



# MOBILE APP DEVELOPMENT PROPOSAL



Prepared for

Forrest & Bird

KCC (Kids Conservation Club) APP

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# CLIENT DESCRIPTION

**For over 30 years, Forest & Bird's  
KIWI CONSERVATION CLUB | HAKUTURI TOA (KCC)  
has been connecting Kiwi kids to  
New Zealand's amazing wildlife and wild places.**

KCC now has over 5,000 members throughout  
Aotearoa, New Zealand.

KCC is encouraging the next generation to  
protect our wildlife and wild places.

Forest & Bird, the mother organisation, is the  
voice for nature in our communities, to our city  
and district councils, to our regional councils,  
to central-government and in our courts.

Forest & Bird is New Zealand's leading  
independent and non-for-profit conservation  
organisation - protecting wildlife and wild  
places, on land and in the sea.

Forest & Bird has grown to over 80,000  
members and supporters.



# PROJECT DESCRIPTION

## KIWI CONSERVATION CLUB | HAKUTURI TOA (KCC) KCC APP

This APP is based on the existing Forest & Bird branch for kids, KCC, short for Kids Conversation Club.

My intention with this APP is to get kids and parents aware of the ecosystems we live in, get to know, understand and appreciate our beautiful and versatile yet vulnerable flora and fauna in Aotearoa, New Zealand, make them aware what's important, what to do and what not to do, show which species are threaten and which once are pests and respect Maori culture, language, customs and history.

This is why I am planning to implemented Maori names, expressions and what there meanings are for the Auckland tribes in particular but the Maori people in general, in this APP next to the English names.

Participants will be able to take photos, make notes, analyse what they have discovered, share, discuss and come up with solution for potential problems they encountered ( e.g protect, endangered species, heritage sites and so on). Users will also be able to connect to friends and view what their findings are.

Users will also be able to change the language, modify the user name, change the password, set an avatar, manage their friends, find help and give feedback.

The APP can be extended and functions can be added.

# TARGETED AUDIENCE

The audience we will target with this APP are mainly children and teenagers although it could attract the odd adult as well.

As these children and teenagers will be the future leaders of this country, it is very important to educate them well, show them what is important and give them the facts they can build their future education on.

They are passionate, focused and determined people who have certain values.



# TIME FRAME

15/04/2020 ---> Meeting and formally offering the proposal.

15/04/2020 - 17/04/2020 ---> Creating sketch wit Adobe XD.

20/04/2020 ---> Perform UX (User Experience) QA Testing.

21/04/2020 - 22/04/2020 ---> Perform further testing with the client.

23/04/2020 - 24/04/2020 ---> Research and data analysis.

24/04/2020 - 28/04/2020 ---> Creating the first mok up and APProval..

28/04/2020 - 30/04/2020 ---> Proceed with building the APP using wire frames.

30/04/2020 - 05/05/2020 ---> Create the front-end technology of the APP.

06/05/2020 ---> Improve visual UI design.

07/05/2020 - 05/07/2020 ---> Produce the back-end technology of the APP.

06/07/2020 ---> Perform UX (User Experience) QA Testing.

08/07/2020 ---> Perform further testing with the client.

01/09/2020 ---> Launch the APP in the APP Store and Play Store.

# ESTIMATED COSTS

## Your Investment

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

### Core Budget

Description	Price
User Research and prior testing	\$500
Project Setup	\$2.500
Branding / Visual UI Design	\$3.500
Development	\$15.000

Any modifications to the website, which include, images, text, and content will be charged at \$60.00+GST/hr

Please note that the above pricing does not include any hardware or infrastructure required to run the APPlication. It will not cover any costs accumulated in hosting the APP online or setup fees.

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# TERMS AND CONDITIONS

## Terms of Agreement

### 1. Authorization

The above named client is engaging xxxxxxxx, as an independent contractor for the specific purpose of developing and/or improving a World Wide Web site to be installed on the client's web space located on an Internet Service Provider's (ISP) server.

