Tender document

Ecommerce website trial project

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by Bodo Kluger

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1 Background

We are looking for a professional web developer, web designer or web master to build a B2B (business to business) ecommerce website to our liking and get it up and running for our business.

However, this trial project is only for building a fraction of the website and will be awarded to one or more web developers. The web developers who deliver great results will be invited to bid on the full project.

The purpose of the trial project is to get the website development started and to find web developers who can truly deliver what we want.

2 Scope of work

The scope of work of the trial project is to build three (3) pages of an ecommerce website in accordance with our specifications and to get the pages up and running for testing by us (also referred as “the owner”). If required, the web developer shall implement modifications and fix bugs. Also, a handbook shall be provided by the web developer in order to allow the owner to make changes and updates. The three pages are:

1. Home
2. New project
3. Store

These pages are very important to the business’s success, as this are the pages where the customers spend time and make decision towards purchasing something.

In order to get a better understanding how this three pages fit into the final website, Annex A shows the site map (draft) of the full project with the pages to be built under the trial project marked in red.

The scope of work includes a functioning database. The database requirements result from the description of the webpages (see chapter 5).

Please follow the process below if this job is of interest to you.

3 Before you bid

We have to protect our ideas and manage our intellectual properties like any other business. Therefore, only web developers who are in our opinion best qualified will receive the webpage details (chapter 0) and annexes of this tender document.
In order to assess the web developers' capabilities, we kindly ask you to submit the attached questionnaire in PDF format. We will then assess your answers and information on www.freelancer.com against the project requirements and the capabilities of other contestants. Web developers who are in our opinion best qualified will receive the webpage details and annexes. **You should not provide a bid if you haven't received the webpage details (chapter 0) and annexes of this tender document.**

4 General requirements

Please consider that whenever we mention the website, the same applies to pages to be built under the trial project.

4.1 Capabilities of web developer

The web developer shall have, but not be limited, to the following capabilities:

- Knowledgeable in various web design languages and techniques;
- capable of building the site using the latest utilities;
- capable of building the site the way we want it (no cookie-cutter approach);
- on top of mobile technology in order to make the site look good and work well on mobile devices (e.g. phone, tablets);
- capable of handling all elements (e.g. PayPal integration, social media integration, database);
- knowledgeable in SEO;
- creative;
- proactive when it comes to communication with us;
- patient and happy to answer questions and to make changes;
- fast response time;
- high availability; and
- fluent in English in order to easily understand and answer our questions without any language barriers.

4.2 Web editor, site builder or CMS

The web developer shall propose a web editor, site builder or CMS (from here onwards “software”), which is capable of supporting all the things we want the website to do. The software and the web developers coding skills (e.g. HTML, Java, jQuery) shall allow to customise the website to fit the owner’s needs. In other words, the program(s) and developer’s capabilities shall not be a limiting factor.

Please note, site builder tied to a specific web host will not be accepted. That includes builder where templates and graphics are copyrighted and licenced to users for use on their website only if they remain on that host.

The software solution shall have a preview option after you make updates and changes before you publish; and provide analytics for marketing and troubleshooting to enable continuous site improvement.

The following list includes features that we don’t need right now in the trial project but expect to use in the future. Therefore, the chosen software shall be capable of fully supporting these features.

- Accommodation of videos
- Displaying different currencies in the store;
- Unloading and downloading of files;
- Down payment;
- website chat widget; and
- a blog where visitor can read and comment.

4.3 Interfaces

The proposed interfaces between the developer’s scope of work and others are as follows.

4.3.1 Photos and words

The owner will provide photos and words (plain text). However, the web developer shall make both photos and text look great on the web page. To get the project started, the web developer shall use the dummy text shown in the page mock-ups and communicate the appropriated photo sizes to us.
Please note graphics (e.g. buttons) are in the scope of work of the works of the web developer.

4.3.2 Company logo

The owner will provide the company logo.

4.3.3 Web hosting services

We will arrange for the web hosting services (if required for the trial project) in accordance with the web developer's specifications and our needs. The specifications shall include but not be limited to:

- Required data storage
- Bandwidth
- Backup

4.3.4 Domain name

We already secured the main domain name.

