eFashion

Otto “Meister” Burroughs | UI/ UX Designer | (714) 797-7384 | meister@fullsail.edu

Dear FSO VC,

Hello Mr Jones, I hope your feeling better in the days to come. I would like for you to review the sitemaps and wireframes for eFashion and respond with your comments, if you have any, and sign for acceptance and return this document to our offices.

Should you have any questions, comments or concerns please contact offices. My contact information is located on the cover page.

Respectfully,

Otto "Meister" Burroughs | Sr UI/ UX Designer Developer
Meister Works | (714) 797-7384

Why Meister?

meis·ter \'mīs-tər\

“A person expert in or renowned for”

Something specified by the initial element.

MEISTER WORKS

Meister Works uses profound mathematical understandings and analytical reasoning with a unique design approach to accomplish online goals. Combining conceptual art, proven design trends and semantic code

Project Summary:

eFashion.us will introduce to clothing wholesalers & retailers a turnkey ecommerce template web application compatible with open-cart that can be tailored to company specifics. Such as imagery, color scheme and branding logos. The most important thing about eFashion is simplicity for the business owners by saving time putting different web tools, modules and technologies together or determining the best uses. Secondary goals of eFashion would be to elaborate on the existing users and continue to enhance core functions and procedures that better assist relative business models and niche demographics per analytical research. Furthermore effectively establishing a name within business operations and branding eFashion.us within appropriate territories.

Development & Technologies

eFashion.us will be designed & developed around the industries most stable, useful and eye catching resources. We do this to allow cross browser compliances and save time and money on various device responsiveness testing. Key Ecommerce content management system will be used to structure eFashion.us and this open-source data will be customized per our analytical data to cater to the eFashion users needs and goals.

- **E-Commerce software's (open cart- open source)**
- **Blogging Management Systems (word-press)**
- **Bootstrap UI / HTML5 / CSS3 / jQuery**
- **Php/ MySQL (Database management & optimization)**
- **gitHub (version control)**
- **Digital Ocean (staging/ live server)**

Domain/ Social
www.eFashion.us (not purchased)
Facebook account (not created)
Twitter account (not created)

Branding

e Text logo: Font Family - Scriptina Pro HEX: #000000

Fashion Text logo: Font Family- Montserrat regular Tracking: -151 HEX: #000000

What's the cost and how long will production take?

Estimated Design & Development Costs	Price/ hour	Hours of work	Total
Discovery & Research	$50.00	35	$1,750.00
Site Panning & Structure	$65.00	20	$1,300.00
UI/ UX Design Development	$95.00	20	$1,900.00
Domain & Server Setup (domain purchase @ $10.99)	$45.00	5	$235.99
Server Side Development	$115.00	30	$3,450.00
Testing Database / Infrastructure	$60.00	30	$1,800.00
Final launch	$40.00	2	$80.00
Total		142	$10,516.99

Calendar of Events (Project Timeline)

Week 1 (Nov 24 – Nov 30)

