#### **Web and Content Development**

Statement of Work

#### 1. Introduction

Joole, Inc., based in Palo Alto, California, USA ("Company"), intends to develop an online marketplace for building products. The marketplace has two types of users: consumers (designers and builders) who use the website to efficiently find the best products to meet their design requirements and customers (building product manufacturers) who use the website to effectively market relevant products at the decision point.

Company seeks to commission X based in X ("Contractor") to complete two projects:

- Website Development Project: Contractor shall develop the website as per the specification provided in Section 3.1 below.
- Building Product and Project Database Project: Contractor shall develop the building product database as per the specification provided in Section 3.2 below.

Work is to be divided into three phases. The project deliverables and schedule are summarized by Table 1 below. Payment is to be tendered upon completion of deliverables for each project phase.

Table 1: Summary of project deliverables and schedule

Table 1. Summary of project deliverables and schedule									
Phase	Deliverables								
	Key Website Features	Product Database	Duration						
1	<ul> <li>Basic login</li> <li>Designer product listing view</li> <li>Product search and filter</li> <li>Basic product page</li> <li>Product comparison</li> <li>Create project</li> <li>Manage project</li> </ul>	<ul> <li>One product line         (~1,000 product models in the product line / ~ 400 data sheets*)</li> <li>Historical spec for one company         (~100 projects / each project links to the corresponding product model(s) in the product database)</li> </ul>	4 weeks						
2	<ul> <li>Corporate login and admin</li> <li>Activity logging</li> <li>Add and remove products</li> <li>Submit user feedback</li> <li>Manage user feedback</li> </ul>	<ul> <li>Increase to three product lines         (~3,000 total product models /         ~ 1,200 total data sheets*)</li> <li>Historical spec for two companies         (~200 total projects / each project         links to the corresponding product         model(s) in the product database)</li> </ul>	3 weeks						

<ul> <li>Manufacturer product listing view</li> <li>Manufacturer manage products</li> <li>Basic manufacturer product analytics</li> <li>Product analytics export</li> </ul>	<ul> <li>Increase to five product lines         (~5,000 total product models /         ~ 2,000 total data sheets*)</li> <li>Historical spec for three companies         (~300 total projects / each project         links to the corresponding product         model(s) in the product database)</li> </ul>	3 weeks
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# 2. Scope of Work

## PROJECT 1: WEBSITE DEVELOPMENT

Table 2 describes the website features to be developed by project phase. Appendix A is included at the end of the document to describe the functionality and 'look and feel' of each feature.

Table 2: Website features to be developed by project phase

Phase	Feature	Appendix A Reference		
	DESIGN/BUILD USER			
1	Create New User	*		
1	User Login	Page 1		
1	Product Line Search	Pages 2-3		
1	Product Listing View	Page 4,6		
1	Advanced Product Search	Page 5		
1	Basic Product Page View	Pages 6-9		
1	Product Comparison	Pages 10-11		
1	Create Project	*		
1	Add Product to Project	*		
1	Manage Products within Project	*		
2	Corporate login and admin	*		
2	Submit User Feedback	*		
	SITE ADMINISTRATION			
1	Basic User Management			
2	Activity Logging	*		
2	Add and Remove Products	*		
2	Corporate User Management	*		

2	Manage User Feedback	*
	MANUFACTURER-SIDE	
3	Product Listing View	*
3	Manage My Products	*
3	Product Analytics View	*
3	Corporate login and admin	*
3	Product Analytics Export	*

<sup>\*</sup> To be completed

#### PROJECT 2: BUILDING PRODUCT AND PROJECT DATABASE

#### Product Data

The product data that needs to be entered in the product database is contained in the form of PDF files or webpages on manufacturer websites.

For an example product type (boilers), here are two brands and their respective forms of product data:

#### Example PDF data sheet for Laars brand:

http://www.laars.com/LinkClick.aspx?fileticket=Tftrgeow0bw%3d&tabid=6641&mid=14852

Example product webpage for Superior Boiler Works brand:

http://www.superiorboiler.com/space-heating/series-300/

Here are a few other boiler brands for references:

1) Columbia Company 10) Fulton Inc.

2) Laars 11) Clayton Industries, Inc

3) Hurst & Welding Company, Inc. 12) M. Lattner Manufacturing Company

4) Calderas Powermaster 13) Williams & Davis Inc.

5) Sioux Corporation 14) Parker Company

6) Easco Corporation 15) Acme Engineering Prod. Ltd.

7) Superior Works, Inc. 16) Cleaver-Brooks, Inc.

8) Bryan Steam LLC. 17) York-Shipley

9) Vapor Power International, LLC. 18) Unilux Advanced Manufacturing, LLC

### Project Data

Each project has a PDF or word document from which the following data will be mined and entered in the database:

1) Project name

- 2) Project address
- 3) Project type
- 4) Project size
- 5) Client name
- 6) List of all products specified / installed
- 7) Price quotes for products

## 3. Administration

• Daily or bi-weekly meetings with Contractor?

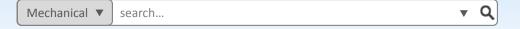
# Appendix A

Sign up jøle **Building Product Selection Platform Username or Email Password** Log In





# **Building Product Selection Platform**

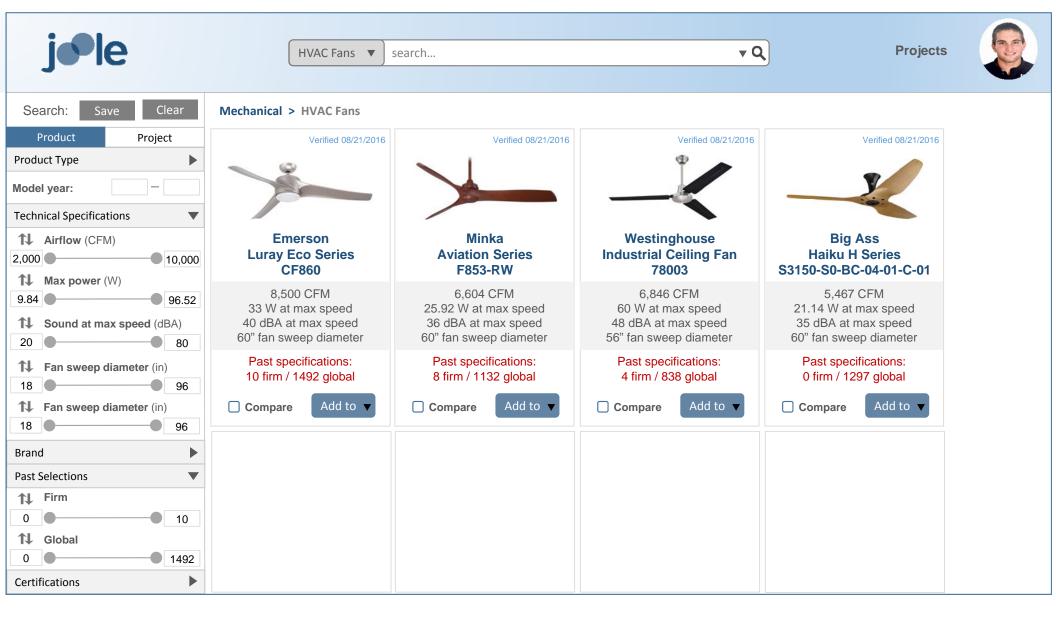


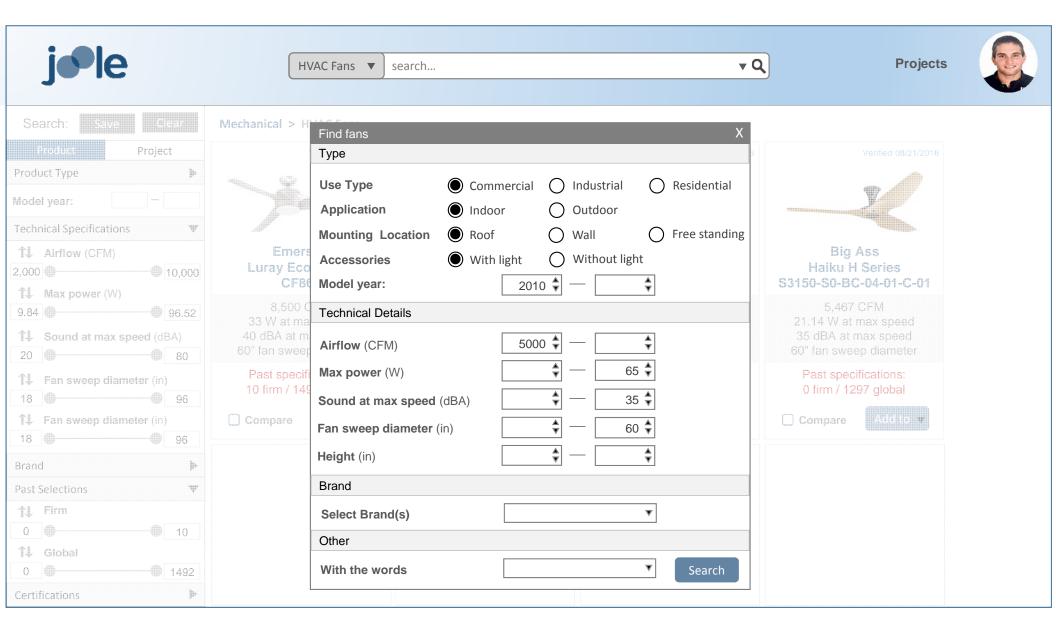


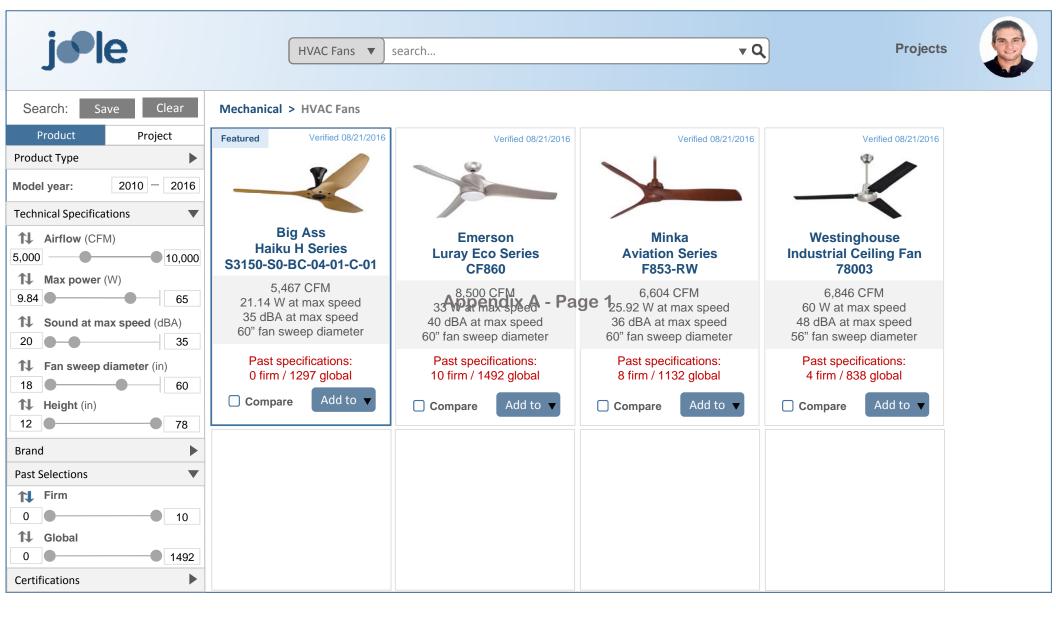


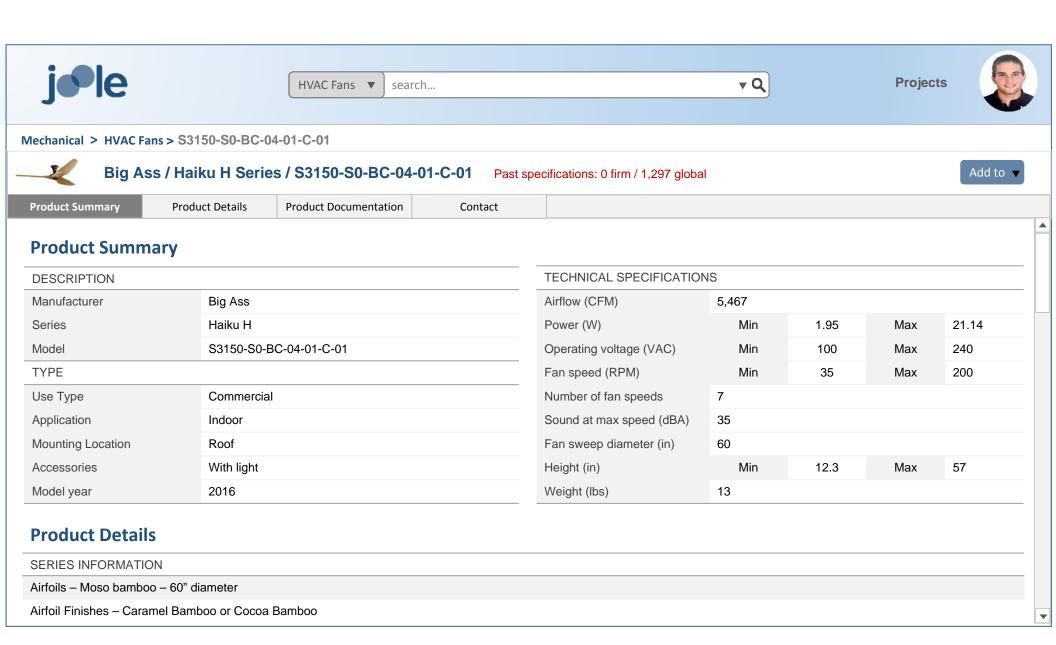
# **Building Product Selection Platform**

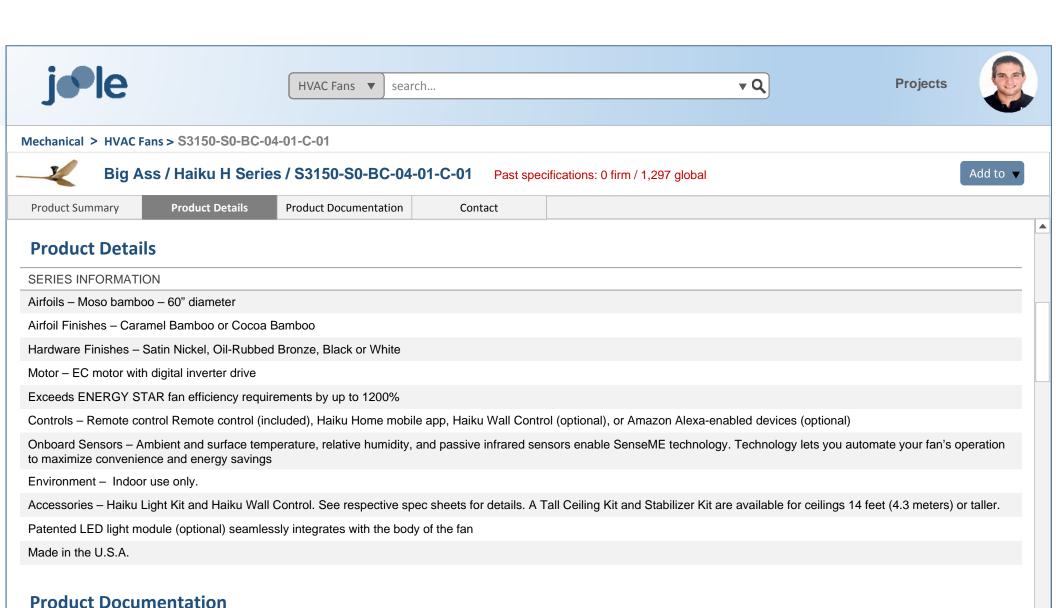


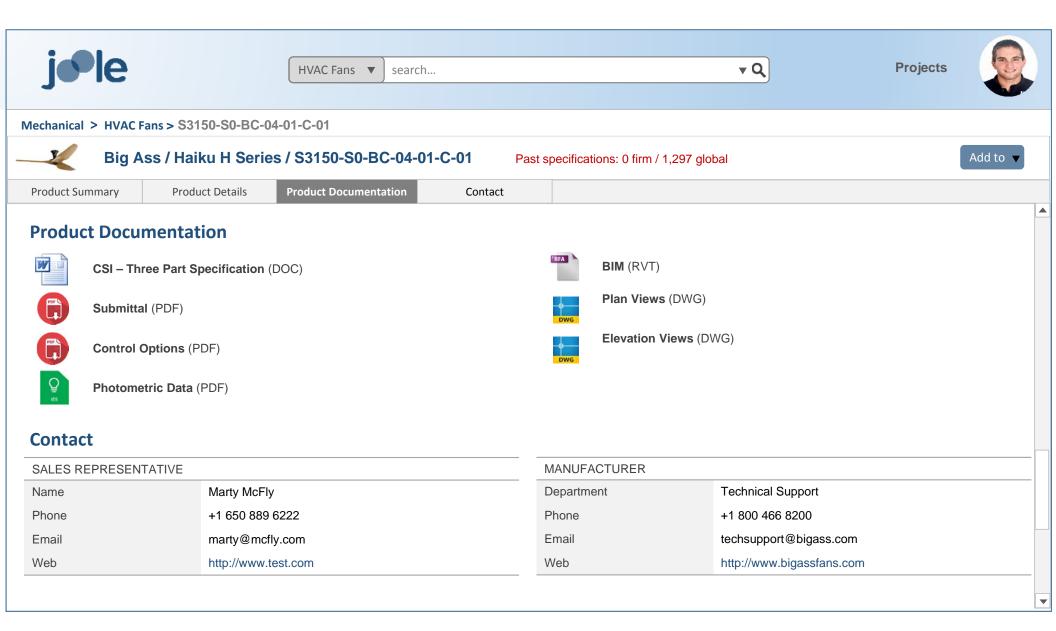


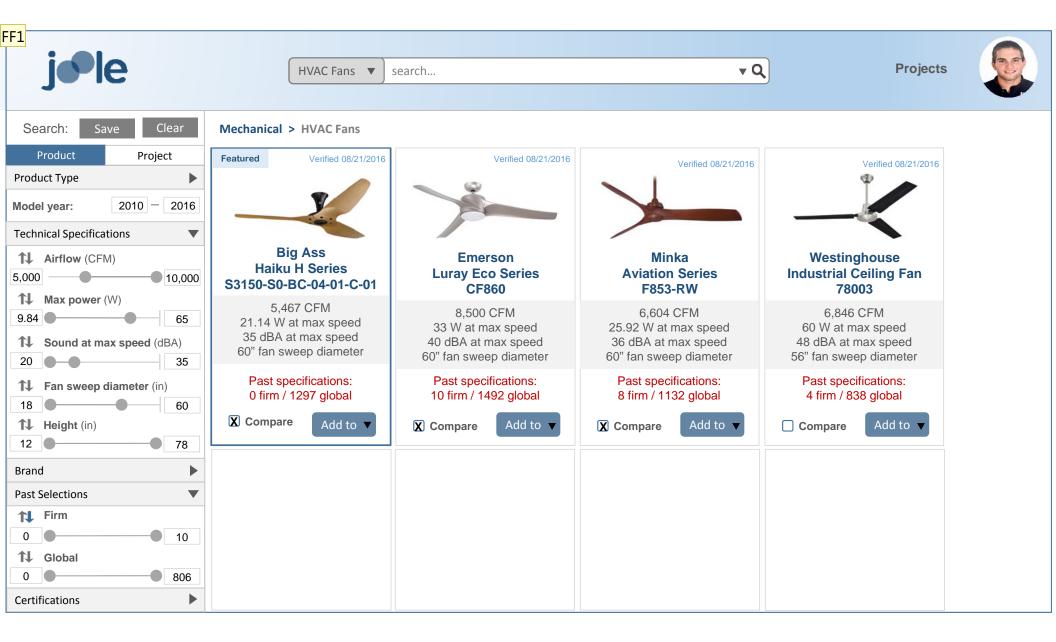












Projects



# Mechanical > HVAC Fans > Compare

	Add to	<b>V</b>	Verified	08/21/2016	Add to		Verified	08/21/2016	Add to	<b>&gt;</b>	Verified	08/21/2016
DESCRIPTION												
Manufacturer	Big Ass				Emerson				Minka			
Series	Haiku H			Luray Eco			Aviation					
Model S3150-S0-BC-04-01-C-01			CF860				F853-RW					
TYPE												
Use Type	Commercial			Commercial				Commercial				
Application	Indoor		Indoor				Indoor					
Mounting Location	ion Roof			Roof				Roof				
Accessories	es With light			With light				Without light				
Model year		2016			2014			2015				
TECHNICAL SPECIFICATIONS												
Airflow (CFM)	5,467			8,500			6,604					
Power (W)	Min	1.95	Max	21.14	Min	2.85	Max	33.00	Min	3.69	Max	25.92
Operating voltage (VAC)	Min	100	Max	240	Min	100	Max	240	Mi`n	100	Max	240
Fan speed (RPM)	Min	35	Max	200	Min	46	Max	240	Min	60	Max	240