Hereafter, the client will be known as the "Client" and xxxxxxxxxxxx. will be known as the "Developer."

### 2. Specific Services

Developer will either secure an account with a Host Provider on behalf of the Client, or the Client may secure the account independently. We offer the Client the ability to secure this account independently as a way to help the Client control cost. If however, the Client is not an advanced user of the Internet, the Client is encouraged to use the services of the Developer to secure and maintain this account.

Please note: Using an alternate host is always an option for the Client. Should the Client desire to use a specific Host Provider, the name of the host provider and the terms of the hosting agreement will be listed in APPendix A.

### 3. Domain Registration

The Developer will secure a domain name (www.myname.com) for the Client at the Client's request. All charges incurred in doing so will be billed to the Client as an addition to the base price contemplated by this agreement. These are Internet fees, and are not a source of income for the Developer.

If the Client already has a domain name, the Developer will coordinate redirecting the address to the new host. Should the Client desire a specific domain name which is already owned by another party and negotiations for said domain name must be undertaken by the Developer, additional charges may APPLy. The Client will be contacted in advance before any negotiations of this nature are undertaken or charges are incurred.

### 4. Training

The Developer will provide up to two hours (2 hours) e-mail and telephone assistance to the Client's designated representatives regarding management of the Client's web site. Sometimes, however, training for groups on-site at the Client's place of business is desired. If this is desired the charges incurred by the Client for training and the details of what will be provided will be listed in APPendix A of this agreement.

### 5. Base Package / Graphic Creation / E-mail

This agreement contemplates the creation of standard web pages with layout, graphic creation and JavaScript included, and/or access to our Content Management System and Photo Album software as specified in the proposal (APPendix A)

This contract also includes a provision to assist the Client with e-mail as allowed by the Host Provider..

We include one meeting or consultation of up to 2 hours in total free of charge. Telephone long distance charges are in addition to package rates quoted. Additional meetings and consultations will be billed at our hourly rate.

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## 6. Text.

Final text will be supplied by the Client. All content text shall be provided by the Client point of contact in Microsoft Word.doc or .RTF format. Submission can be made as: an email attachment; or a 1.44 MB floppy diskette; or Alternatively, the client may use the CMS to create and amend their own content online.

## 7. Cross Browser Compatibility.

Our agreement contemplates the creation of a web site viewable by NN6.xx and Microsoft Internet Explorer 6.xx, Safari for Mac, and Firefox. (Compatibility is defined herein as all critical elements of each page being viewable). Client is aware that some advanced techniques on the Internet, however, may require a more recent browser version and brand or plug-in. Client is also aware that as new browser versions are developed, the new browser versions may not be backward compatible. In the absence of a Maintenance Agreement time spent to redesign a site for compatibility due to the introduction of a new browser version will be separately negotiated and in addition to the base price of our agreement.

## 8. Graphic Creation / Banner Advertisements.

Any graphics or photographs required for the website must be either supplied, web- ready to the Developer's specifications, or can be produced by the developer at additional expense as specified in the proposal (APPendix A).

## 9. Macromedia Flash

Macromedia Flash is always an option to the Client's of the Developer. If chosen, the specific understanding of our arrangement will be listed in APPendix A. Although Flash work is charged by the hour, the Developer warrants to protect the client by specifying a maximum charge in advance which will be listed in APPendix A.

The Developer warrants to work earnestly to come in under the maximum charge.

## 10. E-commerce.

This contract contemplates the possibility of an e-commerce enabled site. If a shopping cart is required for the Client's site, \_\_\_\_\_ or \_\_\_\_\_ will be the default software used and \_\_\_\_\_ will be the host. The charges for the shopping cart will be listed in APPendix A as an addition to the base price of this agreement.

## 11. Secure Certificate

This agreement contemplates the possibility of an e-commerce enabled site. If the Client selects an e-commerce enabled site, the Client is encouraged to obtain a secure certificate for online transactions. The Client understands that if they do not obtain their own secure certificate, design capabilities on the shopping cart itself may be limited.