Discovery & Research
Completed

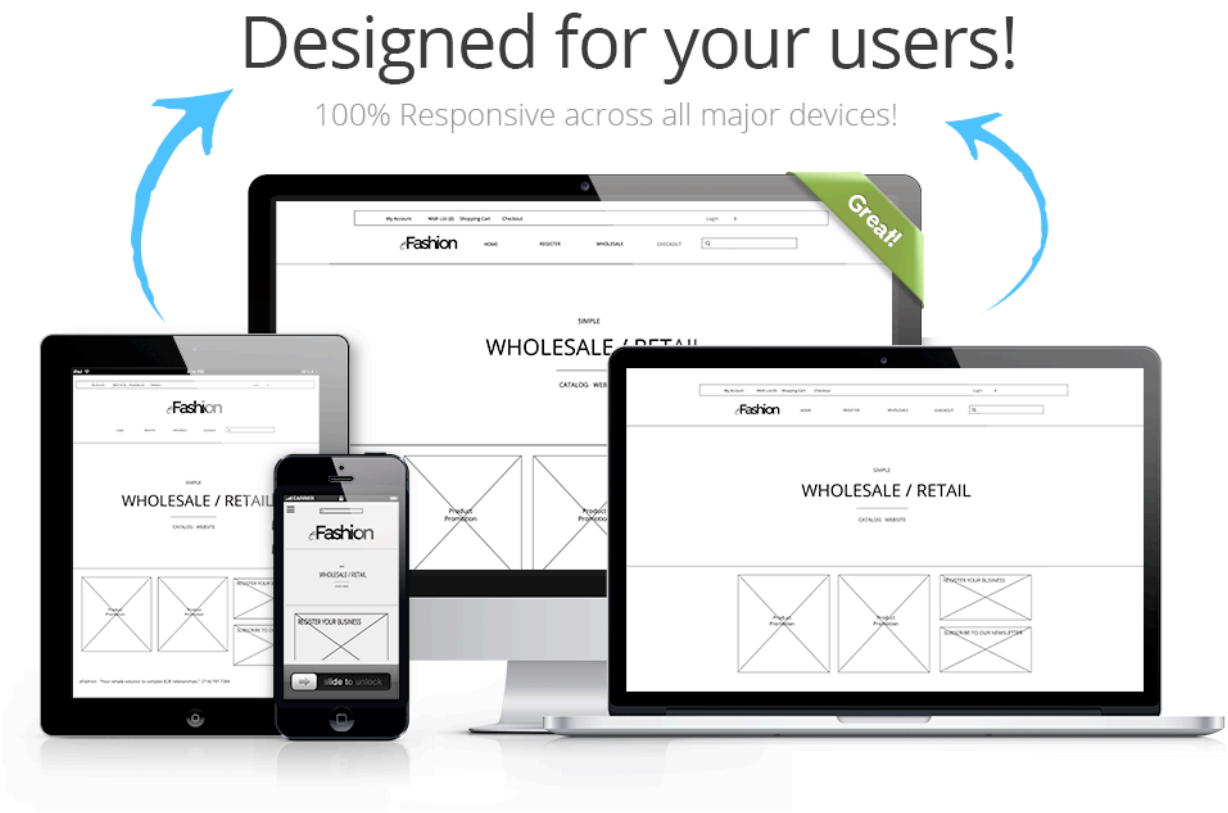
Kick-off Video
Completed

Week 2 (Dec 1 – Dec 7)