4.4 Design principals

The web developer shall consider the following design principals:

- Clean backend coding;
- the website shall load fast;
- high security of personal data;
- the site shall look professional;
- the site shall be clean and uncluttered with some white space, not overdone with graphics and/or images;
- the site shall look polished;
- the site shall let people know what we do and what we sell in a clear, effective manner;
- maximum three to four fonts and colours;
- simple, basic colour for page background (white, off-white);
- font and colours shall look good on all possible devices from desktops to tablets and phones;
- the website shall work equally well in all popular browsers for PC and Mac;
- the site shall be designed to work and look great on mobile platforms;
- the site design must also be SEO friendly;
- it shall be easy to regularly update the website;
- every page shall have the logo as a link to "Home"; and
- the browser's back button shall work from every page.

4.5 General experience of a visitor

The visitor's experience shall include, but not be limited to:

- The site loads easily;
- user friendly;
- easy navigation; and
- user information shall be saved so that the visitor does not have to enter everything from scratch if he decides to continuing shopping another day.

4.6 Languages

The website shall be in English, French, Spanish as well as Chinese. As mentioned in the interface section, we will provide the text. For the purpose of the trial project, all text can be in English even when changing languages.

4.7 Search engine optimization (SEO)

The web developer shall optimize the website for SEO and advise us in SEO techniques.

5 Webpage details

This chapter explains some of the visual and technical requirements of the three webpages. The text should be read in conjunction with the mock-ups in annex B to E. Despite the detailed requirements, we are happy to discuss the web developer's suggestions and to benefit from his experience.

5.1 Home page

The mock-up of the home page in Annex B is mostly self-explanatory. However, there are a few features we would like to mention that are not obvious:

- The navigation bar shall stay on the top of the page even if the user is scrolling down on the page.
- The background of the navigation bar shall change from the picture (currently canvas background) to white if the user is scrolling down. Also, the "Sign up free." button shall change colour when scrolling down.
- The page shall automatically scroll down to the "Who it works" section when pushing the "Who it works" link in the navigation bar.

For the web developers' orientation, we looked at the following websites and listed what we like.

URL	like
http://www.toasteddigital.com/	The jump to the "Who we are" after pushing the "about' button.
https://www.invisionapp.com/enterprise	How the background of the "Get your free enterprise trial" is changing when placing the cursor over it.
https://www.techvalidate.com/	How the background of the navigation bar is changing when scrolling down.

5.1.1 Footer area

The footer area shall be included on each page. The footer in the mock-up is in preliminary design stage and shall be improved by the web developer.

5.2 “New project” page

The mock-up of the “New project” page in annex C is mostly self-explanatory. However, we should mention the following:

- Some of the textboxes shall have grey text in it, in order to help the user to give the right input.
- The project category dropdown menu shall include two categories (Category 1 and Category 2). Each category will have its own products displayed in the store. See chapter 5.3 (The store) for more details.
- The project location dropdown menu shall include 257 countries from a list we will provide. Not all products can be offered in all countries. Therefore, the countries need to be tied into the product filter. An example for three countries is shown in chapter 5.3.8 (Product filter).
- The project size range dropdown menu shall include three size ranges (1P-100P, 101P-1000P, 1001P-10kP) for the purpose of the trial project. The project size range will have an influence on the product pricing. The user has the option to tick a box, which will automatically the 1P-100P price range. See chapter 5.3.6 (Pricing) for more details.
- The discount code entered in the textbox shall be compared with a list of discount codes in the pricing table. If there is a match, the discount rate shall be applied to the store price (see chapter 5.3.6).
- The help links (question mark symbol), which will lead later to a pop-up window, does not need to be active under the trial project scope of work.
- The “Continue” button shall be inactive if the “New project” fields are not filled in.

