC-S50 Digital Still Camera – Captures digital still images of all products and merchandise.
- Flash 5 – Multimedia software used to create the interactive Splash Page.
- Swish 2.0 – Multimedia software used to create the interactive Splash Page.

5.3 Budget

I currently own a personal computer with a Windows 2000 operating system and have already purchased the digital camera. Microsoft's Personal Web Server is installed on the computer, which I used to test my work. I own Flash 5, Swish 2.0, Adobe Photoshop, Access 2000, Visual Interdev 6.0, Dreamweaver 4, and Internet Explorer 5.5. All other software is available to the students through the University. Brinkster.com is used to host the site at a low cost of \$12.95/month. Spirit of the Pacific Islands has provided the budget for domain fees, Web hosting, and other expenditures. See Appendix B. for a breakdown of Hardware, Software, and other costs.

6. Proof of Design

The project Web site is hosted on www.spiritofthepacificislands.com. Once the user navigates to the page, they will be greeted with an animated Splash Page created in Flash and Swish and will briefly introduce the Web site (Figure 1.). The user has an option to choose to skip the Splash Page and go directly to the Home page.

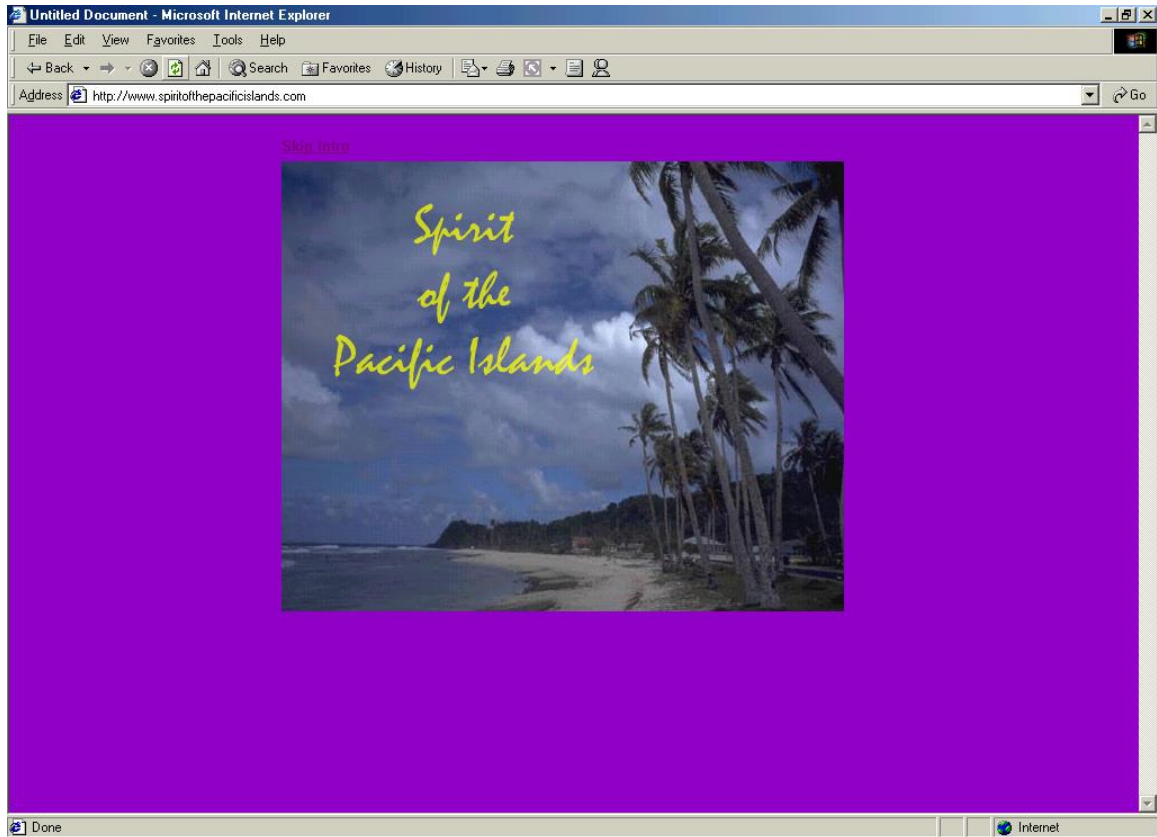


Figure 1. Splash Page

The *Home Page* (Figure 2.) is the starting point of the actual Web site. The navigation buttons are located at the left bar of the page. The logo is situated in the top left corner, and the flags of the countries along with their corresponding names that the company represent lies in the header of each page. Each page also contains a link for general users to sign up for the e-mail list at the top right-hand corner (Figure 3.). A brief introduction of the company, a group picture, upcoming event information as well as a link to request a booking appear in the *Home Page*.

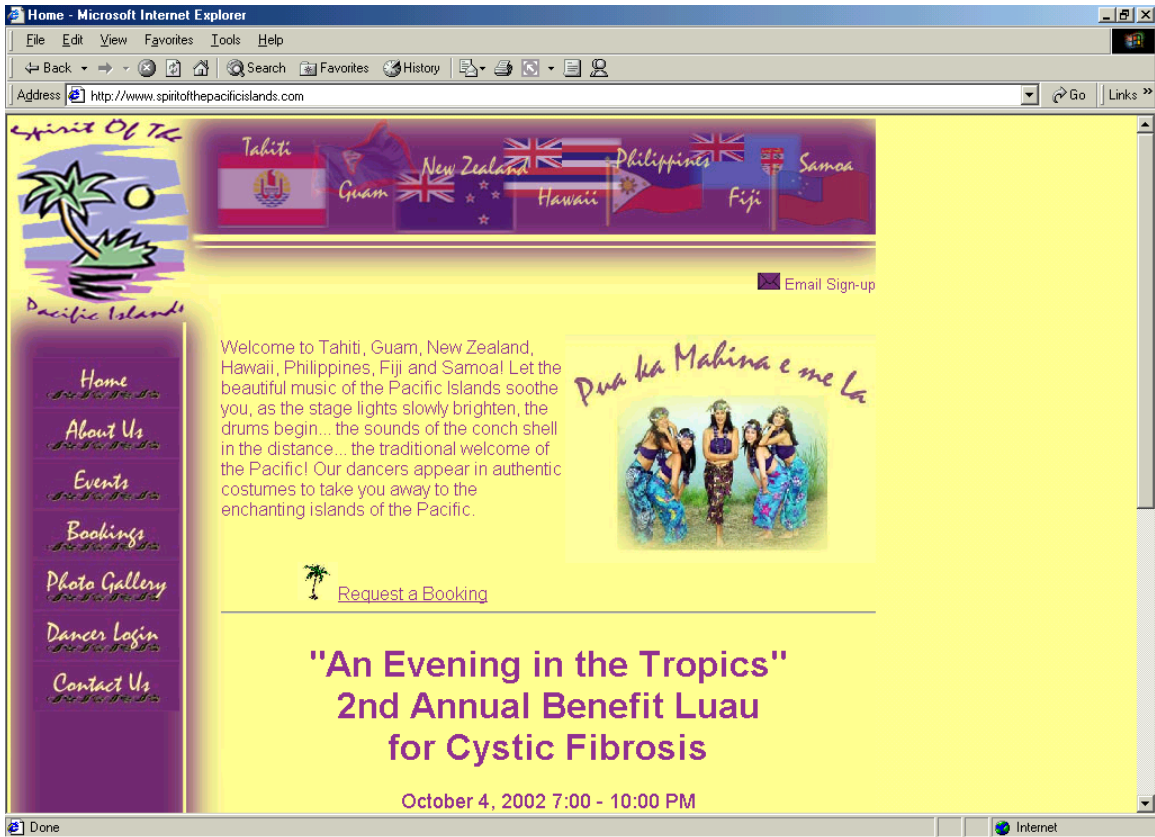


Figure 2. Home Page

Please fill out the following form and get the latest information on Spirit of the Pacific Islands shows, news and events.

Name:

City, State:

Email:

[Privacy Policy](#)

Figure 3. E-mail Sign-up Window

The *About Us Page* (Figure 4.) includes general information about the company and individual pictures of each of the main dancers. When a picture is clicked, a window containing a brief biography of the dancer appears. (See Figure 5. for an example.)

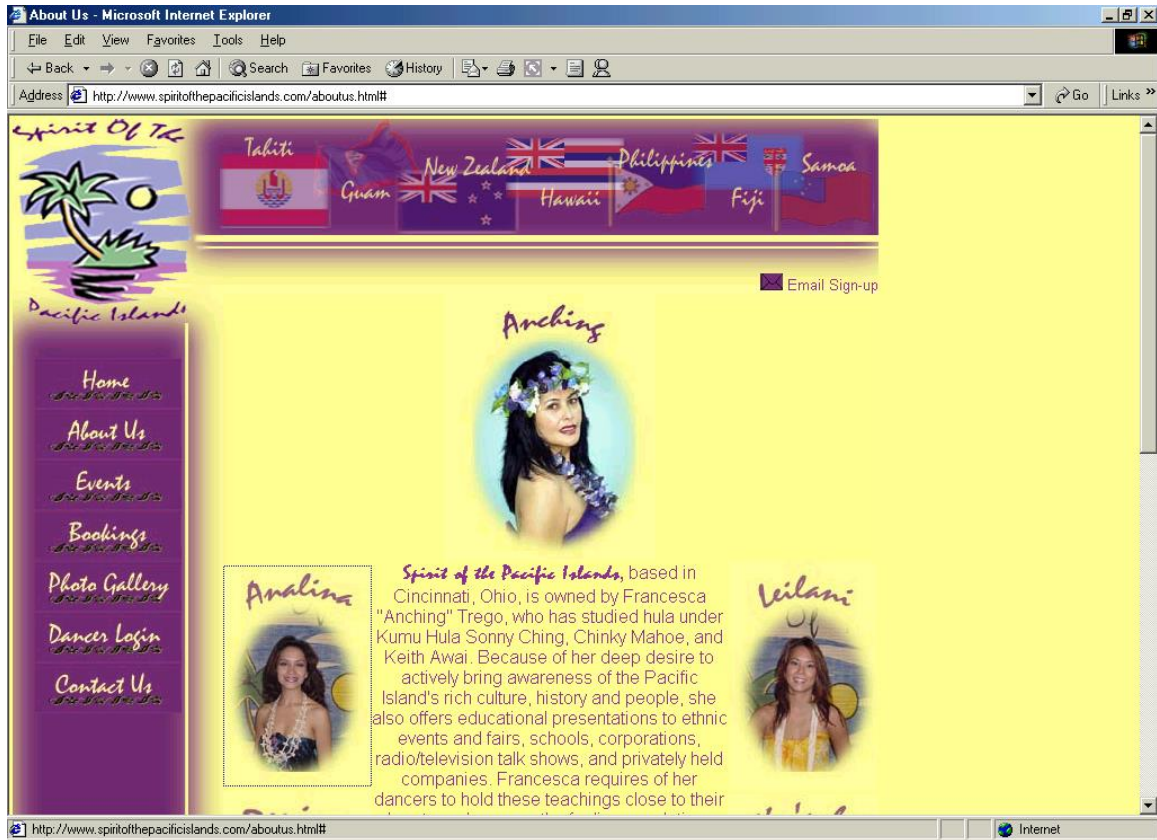


Figure 4. About Us Page

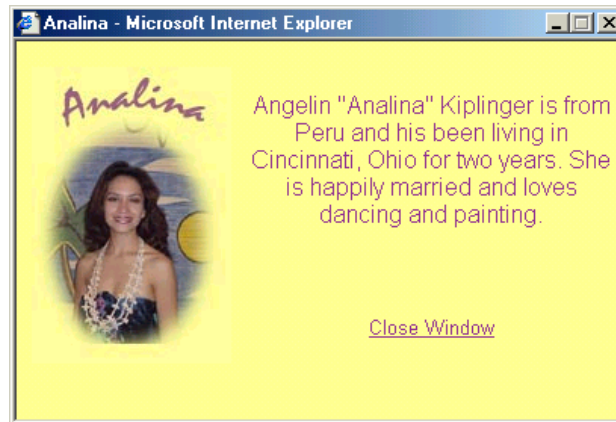


Figure 5. Biography Window

The *Events Page* (Figure 6.) contains a list of past and upcoming events with their location. This is a dynamic page that will automatically update once an event is added, deleted, or updated in the database.

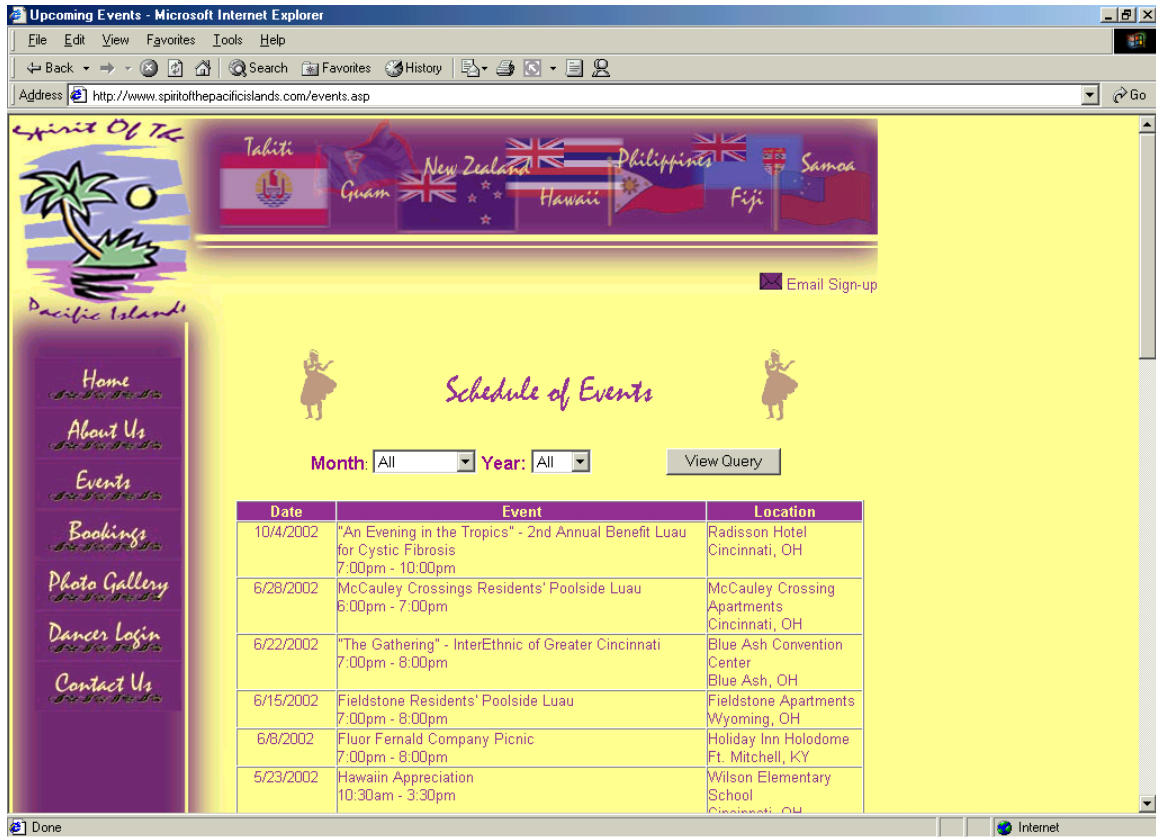


Figure 6. Events Page

The *Bookings Page* (Figure 7.) contains information on what types of services the company offers. This page also gives a link to the Request a Booking form (Figure 8.).