## 12. Merchant Account

If the Client's web site requires the ability to accept credit cards, the Client will need a Merchant Account. The Client understands that any charges necessary to secure the Merchant Account are not covered by this agreement.



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## 13. Databases.

This agreement includes a provision for the creation of a database. This will be in MySQL format and a backup of the data contained in this will be available to client on request.

## 14. Payment Terms / Work Flow

A minimum deposit of one half (50%) of the total amount is required to commence work as specified in APPendix A. Only this work will be undertaken by the Developer, however Clients should continue to continually view updates to the site and express their preferences or dislikes to the Developer.

Changes may be requested at any stage, but may involve additional charges which will be discussed prior to these changes being made.

Upon completion of the web site, an e-mail or letter and invoice will be sent to the Client advising the Client that the work has been completed. Final payment of the remaining 50% balance plus any additional charges incurred will due within fifteen (15) business days after delivery of this e-mail or letter and invoice.

If the fifteen (15) day minimum is not met an additional charge of 10% is due. If payment is not made within thirty (30) days of notification, simple interest will accrue on the balance owed at a rate of 18% from the date the 10% penalty was levied.

Developer reserves the right to remove all web content from the Internet if payment is not made within thirty (30) days after delivery of our completion notification. Most frequently, problems making payment timely are the result of poor communication channels in a company's Accounting Department. If a payment delay is anticipated, please contact the Developer to discuss potential problems in advance. If problems are anticipated we may be able to accommodate an alternate arrangement.

## 15. Maintenance Agreements

Maintenance Agreements are negotiated on a Client by Client basis as each Client will have differing needs. This is another way the Developer seeks to help the Client control cost. If you have chosen a Maintenance Agreement the terms of such will be listed as APPendix B to this agreement.

Developer offers two kinds of maintenance agreements. In one, the Client pays a fixed monthly rate for such things as changing price to an item, adding additional inventory, making moderate graphic changes, and coordinating delivery of the web site with the Host Provider. In the other agreement, the customer pays on an 'as needed' hourly basis.

## 16. Search Engine Registration

The Developer will optimize the Clients web site with APPropriate titles, keywords, descriptions and text and thereafter submit the Client's web site once to each of the free major search engines and directories.

The Client understands that no guarantees can be made about the ranking of your site on Search Engines listings, as this depends on many factors outside the control of the Developer.

## 17. Assignment of Project

The Developer reserves the right to assign certain subcontractors to this project to insure the



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right fit for the job as well as on-time completion. The Developer warrants all work completed by subcontractors for this project.

## 18. Additional Expenses.

Client agrees to reimburse the Developer for any critical Client requested expenses necessary for the completion of the project. Examples would be:

Purchase of specific photography at the Client's request.

Purchase of specific software at the Client's request.

Submittal to specific search engines at the Client's request.

## 19. Copyrights and Trademarks

The Client represents to the Developer and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to the Developer for inclusion in the Client's web site are owned by the Client, or that the Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend the Developer and its subcontractors from any claim or suit arising from the use of such elements furnished by the Client.

a contract in the State of Florida on behalf of the Client.

## 20. Limited Liability

Client agrees that any material submitted for publication will not contain anything leading to an abusive or unethical use of the Web Hosting Service, the Host Server or the Developer. Abusive and unethical materials and uses include, but are not limited to, pornography, obscenity, nudity, violations of privacy, computer viruses, harassment, any illegal activity, spamming, advocacy of an illegal activity, and any infringement of privacy.

Client hereby agrees to indemnify and hold harmless the Developer from any claim resulting from the Client's publication of material or use of those materials.

It is also understood that the Developer will not publish information over the Internet which may be used by another party to harm another. The Developer will also not develop a pornography or warez web site for the Client. The Developer reserves the right to determine what is and is not pornography.

