

Project Agreement - Inferno Ink

This **Project Agreement** ("Agreement") is made and entered into on this **July 26, 2024**, by and between:

Garfish Digital LLC (Hereafter, "Developer") [Your Business Address] [Your Business Phone]
[Your Business Email]

AND

Inferno Ink (Hereafter, "Client") [Client's Tattoo Parlor Address] [Client Contact Person & Title]
[Client Email Address]

1. Introduction

This Agreement formally outlines the scope of work, deliverables, timeline, and financial investment for the custom e-commerce web development project for Inferno Ink. It sets clear expectations for both parties to ensure a successful partnership and project delivery.

2. Project Summary

The Client, Inferno Ink, hereby engages Garfish Digital LLC to design and develop a comprehensive e-commerce website. The primary goal of this project is to enhance Inferno Ink's online presence, showcase artist portfolios, enable online sales of merchandise and flash designs, and streamline client inquiries for tattoo appointments.

3. Scope of Work & Deliverables

Garfish Digital LLC agrees to provide the following services and deliverables:

- **Discovery Phase:**
 - Requirements Gathering, Technical Specification, User Research & Analysis, Competitive Analysis.
- **Website Design & Development (Custom E-commerce Platform):**
 - Custom, high-impact website design reflecting Inferno Ink's unique brand and aesthetic.

- Development of a responsive website, ensuring optimal viewing across all devices.
- **Information Architecture:** Structured content layout for intuitive navigation.
- **Wireframes & Mockups:** Visual representations of the site's layout and functionality for approval.
- **Visual Design System:** Defined brand elements (colors, typography, imagery style) for consistency.
- **UI/UX Review:** Iterative design reviews for optimal user experience.
- **Design System Documentation:** Guidelines for future consistency.
- **Project Setup & Architecture:** Foundational coding environment.
- **Database Schema Design:** Structure for product, user, and order data.
- **Authentication System:** Secure user login/registration for customers and admin.
- **Product Catalog Backend:** System for managing tattoo flash, merchandise, and other products.
- **Shopping Cart Functionality:** User-friendly cart experience.
- **Payment Gateway Integration:** Secure integration with a chosen payment provider (e.g., Stripe, PayPal).
- **Frontend Implementation:** Development of all client-facing website pages.
- **Admin Dashboard:** Backend interface for Client to manage products, orders, and content.
- **Search & Filtering:** Functionality to allow users to easily find tattoos/products.
- **Order Management System:** Tools for tracking and processing online orders.
- **Email Notifications:** Automated emails for order confirmations, shipping updates, etc.
- **Performance Optimization:** Ensuring fast load times and efficient operation.
- Integration of Client-provided content (text, images, videos) into the website.
- Up to **3 rounds of design revisions** during the Design phase. Minor content updates and typo corrections are separate.
- **Testing & Quality Assurance:**
 - Unit Testing, Integration Testing, User Acceptance Testing (UAT) with Client.
 - Performance Testing, Security Testing, Cross-browser Testing, Mobile Responsiveness Testing.

4. What is NOT Included (Exclusions)

To maintain clarity and manage expectations, the following are specifically excluded from this Agreement and may be offered as separate services or future projects:

- **Ongoing Content Creation:** Development of new written text, photography, or videography for products or blog posts beyond initial integration.
- **Advanced Marketing Campaigns:** Running paid advertising (PPC, social media ads) or extensive, ongoing off-site SEO activities.

- **Third-Party Software Licensing:** Costs for premium plugins, themes, or external services (e.g., specific stock photo subscriptions, specialized booking software, email marketing platform subscriptions) are the Client's responsibility unless specified as an *integrated* part of the agreed solution.
 - **Ongoing Website Maintenance & Updates:** Security updates, software patches, backups, or significant content changes post-launch (unless a separate "Sentinel's Watch" maintenance agreement is signed).
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5. Project Timeline

Garfish Digital LLC will strive to complete the project within the following estimated timeframe. This timeline is contingent upon timely feedback, content delivery, and payments from the Client.

- **Estimated Project Start:** July 29, 2024
 - **Design Phase Completion:** By end of August 2024
 - **Development Phase Completion:** By end of September 2024
 - **Testing Phase Completion:** Mid-October 2024
 - **Estimated Website Launch (Go-Live):** Late October / Early November 2024
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6. Payment Schedule & Investment

The total investment for the services outlined in this Agreement is **\$32,500.00 USD**. Payments shall be made according to the following schedule:

- **Deposit (50%) due upon signing this Agreement: \$16,250.00 USD**
- **25% due upon Design Approval: \$8,125.00 USD**
- **Final Payment (25%) due upon Website Launch/Handoff: \$8,125.00 USD**

All invoices are due within seven (7) calendar days of receipt. A late fee of 5% per week may be applied to overdue balances.

7. Key Terms & Responsibilities

- **Client Responsibilities:** The Client agrees to provide timely feedback, necessary content (text, images, logos), and access to relevant accounts (e.g., domain registrar, existing hosting, payment gateway credentials) as required for project completion. Delays in providing these may impact the project timeline.

- **Intellectual Property:** Upon receipt of final payment, the Client will own the intellectual property rights to the final custom website design and code developed specifically for this project. Developer retains rights to any underlying tools, frameworks, or pre-existing code libraries used, which are licensed to the Client for use with this project.
 - **Confidentiality:** Both parties agree to keep all proprietary information and business details exchanged during this project confidential.
 - **Governing Law:** This Agreement shall be governed by and construed in accordance with the laws of the State of Indiana.
 - **Portfolio Rights:** Developer retains the right to display the completed Inferno Ink project in their online and offline portfolio for promotional purposes.
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8. Acceptance & Signatures

By signing below, both parties acknowledge that they have read, understood, and agree to the terms and conditions of this Project Agreement.

For Garfish Digital LLC:

Signature: _____ **Name:** [Your Name] **Title:** Lead Developer **Date:** _____

For Inferno Ink:

Signature: _____ **Name:** [Client Contact Person Name] **Title:** [Client Contact Person Title] **Date:** _____