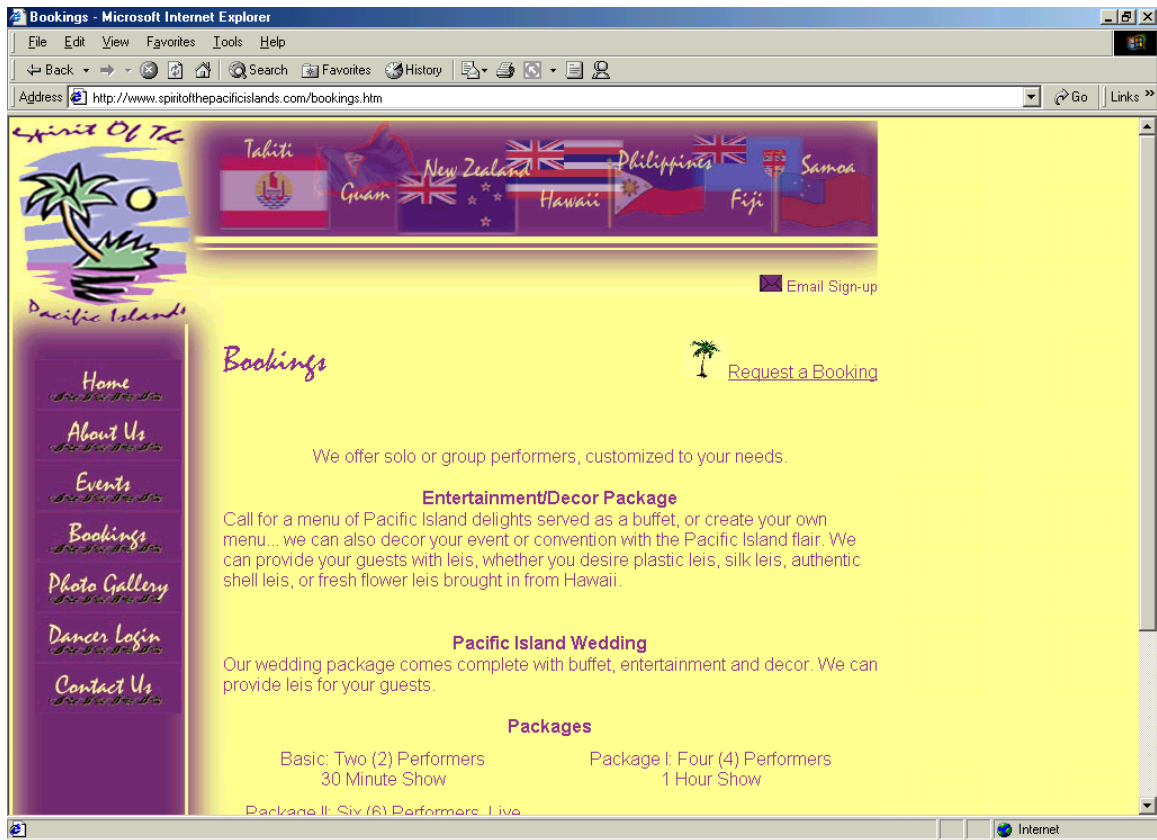


Figure 7. Bookings Page

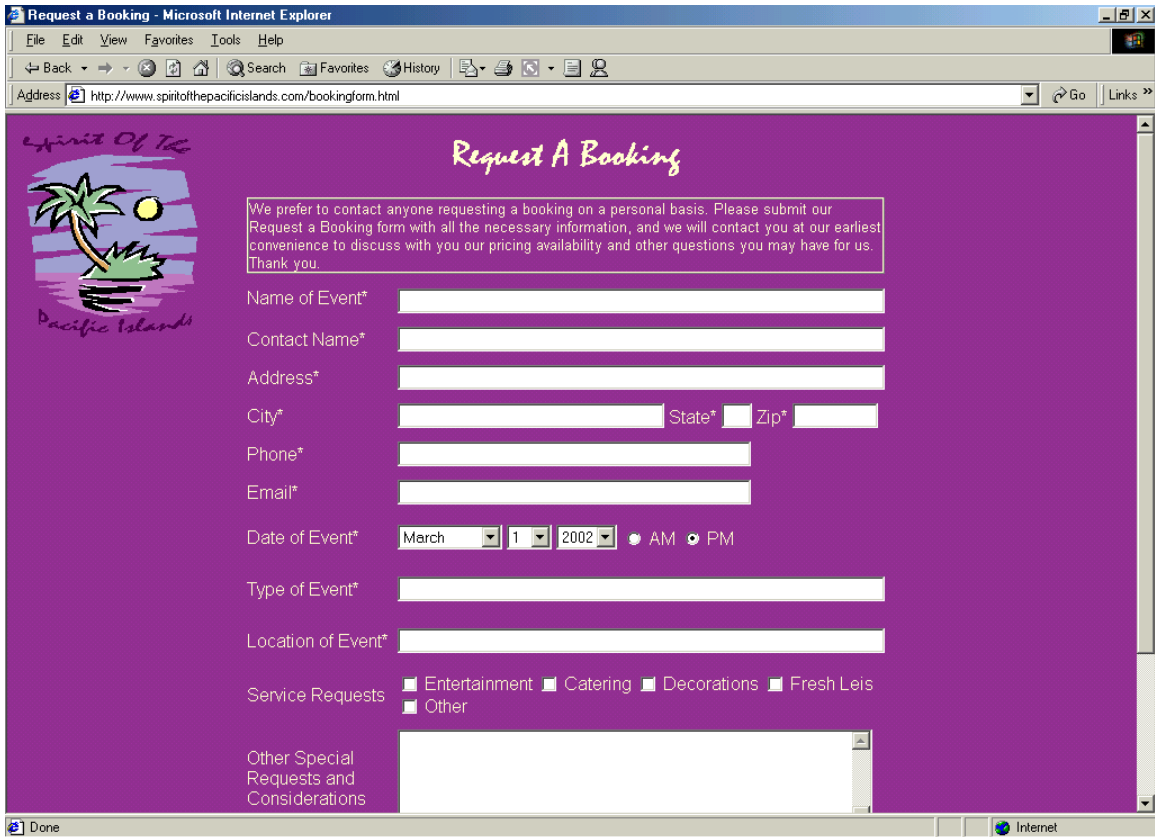


Figure 8. Request a Booking Form

The *Photo Gallery Page* (Figure 9.) contains pictures from past events. The most recent event pictures will initially appear once the Photo Gallery button is clicked, and a link to the other photos of the other events will appear at the bottom.

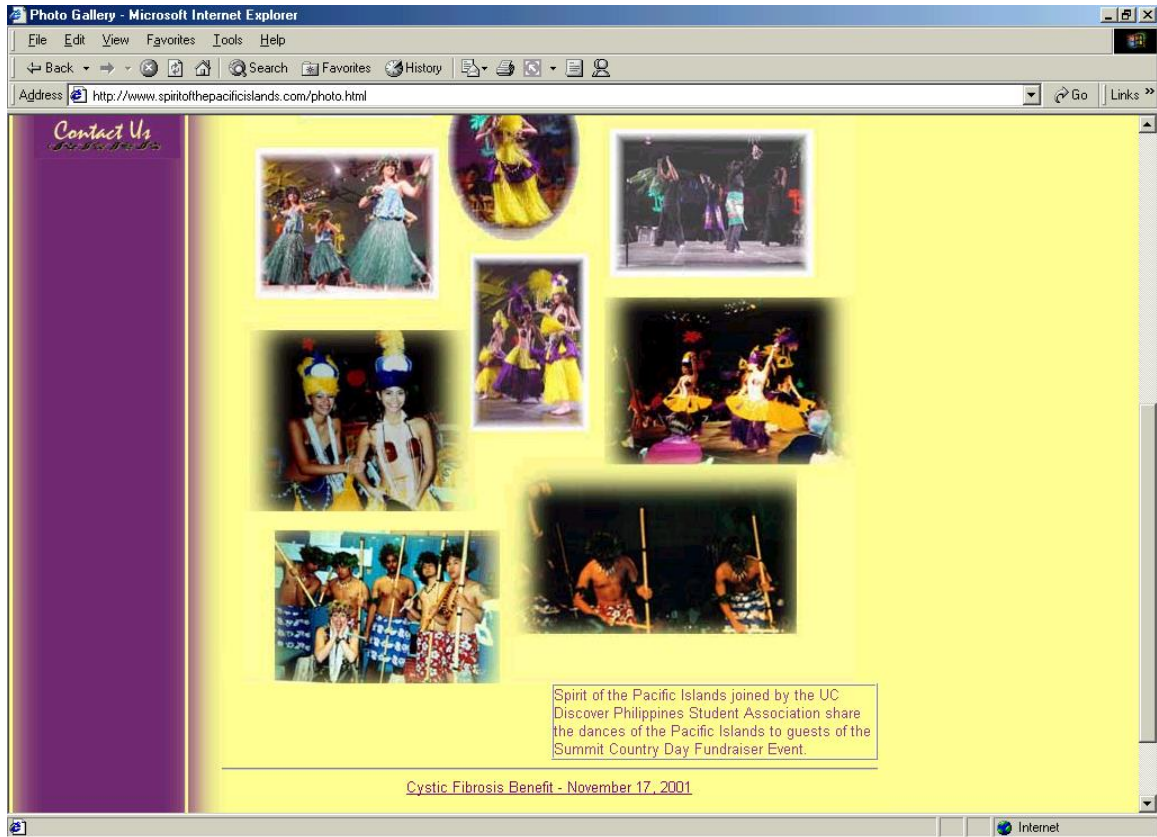


Figure 9. Photo Gallery Page

The *Contact Us Page* (Figure 10.) gives a direct e-mail link to Francesca Trego, owner of Spirit of the Pacific Islands, for any questions, comments, or concerns about the company.

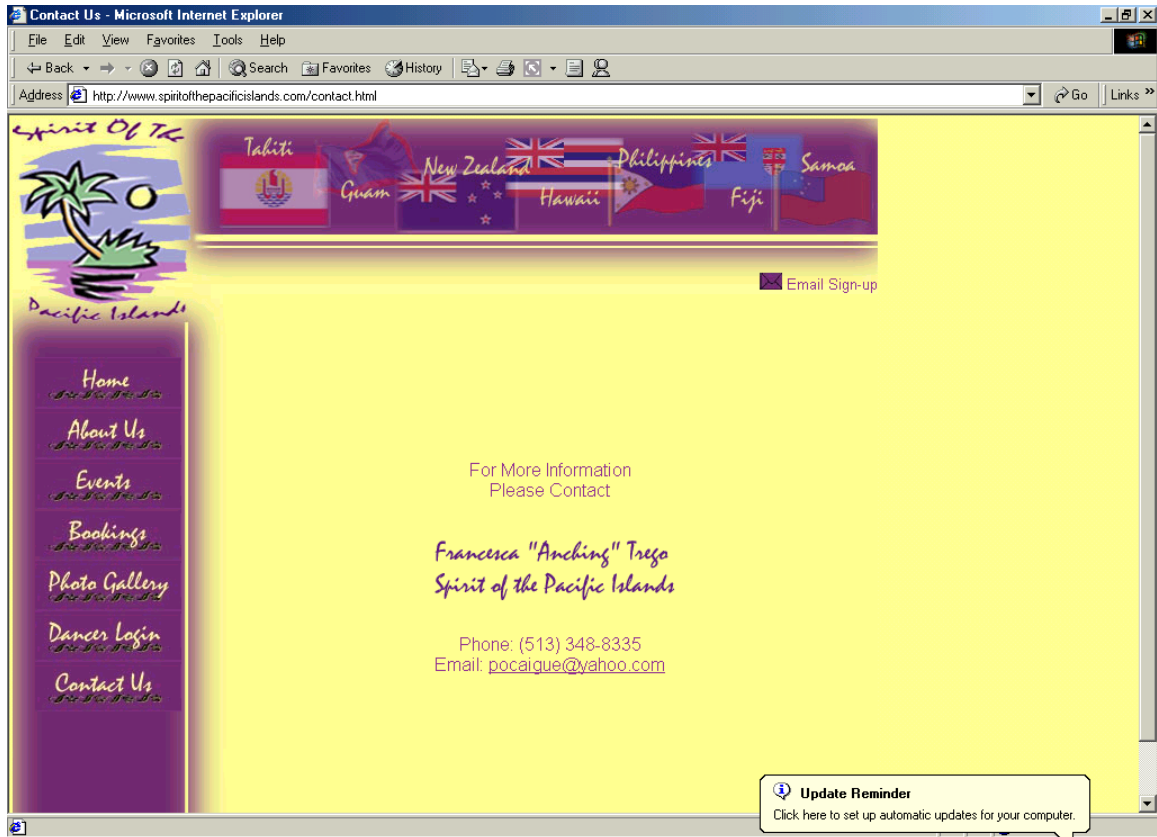


Figure 10. Contact Us Page

The *Login Page* (Figure 11.) enables dancers or administrator to login to either the dancer or administrator secured sites. Individuals cannot get access to these pages without logging into the site. If an individual tries to access a secured page, it will directly take them to the *Login Page*.

