



TechFall
s t u d i o s

ARTREPUBLIC

Web Design Proposal

PROJECT SCOPE OF WORK & DELIVERABLES

	WEBSITE SCOPE
DESIGN	<p>We will create a custom website design based on your branding, colors, functionality requirements, and best usability practices. Your design will be unique to your company and setup for maximum conversion.</p> <p>Your website will consist of a combination of convention and creativity to make sure that your visitors can find the content they need and inquire about your services. We design and code to the highest of standards and always keep up with industry trends.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> ● 2 Rounds of revisions ● Templates & interface code for: <ul style="list-style-type: none"> ○ Homepage ○ Inside pages ○ Standard page elements (headers, paragraphs, images, videos, links, etc) ○ Form elements ● Cross-browser tested in Firefox 2+, Safari, & Google Chrome. We do not support Internet Explorer, though your site should work.
MOBILE DESIGN	<p><u>Visitors browsing your site from other device types account for up to 60% of your website traffic.</u> We will create a mobile and tablet design that works seamlessly with the desktop version that will make browsing from any platform an enjoyable experience. We will accomplish this by making your site “responsive” to various browser sizes.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> ● 1 mobile concept ● 2 rounds of revisions ● 1 tablet concept ● 2 rounds of revisions ● Device testing - iPhone, iPad, Android, & Blackberry
WEBSITE	<p>We will create your website with about twenty (20) pages. Client will aid in creation of content. Content can range from text, pictures, galleries, PDF/PPT/DOC downloadable</p>

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	<p>files, embedded video, forms, and any element supported by our Platform. All of our websites include dynamic menus as well as sitemaps to control site navigation.</p> <p>CUSTOM MODULES: We will create the following custom modules as part of your website...</p> <ul style="list-style-type: none"> ● Forms: contact us, customer feedback, and request brochure; all form data will automatically be collected in our database ● News/Events: you will be able to post new content and articles; your blog will include an rss feed, categories, and an archive; comments are optional; your blog will be integrated directly into your website; your blog supports categories, tags, and rss; we will implement Facebook comments for additional share ability of blog content ● User Profiles: Users will be able to create custom user profiles, to include their personal information and imagery. User will have curated data presented to them upon logging in. ● Back-End Analytics: Back-end analytics on user performance and insights will be readily available in the back-end of the content management system. ● Homepage Hero: we will use mobile compatible technology (jQuery) to create an innovative homepage hero slideshow so that you can feature new products or information; each slide will have the following assets: title, subtitle, short description, link, image or video; Also included on the homepage are model profiles, latest events, and the featured custom. <p>DELIVERABLES:</p> <ul style="list-style-type: none"> ● Fully functional responsive website ● Fully functional back-end user experience ● Website Content ● Google Analytics install ● Google Webmaster tools setup
<p>COMPLETION</p>	<p>Before your website goes live we will do a quality assurance review of each web page to make it meets scope specification. Also, we will help you transfer your DNS to point to your new website. Finally, we will provide a thirty (30) day warranty period from the day the website goes live to make sure the website meets your specifications.</p>
<p>TRAINING</p>	<p>Included in this initial project will be three (3) one hour system webinar trainings covering the following topics:</p> <ul style="list-style-type: none"> ● Basic website management & blog

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	<ul style="list-style-type: none"> ● Custom Modules & Plugins ● Email Marketing ● Analytics <p>Each of these trainings will be recorded and presented for future use. Additional screencast trainings might be delivered to support specific processes included in your website project. Sometimes pre-recorded videos or documentation are opted in place of webinar trainings for certain backend processes.</p>
	<p>OUT OF SCOPE</p>
<p>ADDITIONAL CONTENT</p>	<p>We know that you will want additional content about your business on your website than what we are developing. This might include additional pages, blog entries, imagery, frequently asked questions, and documents. We support and encourage this content to be created and added to your website.</p> <p>Our disclaimer is that this content development or entry does not hold up the project process or our project milestones. Payment must not be withheld due to this content.</p>

METHODOLOGY

How it Works

Let's start off by looking at the steps we'll be taking to get your project from start to finish.