5.2.1 Progress bar

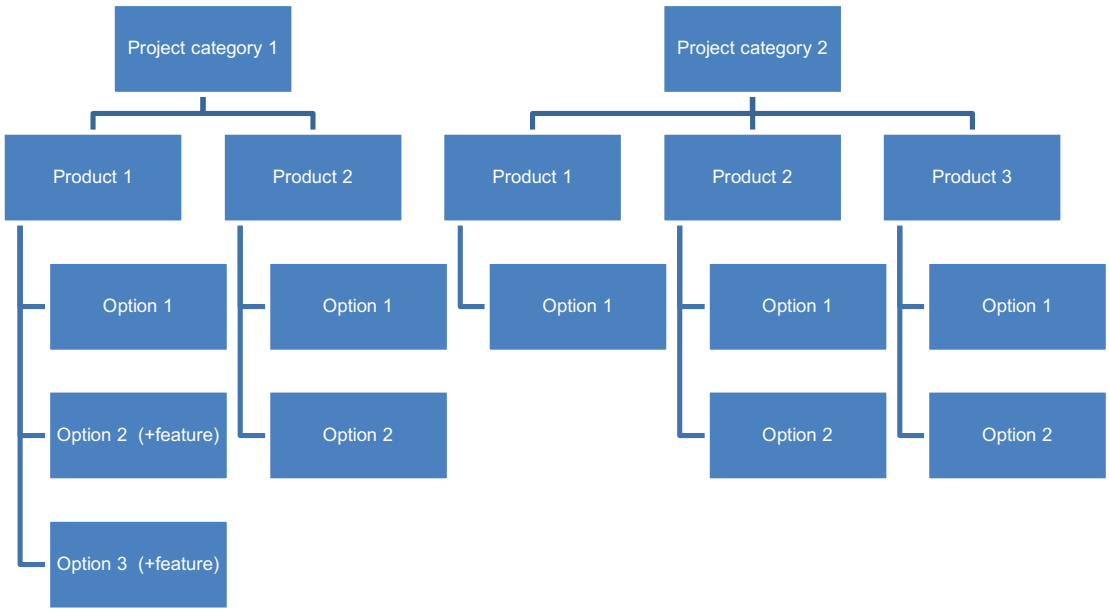
A progress bar appears in the “New project” page for the first time and shall guide the user through the shopping process. The progress bar is in preliminary design stage and shall be improved by the web developer.

5.3 The store

The web developer shall build a store with two products in the project category 1, and three products in project category 2. Nevertheless, the developer has to consider that the website has to accommodate growth. Additional product shall be easy to add and product features, text and pictures easy to modify.

5.3.1 Products naming convention

Before the user enters the store, he selects the category of his project in the “New project” page. This determine which products appear in the store. Products can have options to choose from.



It is important to understand that products of project category 1 are different from products of project category 2. The same applies to the options. So, in order to identify a product, it needs the category number, the product number, and the number of the option(s) selected.

5.3.2 Category 1: products in store

This section describes the products in the store under assumption that project category 1 has been chosen on the “New project” page.

As shown in the store mock-up for project category 1, product 1 has three options. Options 1 is the basic product. Option 2 and 3 are additional features to option 1,

which can be identified on the “+” symbol in front of the price (the final store text will make that more clear to the user). The user must choose option 1 first, before he can select option 2 or 3, or even both. If he fails to do so, an attention text shall come up as shown in the muck-up. Also, the continue button shall be inactive when the attention text is displayed.

Product 2 has 2 option to choose from. The user shall not be able to select both options. In this particular case, there is a dependency between product 2 and product 1. If the user selects option 2 of product 2, he should also buy option 2 of product 1; or should it least be in possessions of it from previous orders. So, it is not a must for the user to select option 2 of product 1, but the user shall see an information text to make him aware of it, as shown in the muck-up.

5.3.3 Category 2: products in store

This section describes the products in the store under assumption that product category 2 has been chosen on the “New project” page.

As shown in the shopping cart mock-up for project category 2, Product 1 has only on option 1. There is no dependency to other products.

Product 2 has two options. Options 1 is the basic product. Option 2 is an additional feature to option 1, which can be identified by the “+” symbol in front of the price. The final store text will make that more clear to the user. The user must choose option 1 first, before he can select option 2. If he fails to do so, an attention text shall come up, as shown in the muck-up of project category 1. The continue link shall be inactive when the attention text is displayed.