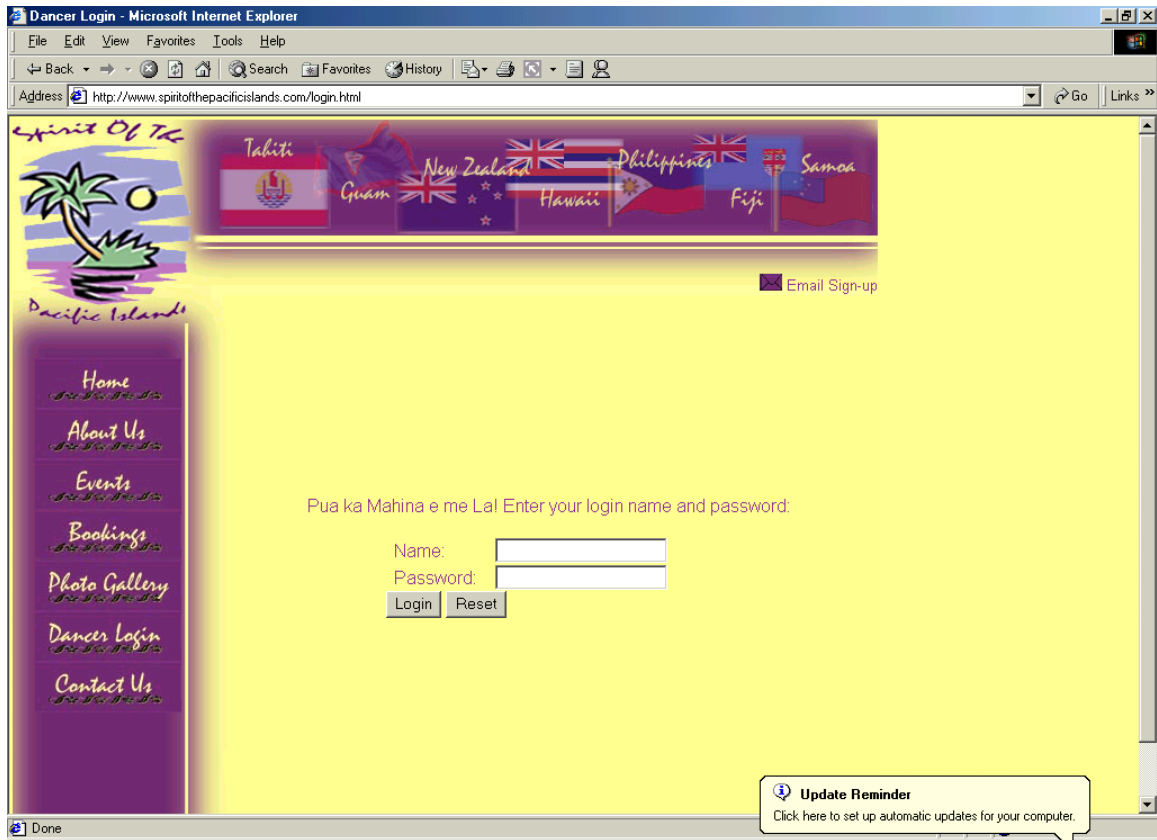


Figure 11. Login Page

The *Communication Page* (Figure 12.) is the first screen the Administrator sees after logging in. This screen enables the Administrator to e-mail individuals in the E-mail list, add, delete, and update any individuals in the E-mail list. The *Compose and Send E-mail Page* (Figure 13.) allows the administrator to type any message to persons listed in the E-mail list.

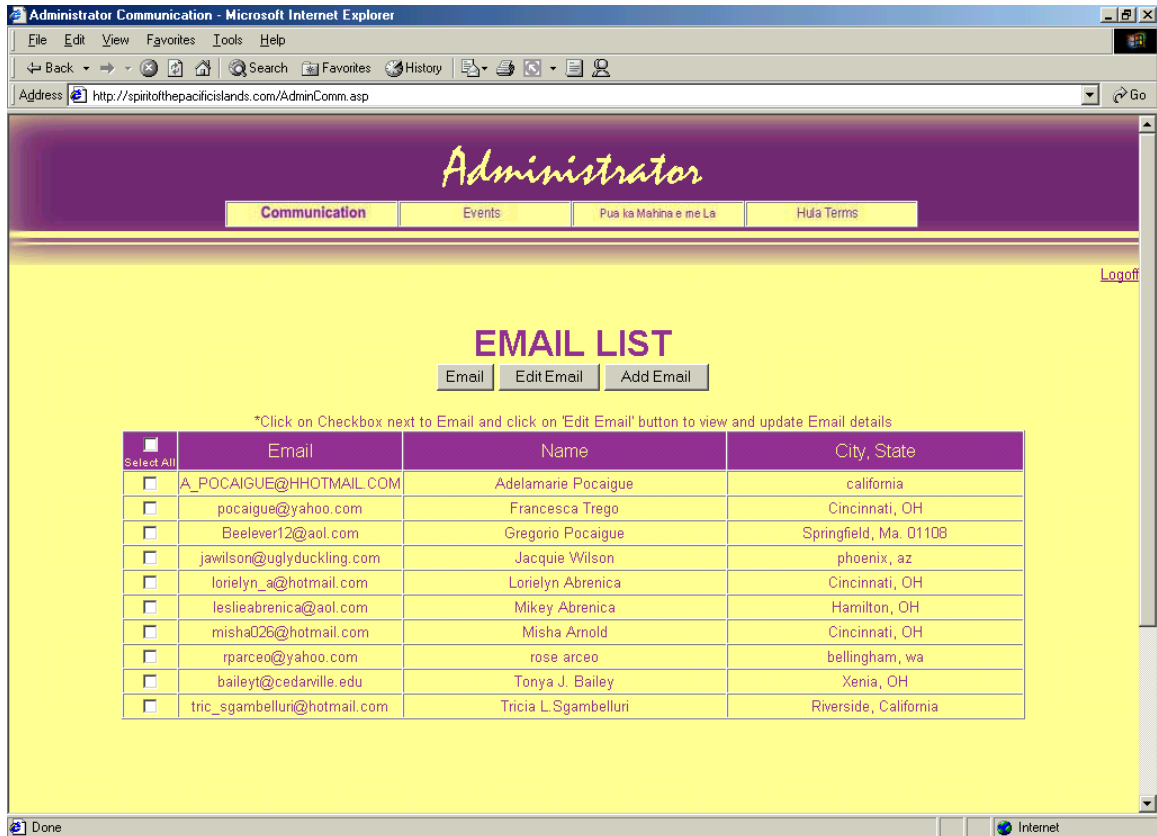


Figure 12. Administrator Communication Page

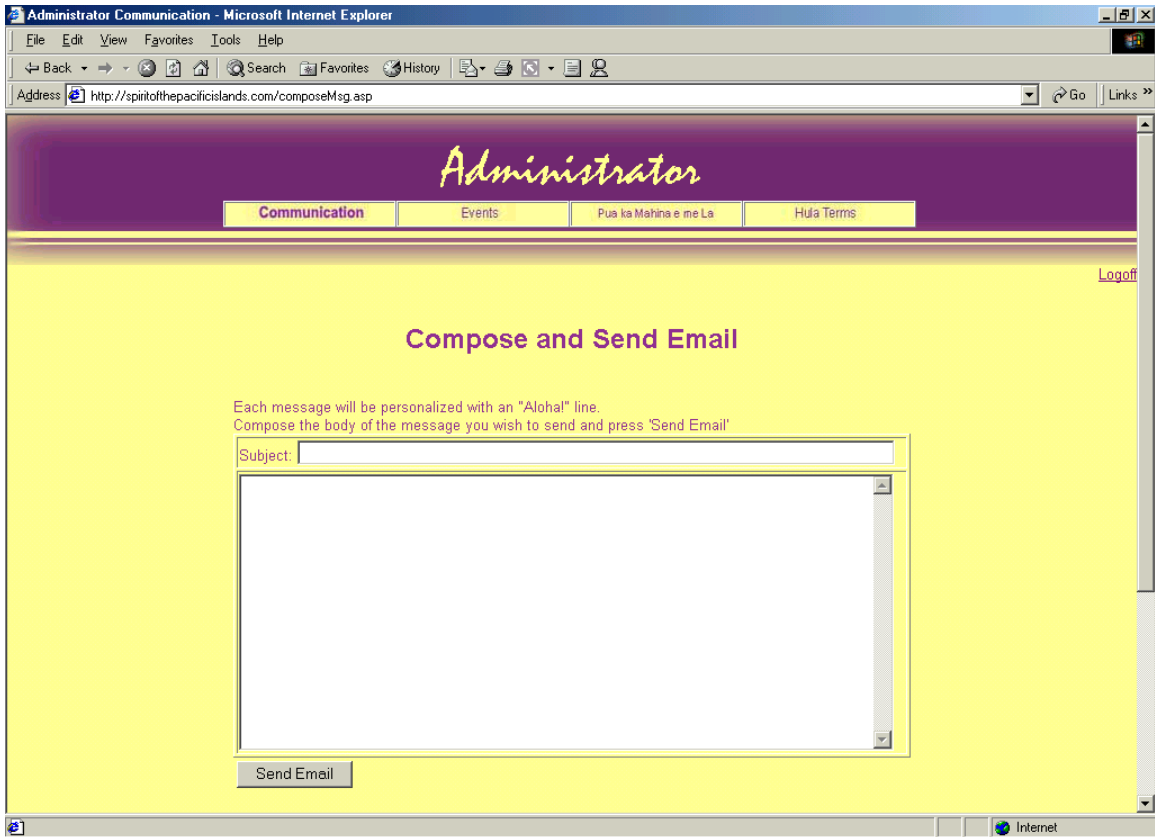


Figure 13. Compose and Send E-mail Page

The *Administrator Events Page* (Figure 14.) enables users to view all events or a particular event. Administrators also have the option to view complete information about an event, add or edit an event, or delete an event. Users can also update information on a particular event in the *Edit Events Page* (Figure 15.).