1. *Discovery* - through a process of surveys and meetings we'll gather all the information we need to have the best understanding of your business and goals.
2. *Architecture* - just like a building, a website needs a solid blueprint. Together we'll determine the best way to organize your website and sketch out a rough outline.
3. *Content* - with a solid blueprint in place it will be your job to collect, organize, edit, and deliver to us content for each page of the website.
4. *Design* - at the same time you are working on content our team will be creating non-functioning comprehensive layouts showing possible design directions.
5. *Development* - with all the necessary architecture, content, and design elements in hand we'll create the first working version of your website.
6. *Launch* - getting your website "go live" ready will inevitably require several rounds of revisions and polish. Once the website is ready, we'll go through the final launch checklist.
7. *Warranty* - your site is now live! Over the next several weeks our team will be training you on how to manage the website

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and helping you solve any issues.

TECHNOLOGY & HOSTING PLATFORM

When you are paying monthly fees for web hosting, email marketing, CRM and a web developer to build it all, you're spending a lot of money. With a virtual private server you can spend much less, while getting much more. We offer an integrated system that runs all of your Online Business in one place while growing your database automatically.

INVESTMENT

TERMS Virtual Private Server hosting is offered on a month-to-month basis with no long-term contract.

Additionally, if you host with me, your site will have a SSL certificate (https) and will be up to HTTP2 standards. This will help tremendously with performance, particularly end-use perceived latency, network, and server issues.

RETAINER After development, fifty-dollars (\$200) is the ongoing monthly fee for the platform per site. The monthly charge for retainer work is \$3600 per quarter for 36 hours of work.

HELPDESK & EDUCATION

We want you to get the most out of your website. For this to happen, you must be asking questions and continually learning. We offer an assortment of different training, education, support, & helpdesk products and agreements.

[OPTIONAL] PHONE HELPDESK

TERMS We will provide **one (1)** user with unlimited helpdesk support. Helpdesk allows for direct email and phone support for our Platform. Helpdesk does not include design or development labor.

Helpdesk services are offered Monday through Friday from 9AM to 9PM Eastern Standard Time.

RETAINER **Twelve hundred dollars (\$1200)** is the ongoing monthly fee for 12 hours of development time (this can be spent however you wish).

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PROJECT INVESTMENT

Deliverable	Time	Cost
Mood Boards, Wireframes, and Digital Prototyping	3 Weeks	\$7500
Front-End Development; QAT; Beta; Launch	8 Weeks	\$24,840
Back-End Development: -User profiles -Analytics and trends	8 Weeks	\$25,000
SEO, DATA, and Analytics Integration	2 Weeks	\$4,000
Total		\$61,340

Please note: This does not include hosting, or on going maintenance.

ADDITIONAL BILLABLE

Unplanned components, ideas, revisions, and project scope happen - when there is an unexpected event that will incur a cost, we will notify you ahead of time and will not produce unless we receive clear approval for increased budget and timeline.

Hourly rate: **\$100/hour**, billed to the quarter of an hour through our online billing and desktop hour tracking software, [Freshbooks](#). However, most additional projects and/or project modifications will be scoped and bid on fix-price basis.

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PROJECT AGREEMENT

VENDOR (*us, we, our*)

Jason McCrary
13 Southridge Trail SE
Cartersville, GA 30120

CUSTOMER (*you, your*)

Jessica Santiago
Owner / Curator
ArtRepublic Global

INVOICES

Payment is due upon receipt of invoice. You may not withhold any amounts due and we reserve the right to cease work without prejudice if amounts are not paid when due.

DEPOSIT

A deposit of half (50%) the total balance is due to begin all work.

FINAL PAYMENT

Final payment is due upon completion of deliverables. If you delayed the execution or performance of a deliverable we reserve the right to make payments due upon the estimated due date.

<u>Deliverable</u>	<u>Amount (\$)</u>	<u>Due Date</u>
Agreement Signing	\$61,340	June 1, 2020

ENTIRE AGREEMENT

This document together with any attachments, as well as any new, different or additional terms, conditions or policies which we may establish from time to time, and any agreement that we are currently bound by or will be bound by in the future, constitutes the complete and exclusive agreement between you and us concerning your engagement of us on this project, and supersede and govern all prior written and verbal communications.

SIGNATURE

By signing this document you represent to us that you are a duly authorized representative of your organization and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorize the commencement and payment for the project described above.

NAME:

DATE:

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ONLINE BUSINESS PROPOSAL
ArtRepublic Global
February 26, 2020

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