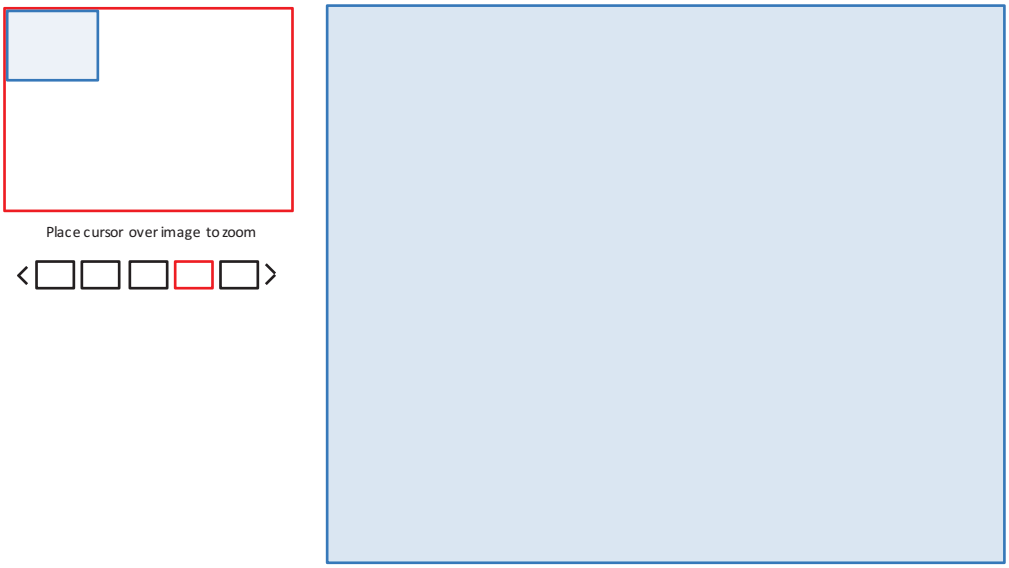
Product 3 has 2 option to choose from. The user shall not be able to select both options at the same time. There is no dependency to other products.

5.3.4 “more >” and “?” links

The "more >" and “?” link shall open another window or popup window which is not part of the trial project. Therefore, the links shall be inactive for now.

5.3.5 Display of product examples

The store shall show examples of what the customer can expect. The product shall be visualised adjacent to the product text as shown in the mock-up. For each product multiple (e.g. 10) pictures with the aspect ratio of square root of two shall be displayable. Dependent on the product, the pictures can be portrait or landscape. The selected picture (in red below) shall be shown in large and the user shall be able to zoom in by rolling over the picture with a semitransparent square.



For developers' orientation, we looked at the following website and listed what we like.

URL	like
http://www.amazon.com/gp/product/B00TSUGXKE?gwSec=1&redirect=true&ref_=s9_pop_gw_g424_i3	The roll over

5.3.6 Pricing

The price of each product in the store depend on the base price, the project size range and the discount code. The calculation table below shows the numbers for the store mock-up in red. A similar table shall be in the database where the owner can easily change the individual input numbers.

Project category	Product	Option	base price	Project size range price multiplier				discount code [%]			Shopping cart price
				1P-100P	tick box	101P-1000P	1001P-10kP	GHGH4	DFT456	TYV6	
Category 1	Product 1	Option 1	100	1.2	1.2	2.23	3.2	5	10	10	111
Category 1	Product 1	Option 2	100	1.1	1.1	2.12	3.1	0	0	10	112
Category 1	Product 1	Option 3	100	1.3	1.3	2.26	3.3	5	10	10	113
Category 1	Product 2	Option 1	100	1.3	1.3	2.34	3.3	5	10	10	121
Category 1	Product 2	Option 2	100	1.4	1.4	2.36	3.4	5	10	10	122
Category 2	Product 1	Option 1	100	2.3	2.3	2.34	3.3	5	10	10	211
Category 2	Product 2	Option 1	100	2.2	2.2	2.21	3.2	0	0	5	221
Category 2	Product 2	Option 2	100	2.5	2.5	2.47	3.5	5	10	10	222
Category 2	Product 3	Option 1	100	2.6	2.6	2.57	3.6	5	10	10	231
Category 2	Product 3	Option 2	100	2.3	2.3	2.32	3.3	0	0	5	232

5.3.7 Summary box

The summary box in the store (see mock-up) shows information entered into the “New project” page as well as constantly updated shopping information.

