Statement of Work

[Project Name]

**[Client Company Name]**

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### Purpose of Document

This document outlines the general scope of the project based on discussions to date. The main objective at this stage is to ensure that all parties agree upon the general scope, budget and schedule of the project prior to commencing work on subsequent stages.

Clients are urged to ensure that all the details contained within this proposal meet their requirements before further work commences. If the nature and scope of the project changes, costs and timings may need to be revised.

Once this document has been approved, the project will progress into the next stages. This may include further documentation detailing requirements and functionality or it may go straight into design. This will depend on the nature of the project.

### Overview

#### The Brief

* [Introduction - what have we been briefed to do?]

#### Objectives and Business Requirements

* [What are the main objectives and business requirements? Don’t forget that we may be measured against anything we write here so make sure that they are realistic and achievable. If not, leave them out or caveat them.]

#### Target Audience

[Who are we talking to? This can be divided into sections, eg ‘Behaviourally’, ‘Demographically’ or just a simple statement.]

**Behaviourally**

[Behavioural info here]

**Demographically**

[Demographic info here]

### Project

#### Overview

[What work are we planning to do? What is the strategy? This should be a topline description of what we intend to deliver and how this answers the client’s brief. Include as much detail as necessary to persuade the client that they should approve this Statement of Work.]

### Sitemap

[Insert the sitemap here.]

### Outline Requirements

[What are the outline requirements? They can be broken down in the table below. Remember, you are not trying to write the full Functional Requirements at this point so only go into as much detail as you think the client needs at this point.]

|  |  |
| --- | --- |
| **Section Description** | **Features/Functionality** |
| * [First item] |  |
| * [Another item] |  |
| * [Etc] |  |

### Promotion and Communication

[Will there be any email deployments? What system will be used? Who will manage it? Where will data come from? What kind of stats will be available? How will users unsubscribe? How will deliverability be ensured – eg SPF records, Sender ID, spam filters etc.]

### Look and Feel

[What will the look and feel be like? Are there any initial ideas about this yet?]

### Key Information

[Use this section to list key information that is not described elsewhere in the document]

#### URL

#### Security

#### Business Continuity (Disaster Recovery)

#### **Accessibility**

#### Navigation

* [Does anything need to be said about the navigation? Eg that menus will need to indicate where the user is on the site by highlighting navigation items.]

#### Language

* [Will the solution be in any languages other than English?]

#### Content

* [What type of content is required? Where will it come from? Will any stock photos be needed? Are they included in the costs?]
* A Content Master will be developed containing full site copy along with details of any graphics and layout instructions.

#### Content Management

#### Content Population

#### **Data**

* [Will there be any data capture? Where will it be stored? Does the client have an existing data warehouse? Will the data need to be integrated? How? Etc]

#### Hosting

* [Where will the solution be hosted? Who will set it up and manage it?]

#### Reporting and Web Analytics

[Details of any Web Analytics, database reports etc]

#### Email Accounts

* [Are any special email accounts needed?]

### Roles and Responsibilities

[Are there multiple companies involved in delivering the project? If so, list their responsibilities below.]

#### [Company Name] responsible for

#### [Company Name] responsible for

### Updates, Maintenance and Support

[Will the solution need to be updated/maintained/supported?]

### Assumptions, Exclusions and Other Information

#### User environment

[When, why and how will users use the solution? Eg on a modem, at work, at home, on the road etc.]

#### Accessibility

[Will the solution be meeting accessibility guidelines? If so, which ones?]

#### Search Engine Optimisation

#### Assumptions

#### Exclusions

### Success Criteria

[What will success look like? What will it be based on?]

### Timings and Budget

#### Timings

* Please see separate timings already supplied.

#### Ballpark Cost Estimate

* Please see separate costs already supplied.