Statement of Work

The Foodie’s Truck

|  |  |
| --- | --- |
| Date | 10/05/2017 |
| Client | The Foodie’s Truck |
| Requested by | Karen Damwijk |
| From | Ashley Bloskas, **Bloskas Designs** |

Summary

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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 |  | Bloskas Designs |
| Company name |  | Company name |
|  |  | Ashley Bloskas |
| Full name |  | Full name |
|  |  | Lead Designer |
| Title |  | Title |
|  |  |  |
| Signature |  | Signature |
|  |  |  |
| Date |  | Date |