



Nordisco | Scope Document

Scope of Work

EYStudios will design and develop the following elements, as originally outlined in the proposal.

Core Site Elements

Development Environment

- Install version 2.2 and the B2B offerings of Magento Enterprise
- B2B functionality will not feature any custom development or styling
- *We will utilize the Enterprise 2.2 and B2B code prior to this code's general release date. In order to use this code prior to its release date, this website cannot be taken live prior to Magento's general release date. Beta code that is used in developing this site will be updated to the general release code as soon as it is released.*
- Subsequently released versions of Magento after the general release will be upgraded after the project is complete as part of the Runway program
- Staging and production environments will be created
- Elasticsearch will be implemented

Logo

- We will provide up to three versions of a new logo
- We will provide a favicon based on the new chosen logo
- The client is entitled to JPG and PNG versions of the logo, in full color, greyscale, and black and white, as requested

Site Frame

- *Header*
 - o Logo
 - o Utility Bar with Key Utility Links (Contact Us, Login/Register Links, etc)
 - o Shipping Offer
 - o Prominent Cart Button with Magento Floating Cart
- *Navigation*
 - o 7-9 Top Level Categories
 - o Mega Menus for Desktop
 - o Mobile Menu for tablet and mobile navigation



- **Footer**

- Further Resource, Utility, and Navigation Links
- My Account Links
- Social Icons
- eKomi customer rating
- Newsletter Sign Up
- Trust Badging
- Contact Information

Homepage

- Static Hero Graphics
- Featured Products
- Static Kicker Graphics
- Unique Selling Propositions
- SEO Content

Category Section Page Format

- A single template will be created for category section pages
- Category Thumbnails
- Breadcrumbs
- SEO content

Product Section Page Format

- A single template will be created for product section pages
- Product Thumbnails
- Regular/Sale Prices
- Sorting
- Pagination
- Layered Navigation
- Review Stars
- Breadcrumbs
- SEO content

Product Page Format

- A single template will be created for all simple and configurable products on the site
 - Other product page types, such as grouped, bundled, downloadable, etc. will not receive custom designs, but will follow the styling of the designed product page



- Breadcrumbs
- Main Image with Additional Product Views
- Product Click-to-Zoom
 - o Click-to-Zoom is desktop only – mobile and tablet will use an image carousel and will not zoom
- Buy Box contains, where applicable:
 - o Product Title
 - o Product Tagline
 - o Product Number
 - o Product Code
 - o Free Shipping Offer with Pop-Up (Pop-Up will be carried over design-wise as-is)
 - o Product Options
 - o Product Quantity
 - o Regular Price / Sale Price
 - o Add to Cart Button
 - o Add to Wishlist Button
- Product Description
 - o The contents of these properties will display as they are uploaded. HTML tables, large photos, etc., will not be edited for responsive legibility
- Related Items Cross-Sell
 - o This section can be dictated by the client on a product-by-product basis to specifically showcase complimentary items of the same section
- Magento's Review System (if desired)
 - o Review styling will match the branding of the site, but the architecture and functionality will be determined by the platform.

Checkout Pages

- *Cart*
 - o Enclosed site frame
 - o Progress area
 - o Confidence column with trust badging and contact information
 - o Promo code entry
- *Shipping/Billing*
 - o Two-step checkout process

Mega Menus



- Up to eight hard-coded mega menus, one for each Top Level Category
- Operates on hover
- Displays on desktop only
- Menus will contain sub-categories and can contain one graphic ad per menu

Thumbnails on Order Confirmation Email

- Line items in the order confirmation email will display the product's thumbnail image

Third Party Integrations

We will implement and test the following **existing** extension (or a similar extension), available through third parties. The cost of implementation does not include the cost of the extension. Extensions will be purchased by the merchant.

If the extension is faulty, incompatible with other integrated extensions, or incompatible with the platform version, we will implement an alternate extension at an additional cost. Extensions cannot be fixed or edited by EYStudios, as they are third party code.

We will connect extensions and integrations to the Magento site, but configuration of each integration is the responsibility of the merchant.