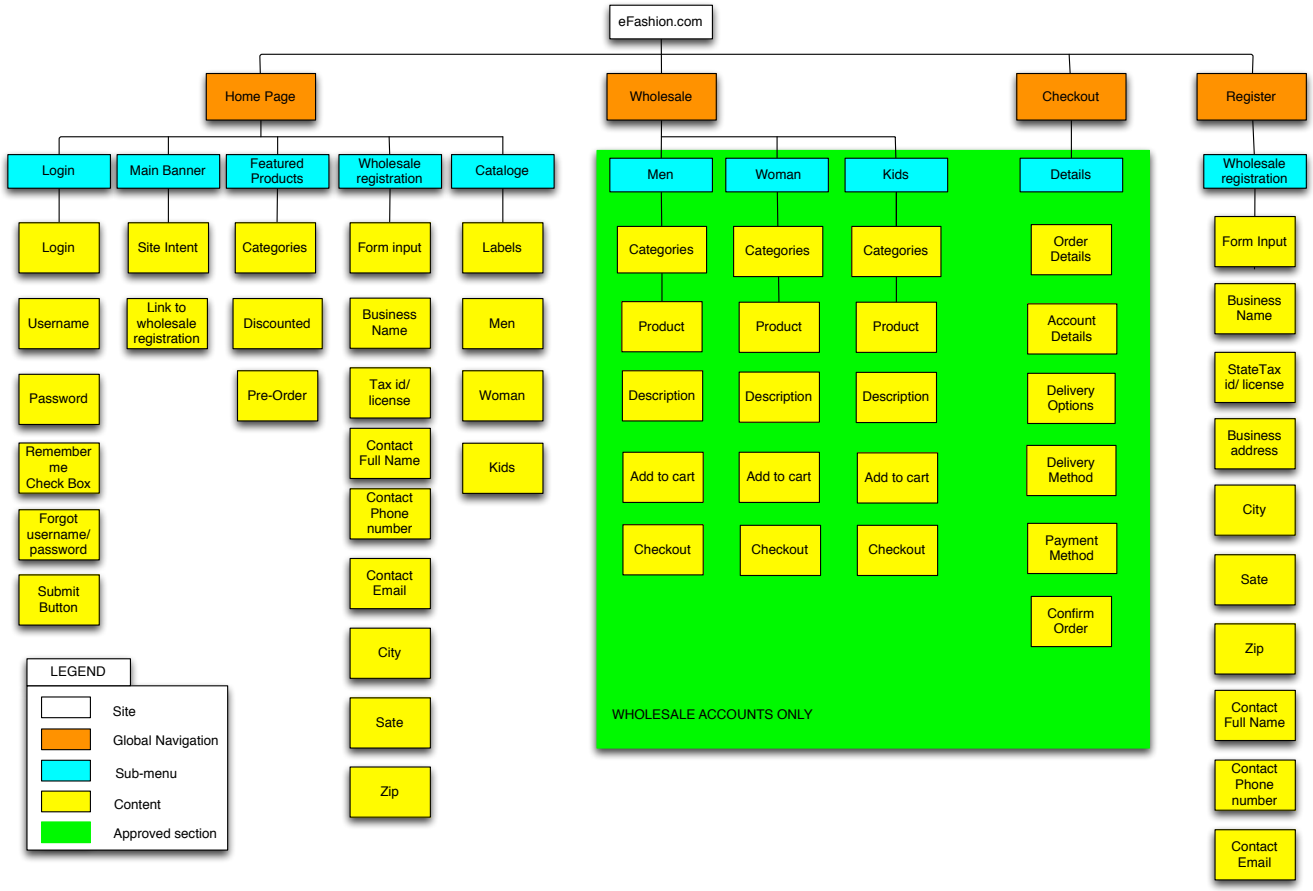
Site planning & Structure (CURRENTLY AWAITING APPROVAL)
Research best practices for template setup, admin options and newsletter configurations. Overall Structure of website will accessed and optimized for proper content hierarchy.

Please review the information on the next few pages for week 2 approvals.