The “edit project” link shall lead to the “My project” page, which is not part of the trial project. Therefore, the link shall be inactive for now.

The “Estimated lead time” information shall come from a calculation table, which is also not part of the trial project. Therefore, this information can be blank for the trial project.

5.3.8 Product filter

The product filter in the mock-up of the store is mostly self-explanatory. The tables below shown which product and product options shall be displayed depending on the filter settings. Project category 1 and 2 shall have independent table and filter.

			Filter in "New project" page			Filter in "Store" page						
			Country			Client group				Product group		
			England	France	Spain	All	Client group 1	Client group 2	Client group 3	All	Product group 1	Product group 2
Category 1	Product 1	Option 1	X	X	X	X	X	X	X	X	X	
Category 1	Product 1	Option 2	X	X	X	X			X	X	X	
Category 1	Product 1	Option 3	X	X	X	X		X		X	X	
Category 1	Product 2	Option 1	X	X	X	X	X			X		X
Category 1	Product 2	Option 2	X	X	X	X			X	X		X

			Filter in "New project" page			Filter in "Store" page								
			Country			Application group			Client group				Product group		
			England	France	Spain	All	Application group 1	Application group 2	All	Client group 1	Client group 2	Client group 3	All	Product group 1	Product group 2
Category 2	Product 1	Option 1	X	X	X	X		X	X	X	X	X	X	X	
Category 2	Product 2	Option 1	X	X	X	X		X	X			X	X	X	
Category 2	Product 2	Option 2	X	X	X	X			X		X		X	X	
Category 2	Product 3	Option 1	X	X	X	X			X	X			X		X
Category 2	Product 3	Option 2	X	X	X	X		X	X			X	X		X

The products and product options displayed also depend on the project country selected in the “New project” page. The tables show only three countries as an example but the web developer shall implement a solution for all 257 countries.

6 Handbook

Once the website is up and running, the owner will regularly update the website. Therefore, the developer shall write a handbook for the following updates.

6.1 Simple updates

Simple updates will most likely be necessary on a daily basis including:

- update product text and pictures
- update to filter settings
- update to pricing
- update to promotion codes

The handbook shall explain how to make these simple updates.

6.2 Changes and updates

Changes and updates will most likely be necessary on a weekly basis including:

- adding / deleting project categories
- adding / deleting products
- adding / deleting product options
- adding / deleting dependencies between options
- adding / deleting Attention and Information messages
- adding / deleting filter options
- editing text and pictures of the website

The handbook shall explain to a person with a general understanding of web design how to make these changes.

6.3 Revamp the site

For some reason it might be necessary to revamp or redesign the site in the future and the original web developer is not available. For such a case, the handbook shall include all information necessary to know for a professional web developer to do his job without starting from scratch or wasting time.

7 Milestones

7.1 Testing

The testing milestone has been reached when the developer has made the three (3) pages available to the owner for review and testing. The owner shall then review the pages and require modifications (if required), which the web developer will implement.

7.2 Provisional acceptance

Provisional acceptance has been reached when modifications are completed; all files are submitted to the owner; and the result fulfils the owner's expectations. This version may or may not include small bugs that do not compromise the functionality of the website. Furthermore, the handbook has been provided to the owner.

7.3 Practical completion

Provisional acceptance is a condition precedence of practical completion. Practical completion has been reached after no further bug was found for a period of 14 calendar days after the last bug was fixed. The day counter shall start over again after the last bug was fixed.

8 Copyright

The owner retains the design rights and other intellectual property rights and copyrights of all documents prepared by the owner. Only the nominated web developer(s) shall be entitled to use them or copy them only for the project and the purpose for which they are intended.

