

Quotation and Time-line

Professional Business Practices

Barrett Flemons

Ed Naus

Scope of Work

This letter will constitute a proposal for Barrett Flemons to provide design services to produce a website that will increase user engagement and purchases for Ridge Road Estate Winery.

It will consist of the following phases: Discovery, Strategy, Design and Delivery



Phase 1 - Discovery - Research and data evaluation

Studio Responsibilities

- Implementation of Google Analytics for current website analysis
- Stakeholder analysis
- Client background research
- Target audience identification
- Persona generation
- Data evaluation for trends
- Competitor analysis
- Relay summary of information to Road Ridge Estate Winery

Includes:

- Stakeholder analysis, Target audience + Personas, Google Analytics Data, Competitor Analysis

Does not include:

- Client background research

Client Responsibilities

- Prompt replying to inquiries (within 24 hours)
- Vendor and sales information
- Providing of content client deems necessary for inclusion in the website (photographs, logos, font-faces, brand elements)
- Providing access to current website administrative tools

Phase 2 - Strategy - Planning of implementation

Studio Responsibilities

- Identify design requirements
- Content (text) consolidation where applicable
- Information hierarchy construction
- Detailed approach proposal for client
- Evaluation of current web service provider

Client Responsibilities

- Approval of proposed approach

Phase 3 - Design - Construction of rough and final interface layouts

Studio Responsibilities

- Construction of general layout
- Generation of wireframe prototypes
- Generation of key-path scenario using constructed persona
- Refining of prototypes to mock-up quality
- Implement branding elements
- Select Shopify template that fits with website design
- Identify responsive layout needs
- Modify Shopify template to fit with final design choices
- Prototype of website created
- User testing of prototypes

Client Responsibilities

- Approval of final design
- Respond promptly to requests of approval (within 24 hours)
- Provide input on changes within the 24 window

Phase 4 - Delivery - Final coding and submission of completed website

Studio Responsibilities

- Coding of final website layout
- Implementation of responsive interface
- Integration of Shopify template
- Uploading of completed website
- User testing of completed website
- Training of clients on website maintenance
- Full website control and admin abilities relinquished to client

Client Responsibilities

- Approval of final site implementation
- Acceptance of full website code and documentation

Quotation

Hourly Rate: \$75.00

Phase 1 - Discovery

Estimated Hours: 40 Hours

Phase 2 - Strategy

Estimated Hours: 16 Hours

Phase 3 - Design

Estimated Hours: 56 Hours

Phase 4 - Delivery

Estimated Hours: 80 Hours

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Total Estimated Hours: 192 Hours
x \$ 75.00 Rate

Total Estimated Cost of Man Hours \$ 14400.00

Cost of Shopify: \$29.00 (Monthly Charge)

Total Cost of Project: \$16304.77* (With tax)

*Cost is subject to change in accordance with additional incurred charges
in construction

Time-line

- Discovery
- Strategy
- Design
- Delivery

March

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

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April

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| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |