## **Website Development Agreement: | Digital Score Web |Khati Arts**

This Website Development Agreement (the “Agreement” or “Website Development Agreement”) states the terms and conditions that govern the contractual agreement between

Vicso​ having his principal place of business at 302, Pearls Business Park, Netaji Subhash Place, Delhi (the “Developer”), and Client having its principal place of business at Khati Arts , 307, Pearls Business Park, Netaji Subhash Place, Delhi(the “Client”) who agrees to be bound by this Agreement.

WHEREAS, the Client has conceptualized a Lead Generation & Brand Awareness Website (the “Website”), which is described in further detail on Exhibit A,B,C and D and the Developer is a contractor with whom the Client has come to an agreement to develop the Website.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties to this Website Development Agreement, the Developer and the Client (individually, each a “Party” and collectively, the “Parties”) covenant and agree as follows:

## **1. Intellectual property rights in the Website**

The Parties acknowledge and agree that the Client will hold all intellectual property rights in the Website including, but not limited to, copyright and trademark rights. The Developer agrees not to claim any such ownership in the Website’s intellectual property at any time prior to or after the completion and delivery of the Website to the Client.

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## **2. Confidentiality**

The Developer shall not disclose to any third party the business of the Client, details regarding the Website, including, without limitation any information regarding the Website’s code, the Specifications, or the Client’s business (the “Confidential Information”), (ii) make copies of any Confidential Information or any content based on the concepts contained within the Confidential Information for personal use or for distribution unless requested to do so by the Client, or (iii) use Confidential Information other than solely for the benefit of the Client.

**Exhibit A**

**Below are the Tasks & Services for the Redesigning Website:**

1. **Project Planning:**
   1. Define project objectives and goals.
   2. Identify target audience and their needs.
   3. Assemble a project team, if necessary.
   4. Conduct a competitive analysis.
2. **Research and Analysis:**
   1. Review existing website performance (analytics, user feedback).
   2. Conduct user surveys or interviews.
   3. Analyze SEO performance and keywords.
   4. Identify strengths and weaknesses of the current site.
3. **Content Strategy:**
   1. Audit existing content.
   2. Develop a content plan for new or updated content.
   3. Consider SEO optimization for content.
4. **Design and User Interface (UI):**
   1. Create wireframes or prototypes.
   2. Develop a visual design concept.
   3. Design user-friendly and responsive layouts.
   4. Select fonts, color schemes, and imagery.
5. **Development:**
   1. Code the website using HTML, CSS, JavaScript, and other relevant technologies.
   2. Ensure cross-browser and cross-device compatibility.
   3. Implement responsive design for mobile devices.
6. **Functionality and Features:**
   1. Develop or integrate necessary features (e.g., contact forms, e-commerce, search functionality).
   2. Ensure accessibility compliance (WCAG standards).
   3. Implement security measures (SSL, data encryption).
7. **Content Migration:**
   1. Transfer existing content to the new website.
   2. Ensure proper formatting and optimization.
   3. Update URLs and redirects as needed.
8. **Testing and Quality Assurance:**
   1. Conduct usability testing with real users.
   2. Test website functionality (forms, links, navigation).
   3. Perform cross-browser and cross-device testing.
   4. Check for broken links and errors.
   5. Optimize website speed and performance.
9. **SEO and Analytics:**
   1. Implement on-page SEO best practices.
   2. Set up tracking and analytics tools (e.g., Google Analytics).
   3. Create and submit a new XML sitemap to search engines.

**Below are the Speicifications of the Website**

1. Scalable Website Sturcture
2. UI Design blended with the logo
3. Strategic design for minimum bounce rate.

**Requirements to be completed by the client** (“Khati Arts (Client)” will hold all the access to the credentials):

1. Approval on Designs.
2. 2 Meetings a week (Online/Offline)
3. Website Content Data.
4. Company Details.
5. Feedback

\*Any delay(s) in the requirement might affect the timelines of the project. Below is the project roadmap, timeline and costing structure.

**The Projected timeline for the project is below:**

| **Stage** | **Activity Time** | **Date of completion** | **Costing Activity** |
| --- | --- | --- | --- |
| **(Working Days)** |
| Project kick-off meeting |  | D |  |
| Initial wireframe design & Customer Sign-off | 3 | D+3 | O |
| Research & Analysis | 2 | D+5 | O |
| Content Strategy | 1 | D+6 | O |
| Desgin | 2 | D+8 | O |
| Development | 2 | D+10 | O |
| Testing | 2 | D+11 | O |
| Website Handover | 1 | D+12 |  |

**One time costing for the Website:**

| **Stage (One Time)** | **Amount in INR** | **Costing Activity** |
| --- | --- | --- |
| Research and prototyping | 9,000 | O |
| Pages Design and Development | 8,000 | O |
| On Page SEO | 4,000 | O |
| Testing & Feedbacks | 8,000 | O |
| Token Respect From DSW | -4,000 |  |
| **Total Cost** | **25,000** |  |

## **10. Terms & Condition**

After the successful completion of the project, “Khati Arts ”(Client) will be provided with all relevant credentials and project-related materials. In the event of any unexpected incidents occurring during the project or the need for discontinuation, the following procedures will be observed:

Khati Arts will receive all minor and major project details, ensuring a seamless transition and knowledge transfer.

**Here's the proposed payment schedule for the Website One Time Costing:**

\*\*Below payment schedule is related to the section named “**One time costing for the Website”** only.

**Initial Payment (50%):**

To initiate the project and secure our services, an initial payment of 50% is required. This payment will serve as a commitment fee and allow us to start the work.

**Mid-Project Payment (20%):**

Once we reach the midway point of the project, which typically corresponds to the completion of the Design and Development phase, we kindly request a payment of 20%. This demonstrates your ongoing commitment to the project's success.

**Final Payment (30%):**

The remaining 30% will be due upon the successful completion of the entire project. We will ensure that all objectives and deliverables have been met to your satisfaction.

We believe that adherence to this payment schedule will contribute to the project's success. Timely payments are essential for maintaining project momentum, avoiding disruptions, and ensuring that our team can focus on delivering the highest quality results.

\*Any delay in payments may hinder our ability to meet project deadlines and could result in project delays. Therefore, we kindly request your cooperation in adhering to the payment schedule outlined above.

## **11. Applicable law**

This Website Development Agreement and the interpretation of its terms shall be governed by and construed in accordance with the laws of the Indian Constitution and subject to the exclusive jurisdiction of the Republic of India.

IN WITNESS WHEREOF, each of the Parties has executed this Website Development Agreement, both Parties by its duly authorized officer, as of the day and year set forth below.

Digital Score Web Khati Arts

Developer Client