

Website Development Proposal

Company
NASA

Contact
21 Viaduct Harbour Ave
Auckland 1010
New Zealand

Start Date
13th Feb 2017

Deadline
24h Feb 2017

By
Chris Sims - Web Designer

Company
swis design

Contact
7 Horton Ave
Gotham 1019
New Zealand

P: 021 069 6263
E: chris@swisdesign.com



swis design
Ph: 021 069 6263
E: chris@swisdesign.com

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Project Description

NASA wants a concept website called Rocket. This will be a space education website, targeted at primary school aged kids aged between 8 -10 years. It must have a easy to follow layout. The information must be basic enough for a young child to understand. Animated elements should be used to add an interesting dynamic. They will hopefully make the site more fun for children, compared to a purely static website. It must be responsive to that the site can be viewed on multiple devices(i.e. school computer, tablets, parents mobile phones). As this is a concept for the design, filler text can be used.

As this site is responsive in its design, the needs of the user will change depending on how they visit the site. For example when viewing the site on mobile a home hamburger menu might be better for navigation due to the small screen size.

Website will include

- Responsive design - compatible with tablets and mobile
- Fun animations
- Easy to follow layout
- Use of JS API's
- Bootstrap CSS

Optimising Page Speed

- Minify CSS
- Optimise any images for web

Target Audience

The target audience for Rocket is primary school aged children. So any information on the site must be easily understood by a child. The design of the site layout should be simple, easy to follow. Elements within the site must be bright and colourful in order to retain a child's attention.



Time Frame

13th Feb

- Brainstorming

14th - 15th Feb

- Research and Proposal
- Concept sketches

16th - 22nd Feb

- Website construction

23rd Feb

- User testing
- Finalize website

24th Feb

- Website goes live

Test Plan

Responsive Design

- Test across multiple platforms such as tablets and mobile phones

Animation

- Test animations on multiple platforms to ensure that they all run smoothly.



Cost

Services	Cost
Website design and development <ul style="list-style-type: none">• Original graphic elements• Additional Images cost• 5 information pages• 1 Online Reservation form• 1 Check Availability form	\$ 9,999.00
G.S.T \$	\$ 465.00
Total \$	\$ 10,464.00

This fee summary is based on work performed on a fixed cost basis. Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define additional work and associated costs.

Payment Term

50% upon signing of contract and 50% upon launching of the finished project.



Contract

The contracting parties

This contract is between

Tank Slapper

hereafter referred to as the "Client". and

swis design

hereafter referred to as the "Contractor"

1) Who will actually do the work?

All work will be carried out by the Contractor, or by subcontractors working to specifications determined by the Contractor.

2) What work will be done?

The contracted work for this contract is detailed in the previous section. Any work that is requested by the Client after this contract has been signed, will be subject to a separate contract.

3) What about the content?

Everything is supplied by the client, unless otherwise agreed. All images, text, data or other content supplied or used on this site must be either copyright-free, or owned by the client. When the supply of content is critical to the progress of the development of the site, this will be clearly indicated in the "Contracted Work" section. Failure to supply content by the agreed dates may affect the deadline, or even the delivery of the site.

4) Site hosting

Much of the code needed for most web sites has already been written by the contractor, and tested on the Contractor's web servers. If the site is not hosted on servers operated by the Contractor, problems may arise which are due to the way the web server has been set up. Final completion time is rarely affected by problems with other servers, but the Contractor reserves the right to extend this date if necessary. Additional charges may be incurred.

The Contractor agrees to keep the Client informed of any such situation as it arises. Web site hosting will be covered by a separate agreement. Charges commence on publication.

5) Charges and Quotes

Unless otherwise agreed, the Contractor will provide an estimate of the potential cost, and/or hours for the job as understood at that time. The quote in the "Contracted Work section will be based on more research, and will incorporate changes agreed by negotiation. It will be either: a) A fixed sum for an agreed task.

or

b) An hourly rate with an estimated number of hours required. In this case the Contractor will charge only for the hours spent on the job, and will notify the Client when 80% of the agreed time has been spent. If further time is required, an estimate will be provided.



Contract

6) Payment

Unless otherwise agreed, a standard hourly rate of \$200 (ex GST) will be applied to all work agreed on and listed in the "Contracted Work" section of this document. A 50% deposit, plus any additional one-off charges, for example, but not exclusively, URL registration fees, Fee for alternative hosting, additional software required etc, must be paid before any work is commenced. If the quote has been provided on an hourly basis, the initial invoice will be for half the estimated time. When that time has been reached, invoices will be sent weekly, unless otherwise arranged. Invoices are sent by email only, and terms, unless otherwise agreed, are payment in full in 7 days.

7) What is the process?

Where possible, all work will be carried on a development server on a sub domain of one of the Contractor's web. Search engines are repelled as much as possible at this stage to avoid any unfortunate caching of development code being cached by Google. Once the site is working to the agreed specifications, and all design details have been resolved, the final sums are due. Upon payment the site will be transferred to the Client's URL, and be published. There will be a period of 28 days from publication when the Client may request minor changes without further charges. Major changes or new functionality will be subject to a new agreement and contract.

8) Who owns the code?

The Contractor may write some of the scripts and develop part of the database as part of establishing the quote, but reserves the right to uplift the code and the database at any stage before this contract is signed. When final payment has been made, the Client has the right to use all the code supplied by the Contractor forever, but the Client may not re-use the code, or allow it to be used, on any other web site without the prior agreement of the Contractor.

Contractor:

.....

Date

Client:

.....

Date:



Research

Similar Sites

- <https://www.nasa.gov/kidsclub/index.html>
- <http://www.kidsastronomy.com/>
- <http://discoverykids.com/category/space/>

Design

- All these sites follow a grid layout and use titles for their content. Using a grid layout will be good but perhaps making the titles less square will help set apart Rocket from the similar sites.
- They also seem to put a lot of content in close together. Making the elements more spaced out will reflect the idea of space.
- Lots of colours have been used in the design of these sites. This reflects the target market of children. A colour palette will be good to stop the use of too many bright colours making the site look messy.
- A space or black background has been used on all of the sites. Possibly do the same but instead of an image use a SVG. SVG can then be animated. For example making stars fade in and out.

