



Finding the Right Mixture - A Web Architecture Strategy

Prepared for: Peter Huminski

Prepared by: Walt Spence

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Thorium Wealth Management is looking for a web presence. Competing providers online seem to offer an end to end solution to their clients, but seem to like a modern look and approach. It is a belief held in our company that a website should not only be an outward facing pseudo marketing message to consumers with a standard look with a cookie cutter email form to contact someone. **A website should be an outward reflection of a company's core beliefs and voice.**



It is estimated that 83% of *U.S. consumers* will research a service or product online before making a purchasing decision. It is for this reason that it is paramount to have the site be a vehicle to instill trust in a perspective client and by doing so generate leads for prospective clients. Furthermore, the site should also help retain clients by giving them easy access to their account information.

With these consideration we submit to you a strategy for what we like to refer to as the web architecture of Thorium Wealth Management's site. We hope that this project will provide a concrete framework for the future of your business online.

Tenants

With every design I personally like to get to know each of our clients and see their vision. After these discussions we outline a few tenants. These are the design tenants for Thorium Wealth Management's site are as follows:

- **Focus on content** - Some web firms tend to overindulge in current design trends. We want something that is hard to attain in design, complete focus on whats important - your content.
- **Clean design** - We believe in simple solutions that are elegant and deliver optimal performance. It is nice to have the latest snazzy animation but adding snazzy widgets tends to slow down website performance. We strive for fast page loads. Studies show slow page load times equal people leaving your site.
- **Mobile** - Statistics show that the percentage of website traffic coming from mobile devices has increased 67% from Q3 of 2012 to Q3 of 2014. This trend shows that each site has to also have a mobile layout. This should be the first part of the build out of ones web architecture as everything can work backward from a smaller screen.
- **Client Portal** - This is the most important part of Thorium Wealth Management's site. The customer should have easy access to their account view data.

Portfolio

The following are a few sites I've worked on in the past (Links provided when possible)

The Baltimore Wellness Center

RiverCity Sleep Center

[2nd String Sports](#)

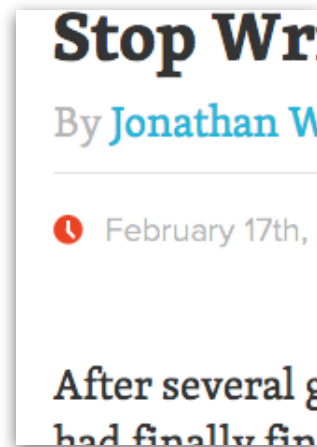
[EnLab](#) (currently under redesign)

blog.waltspence.com

Manifesto

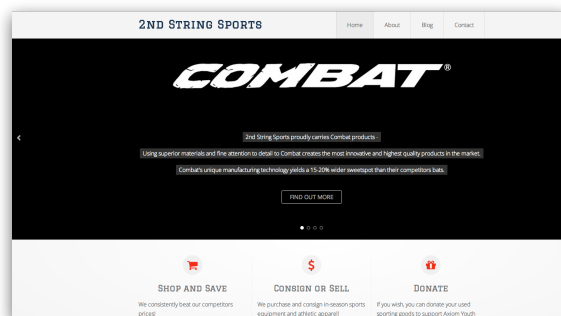
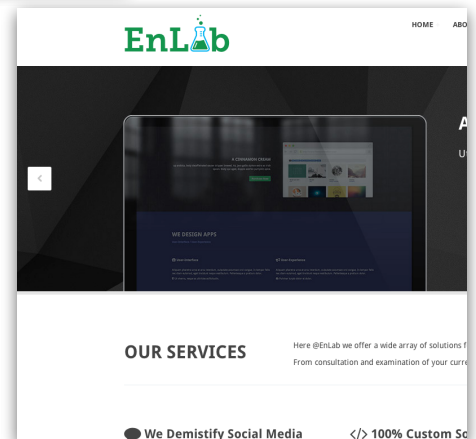
The following is an example of our design techniques

Beautiful typography that is easy to read and easy on the eye.



Fresh colors that break you away from a black white and unread website

You have a short period of time to capture someones attention when they land on your site. A concise explanation of who you are, what you do and the why should be front and center.



We believe that when you do have something special to announce you should make it concise and provide a click through for more content. If you examine below the call to action on 2nd String Sports we like to always give 3 main bullet points on the business's functions.



