

WE HELP BRANDS
TELL THEIR
STORY



Sincerely,

SCOPE

Research

The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behaviour, and how your website factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website

Design

Once we're armed with this information, we'll set to work sketching out wireframe layouts for 3-5 different views, including the home page, sub page, the blog template, and any additional

templates needed. Wireframes look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and iterate on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes.

We recommend having all of your content ready by this stage which will inform the design and make it faster to load the initial content on the development server so content doesn't hold back the launch. If you won't be able to provide professionally written content by this stage we recommend having our in-house copywriter create the content for you.

Next we'll design high-fidelity comps that show what the final designs will look like on desktop, tablet, and smart-phone screen sizes, providing up to two rounds of revisions on the design.

Development

Next we'll set to work making your design a reality by building the

site using standards-based technology. We'll build the front-end templates in HTML5, CSS, and use JQuery for simple behavior and effects like animations and form validation.

Testing

We'll test the website in a variety of browsers, including Safari, Chrome, Firefox and Internet Explorer 9. We'll also test the responsive design on iPhone and Android devices. We'll test the functionality of the site to ensure there are no errors or broken links and then hand it over to you for review on a test server.

You'll have two rounds of minor revisions or tweaks to the sites, and then we'll launch.

Launch

Once you've tested the website and are happy with its functionality, we'll make the WordPress theme live on your website and point your domain over to the new site. Launch time!

S No.	Phase	Week
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1.	Research	1-2
2.	Present Wireframes/Receive content	4-5
3.	Present finished mockups	4-5
4.	Code HTML/CSS templates	6-7
5.	Back-end development	8-9
6.	QA Testing and Review	10-11
7.	Deployment to live site	12

8.

TOTAL :

8

Estimated Project Costs

ISKPRO submits a fixed-fee proposal. Below is our line-item detail of the estimate for Upswing to review. These estimates have been developed based on our current understanding of the Upswing website redesign project, and on our experience with past projects of a similar scope. We have not included any hardware, software licensing, or third-party service costs in the estimate as these are extremely variable depending on the choices made by Upswing.

Milestone No.	Description	Percentage	US\$
1.	Project Kick Off – Initial Deposit	50%	
2.	After Project is delivered + Upswing approval	50%	
Total	Complete Project Cost	100%	

PROJECT COMMUNICA EXPECTATIO

Honest and frequent communication during the development process is the most important ingredient in any successful marketing project.

Key communication expectations include:

- **A list of blackout dates for the key decision-makers (including vacations, meetings, travel and so on). These dates are needed before a production schedule can be created.**
- **A project kickoff meeting that includes the primary point of contact and as many primary decision-makers as is practical for the purpose of agreeing on project parameters, expectations, assumptions, questions, likes, dislikes and so on.**
- **A backend-development kickoff meeting with the point of contact and key decision-maker(s).**
- **A weekly status meeting (phone and/or online virtual meeting) with the point of contact.**

ADDITION

Expiration of Fee Terms

The fees above are valid for a period of 45 days starting from the

date of this Letter of Agreement.

Contract Cancellation

If during the course of the contract period, (Company Name) wishes to terminate this agreement, due to breach of contract, it may do so by providing 30-day written notice to ISKPRO. At such point, ISKPRO will cease production.

Limitation of Liability

In the event either party breaches the contract, the parties agree that the damages recoverable (Company Name) will, at most, be limited to direct, actual damages not exceeding the value of the contract. In no event will ISKPRO be liable to (Company Name) for consequential or indirect damages, loss of business, damages to reputation or similar types of damage.

Remedies upon Default

In the event (Company Name) fails to pay amounts due under this agreement, (Company Name) shall be liable to ISKPRO for the reasonable costs of collection, including but not limited to attorney fees, filing fees, collection agency fees, litigation expenses and costs, and all other expenses reasonably incurred by ISKPRO.

Non-Disclosure

Each party agrees that it will not disclose the financial terms of this agreement to anyone other than company employees, board members or investors without the prior written consent of the other. Disclosure of the financial terms of this agreement to company employees, board members or others for whom written consent is provided is done so with the understanding that those parties must not further disclose this information.

Inclusiveness

This contract defines the terms of the parties' agreement and supersedes any and all previous agreements, negotiations, representations or discussions, written or oral. Any changes, additions and/or deletions to or from this agreement must be made in the form of a written addendum to this contract and signed by both parties.

Why Us?

At {company_name}, we're all about the experience. We design simple,

compelling, and functional websites that make it easy for users to quickly find exactly what they're looking for when they arrive at your site and then convert them into paying customers. It's about creating a online experience that transforms users into followers, customers into ambassadors.

NEXT STEP

1. We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship. Oh, and if you're wondering, we're mobile first. It's not just the way of the future. It's the way of right now.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can help you with together. We're committed to finding the best way to work together.
 - **A backend development kickoff meeting with the point of contact and key decision-maker(s).**
 - **A weekly status meeting (phone and/or online virtual meeting) with the point of contact.**
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.

7. If you'd like to speak to us by phone, don't hesitate to call {user_phone}.
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Sign Here

Proposal Lead

{user_assigned}

{user_Title}

Sign Here

Deafult Contact

{client_contact_first} {client_contact_last}

{user_assigned}