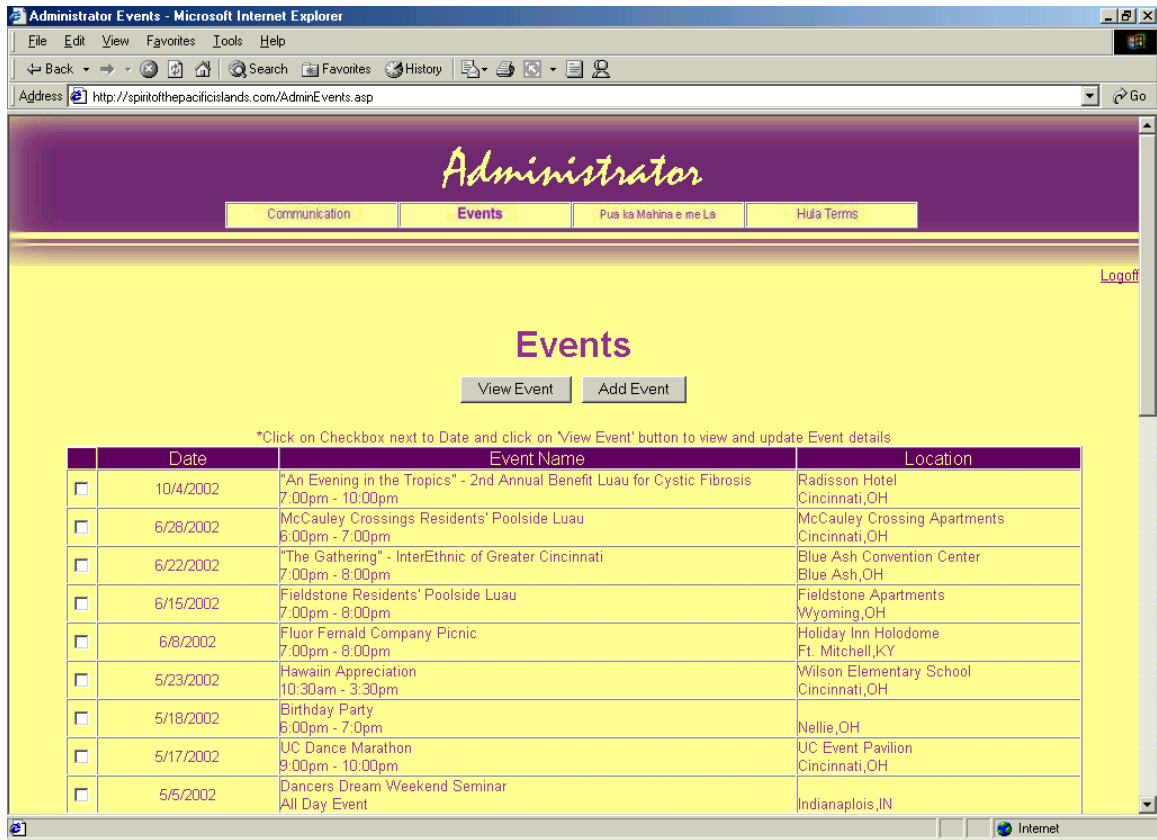


Figure 14. Administrator Events Page

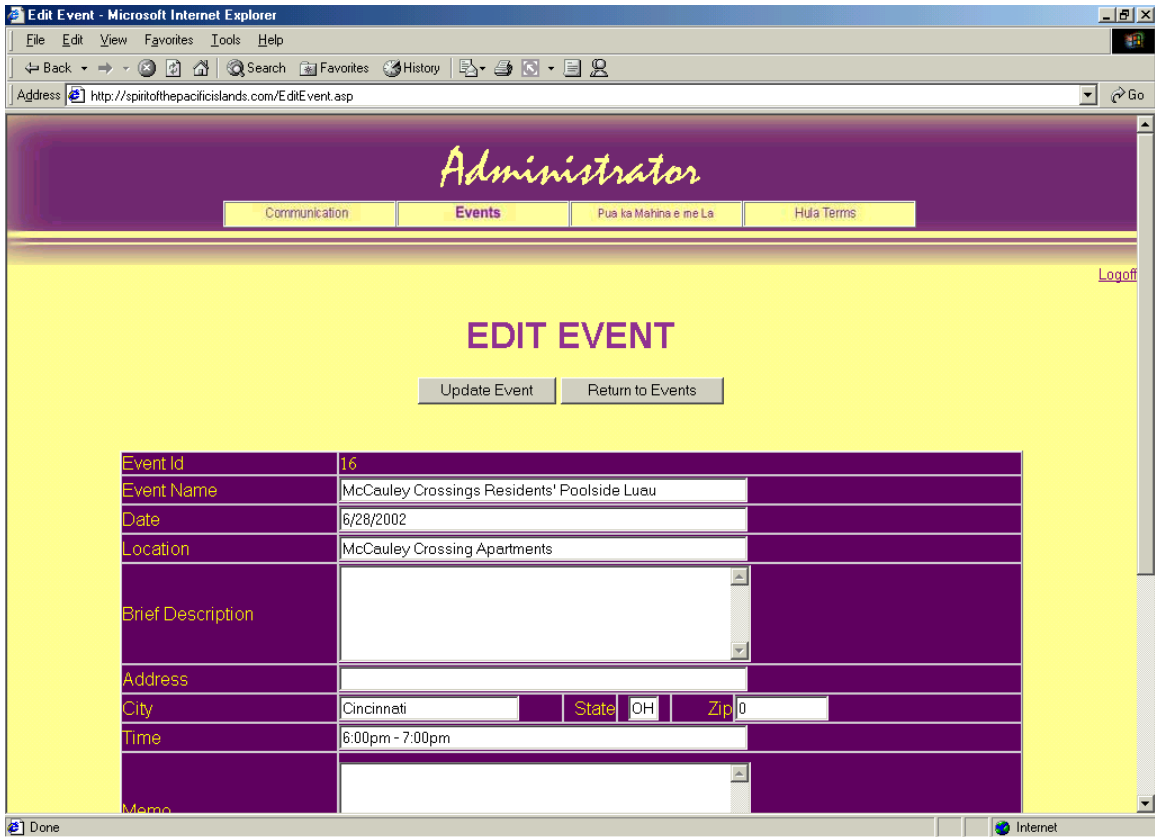


Figure 15. Administrator Edit Event Page

The *Pua ka Mahina e Me La Page* (Figure 16.) allows the administrator to view information about a specific dancer and update it, e-mail a dancer, add a dancer, or delete a dancer.



Figure 16. Administrator Pua ka Mahina e me La Page

The last of the Administrator page is the *Hula TermsPage* (Figure 17.). This lists all terms used in practices and shows and their definitions. Administrators can also add terms through this page (Figure 18.). They also have the option of searching for a specific term.