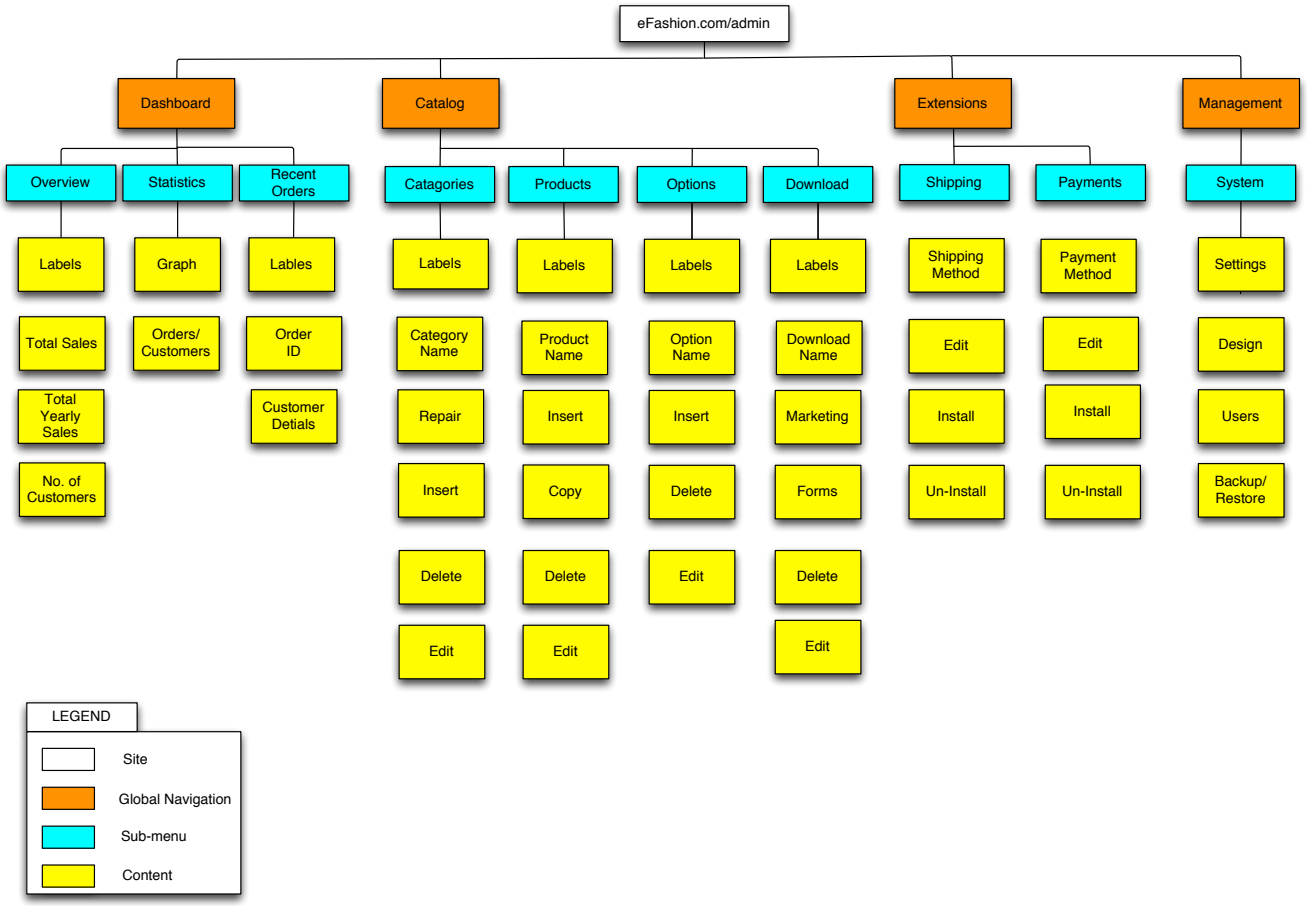
Responsive Design



Website Sitemap