This contract assumes the Client has read and understood the Acceptable Use policy on our web-site at <http://ourwebsite.com>

## 21. Indemnification.

Client agrees that it shall defend, indemnify, save and hold the Developer harmless from any and all demands, liabilities, losses, costs and claims, including reasonable attorney's fees associated with the Developer's development of the Client's web site. This includes Liabilities asserted against the Developer, its subcontractors, its agents, its clients, servants, officers and employees, that may arise or result from any service provided or performed or agreed to be performed or any product sold by the Client, its agents, employee or assigns.

Client also agrees to defend, indemnify and hold harmless the Developer against Liabilities arising out of any injury to person or property caused by any products or services sold or otherwise distributed over the Client's web site. This includes infringing on the proprietary rights of a third party, copyright infringement, and delivering any defective product or misinformation which is



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detrimental to another person, organization, or business.

## 22. Laws Affecting Electronic Commerce.

The Client agrees that it is responsible for complying with the laws, taxes, and tariffs related to e-commerce, and will hold harmless, protect, and defend the Developer and its subcontractors from any claim, suit, penalty, tax, or tariff arising from the client's use of Internet electronic commerce.

Client also understands that the Developer can not provide legal advice.

## 23. Ownership to Web Pages and Graphics.

Copyright to the content of web pages produced by the Developer and graphics shall be vested with the Client upon final payment for the project. All materials developed under this contract and intended for publication to the web remain the property of Developer until such time as final payment for the work described herein has been tendered by Client. At this time, all materials become the property of Client and may be used by them, as desired.

Should materials described in this contract be used on the web by Client before the tender of final payment, then this contract is breached and APPropriate penalties will APPLy.

Copyright to the software which has been developed by the Developer to run specific services such as the CMS and photo album, remains with the Developer. The client understands that this software may not be made available to other hosting services or web developers.

## 24. Design Credit.

Client agrees that the Developer may put a byline on the bottom of their index.html or main.html web page establishing design and development credit. Client also agrees that the web site created for the Client may be included in the Developer's portfolio.

## 25. Nondisclosure.

The Developer, its employees and subcontractors agree that, except as directed by the Client, it will not at any time during or after the term of this Agreement disclose any Confidential Information to any person whatsoever. Likewise, the Client agrees that it will not convey any confidential information obtained about the Developer to another party.

## 26. Completion Date

The Developer and the Client must work together to complete the web site in a timely manner for both parties to remain profitable.

We agree to work expeditiously to complete this project no later than:

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## 27. Cancellation

Cancellation of the project at the request of the Client must be made by certified letter. In the event that work is postponed or canceled at the request of the Client by registered letter, the Developer shall have the right retain the original deposit. In the event this amount is not sufficient to cover the Developer for time and expense already invested in the project additional payment will be due. If additional payment is due, this will be billed to the Client within 10 days of notification via registered letter to stop work. Final payment will be expected under the same terms as listed in Article 25 above.



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## 28. Arbitration.

Any disputes in excess of \$1,000 (or the maximum limit for small claims court) arising out of this Agreement shall be submitted to binding arbitration before the Joint Ethics Committee or a mutually agreed upon Arbitrator suitor pursuant to the rules of the American Arbitration Association. The Arbitrator's award shall be final, and judgment may be entered in any court having jurisdiction thereof. The Client shall pay all arbitration and court costs, reasonable attorney's fees and legal interest on any award or judgment in favor of the Developer.

## 29. Entire Understanding.

This contract and the APPendices attached thereto constitute the sole agreement between the Developer and the Client regarding this project. It becomes effective only when signed by both parties. It is the spirit of this agreement that this will be a mutually beneficial arrangement for the Client and the Developer. Specific details of our agreement will be attached as APPendix A, APPendix B, and APPendix C.

Both parties warrant that they have read and understand the terms set forth in this agreement.

On behalf of the Client . \_\_\_\_\_

Date \_\_\_\_\_

On behalf of the Developer \_\_\_\_\_

Date \_\_\_\_\_