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Prepared for:

## **Emergency Shelter Management Services**

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## **Proposal and Cost Estimate: Website Design and Development**

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## 1. Table of Contents

1.	TABLE OF CONTENTS.....	2
2.	BRIEF OVERVIEW .....	3
3.	BASIC WEBSITE PAGE ORGANIZATION – REQUIREMENTS .....	3
3.1.	HOME PAGE .....	3
3.2.	COMMON SIDEBAR: ALL PAGES.....	3
3.3.	COMMON FOOTER: ALL PAGES .....	3
3.4.	NEWS & EVENTS PAGE .....	3
3.5.	SERVICES PAGES .....	3
3.6.	SPONSORS PAGE.....	3
3.7.	EMPLOYMENT PAGE.....	4
3.8.	ABOUT PAGE.....	4
3.9.	CONTACT PAGE.....	4
3.10.	ADDITIONAL FEATURES .....	4
3.11.	STOCK PHOTOS AND OTHER CONTENT .....	4
3.12.	ADDITIONAL CONTENT PAGES .....	4
4.	CONTENT MANAGEMENT SYSTEMS .....	5
5.	WEBSITE HOSTING & DOMAIN NAME REGISTRATION .....	6
6.	PRELIMINARY COST ESTIMATE AND ASSUMPTIONS.....	6
7.	ITEMS THAT COULD AFFECT THE FINAL PRICE .....	6
8.	TIME LINE AND PROJECT DURATION .....	7
9.	FEES AND PAYMENT SCHEDULE .....	7
9.1.	ADDITIONAL FEES.....	7
9.2.	CANCELLATION POLICY .....	7
10.	SUPPLEMENTAL WORK & MATERIALS .....	7
11.	DELIVERABLES & CONTENT OWNERSHIP RIGHTS .....	7
12.	COSTS AND PRICING SUMMARY .....	8
13.	SIGN-OFF .....	9
14.	ABOUT AUDET WEB DESIGN .....	10
14.1.	SELECTED PORTFOLIO SITES .....	10
14.2.	EXPERIENCE.....	10
14.3.	SKILLS .....	10
14.4.	FORMAL EDUCATION .....	10

## 2. Brief Overview

Emergency Shelter Management Services (ESMS) is a non-profit organization providing services to homeless people in the New Haven area. ESMS wants a website to promote its organization, including projecting a professional image to potential sponsors and other community service organizations.

The ESMS website is to have a look and feel in keeping with [www.lifehaven.org](http://www.lifehaven.org).

## 3. Basic Website Page Organization – Requirements

The website needs the following pages and functionality. (Please note that the pages are not necessarily listed in the order that they might appear in the final website.)

### 3.1. Home Page

The Home page will have some descriptive content (1-2 paragraphs), a animated slideshow of 8-10 images with optional captions (similar to SignLite.net)

### 3.2. Common Sidebar: All Pages

Each page will have a side bar that displays a content stream coming from the News & Events page, secondary navigation to the Services pages, a Donate now button (leading to some other page, for example, PayPal), and a email newsletter sign-up, for example, Constant Contact.

### 3.3. Common Footer: All Pages

The Footer will show the copyright notice, contact information, and links to specialty pages such as Privacy Policy, Hours & Directions and so on. There may be one or more logos to affiliated organizations such as the Chamber of Commerce.

### 3.4. News & Events Page

The News & Events page will be data-base driven, have a content panel that has a title, date, text, optional photo, optional PayPal button for registration for paid events.

### 3.5. Services Pages

The Services pages will have a standard format consisting of a title, descriptive text, and 1 or more photos, with optional captions. Each service page will be listed in the secondary navigation that appears on all the pages.

### 3.6. Sponsors Page

The Sponsors page will display banners or logos for various sponsors, the size depending on the level of sponsorship: Gold, Silver, Bronze. Each Sponsor will have a name, a website address, contact information, image (banner/logo) and an expiration date.

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### **3.7. Employment Page**

The Employment page will list job postings, consisting of a title, brief description, a downloadable application form (PDF) and an expiration date for the item.

### **3.8. About Page**

The About page will have descriptive text and some photos.

### **3.9. Contact Page**

The Contact page will have a form with various fields (Name, Address, Questions for example), and an embedded map (for example, Google Map), and other information such as hours of operation. The Contact page form may send a simple email to ESMS. The contact form will have some client site validation (JavaScript based) for items like required fields.

### **3.10. Additional Features**

An email newsletter service such as Constant Contact or Mail Chimp may need to be set up.

To accept donations, a PayPal or merchant account with a bank will need to be set up. Audet Web Design can help ESMS with these tasks.

The creation of short videos would involve third party services.

Logo design, business card and letter head design are separate from the website design.