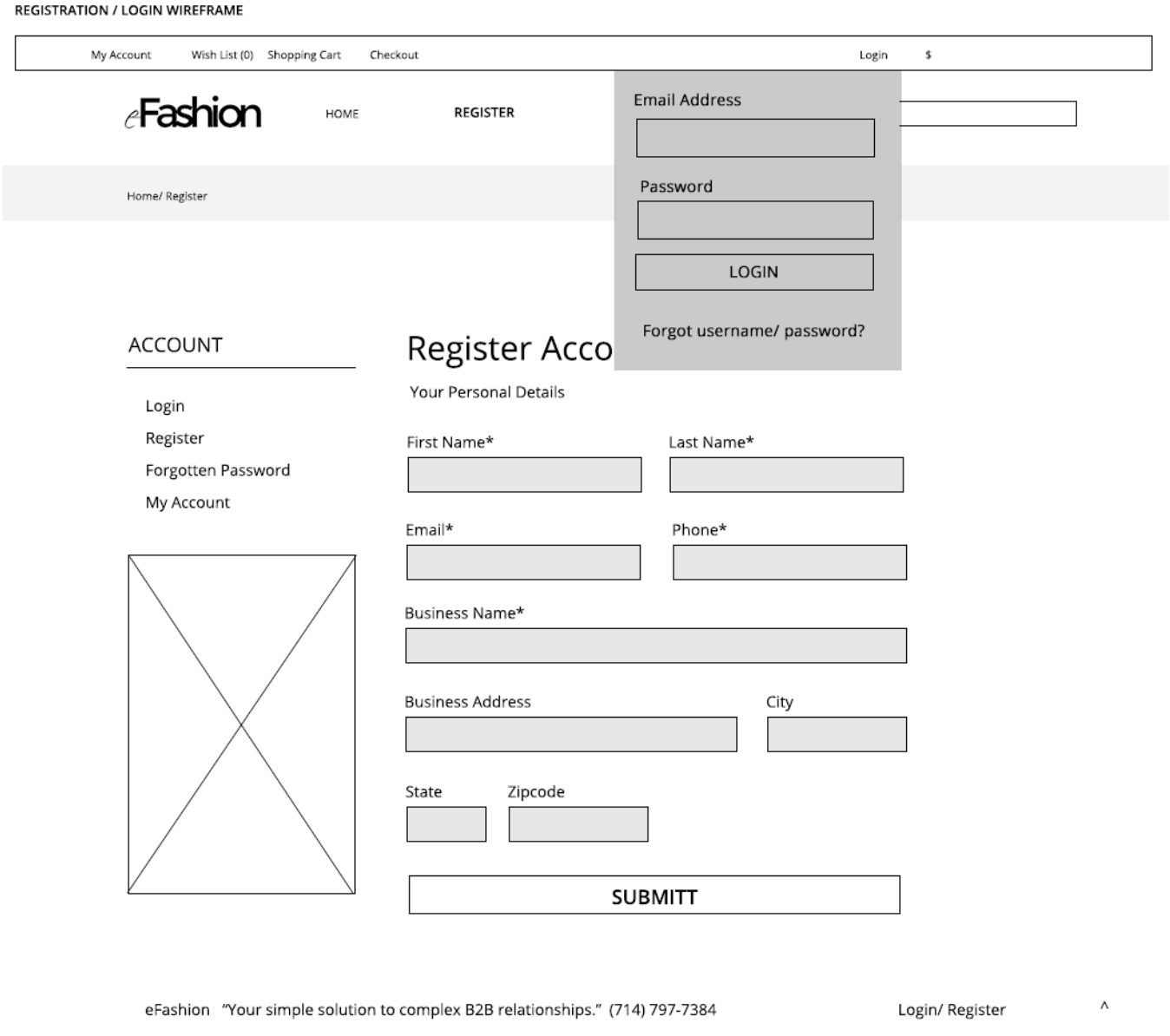


Admin Sitemap