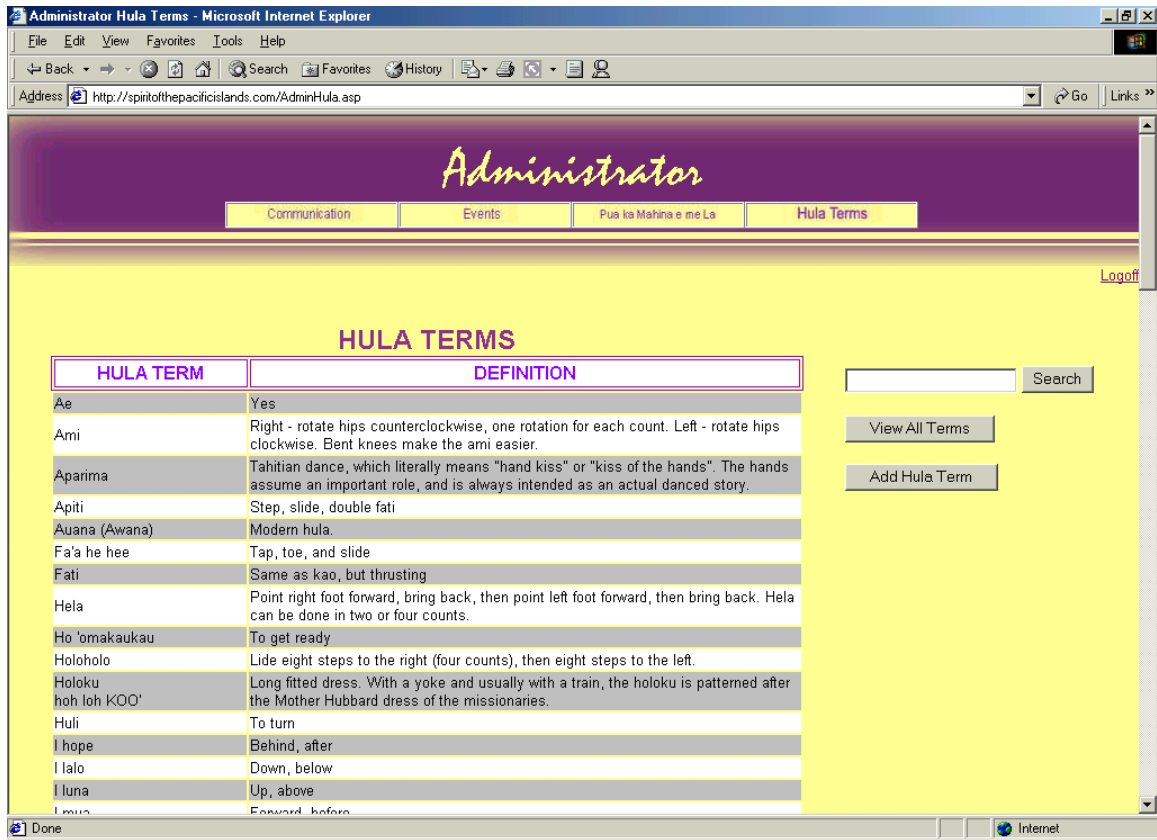


Figure 17. Administrator Hula Terms Page

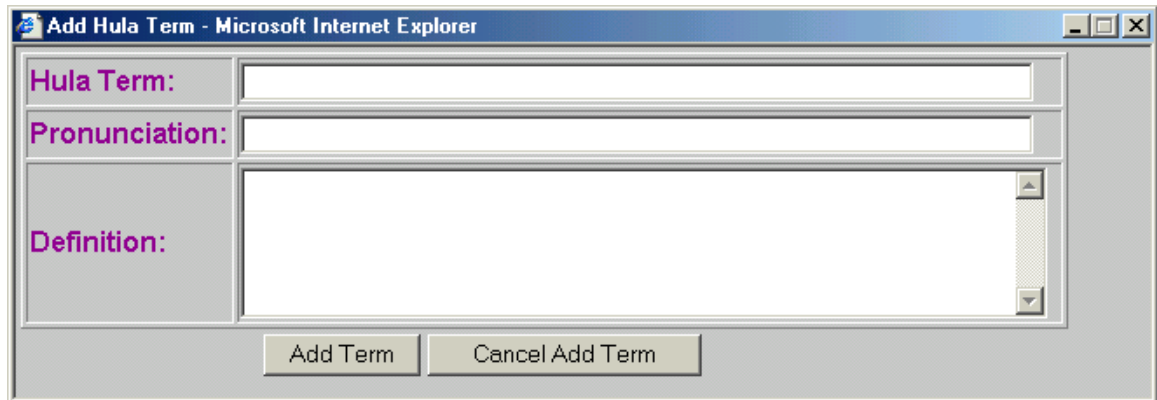


Figure 18. Add Hula Term Window

The dancers' login initially shows the *Dancer Communication Page* (Figure 19.). Dancers will be able to view announcements posted by other dancers in this page. Pua ka Mahina e Me La resides at each of the page to state that they are in the dancers' login area. The navigation button is located at the header of each page. The button is lit up to justify which page they are on. A logoff hyperlink is also located at the top right corner of each page, so they can return to the general viewers area. When dancers click on the Post Message button, they will be directed to the *Post a Message* (Figure 20.) page. Their dancer name and current time will be displayed at the top.

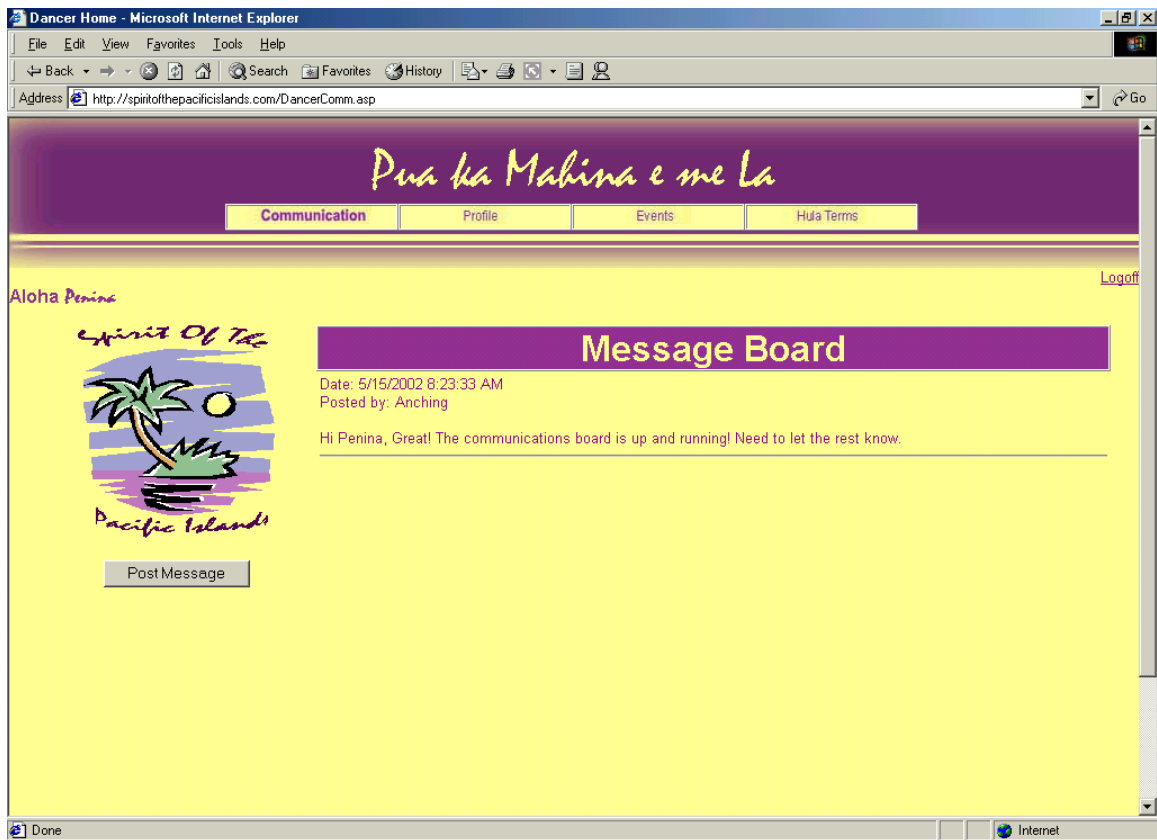


Figure 19. Dancer Communication Page

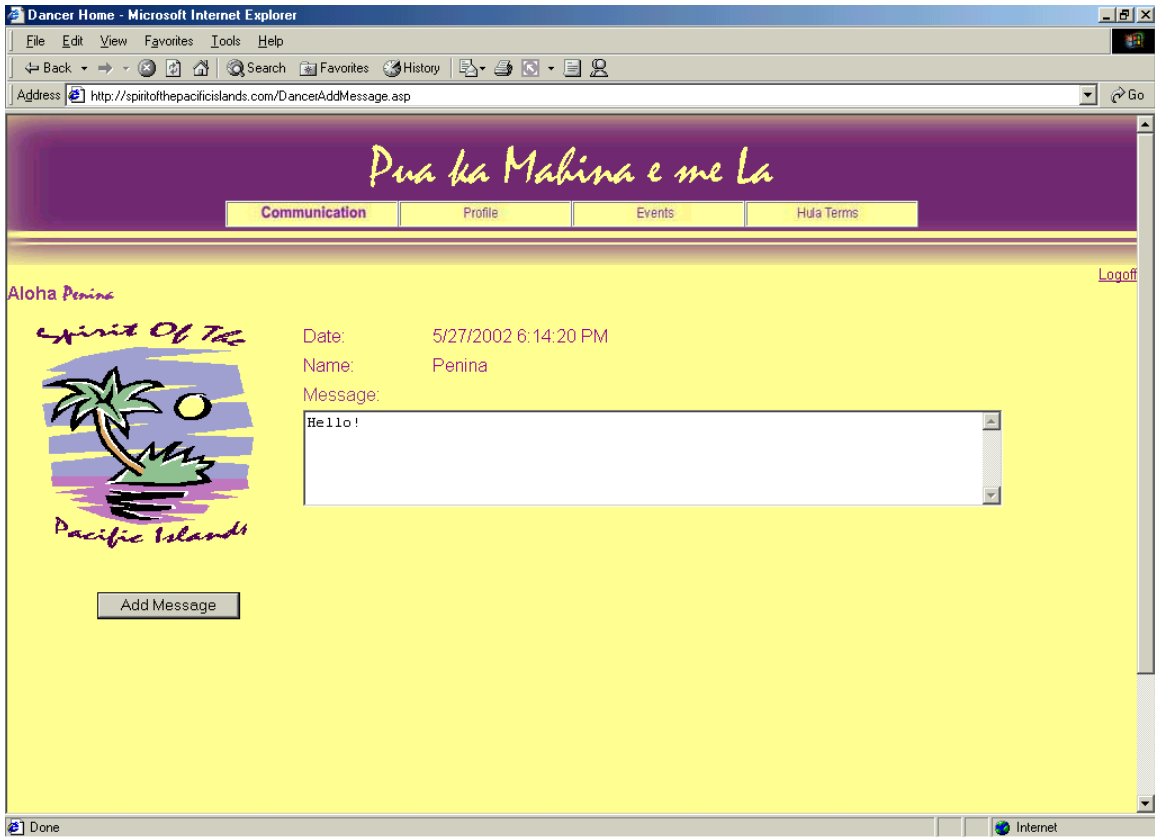


Figure 20. Dancer Post a Message Page

The dancer is able to view their information in the *Dancer Profile Page* (Figure 21.). Here they have the option of updating their information (Figure 22.) and changing their password (Figure 23.).

