Web Freelancer Group

Support to small businesses

Project Proposal

Project Title: **Web Page**
Region: Latin America
Sector: Business and Organization
Country: Mexico
Estimated period of development: Two Months
Estimated budget   Month one: $500; Month Two: $1200; Total: $1,700

INTRODUCTION

During our time as software engineering students we realize the necessity small and medium businesses/organization must update their medium of information into the digital era. México is a country that founds itself in a transition into a technology driven economy and most of businesses in the Mexican territory are small and medium businesses carried by families. So, we created a freelance group that dedicates its time and abilities to update these small organisms into the world wide web with the propose to increase its chances of success in the short and long term.

TEAM
Our team consists of three sophomores in software engineering.
- Diego Bernardo Sanchez Micalco (Developer/)
- Fernando Martinez (Lead Developer/ Project Manager)
- Marcelo Estrada Medina (Developer/Logistics Coordinator)

OBJECTIVES/PROBLEM
- Create quality and responsive software products to small and medium businesses organizations without discrimination of the sector of its domain (if only those domains are legal)
- We give consult and preparation to our clients in order to familiarize them into the world wide web, we do not expect any former education in the matter.

GENERAL ACTIVITIES/STRATEGIC GOALS

In order to achieve the main product, our general goals will be:

WEEK 1	• Extensive talk with the client in order to understand the purpose of the project. • Recommend a template to the client based on the talk, however the client can select another alternative. • Let the client sketch a high concept of the page.
WEEK 2	• Start adapting the selected template to a prototype based on our understanding of the client motif.
WEEK 3	• Show the client the prototype in order to verify the direction, if the prototype is approved, we go on, tweak it if necessary. • Showcase second prototype if the prototype is approved, we go on, tweak it if necessary.
WEEK 4 WEEK 5 WEEK 6 WEEK7	• based on the approved prototype start the development process.
WEEK 8	• Upload page • Give maintenance and support to the page for one year.

Specific Activities/Methodology:

- *Planning Meeting*: during the first week we will arrange three meeting: the first meeting will be sited in the client's business, this introductory meeting will help us understand the service and the tone the business possess; the second meeting will be held on our headquarters, here we will ask to the client to create a rough sketch, in which will be used as inspiration; the third and last meeting of the week will be a discussion of the business model, product lines, and its core buyers.
- Template and Prototyping: the second week we will created a rough prototype based on the client's sketch and its selected template, after three days we will held a meeting in order to showcase the prototype, before the feedback given by our client and the testing of the page with users (which will be client's employees) we will tweak or start from scratch , depending on the results of the first showcase. Two days later we will present the second prototype/update, get more feedback and two days later we will present the core prototype which will be the base of the real page.
- *Base Development:* during the forth and fifth week we will develop the web page without face to face meeting with the client, but we will send daily updates in the form of videos showcasing the improvements.
- *Testing:* during the sixth and seventh week we will test the page with users, two hours daily in order to get feedback in order to make design changes or for bug fixing.

- *Final Showcase:* the eight week will the final phase. We will make a private showcase of the product to the client, minor aesthetic changes will be made during the two days after the final showcase, the rest of the week will be a publicity campaign carried from social media. Finally, we will upload the page online.

BUDGET

		US $
1.	Planning Meetings	150
2	Prototyping	350
3	Base Development	500
4	Testing	300
5	Publicity campaign	400
Total (2 months):		**$1,700**

Team Salary:

Diego Bernardo Sanchez Micalco	$350
Marcelo Estrada Medina	$350
Fernando Martinez	$500
Testers	$200
Expenses	$100

Total, Month One: $500
Total, Month Two: $1200

(*These are preliminary estimates and are open for revision based on the particular project*)

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Considerations

We give free support to the page for three months after the online release, however if you want support to the web page after that time you will be charge 10% of the total budget-