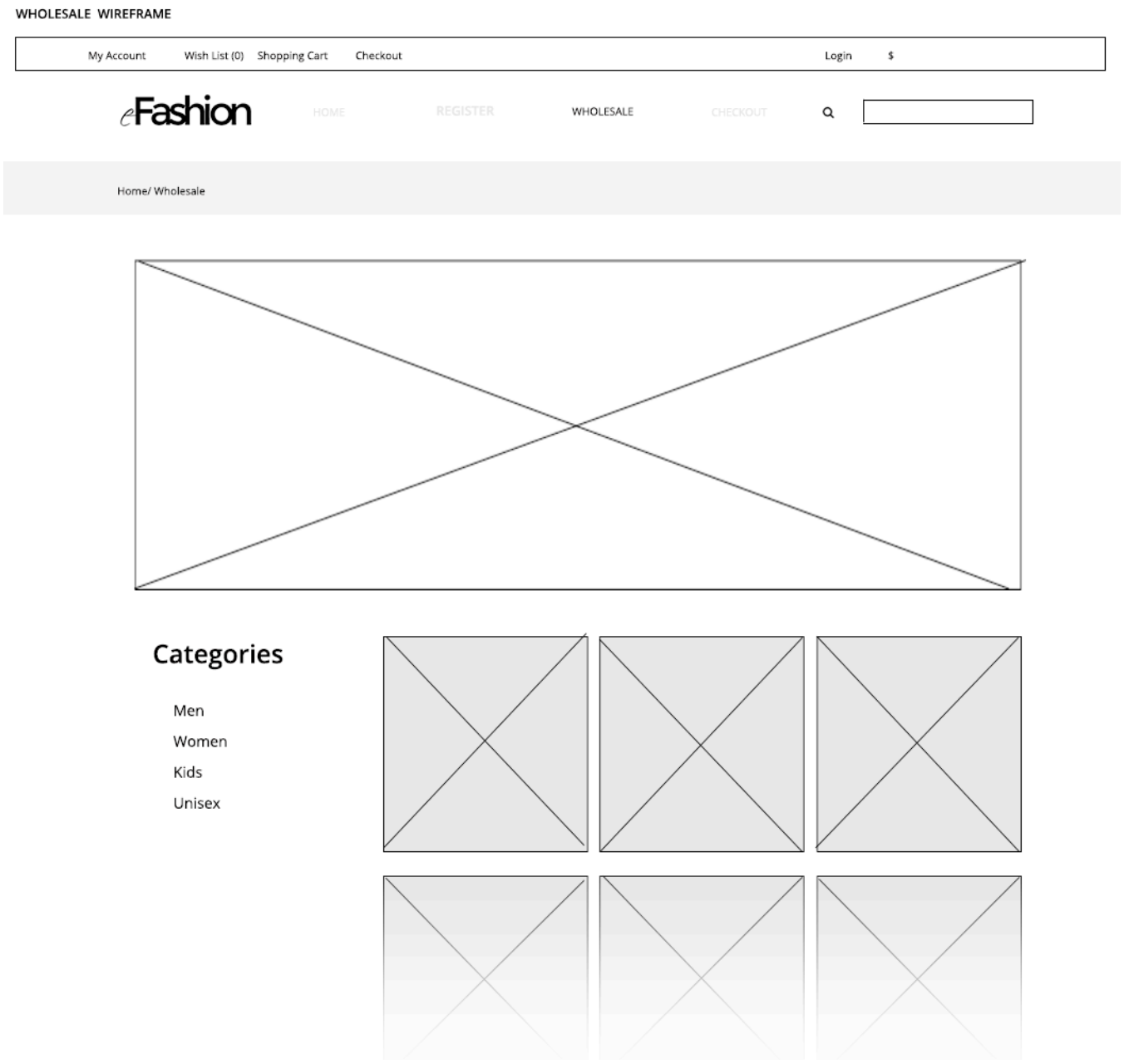


Homepage Low-Fidelity Wireframe

