ANNELIE BERNER

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DESIGN : DATA : PRODUCT

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CLIENT: Waze
CONTACT: Limor Goldhaber   email: limorg@google.com

PROJECT: Waze Interactive Web-based Data Visualization

Design and develop a compelling, interactive web-based visualization that breaks down alert data in select major US cities for the month of December, 2013. Users would be able to select the city and the timeframe and look at reporting trends, or select different variables to compare multiple cities and establish comparisons.

RECEIVABLES & DELIVERABLES

RECEIVABLES:

Datasets with clear description and headers that denote recommended variables of: City, Day, Week, Month (of December 2013), # of Alerts, Average Speed per Driver, Average time per drive, Type of Alert (i.e. Standstill traffic, Road Closure, Construction, Heavy Snow etc).

DELIVERABLES: 3 Phases

Aesthetically pleasing, interactive visualization of the above variables, based on inspiration such as IKEA "Life at Home."
Phase 1. Drafted designs: Mockups of overall page designs - UI, look & feel of data visualization.
Phase 2. Final design & development: Designs implemented in HTML/CSS/JS. Optimize for Desktop / Chrome.
Phase 3. Feedback& refinement: Take into account Waze team feedback for "must-haves."

SUMMARY OF COSTS

DEV & DESIGN: $500 / day x est. 10 days ─────── $5,000

As jobs expand and contract, I calculate my costs based on my day rate ($500/day). In the event that drastic changes are necessary beyond time frames discussed here, I continue working at this day rate. If I am able to complete a job quicker than my estimated days, then you are only charged for days worked. Working on a day rate has helped me keep costs transparent to better account for continuing feedback and changes. I fully intend to share progress at regular intervals to make sure we stay on the same page and am absolutely sensitive to how imperative it is for me to be faithful to deadlines that we've agreed to, upfront. If Client terminates this project or any Schedule of Services prior to the completion of the period above, any services rendered become immediately payable and due. All payments and deposits are non-refundable. Developer shall be paid for all expenses incurred up to the point of termination.

Any other questions regarding expectations, costs and terms - please let me know. Looking forward to working on this data visualization project with you!

Thank You!

December 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
		proposal delivered	proposal reviewed	assets delivered	Phase 1: design / dev ->	
7	8 check-in	9	10	11 check-in	12	13
	Phase 2: dev / design ->			Phase 3: refine ->		
14	15	16	17	18	19	20
Phase 3: refine ->	delivery					
21	22	23	24 Christmas Eve	25 Christmas Day	26	27
28	29	30	31 New Year's Eve	1 New Year's Day	2	3