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| **Drafted by:** | **Date:** |
| Howard Tibbs |  |
| **Version:** | **Type:** |
| 1.0 | Website |

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| **Client:** | Kathy Baker |
| **Email:** | [kbaker@gmail.com](mailto:kbaker@gmail.com) |
| **Company:** | Newman Energy |
| **Company Role:** | Project Manager |
| **Phone:** | 800-444-9999 |

Decision Makers:

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| **Name:** | **Role:** | **Contact Phone:** |
| Kathy Baker | Project Manager | 800-444-9999 |
| Tyler Newman | CEO | 800-344-9999 ext. 126 |
| Cortez Milner | COO | 800-344-9999 ext. 143 |
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**Project Company Overview:**

*This is an introduction of the Project Company. Find out what the company is and how long has it been operational. What is their target audience and what differentiates them from the competition? What is their vision and what this project should accomplish to achieve that vision?*

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| Newman Energy will look to make a statement in the energy industry through application of solar and wind energy technologies and solutions. This company has developed and created in 2012 by Tyler and Riley Newman. |

**Do you currently have a website? :**

*Do you have an already functional website? Or incomplete? What is the current state of the website? What do you look to change if anything? Did you work with another company and/or Project Manager on this website project?*

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| They have not started a company website yet. Will look to have it developed in PHP/CSS/HTML and Bootstrap. |

**Do you need to arrange web hosting? :**

*Does the client require web hosting? If yes, include form with the contract at the end of the project proposal. Also include pricing in the Project Brief. If No, collect information about the hosting site and also ask how will be maintaining the hosting.*

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| Yes, they would like the website hosted through us. |

**Do you have a logo, corporate colors, and/or brand book:**

Who is in charge of your brand positioning? Who is in charge of brand values? Is there a color scheme or brand you are looking for in your project?

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| They have not created their own brand book. The company colors are green, white, yellow, black, and blue. |

**Do you have any content at the moment? :**

What content do you have currently that you plan to use online? Do you have access to any type of database to extract certain information? What rights do you have over the proposed content? How important is it to you to own your intellectual rights to any content or code created for the site?

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| They have no content yet. |

**What is the project’s main purpose/scope:**

What is the purpose of your project?

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| The project’s main purpose is to establish web presence and increase marketing and product branding. They will also have a platform for customers with questions and feedback on their services and a portal for signing up for Newman Energy and eCommerce for other products and services. |

**Desired Outcome:**

After the purpose has been fulfilled, what is your desired outcome of this project?

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| The desired outcome of the website is to establish enough web presence and information in order to sign up for the utility service. |

**What are the features you are looking for? :**

Features include: Newsletter subscription, Blog with comments and RSS, Special website animation, special interactivity, eCommerce shop, Photo Gallery, etc.

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| They are looking for a monthly newsletter, a contact form for customers, and an eCommerce shop for merchandise. |

**What characteristics describe your brand? :**

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| Their branding is focused on the family and is family/people oriented. |

**What is your target audience? :**

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| Newman Energy’s target audience is a domestic family that earns a total household income of $20,000. |

**How big do you want this project to be? :**

Roughly how many pages do you want on your website? How many screens would you like for your application?

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| The website will hold at least 10+ pages. |

**What is your inspiration behind your project? :**

What do you look to emulate? What are your competitor’s web sites or apps?

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| The inspiration websites are below:  Energy.gov  Pseg.com  Clearviewenergy.com  Nrel.gov  Energypluscompany.com  Ambitenergy.com |

**What is your budget? :**

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| Newman Energy is looking to spend $30,000 on the project to cover any extra costs on the way. They however do have extra money in case the project goes beyond the time. |

**Ideally, when would you like the project completed? :**

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| They would like the project to be completed March 2016. Would like it to be earlier if possible before they launch their grand opening. |

**Ideally, when would you like to launch your project? :**

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| The official launch date for website and grand opening of project is May 2016. |

**Further comments:**

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| They mentioned that they are not computer literate and would need extra assistance and help through the process. |

**Proposal Responses**

Score Card

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| Requirement | Quality of Response | Score (out of 10) |
| Portfolio Quality | Great | 8 |
| Sector Knowledge/experience | OK | 6 |
| Understanding of objectives | Great | 9 |
| Technical Requirements | Ok | 6 |
| Usability Requirements | Good | 7 |
| Functional Requirements | Great | 8 |
| SEO strategy | Not very good | 5 |
| Overall quality of the response | Good | 7 |
| Partnership Fit | Yes | 10 |

**Proposed Budget:**

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**Proposed Schedule**

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| Action | Completion Date |
| Tender Responses |  |
| Interview Shortlist |  |
| Appoint Supplier |  |
| Start Project |  |
| Deliver Project |  |
| Website Live |  |
| Project Review |  |