



# WVMA Web Dev/Design & Social Strategy

Prepared by IOXD, Inc.

Feb 2017

## **Introduction**

The following proposal describes the WVMA (Client) Website Design & Development work by IOXD. Inc (Contractor).

The West Valley Muslim Association serves offers religious services and community events to the Muslim communities in Saratoga, Sunnyvale, Campbell, and Cupertino.

IOXD has over 10 years experience in designing and building next generation web & mobile applications. We create products, services and experiences specializing in user research, UX design, branding, product & packaging design, and full mobile/web application development.

We've worked with various clients including SugarCRM, Amazon, Stanford Hospital, Zaytuna, New Islamic Directions, Ella Collins institute, ALIM program and more. You can learn more about us and our work here: [www.ioxd.com](http://www.ioxd.com)

We are aware that creating client-oriented software takes a mixture of technical excellence and great user experience. Our goal is to provide solutions that not only scale, but also highly usable and engaging. We know that every client is unique and we strive to deliver an individual and innovative solution and follow through with an outstanding delivery which is both on time and within budget.

## **Assumptions**

- WVMA will provide the use cases for all software development/design before the project start date. The project start date is the following business day of receiving the signed proposal and deposit.
- WVMA will provide all final documents/scope, system log-in credentials, visual assets (stock photography) and any other materials before the project start date.
- IOXD will provide a project schedule within 3 business days of the project start date.
- On-site and/or off-site status meetings and working sessions will occur between WVMA & IOXD on a need be basis.
- WVMA to setup and schedule any user facing meetings during testing phases of the project as required.
- WVMA to provide access to all third party tools as necessary (Hosting provider, FTP, Cpanel, Domain service, etc)

## Terms and Conditions

This proposal is being entered into by WVMA (“CLIENT”) and IOXD (“DESIGN FIRM”). CLIENT is hiring DESIGN FIRM to design and develop outlined in the “Scope of Work” in exchange for the payment(s) described in this Proposal. This Proposal describes in detail the responsibilities of each of the parties in completing this project.

Each party has had an opportunity, before signing this Proposal, to review these terms in detail and make sure that they properly reflect the parties’ full agreement. The parties have discussed and revised the terms below, edited where necessary, and have had the opportunity to consult with a lawyer if they wanted. To their best understanding, this document includes the full scope of tasks & responsibilities that each party expects the other to perform to complete this project.

CLIENT will make reasonable efforts to provide all the information that the DESIGN FIRM needs to perform the work outlined in the Scope of Work. Any design/interaction specifications not outlined in this document defined in the Scope of Work will be evaluated separately outside of this proposal.

Once the interactions/wireframes are finalized and designs start, any changes in the requirements will be scoped outside of this proposal. All functionality outside of the CSS/HTML deliverables will be listed out in the Scope of Work.

Each party understands and agrees that CLIENT is responsible for all liability that may arise out of the use of the completed work outlined in the Scope of Work.

The website(s) will be hosted at CLIENT’s expense. The domain name(s) that will be connected to this websites are defined in the Scope of Work.

Any future modifications of content or other maintenance of the website(s) will be the responsibility of the CLIENT unless the parties enter into a separate agreement for those services.

CLIENT may from time to time communicate to DESIGN FIRM certain proprietary or confidential information to enable DESIGN FIRM to perform the services effectively. DESIGN FIRM will treat all such information as confidential, and will not disclose any part thereof to any third party without the prior written consent of CLIENT “Confidential” and “proprietary” information is not meant to include any information, which at the time of disclosure, is in the public domain.

Each party understands and agrees that all documents, graphics, trademarks, trade secrets and copyrights pertaining to CLIENT’S work will remain the sole property of CLIENT.

## Scope of Work

### I. Wire-framing & Visual Design

IOXD will ideate and wireframe design concepts and present to the WVMA team. IOXD will then iterate based on feedback. After wireframes are finalized by the WVMA team, we move to the Visual Design phase. This will bring the wireframes to life as we will define the visual style including form elements, buttons, and fonts.

#### Deliverables

- Wireframes
- Design Concepts

*4-5 business days (not including feedback cycles)*

### II. Software Development

We will convert the designs to CSS/XHTML using the latest technology including the latest JavaScript frameworks. We build for speed to make sure the site is snappy. We use the latest CSS3 techniques and animations in order to guarantee the highest quality.

#### Deliverables

- Responsive CSS/HTML
- JS Integration
- WordPress CMS integration
- Plugin installation and setup

*9-10 business days (not including feedback cycles)*

### III. Social Strategy

IOXD will give guidance on social strategy including Facebook, Instagram, and YouTube

#### Deliverables

- Create Social pages
- Create visual assets for social pages
- Community guidance and best social practices

*4-5 days business days(not including feedback cycles)*

## Site Functionality

### Global Modules:

- Prayer time widget with regular + hijri date, athan/iqama times
- Khutba timings and speaker info
- Prayer time schedule viewer (full month view)
- Paypal Donation widget
- eNewsletter subscription widget
- Search widget

### Home Page:

- Intro text
- Announcement/news widget
- Social Feed (NEW)

### About page:

- Contact info with map/directions to masjid and prospect center
- Board info with Pictures / Brief Bio (NEW)
- Ask the Board (link to email) (NEW)
- Imam with Picture /Bio (NEW)

### Sunday School:

- Links to <https://sundayschool.wvmuslim.org/>

### Event Page (NEW)

- Google calendar integration. Content displayed will be determined by the Plugin

### Media Page (NEW)

- A page powered by the WordPress back-end to add media content by Admins

### Donation page:

- Paypal Donation “quick” buttons
- Zakat “quick” buttons
- Donation info

## OPTIONAL SERVICES

### Basic Branding

Design and pitch new logos for WVMA that conveys the essence of WVMA to the community. IOXD will propose up to three logo concepts and iterate based on feedback.

#### Deliverables

- Style-guide that defines fonts, colors and image style
- Color palette for use in both print and web
- Logo Design

*5-7 days*

### Hosting & Maintenance (Tier 1)

IOXD will host <http://www.wvmuslim.org/> on a fast, scalable server (shared hosting) and provide up to 4 “points” of maintenance a month. This will include posting content, images or edits to content.

### Project Summary

- IOXD will design a beautiful, clean & modern site for WVMA
- IOXD will base the website content and structure on the current site (<http://www.wvmuslim.org/> )
- IOXD will deliver a completed, mobile responsive site with WordPress CMS integration.
- IOXD will provide social strategy to increase engagement
- IOXD will create basic branding for WVMA (Optional)



Confidential

### IOXD, Inc.

2700 Zanker Rd.  
Suite 180 B  
San Jose, CA  
95134

### WVMA Web Dev/Design

**\$7.5K\***

- Wire-framing & Visual Design
- Software Development
- Website Deployment & QA

### Social Strategy

**\$2K\***

#### Optional:

- ☐ Basic Branding
- ☐ Hosting & Maintenance (Tier 1)

\$2k\*  
\$100/month

*\*non-profit discounted rates applied*

### Client:

WVMA  
12370 Saratoga Sunny-  
vale Road, Saratoga CA  
95070

## Understood, Agreed & Approved

*We have carefully reviewed this proposal and all information listed in "Scope of Work" and agree to and accept all of its terms and conditions. We are executing this Agreement as of the Effective Date below.*

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Please make checks payable to "IOXD"

**IOXD, Inc.**

## Client Details

(If applicable)

Purchase order # \_\_\_\_\_

Company TaxID \_\_\_\_\_

Contact person: \_\_\_\_\_

Department: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_