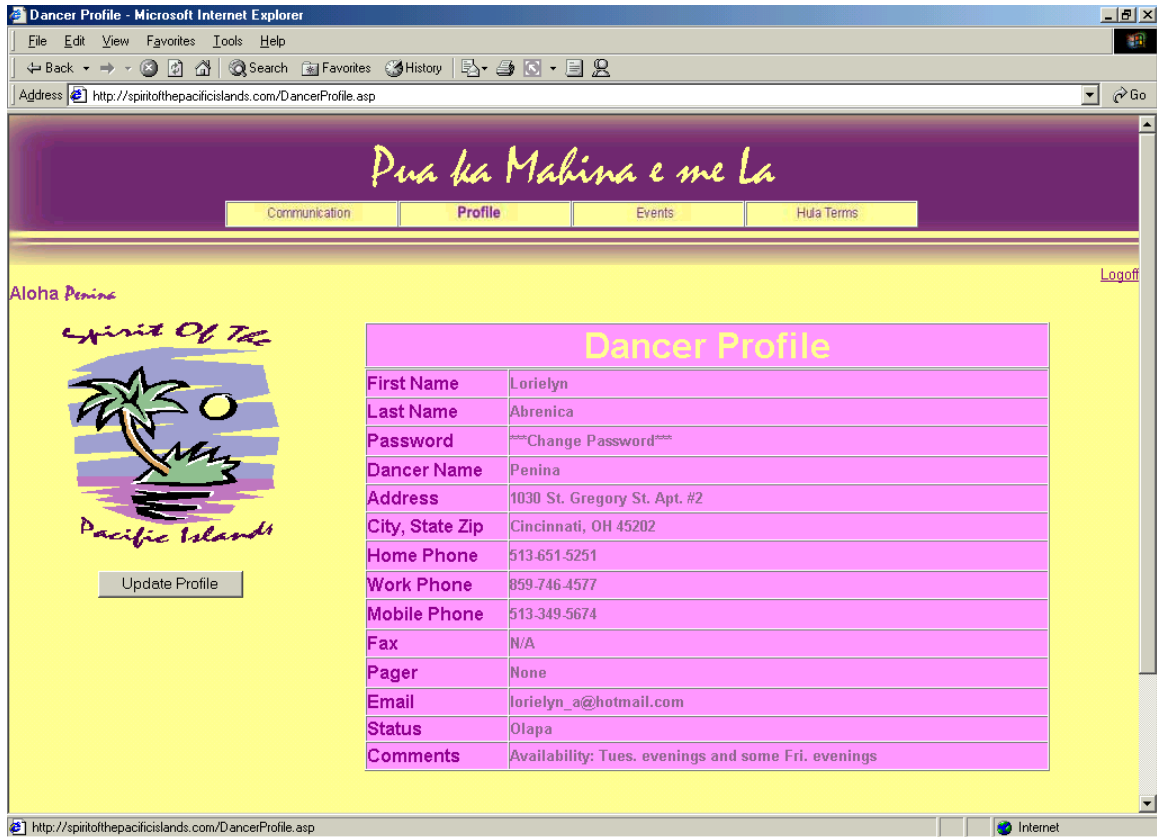


Figure 21. Dancer Profile Page

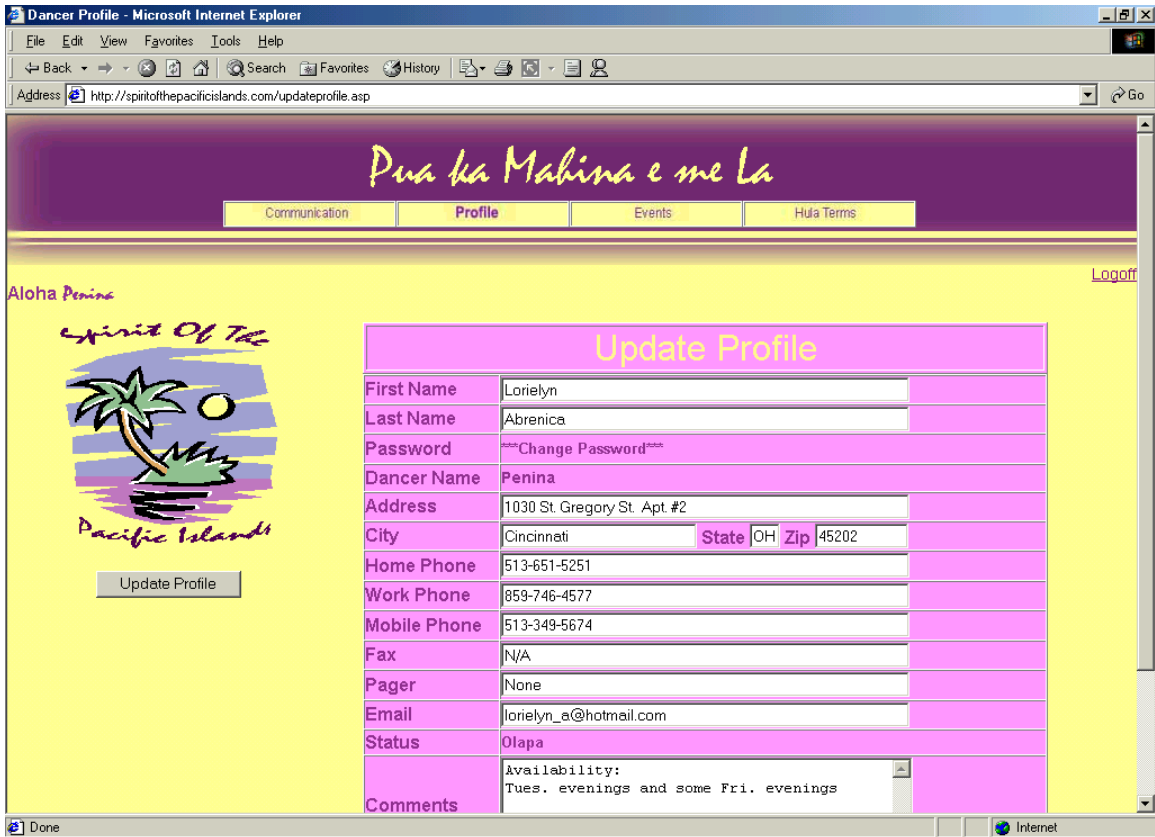


Figure 22. Update Profile Page

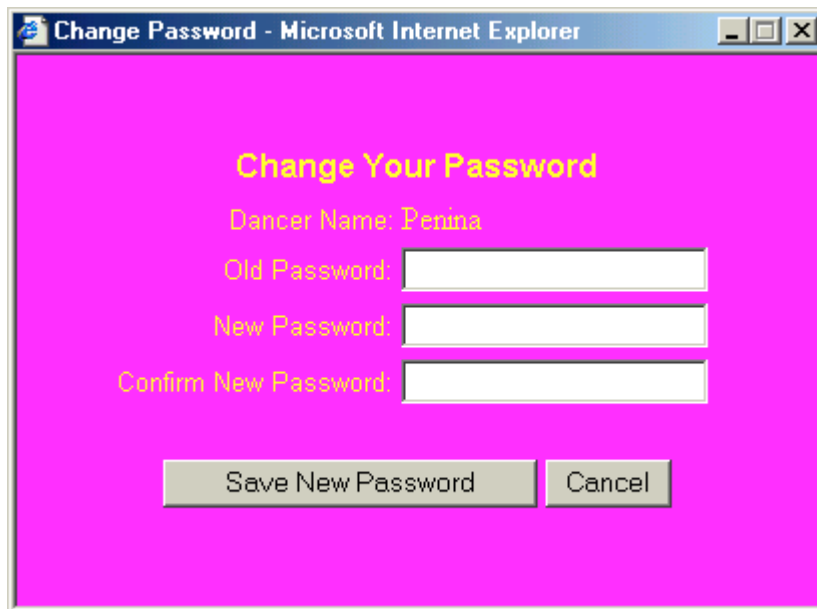


Figure 23. Change Password Window

The dancer's *Events Page* (Figure 24.) gives a list of the event names, times, locations, memos of the events, and a link to a map to those events that have the address in the address fields of the database.