- Amazon Pay: <https://marketplace.magento.com/amzn-amazon-pay-and-login-magento-2-module.html>

Go Live Scope

The following tasks will be completed prior to and during go live:

- QA and User Testing
 - o Prior to delivering, the site will undergo an extensive QA process
 - o The site will be QA'd using all major browsers and devices for compatibility and to ensure design and functionality is performing accurately and efficiently
 - o Multiple user use cases will be taken through the site to ensure common customer paths are optimized
 - o Multiple test orders will be completed
 - o All standard Magento transactional emails will be tested
 - o Additional requested user testing, such as stress testing for high volume periods, may incur an additional fee



- Tracking Pixels
 - o We will implement a maximum of 8 standard tracking pixels (Google Analytics, tracking for email remarketing, etc.) into the site
- Reindexing
 - o We will set up a cron job to regularly reindex the site
- Caching
 - o We will enable Varnish and Redis for caching
- Data Migration and 301 Redirects
 - o Assist data migration service through the entire project and during go live process
 - o Ensure 301 Redirects are generated by client, migration partner, or SEO partner
 - o Ensure 301 Redirects are uploaded to the new site
- Configure the server to standard Magento configurations
 - o Server configuration will depend on the hosting company used and may require the hosting company to perform configurations themselves
 - o Additional configuration beyond a standard Magento configuration may incur an additional fee
- Install SSL certificate
 - o SSL certificates must be purchased by the client
 - o We can also transfer an existing one
- DNS and MX Records
 - o Adjust MX records, if required, for client's email service
 - o Change DNS to point to the new platform
 - o DNS changes take approximately 24-72 hours to fully propagate
- Documentation
 - o Documentation for our custom work will be provided
 - o Documentation for day-to-day store management is available through the Magento User Guide:
http://docs.magento.com/m2/ee/user_guide/getting-started.html



Our Process

A Note about Design

We design with best practices in mind. If client feedback does not align with best practices, we will identify these parts and advise on the best course of action for change before enacting this feedback. The best collaborative process involves understanding that not all aesthetic design choices are best for eCommerce and for responsive design.

In order to keep your project on schedule, we ask that you pay close attention to our revision process outlined below:

- Logo: one major revision and one minor revision
- Site Frame: one major revision and one minor revision
- Homepage: two minor revisions
- All other design elements: one minor revision

A major revision is defined as: A request for a completely new design element.

A minor revision is described as: A request for a simple modification, re-coloring, re-wording of text, and all things similar.

Any revisions made outside the scope of our normal revision process will be subject to additional fees. Furthermore, if changes are requested for a design element that has been previously approved, an additional fee may be incurred.

The project timeline provided at the start of your project is tentative. All Client responsibilities must be met within outlined time frames or dates. If not, the completion dates stated will become void. New dates will be provided based on our availability. Any additions made to the final version of the proposal may extend the project delivery date.

A Note about Development

The Client must report all QA feedback within thirty days of initial Web Site Delivery to the Designer. If additional changes are requested after project delivery, the changes are subject to standard programming fees or can be performed utilizing hours through our Runway retainer program.



It is important to remember that this custom responsive design goes well above the normal layouts and functionality provided by the platform. As such, the work we do may or may not integrate with ongoing updates made by the platform that would normally affect stores that do not feature such customized elements.

Subsequent updates to custom programming due to platform and browser updates will be at an extra cost or can be performed utilizing hours through our Runway retainer program.

A Note about Content Management

EYStudios will only create the graphics for your design and install them onto your site, along with any programming features referenced within scope above. EYStudios provides the framework for the listed front-end elements of the site, as well as line-itemed back-end elements.

The client will be responsible for their regular store owner responsibilities in the creation of a new store or of a redesign of an existing site, particularly relating to content and store set up.

EYStudios does not offer content management, which includes the creation of pages, sections, products, or filter attributes. The client will be responsible for producing and uploading all product descriptions, images, videos, and attributes.

We cannot make judgment calls regarding the setup of a store, as it is our goal that our clients can perform their regular business functions without needing outside assistance.

EYStudios can provide support articles regarding the setup of an eCommerce site as well as consultation, but will not complete the store setup ourselves.

Store setup includes, but is not limited to, the following decisions for the client:

- Payment processing
- Checkout settings
- Gift certificate rates and rules
- Search customization
- Purchasing third party applications
- Informational pages not listed in scope
- B2B Functionality Set Up
- Coupon and promotional rules
- Shipping rates and rules
- Tax rates and rules
- Customer group segmentation
- Customer email templates

Browser Support

All functionality is supported for the last two iterations of the web browser as of the



Current Date, not the Go Live Date. The following browsers are supported from its most recent version:

- Microsoft Edge
- FireFox
- Chrome
- Safari
- iOS Safari
- Android Browser

Unsupported browser versions will not be subject to QA or programming changes.

All browsers may arbitrarily change the way CSS rules are rendered at any time in any browser update. After deliverable is accepted, any changes made to compensate for browser updates will be at an extra cost or can be performed utilizing hours through our Runway retainer program.

Scope Acknowledgement

Signing below indicates acknowledgement of the scope listed above. If additions to the scope are requested beyond what is listed in this document, they will be subject to an additional fee.

CLIENT:

Authorized Signature

Organization

Signer's Name & Title

Effective Date