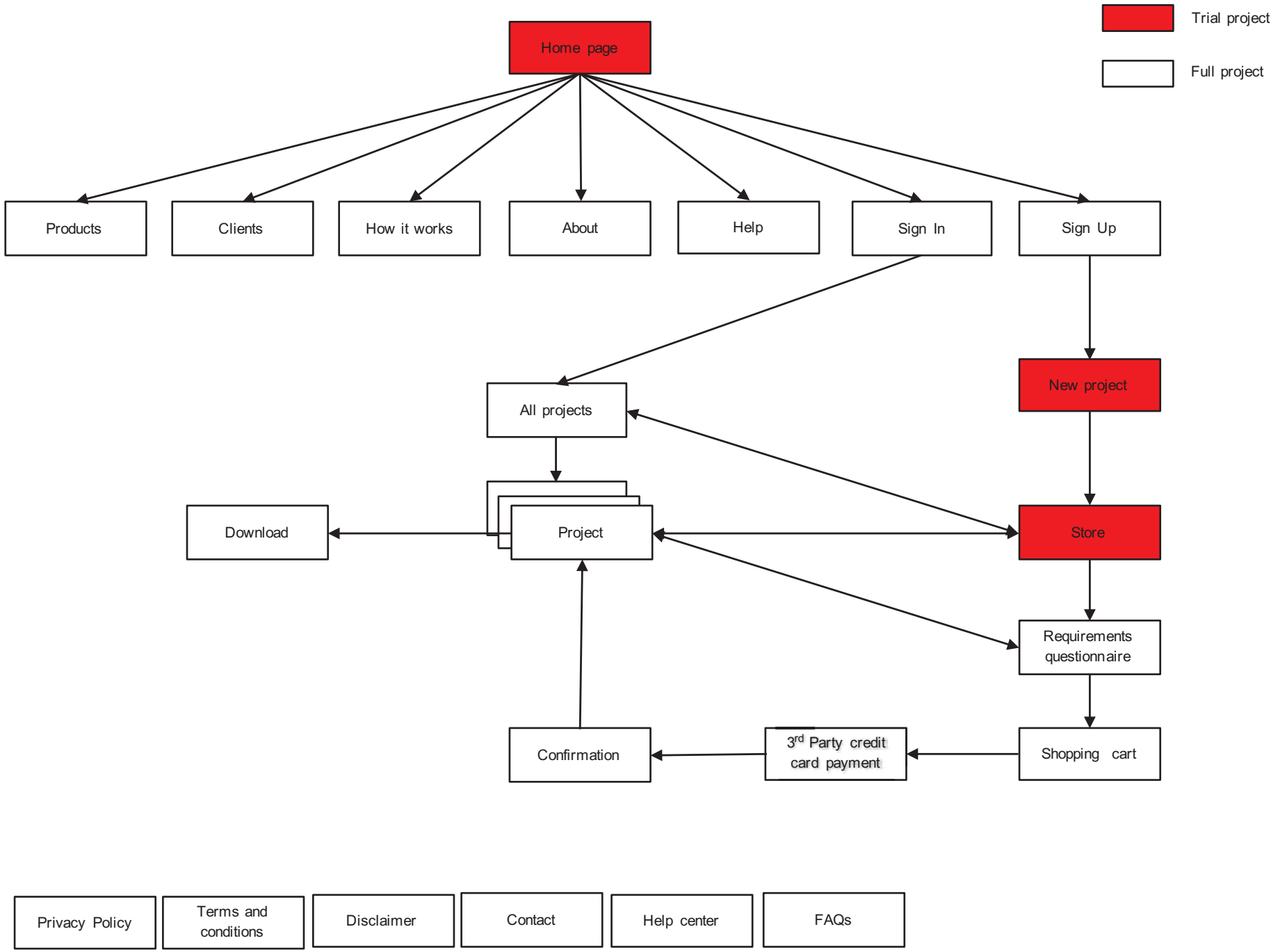
The web developer must not infringe any intellectual property rights in performance of the services. The web developer has to procure the rights for the website content (e.g. graphs) he is using on this ecommerce website.

The web developer has to make sure that the copyright to the website content and design will automatically be passed to the owner upon payment, along with licenses for more generic code or modules that the web developer may build or used. The web developer has no right to be credited for the work on the website.

9 Disclaimer

To the extent permitted by law, we disclaim all liability arising from information contained in this document or otherwise provided to any freelancer on www.freelancer.com. Nothing in this document or other information provided is to be constructed to create any binding contract or other legal relationship between us and any freelancer.