### **3.11. Stock Photos and Other Content**

ESMS would need to be able to provide images and photos for the website, in addition to any written content.

### **3.12. Additional Content Pages**

Depending on the actual content presented by ESMS, the website may have up to five additional informational pages consisting of text and a few images (up to five per page).

**Note: Informational pages consist of simple content, text and a limited number of images and do not include complex pages such as photo galleries, animated graphics (for example, Flash) or other dynamic features requiring server-side or client-side programming.**

## 4. Content Management Systems

The ESMS website will need a database-driven content management system. There are many options available depending on how much technical expertise ESMS is willing to deal with.

One simple solution is Perch CMS ([www.grabaperch.com](http://www.grabaperch.com)) which has a \$75.00 one-time license fee, is relatively simple to operate and is database driven, which means that Perch CMS can handle a calendar of events in an intelligent fashion (for example, listings have an expiration date and drop off the calendar automatically). Perch CMS will also be able to handle a home page slideshow and allow for pictures to be uploaded in a user friendly fashion.

A more complicated solution involves a higher-end content management system called Expression Engine ([www.expressionengine.com](http://www.expressionengine.com)) which has a \$200.00 one-time license fee. Expression Engine is more powerful and has more features, but is a bit more complicated to learn. However, it is very good for websites such as online newspapers such as [www.thehamdenjournal.com](http://www.thehamdenjournal.com). Like Perch CMS, Expression Engine is database driven and can handle calendars and other forms of highly organized information.

**Pros and Cons:** Perch CMS is simpler to set up, less expensive, but has more limited features. Expression Engine has more features, has a steeper learning curve for the end user, has a higher license fee, and takes more effort to configure.

**Recommendation:** Perch CMS may be the better option because of its ease of use. Expression Engine, because of its complexity, is best for applications where the user needs to update the website on a daily basis, otherwise, the time spent mastering it may not be less frequent use.

**Managing Images:** In any CMS, the user will need to upload images, and these images have to be cropped and resized to some reasonable website-friendly size. ESMS will need to use some software like Photoshop Elements or Picasa to resize or manipulate their digital images.

**Maintenance & Backups:** All Content Management Systems need some care and attention, namely to apply occasional updates or upgrades. In addition, any database-driven CMS should be backed up on a regular basis and Audet Web Design can back up a website on a nightly basis as needed, depending on the application. Typically, for a busy website such as a daily newspaper, Audet Web Design will make a nightly backup, and for other websites, a weekly backup. The number of backups kept may vary, but typically, Audet Web Design will keep two months worth of weekly backups and a year's worth of monthly backups.

**Note:** Client has elected to use Perch CMS based on discussion of March 11, 2011.



## 5. Website Hosting & Domain Name Registration

Audet Web Design will register the domain esmsshelter.org on behalf of the client, using [www.GoDaddy.com](http://www.GoDaddy.com) as the registrar. Website hosting will be provided by Audet Web Design at \$120/year. Email hosting is also included with the website hosting if needed by the Client.

## 6. Preliminary Cost Estimate and Assumptions

The new website for ESMS will have **approximately 10 to 15 pages** and content from some of these pages (for example, the calendar page) may be repeated in part on the home page.

**Based on the complexity of the website, it could take up to 40 hours of effort to design and build the website. At the standard rate of \$75.00 per hour, the cost would be in the range of \$3,000.00, which would include the license fee of Perch CMS or Expression Engine.**

Included in the price and time allocation are time to meet with the client to review the design and features of the website to make sure that the website looks and operates as wanted by the Client, and some time to train one or more individuals to manage the website using the CMS.

## 7. Items That Could Affect the Final Price

Any e-commerce functionality could also add to the cost of the website. For example, a simple PayPal button is relatively easy to add to the website, but incorporate a full-scale merchant account payment gateway from a bank would be a separate item and could add 5 to 10 hours of effort to the overall project.

If ESMS wants a look and feel exactly like [www.lifehaven.org](http://www.lifehaven.org) with a matching logo, business card and letter head design, then Audet Web Design would need to engage a graphic designer for assistance and that could add to the overall cost. A graphic designer could charge anywhere from \$500.00 to \$1,500.00 for a brand development project (logo, business card, letterhead).

If ESMS needs help with copywriting, then a writer or editor may need to be engaged, and that could add \$500.00 to \$1,500.00 to the project cost.

If ESMS needs professional taken photographs, the fees for a professional photographer would be an added cost.



## **8. Time Line and Project Duration**

The Client would like to have the Website ready to launch by April 15, 2011.

## **9. Fees and Payment Schedule**

Total project fee required for this will be **\$3,000.00**, with the following terms, 50% deposit to start, with remaining 50% due at completion and launch of the website.

