
Statement of Work

Date	10/05/2017
Client	The Foodie's Truck
Requested by	Karen Damwijk
From	Ashley Bloskas, Bloskas Designs

Summary

The Foodie's Truck is a new food truck option in the Dallas, TX area, and its food offerings range from American food to Seafood- each day offering a different menu and options.

The primary objectives of designing a website for The Foodie's Truck are to draw new customers to the food truck and showcase the truck's food offerings, to create a brand and brand recognition, and to allow online food orders and catering options.

The main business problem that will need to be addressed is allowing customers to know when/where the food truck will be available and its hours, as well as payment methods, such as online payment and pickup.

The primary audience for The Foodie's Truck are young adults, in their 20s and 30s, and most are "foodies" and food experts.

Adjectives to describe The Foodie's Truck are: popular, fun, delicious, unique, gourmet, high-end.

Project Scope

DELIVERABLES

- Website sitemap, lo-fi wireframes and a proposal; created in Adobe XD and Microsoft Word; artboard layout of webpages using Adobe Photoshop.
- A functioning website, with at least three pages: a home page, menu page, and a contact form page, locations page.
- Gather domain name, hosting, and FTP setup.
- Media which includes: free stock photos and/or personal shots of the truck; logo will be a font-style logo
- Webpages are as follows:
 - Home:** Photos of the truck, small contact form (for inquiries and small catering orders), "find truck" button linked to locations page, contact info, social media icons.
 - Menu:** Showcase the daily menu, pricing structure, and any photos of food (if applicable).
 - Locations:** two small Google Maps plugins with a pin showing location of the truck on that particular day; operation day/hours will be displayed next to each map.
 - Additional Contact Page:** if applicable
- Technologies which include a contact form, a form for catering (on the homepage), and Google Maps. Depending on time, a possible JavaScript image pop-up in a separate window, and/or pop-up window for requesting visitor's email address for newsletter.

This website will **not** allow for database functionality, such as a membership login, and will not have an SSL for secured e-commerce transactions.

Schedule

Dates are as follows:

Task	Est. Finish Date
Sitemap, Wireframes, Proposal	10/17/2017
Webpages- Photoshop Artboards	10/31/2017
Domain, hosting, FTP purchase/setup	11/21/2017
Completed Website	12/06/2017

Pricing

All costs listed below are based on the scope and assumptions included in this Statement of Work.

Item	Price	Cost Structure
Agency fees:	\$8,000	Fixed fee basis
Out Of Pocket fees:	\$2,000	Time and materials basis
1-yr Domain and Hosting	\$1,500	
FTP and setup	\$500	
TOTAL	\$10,000	

Payments to be made upon completion of each task, in installments of 25%.

The following is the payment schedule, estimated dates:

Invoice Date	Invoice Amount
10/18/2017	2,500
11/01/2017	2,500
11/22/2017	2,500
12/07/2017	2,500

Key Assumptions

This agreement is based on the following assumptions.

All website designs will be delivered to client upon completion at specified dates for review.

Website design and completion dates are estimated, and could vary based on market factors, changes/additions to the project, and budget restraints.

All communications must be in a reasonable amount of time, and shall not overtly affect the estimated completion dates.

All fees are best estimated, and if costs are massively outside project scope, adjustments may be required and will need to be presented to the client for approval.

Acceptance

The client named below verifies that the terms of this Statement of Work is acceptable. The parties hereto are each acting with proper authority by their respective companies.

The Foodie's Truck

Company name

Full name

Title

Signature

Date

Bloskas Designs

Company name

Ashley Bloskas

Full name

Lead Designer

Title

Signature

Date