TYLER HANSEN WEB DESIGN  
Proposal for Services

# Proposal

TYLER HANSEN WEB DESIGN is pleased to submit this proposal for services to support Frozen Critters in achieving its goals for improving customer satisfaction by providing an E-commerce website for customers for shoppers to shop and browse items that Frozen Critters have to offer.

## Scope of Work:

* The following site pages will be included
  + Home
    - Page will contain news and upcoming events
  + Contact
    - Contact information to get in contact with business (email address, phone numbers, Facebook, Twitter)
  + About
    - Page will contain info about the business and the history of it.
  + Gallery
    - Show off product images or event images
  + Log in / Log out Page
    - Log in page will go through the database to verify that they are a returning user
  + Sign up Page
    - Sign up page will write a user to the database
    - Outside authentication will also be added to the page so users can sign up through an outside service such as Google, Microsoft, Facebook, Twitter.
  + Payment/Checkout page
    - Purchase products that have been added to the Shopping Cart
    - Script will send the user to PayPal for payment processing
    - Script will retrieve pavement verification from PayPal and write it to the database and email the confirmation to the buyer and the seller
  + Members Page
  + Shopping Cart
    - Cart will list all the items that the user has added to their cart along with the total price for all the items
  + Products
    - Mammals
    - Reptiles
    - Birds
    - Fish
    - Human
    - Specialty
    - Each product on the product a page will have it’s own dynamic page with the following info on it
      * Price
      * Description
      * Photo
      * Alt Photo(s)
      * Quantity
  + Admin
    - Add Product
    - Edit Product
    - Edit News/Announcements
    - Add Photos to gallery
* Database will be created with the following tables
  + Customers
  + Products
  + Orders
  + Cart
  + Category
  + News
  + Announcements

## Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Start Date | End Date | Duration |
| <Project Start> |  |  |  |
| <Milestone 1> |  |  |  |
| <Milestone 2> |  |  |  |
| <Phase 1 Complete> |  |  |  |
| <Milestone 3> |  |  |  |
| <Milestone 4> |  |  |  |
| <Phase 2 Complete> |  |  |  |
| <Milestone 5> |  |  |  |
| <Milestone 6> |  |  |  |
| <Project End> |  |  |  |
|  | | |  |

\*We cannot be responsible for cost overruns caused by client’s failure to deliver materials by agreed-upon due dates.

# Expected Results

|  |  |
| --- | --- |
|  | [Describe the results expected from the project and why your approach will achieve those results.] |

We expect our proposed solution to Frozen Critters’s requirements to provide the following results:

## Financial Benefits

* <Result #1: Brief description of desired result>
* <Result #2: Brief description of desired result>
* <Result #3: Brief description of desired result>

## Technical Benefits

* <Result #1: Brief description of desired result>
* <Result #2: Brief description of desired result>
* <Result #3: Brief description of desired result>

## Other Benefits

|  |  |
| --- | --- |
|  | [Use this section to describe less tangible benefits such as increased morale or improved customer satisfaction.] |

# Pricing

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for <## days> from the date of this proposal:

|  |  |
| --- | --- |
| Static Pages ($50.00 per page) |  |
| Contact Page |  |
| About Page |  |
| **Total Cost of Static Pages** | **$100.00** |
| **Dynamic Pages** | **$150.00 per page** |
| Gallery Page |  |
| Product Page |  |
| Equipment Payment |  |
| **Total Cost of Dynamic Pages** | **$450.00** |
| **Shopping Cart** | **$175.00** |
| **Total** | **$175.00** |
| **Admin Pages** | **$175.00 per page** |
| Admin Page |  |
| Add Product Page |  |
| Edit Product Page |  |
| Add News/Announcement Page |  |
| Edit News/Announcement Page |  |
| **Total Admin Pages** | **$875.00** |
| **Login / Logout / Sign up Functionality** | **$200.00** |
| **Total Cost of Login / Logout / Sign up Functionality** | **$200.00** |
| **Online Payment System** | **$500.00** |
|  | **$500.00** |
| Total Site Cost | $2300.00 |

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

# Qualifications

TYLER HANSEN WEB DESIGN is continually proven to be an industry leader for Computer Programming and Web Design in the following ways:

* Associate Degree in Computer Programming and Web Development
* Has taken the following courses
  + Web Design
  + Advanced Web Design
  + Client Side Web Programming
  + Web Development 1
  + Web Development 2
  + .Net Programming for Web
  + .Net Programming
  + Advanced .Net Programming
* Made President’s or Vice President’s list all seven quarters while attending Clover Park Technical College

# Conclusion

We look forward to working with Frozen Critters and supporting your efforts to improve your sales cycle with <integrated CRM, JIT Inventory management, and training and support services>. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective IT support solution.

If you have questions on this proposal, feel free to contact Tyler Hansen at your convenience by email at [Hansen3617@student.cptc.edu](mailto:Hansen3617@student.cptc.edu) or by phone at 253-228-8357. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Tyler Hansen  
Web Developer