### **9.1. Additional Fees**

There are two additional fees associated the website project:

1. Website Hosting with Audet Web Design: \$120.00 per year
2. Perch CMS (content management system) one-time license fee: \$75.00

### **9.2. Cancellation Policy**

In the event that this project is cancelled prior to completion, the Client will compensate the Web Developer for all work fully or partially completed up to the point where notification was received of the project cancellation.

## **10. Supplemental Work & Materials**

The Client and the Web Developer must approve any work supplemental to the items specified in the Work Items sections of this document. Additional fees may be requested for stock photos or photographer fees if required.

## **11. Deliverables & Content Ownership Rights**

The deliverables will consist of all files and scripts for Perch CMS installed on the hosting server and configured to render the ESMS website.

The delivery will also include a two hour training session with the Client on how to use Perch CMS.

The Client will have full ownership of the website content and associated files subject to the commercial license guidelines of Perch CMS.

The Client will have full ownership of the domain name esmsshelter.org.



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## 12. Costs and Pricing Summary

Page:	Summary of Time Estimate				
Item	Comment and Description	Approximate Number of Pages	Time Estimate per Page (hours)	Time Estimate (hours)	Cost Estimate
1	Develop 10 to 20 page website based on HTML, CSS, jQuery, PHP/MySQL as needed.				<b>\$3,000.00</b>
2	Perch CMS One-Time License Fee procured by Audet Web Design for the Client.				<b>\$75.00</b>
3	Website Hosting (\$120/year)				<b>\$120.00</b>
4	Waive first year of hosting				<b>-\$120.00</b>
5	Donate Perch CMS License Fee				<b>-\$75.00</b>
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
<b>Total</b>	<b>Total Estimated Costs</b>				<b>\$3,000.00</b>

**Note:**

- (1) Website hosting provided by Audet Web Design.
- (2) Website hosting is a recurring annual expense.





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### 13. Sign-Off

This **Proposal and Cost Estimates** document has been reviewed, understood and accepted by the following parties:

**Client:**

**Jameca Malloy, Program Manager  
Emergency Shelter Management Services, Inc.  
645 Grand Avenue  
New Haven, CT 06511**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Web Developer:**

**Marc Audet, Principal  
Audet Web Design  
210 Treadwell Street, #312  
Hamden, CT 06517**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## 14. About Audet Web Design

Audet Web Design, founded in 2004 by Marc Audet of Hamden, Connecticut, provides web development services to small business, nonprofit organizations and individuals in the Greater New Haven area.

Audet Web Design specializes in building content management tools that allows website owners to update and manage their website content using basic word processing skills, thus saving them time, effort and money.

### 14.1. Selected Portfolio Sites

- Cathedral of Higher Praise ([www.cathedralofhigherpraise.org](http://www.cathedralofhigherpraise.org))
- Fairchester Business Resource ([www.fairchesterbusinessresource.org](http://www.fairchesterbusinessresource.org))
- Fine Art Imaging ([www.fineartimagingnyc.com](http://www.fineartimagingnyc.com))
- The Hamden Journal ([www.thehamdenjournal.com](http://www.thehamdenjournal.com))
- Sommers and Associates ([www.sommersassociates.com](http://www.sommersassociates.com))
- Tim Robinson, Piano Tuner ([www.timrobinsonpiano.com](http://www.timrobinsonpiano.com))
- Prindle Hill Construction ([www.prindlehillconstruction.com](http://www.prindlehillconstruction.com))
- Analytic Resources, LLC ([www.analyticresources.com](http://www.analyticresources.com))
- Winston Strategic Partners, LLC ([www.winstonstrategicpartners.com](http://www.winstonstrategicpartners.com))
- The Joseph F. Kelly Company, Inc ([www.jfkellyco.com](http://www.jfkellyco.com))
- Shell Mar Consulting, LLC ([www.shellmarconsulting.com](http://www.shellmarconsulting.com))

### 14.2. Experience

- Web Design: Over five years experience designing and developing web-based user interfaces and websites for small business and non-profit organizations.
- Industrial: Six years industrial experience in engineering software development, databases, laboratory information management systems.
- Academic: Ten years experience in scientific programming and academic research, including refereed publications and conference presentations.

### 14.3. Skills

- Page Layout & Design: HTML(5), CSS(3)
- Dynamic Content: JavaScript, jQuery, PHP & MySQL
- Software: Dreamweaver, Fireworks, WordPress
- Databases: MySQL, Oracle
- Programming: ActionScript, SQL
- E-Commerce: PayPal

### 14.4. Formal Education

- B.Eng., Chemical Engineering, McGill University.
- Ph.D., Chemical Engineering, Cornell University.