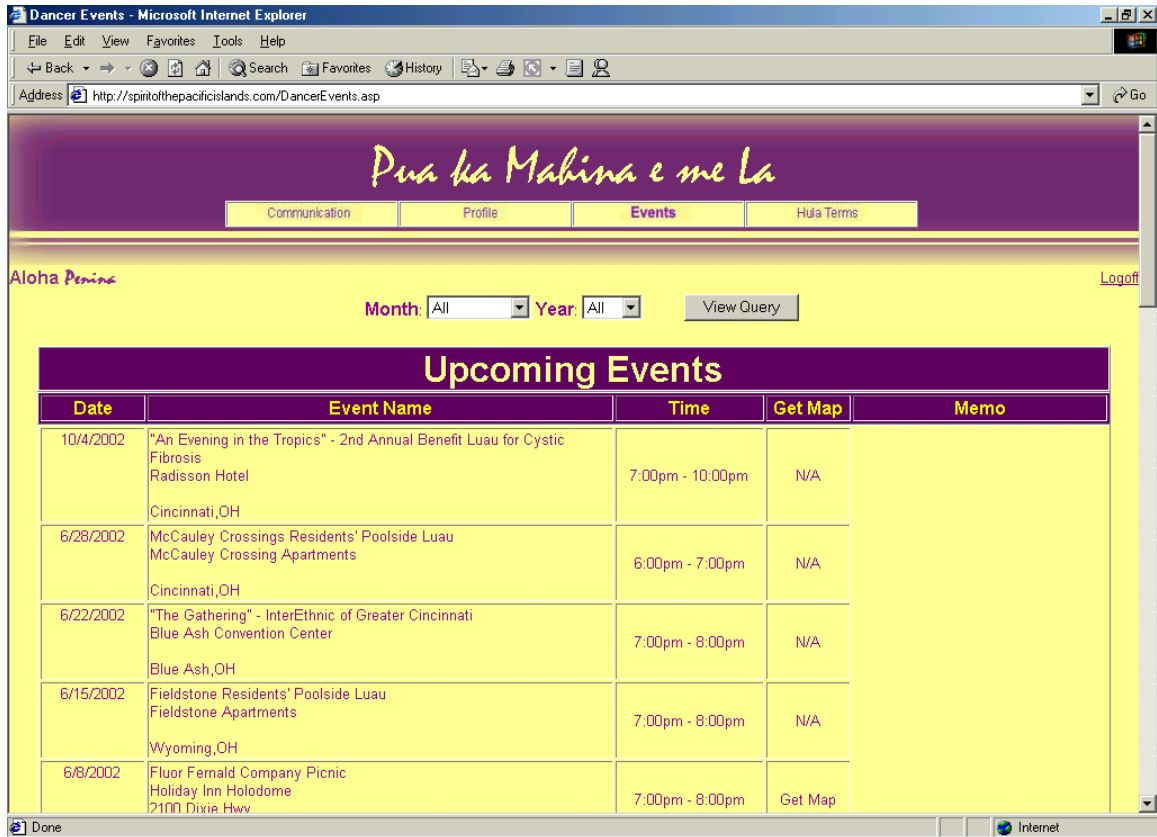


Figure 24. Dancer Events Page

Like the Administrator Page, the *Hula Terms Page* (Figure 25.) lists all of the terms used in classes and their pronunciation and definition. Dancers also have the option of searching for a specific term, but only the administrators can add any hula terms.



Figure 25. Dancer Hula Terms Page

7. Conclusion and Recommendations

Creating this project was a tremendous learning experience for me. I've gone beyond my initial expectations throughout the development of this project. Not only did I learn the concepts of Web design, but I also extended my knowledge on project planning, database connectivity, and the standards of programming. The project itself has met most of my initial deliverables with a few changes.

Senior Design III involved more extensive programming and adding multimedia. For example, I initially stated that viewers should be able to view the events page in a

calendar. As I looked more into the project, I believed listing the events would be a better way of putting more information about an event. This was to promote consistency with the Administrator Events page and the Dancers Events page. Only dancers are able to view a map of the events, since most events and shows are not open to the public. Another change I had to make was to take out the *Classes Page*. During the development process, Ms. Trego, wanted to promote the company to shows and bookings only due to time constraints. I've also added more features to my deliverables such as adding a Hula Terms page for the Administrator and Dancers login as well as including a Flash intro in the Splash Page.

I definitely recommend doing an extensive project planning before starting a project right away. This enables individuals to stay on task and motivated on doing the project. Project planning also makes it easier for the development phase so they have a step-by-step plan on what they have to do.

I know that I will continue to work on this Web site beyond Senior Design. As the database gets larger, I will be working on turning it over to SQL Server. I am also planning to learn other programs in which I plan to implement into the Web site such as Cold Fusion. Technology has risen to endless possibilities, and there is always room for continuous improvement.

Appendix A. Project Timeline and Milestones

November, 2001	Milestones
Week 1	<ul style="list-style-type: none"> • Get change of project approved by Professors Prabhakar and Geonetta. • Speak with Francesca Trego regarding developing a Web site for the company. • Research on Flash 5.
Week 2	<ul style="list-style-type: none"> • Gather information about developing Web site on the Internet, library, and bookstore. • Gather information about Spirit of the Pacific Islands company. • Start rewriting proposal. • Start working on splash page for Web site using Flash 5.
Week 3	<ul style="list-style-type: none"> • Write proposal. • Work on oral presentation. • Work on splash page.
Week 4	<ul style="list-style-type: none"> • Finish splash page. • Finish Proposal. • Present oral presentation.

December, 2001	Milestones
Week 1	<ul style="list-style-type: none"> • Gather photos and logo image on dance company. • Meeting with Francesca Trego regarding requirements for Web site.
Week 2	<ul style="list-style-type: none"> • Research on Photoshop 5.5. • Research on developing a Web site. • Research on designing Web site.
Week 3	<ul style="list-style-type: none"> • Design template for Web site. • Research on designing Web site. • Research on ASP programming.
Week 4	<ul style="list-style-type: none"> • Research on ASP programming. • Begin developing template for Web site. • Research on Dreamweaver 3.

January, 2002	Milestones
Week 1	<ul style="list-style-type: none"> • Develop database on Access2000. • Gather photos for Web site. • Develop interface in Photoshop 5.5 for static pages.
Week 2	<ul style="list-style-type: none"> • Develop template in Photoshop 5.5. • Work on navigation bar. • Work on member login interface.
Week 3	<ul style="list-style-type: none"> • Manipulate photos for Web site. • Develop interface in Photoshop 5.5 for static pages. • Work on navigation bar. • Finish template in Photoshop 5.5.
Week 4	<ul style="list-style-type: none"> • Update database information. • Finish developing interface in Photoshop for all pages. • Integrate template into Dreamweaver.

February, 2002	Milestones
Week 1	<ul style="list-style-type: none"> • Program in ASP for Dancer Login. • Integrate photos in Dreamweaver. • Develop memo and discussion page using ASP.
Week 2	<ul style="list-style-type: none"> • Program in ASP for Dancer Login • Develop static pages including basic company information, philosophy, and general class information in Dreamweaver 3. • Integrate more photos. • Feb. 14th – Draft of Final Written Report due.
Week 3	<ul style="list-style-type: none"> • Program form for booking information. • Develop update information in dancer login page. • Program in ASP for to get all current show information from database using Visual Interdev.
Week 4	<ul style="list-style-type: none"> • Develop memo and discussion page using ASP. • Clean up all programs. • User Testing • Integrate all files into Web server.

March, 2002	Milestones
Week 1	<ul style="list-style-type: none"> • Clean up all programs. • User Testing • March 7th – Design Freeze Reports due and Oral Presentations.
Week 2	<ul style="list-style-type: none"> • March 14 – Design Freeze Reports due and Oral Presentations.
Week 3	<ul style="list-style-type: none"> • User Testing.
Week 4	<ul style="list-style-type: none"> • User Testing.

April, 2002	Milestones
Week 1	<ul style="list-style-type: none"> • Develop Navigation buttons in Flash5.
Week 2	<ul style="list-style-type: none"> • Develop Navigation buttons in Flash5. • Develop Intro Page in Flash 5. • Work on member login interface.
Week 3	<ul style="list-style-type: none"> • Develop Navigation buttons in Flash5. • Develop Intro Page in Flash 5. • Work on member login interface.
Week 4	<ul style="list-style-type: none"> • Develop Intro Page in Flash 5. • Finish developing interface in Photoshop for all pages.

May, 2002	Milestones
Week 1	<ul style="list-style-type: none"> • Develop Photo Gallery page in Flash 5.
Week 2	<ul style="list-style-type: none"> • Develop Photo Gallery page in Flash 5.
Week 3	<ul style="list-style-type: none"> • Develop Photo Gallery page in Flash 5. • Full site testing.
Week 4	<ul style="list-style-type: none"> • Full site testing. • Update database information.

June, 2002	Milestones
Week 1	<ul style="list-style-type: none"> • Full site testing.
Week 2	<ul style="list-style-type: none"> • Present finished product.

Appendix B. Budget

Hardware Costs:

Product	Cost	Quantity	Extra Requirements
Personal Computer	\$1500.00 – 2500.00	1	
DSC-S50 Digital Still Camera	650.00	1	USB Cable connector
Total:	\$2150.00		

Software Costs:

Software	Price	Quantity	Extra Requirements
Windows 2000	\$180.00	1	Internet Information Server 5.0, Personal Web Server
MS Office 2000 (includes Access 2000)	485.00	1	
Visual Studio 6.0 (includes Visual Interdev 6.0)	550.00	1	
Internet Explorer 5.5	(free from Microsoft)	1	
Dreamweaver 4	295.00	1	
Adobe Photoshop 6.0	575.00	1	
Flash 5	350.00		
Swish 2.0	50.00		
Total:	\$2485.00		

Hosting Costs:

Web Hosting	Price	Extra Requirements/Ongoing Fees
Domain Name	\$15.95	\$15.95 additional year
Web Host	12.95	\$12.95/mo.
Total:	\$28.90	

Costs are from www.techbargains.com and www.buy.com

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