Manifesto

From this point, as discussed, I would like to visit the office to get a feel for the space and translate that better in the color palette and design for the site itself. At this time I will have a white board in hand and collaborate on some mockups that I have in mind to make sure we share the same vision.

After this is settled we will discuss the pricing structure and once I have figured out all of your online needs (e.g. managed hosting, email servers, video production, and so on).

Looking forward to doing business with you.

A handwritten signature in black ink, appearing to read "Walt Spence". The signature is fluid and stylized, with a large loop at the beginning and a long, sweeping tail.

Walt Spence

EnLab.co



The Agreement of Services

Prepared for: Peter Huminski

Prepared by: Walt Spence

June 9, 2014

We'll always do our best to fulfill your needs and meet your expectations, but it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong. In this contract you won't find any complicated legal terms or long passages of unreadable text. We've no desire to trick you into signing something that you might later regret. What we do want is what's best for both parties, now and in the future.

So in short;

You (Thorium Wealth Management, LLC, located at 210 N. Main Street Kernsville, North Carolina) are hiring us (EnLab, LLC) located at 4822 Conduit Road Colonial Heights, VA to design and develop a web site for the estimated total price of \$25,000 as outlined in our correspondence. Of course it's a little more complicated, but we'll get to that.

What do both parties agree to do?

You: You have the authority to enter into this contract on behalf of yourself, your company or your organization. You'll give us everything we need to complete the project as and when and in the format we need it. You'll review our work, provide feedback and approval in a timely manner too. Deadlines work two ways, so you'll also be bound by dates we set together. You also agree to stick to the payment schedule set out at the end of this contract.

Us: We have the experience and ability to do everything we've agreed with you and we'll do it all in a professional and timely manner. We'll endeavor to meet every deadline that's set and on top of that we'll maintain the confidentiality of everything you give us.

Getting down to the nitty gritty

Design

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (color, texture, and typography.) We call that 'design atmosphere.'



You'll have two or more weekly opportunities to review our work and provide feedback. If, at any stage, you're not happy with the direction our work is taking, you'll pay us in full for everything we've produced until that point and cancel this contract.

Text Content

We're not responsible for writing or inputting any text copy. If you'd like us to write new content or input text for you, we can provide a separate estimate for that.

Photographs

You should supply graphic files in an editable, vector digital format. You should supply photographs in a high resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries. If you'd like us to search for photographs for you, we can provide a separate estimate for that.

Code

We deliver templates developed from PHP/Ruby on Rails, HTML5 markup, CSS 3 stylesheets for styling and unobtrusive Javascript for feature detection, poly-fills and behaviors.

Desktop browser testing

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), Mozilla Firefox and Opera. We'll also test to ensure Microsoft Internet Explorer 8 for Windows users get an appropriate, possibly different, experience. If you need an enhanced design for an older browser, we can provide a separate estimate for that.

Mobile browser testing

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in:

- iOS: Safari, Google Chrome and Opera Mini
- Android: Google Chrome, Firefox and Opera Mini

We currently don't test Blackberry OS or Blackberry QNX, Opera Mobile, Symbian or other mobile browsers.

Technical support

We're not (yet) a website hosting company so we don't typically offer support for website hosting, email or other services relating to hosting. However, this is negotiable based on your needs.



Changes and revisions

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for that.

Legal stuff

We can't guarantee that our work will be error-free and so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them. Finally, if any provision of this contract shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this contract and shall not affect the validity and enforceability of any remaining provisions.

Copyrights

First, you guarantee that all elements of text, images or other artwork you provide are either owned by yourselves, or that you've permission to use them.

Then, when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license that you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

We love to show off our work and share what we've learned with other people, so we reserve the right, with your permission, to display and link to your project as part of our portfolio and to write about it on websites, in magazine articles and in books.

Payments

We're sure you understand how important it is as a emerging company that you pay the invoices that we send you promptly. As we're also sure you'll want to stay friends, you agree to stick tight to the following payment schedule: *Half of the agreed price on agreement and signing of the contract and half upon completion.*



But where's all the horrible small print?

Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.

Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of United States courts.

The dotted line

Signed on behalf of Thorium Wealth Management, LLC by Peter Huminski

Date