10 Annex A: Site map (draft)


Trial project
Full project
Home page
Products
Clients
How it works
About
Help
Sign In
Sign Up
New project
All projects
Download
Project
Store
Requirements questionnaire
Confirmation
3rd Party credit card payment
Shopping cart
Privacy Policy
Terms and conditions
Disclaimer
Contact
Help center
FAQs

11 Annex B: Home page mock-up

Company Logo

Products Clients How it works About Help Sign Up Sign In

HEADLINE HEADLINE HEADLINE

Sub-headline Sub-headline Sub-headline Sub-headline Sub-headline Sub-headline Sub

Sign Up for Free

Key benefit

[Comment]: These Pictures will be supplied by us.

KEY BENEFIT 1

Text text text text text text text text text text text text text text text text text text text text text text text text text Text text text text text text text text text text text text text

KEY BENEFIT 2

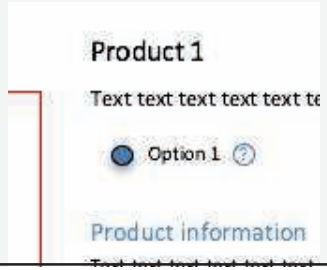
Text text text text text text text text text text text text text text text text text text text text text text text text text Text text text text text text text text text text text text text

KEY BENEFIT 3

Text text text text text text text text text text text text text text text text text text text text text text text text text Text text text text text text text text text text text text text

How it works

1. **Select your product**
2. Set your requirements
3. Let us do the work
4. Review and request modification



Company Logo

Products Clients How it Works About Help Sign Up Sign In

Email us
Live Chat
Phone: 1800 345 253
FAQs

How it works

1. **Select your product**
2. Set your requirements
3. Let us do the work
4. Review and request modification
5. Download final product

Product header

Text text text text text text text text text text text text text text text text Text text text text text text text text text text text text text text text text text text text

See all products

Text text text text text text text text text text text text text text text text text text text text text text text text text text text text Text text text text text text text text text text text text text text text more about us >>

Company Logo

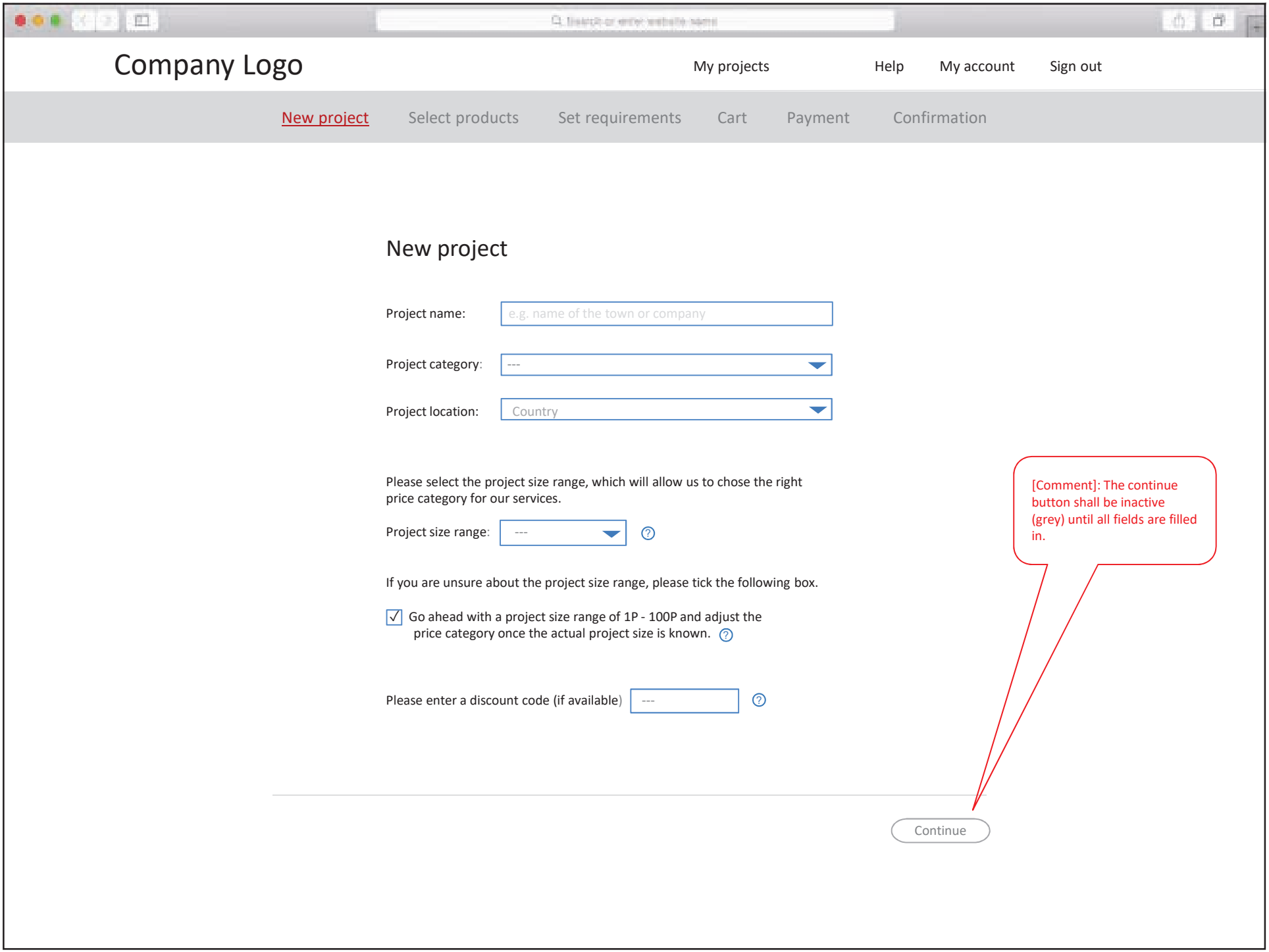
Products Clients How it Works About Help Sign Up Sign In

