Daryl’s Dudes  
Proposal for Services

For Alliance For Sustainability

# Overview

Daryl’s Dudes is providing a functional website for Heidelberg’s Alliance For Sustainability club to use. We will be formatting and coding the website in HTML, CSS, and JavaScript. We are looking to include functionality to easily navigate between different pages. These different pages will have a focus, those focuses being the committees, contact information/applying to AFS, a past project showcase, a calendar for events, and a gallery of photos and videos.

## The Objective

AFS needs a website that people can be directed to when they are interested in the club. So we are creating an in-depth website that allows users to see information about AFS and apply through the site.

* Need #1: Showcase AFS and give information about the club
* Need #2: Create a mailing list that users can sign up for to receive updates
* Need #3: Give suitable contact information so that users can seek more information or apply for the club

## The Opportunity

* Goal #1: Create a fully functioning website
* Goal #2: Code a mailing list that updates users of AFS events
* Goal #3: Design the website to look presentable on both PC and Mobile

## The Solution

* Recommendation #1: Make a website for AFS that includes a mailing list on an admin side.

# Our Proposal

The Alliance for Sustainability is a welcoming club that focuses mainly on maintaining Heidelberg’s greenhouse and taking care of the fish in the tanks. However, as welcoming as the club is, they have trouble reaching new students. They only have an Instagram account to connect with the student body, so a website would give them a larger and more accessible platform to share the club.

We can make such a website. The mailing list and the overall coding for the basis of the website have proven to be a tall task, but we are efficiently working through it. We as a team are all well versed in code, and Eli and David are both part of Alliance for Sustainability, so the needs of the club are able to be clearly conveyed.

## Execution Strategy

Our execution strategy incorporates us splitting into specialized teams to cover all fronts of the project. Alex is in charge of the behind the scenes programming for the admin-only mailing list, Isaac and David are in charge of the coding side of the main website/ formatting it for both mobile and desktop, and Eli is in charge of AFS communication and the website designs.

## Technical/Project Approach

GitHub is the primary management system for this project. The main page contains all the project files for the website and under the projects tab in GitHub, the group can keep track of tasks and their completion. Because each person will either be working on the front-end or back-end of the project, the amount of merge conflicts should be minimal. Each main task our website is planned to serve has been given an order of importance, so we are aware of what is necessary and what is optional.

## Resources

We are only using the resources available to us currently. This includes our current technical skill, GitHub, and various coding learning sites such as W3Schools. We also plan to host this off of Alex’s personal server for the time being.

## Project Deliverables

Following is a complete list of all project deliverables:

|  |  |
| --- | --- |
| Deliverable | Description |
| Mailing List | An admin-only site that allows the club to send out a mass email to anybody that signed up for the mailing list. |
| Website | A functioning website that has all the information AFS requested on it. |
| Designed Website | The website after design changes are made to make it more user-friendly and more presentable. |

## 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 | 8/28/22 | –/–/– |  |
| Planning | 8/28/22 | 9/1/22 | 4 days |
| Basic Foundation Code | 9/1/22 | 9/15/22 | 14 days |
| Phase 1 Complete: Planning and Framework | 8/28/22 | 9/15/22 | 18 days |
| Completion of Mailing List | 9/15/22 | 10/21/22 | 36 days |
| Completion of Website Coding | 9/15/22 | 10/21/22 | 36 days |
| Phase 2 Complete: Functional Website | 9/15/22 | 10/21/22 | 36 days |
| Properly Formatted for Mobile | 10/21/22 | 11/25/22 | 35 days |
| Website Prettied Up | 10/21/22 | 11/25/22 | 35 days |
| Project End: Pretty Website | –/–/– | 12/09/22 |  |

## Supplied Material

The following materials are to be supplied by AFS for this project. For Daryl’s Dudes to meet project milestones, this material must be supplied on schedule. The due dates included in the following table represent our best guess based on current proposed project dates:

|  |  |
| --- | --- |
| Materials to be supplied by AFS | Due Date\* |
| Images/Videos for the Gallery | 9/17/22 |
| Contact Information for the Website | 9/10/22 |

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

# Expected Results

We expect our proposed solution to AFS’ requirements to provide the following results:

* A functioning website for AFS to use.

This will be accomplished by all of us collaborating on coding the website and designing it to a level where it is easy to navigate and looks presentable.

* A functioning, no-reply mailing list.

Alex is helming this part and is creating a server-based mailing list that is only accessible by an admin. This list can be used to easily send out mass emails to users interested in hearing about AFS events.

## Technical Benefits

* AFS will be able to organize their photos and videos for easy access by the public and members alike.
* AFS will be able to easily notify interested people of events and opportunities.
* AFS will have a single place to direct people for any of their information needs.

## Other Benefits

* AFS will be able to recruit members easier and market with a permanent link that can be viewed at any time.

# Qualifications

Your Company is continually proven to be an industry leader for high quality/guaranteed product/service in the following ways:

* Our company has working knowledge of the coding languages required to build a website from the ground up (HTML, CSS, JavaScript, SQL).
* Team members have previous experience working with functional full-stack development.
* Two of our team members being in AFS allows us to communicate fluidly and make directive calls for the appearance of the site.
* The team is able to meet on a frequent basis to discuss progress and upcoming tasks
* We are all passionate about the work we do, so our work is guaranteed quality.

# Conclusion

We look forward to working with AFS and creating a website that current and aspiring members can easily use and maintain. We are confident that we'll meet the challenges ahead and stand ready to partner with them in delivering an effective and functional website.

If you have questions on this proposal, feel free to contact Eli at your convenience by email at evale@heidelberg.edu. We will keep in touch to arrange a follow-up conversation on the proposal if need be.

Thank you for your consideration,

Daryl’s Dudes  
Website Development Team