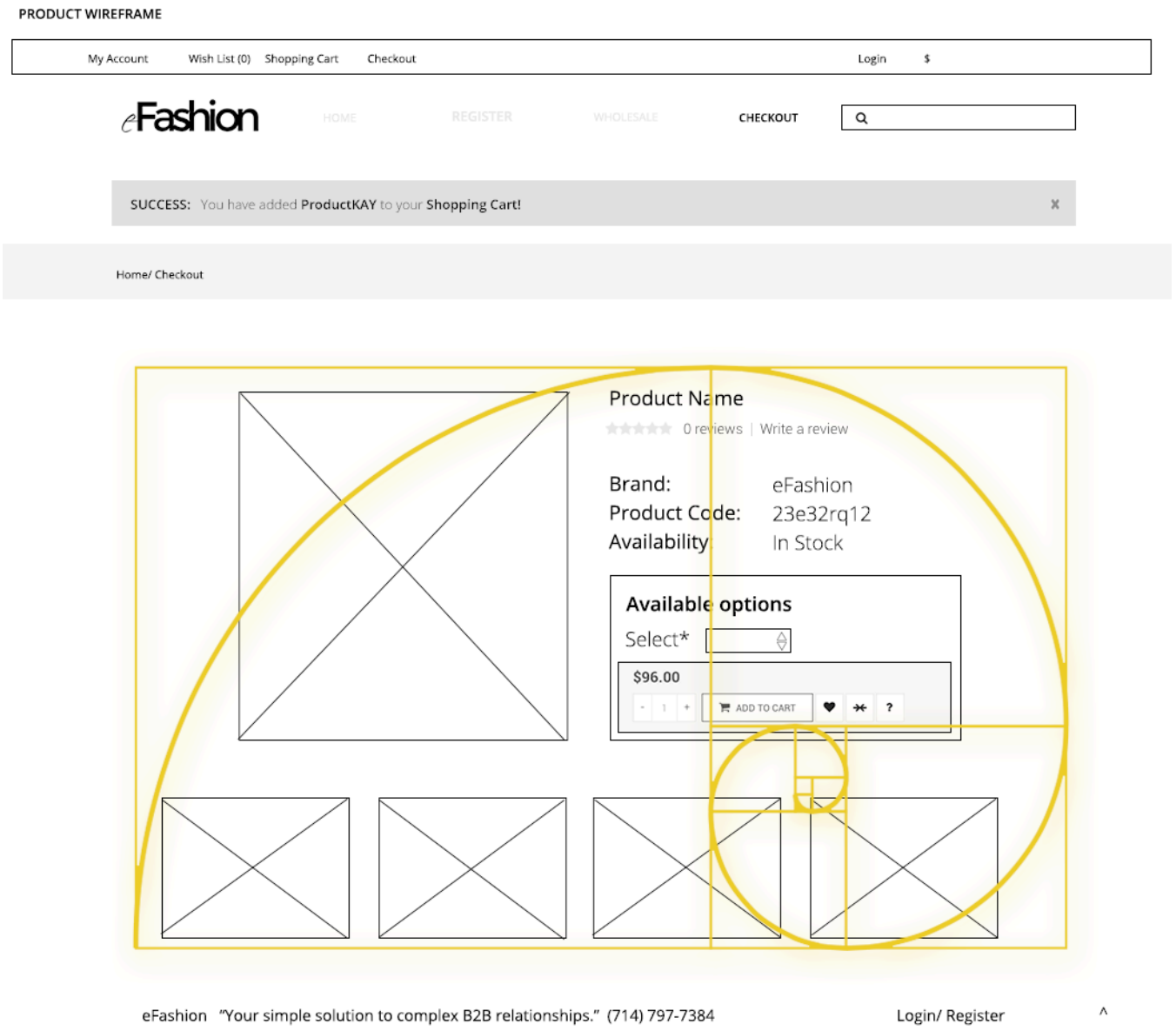
Registration / Login Page Low-Fidelity Wireframe