Text text text text text text text text text text text text text text text text Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text

See products

Text text text text text text text text text text text text text text text text text text text text text text text text text text text text Text text text text text text text text text text text text text text text text text text text

12 Annex C: “New project” page mock-up


Company Logo
My projects
Help
My account
Sign out
New project
Select products
Set requirements
Cart
Payment
Confirmation
New project
Project name:
e.g. name of the town or company
Project category:

Project location:
Country
Please select the project size range, which will allow us to chose the right price category for our services.
Project size range:

If you are unsure about the project size range, please tick the following box.
Go ahead with a project size range of 1P - 100P and adjust the price category once the actual project size is known.
Please enter a discount code (if available)

[Comment]: The continue button shall be inactive (grey) until all fields are filled in.
Continue

13 Annex D: Project category 1 - Store page mock-up

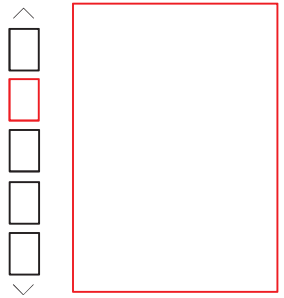
Company Logo

My projects | Current project | Help | My account | Cart (3) | Sign out

New project | Select products | Set requirements | Cart | Payment | Confirmation

Select your product

Product 1



Place cursor over image to zoom

Text text text text text text text text text text text text text

- Option 1 — USD 111.00
- Option 2 — + USD 112.00
- Option 3 — + USD 113.00

Attention: the selected feature requires to purchase basic product! Please chose to buy the basic product or unselect Option 3 of Product 2.

Product information

Text text text text text text text text text text text text text

14 Annex E: Project category 2 – Store page mock-up

Company Logo

My projects | Current project | Help | My account | Cart (3) | Sign out

New project | Select products | Set requirements | Cart | Payment | Confirmation

Select your product

Place cursor over image to zoom

Product 1

Text text text text text text text text text text text text

Option 1 (?) USD 211.00

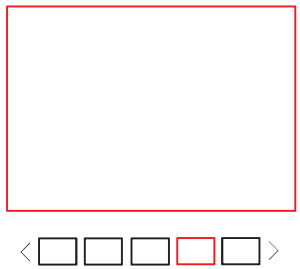
Product information

Text text text text text text text text text text text text

Company Logo

My projects | Current project | Help | My account | Cart (3) | Sign out

New project | Select products | Set requirements | Cart | Payment | Confirmation



Product 3

Text text text text text text text text text text text text

- (●) Option 1 — USD 231.00
- ( ) Option 2 — USD 232.00

Product information

Text text text text text text text text text text text text