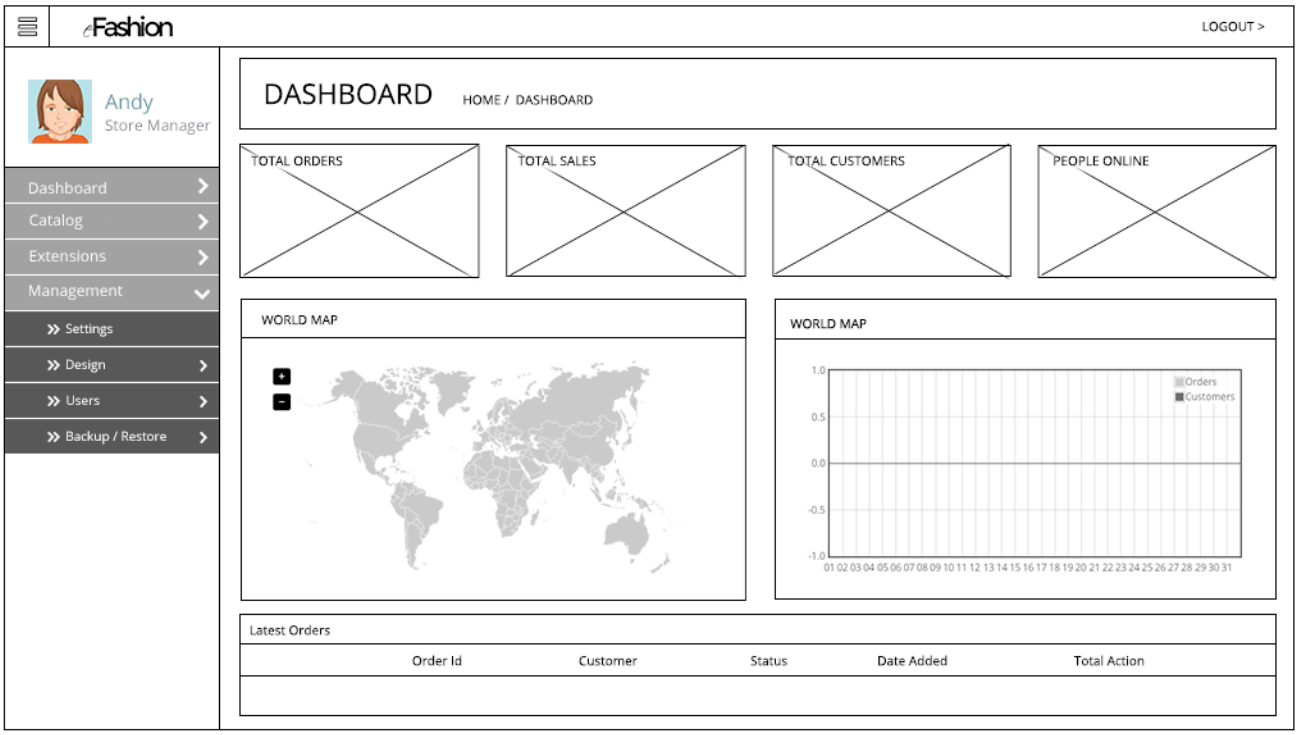
Wholesale/ Category Page Low-Fidelity Wireframe



Product/ Checkout Page Low-Fidelity Wireframe



Administrator Low-Fidelity Wireframe



End of week 2 information review, please sign and return this document to our office at your earliest conveniences.

Calendar of Events (continued)

Week 3 (Dec 8 – Dec 14)

UI/UX Design & Development

Create High Fidelity wireframes user interface and admin interface for the use of user flow testing and user experience. Implement visual affordance for efashion's main call to actions per users research.

Week 4 (Dec 15 – Dec 21)

Server Side Development

Design & Develop functions for release on front-end and back-end. Admin Interface will be configured based on approved wire frames from approvals in previous week. All modifications will be updated.

Week 5 (Dec 22 – Dec 28)

Database Enhancements

This week we will review queries against the database for product info, new user registration and product modifications. Indexing applicable columns to decrease query run time on database.

Week 6 (Dec 29 – Jan 4)

API Authentications

Integrate Facebook, twitter & Google+ API user authentication and configuration for social interactions enhancement and product marketing affordances.

Calendar of Events (continued)

Week 7 (Jan 6 – Jan11)

Checkout Testing

Cross browser and platform testing on checkout functions and UI for all mobile devices per user profiles data.

Features Test

Prepare all local features branches for website launch. Promote to Staging Server for user testing and feedback.

Week 8 (Jan 13 – Jan 18)

Promote to Live Server

Merge all features to main branch and promote to live server.

Additional Comments:

Acceptance

Attention: FSO VC
Client Name: Jerry Jones
Project Name: eFashion
Project Date: November 30, 2014

.....	.....
Print Name	Position
.....	.....
Signature	Date

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Please sign and return this document to meister@fullsail.edu