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PROJECT TITLE:

Kinder - und Jugendforderungen

Crowd Funding Initiative

WEBSITE URL:

kinderfoerderungen.at

CLIENT DETAILS:

AK Sponsoring-Agentur GmbH

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PROJECT COMMENCEMENT DATE:

16/03/2015

PROJECT COMPLETION DATE:

15/05/2015

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PROJECT SCOPE DOCUMENT

UNDERSTANDING WHO YOU ARE:

Kinder und Jugenforderungen, literally translated to Child and Youth Support, is an initiative founded in 2013 by AK Sponsoring Agentur GmbH.

Based in Austria, Europe. Kinder und Jugenforderungen provide a fundraising platform to families with chronically ill, physically and or mentally disabled children, in need of financial aid towards essential equipment, medical therapies and treatments, that are either not or partially funded by the Austrian government.

Currently, Kinder und Jugenforderungen operate by means of tele-sales, selling sponsorship packages to Austrian businesses, nationwide.

Kinder und Jugenforderungen are not a non-profit organisation. A small percentage of the fundraised money stays with the company for administration costs.

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UNDERSTANDING YOUR REQUIREMENTS:

Kinder und Jugenforderungen wish to establish an online presence, with a completely new and modern representation.

Your requirements, as understood by our party is to shift the current tele-sale operations to a complete online application. Which will support and enable, the creation and hosting of fundraising projects. Accepting and processing individual pledges and contributions, through to the completion of the fundraising target, providing feedback of the outcome.

Specific features and requirements, that you have outlined to us are as follows:

- New, modern profile branding. Which translates well into a clean, and intuitive web interface.
- A responsive web application layout. Accessible from a range of devices.
- Language translation from both English and German.
- Facebook integration.
- Third party payment integration.
- Third party email service integration.
- Blogging functionality, with Administrator CMS.
- User account creation, with Dashboard features and functionality.
- Administrator Dashboard, with complete projects overview and functionality.

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UNDERSTANDING YOUR AUDIENCE

Project Initiator:

This group of user's are the families with children in need of support. These user's will be creating the projects and applying for submission to the website.

A typical user from this target group, may display these types of of traits and attributes.

- It's a regular family, often with two or three children one of which is sick.
- One parent is a hard-worker and the other one concentrates on raising children, may be works from home.
- The family owns one car, most likely Volkswagen.
- As for Christmas holidays they like to visit their relatives or to take a short trip to one of a neighbour country.
- Few saturdays in a year the family spends in Disneyland.
- Childrens are very communicative and have a lot of friends in school, as for parents they prefer to spend time at home that's why they don't go out with their friends very often.
- They don't want to spend hours by shopping, they like to come to the particular shop, go to the particular shop section and find there what they need as soon and easy as possible.
- They don't buy fancy goods, they don't waste time thinking about buying fancy goods.
- They are either Austrians or Russians.

Requirements and usability have been identified as follows:

- User's in this group will be interested in the information Kinder und Juderforderungen can provide about the process and life cycle of a project.
- User's will require the information that portrays KuJ as a trustworthy platform for supporting their cause.
- Success stories and currently active projects, that are meeting their targets will be of importance to this user, in order to solidify their choice in using this platform over our competitors.
- User's in this group will require an intuitive and hassle free interface for which they can describe their project, specify a target amount to reach, upload any supporting evidence, and receive notifications from the web application.
- Upon a successfully funded project, the user will require a functionality to express their thanks to the pledgers.
- This is a very diverse group of user's, each coming from different backgrounds, and having their own different need of support. However the main requirement from this website remains common throughout.
- Access to this website will be primarily on a desktop system. Providing the best environment for completing the application form and uploaded any supporting documents, and imagery.
- User's viewing the website via tablet, may expect to create a new project for submission. Expecting an intuitive form and file upload support.

Pledge Contributor - Public

These are individuals who want to donate their money to help families and childrens. They do not act on behalf of a company and they are not representatives of any business, they are just avarage people who care.

A typical user from this target group, may display these types of of traits and attributes.

- They are middle class workers (from offices, from services sector etc.)
- They have two or three children themselves. They might be very happy in marriage or been divorced but children live with them.
- They organized a garage sale at least once.
- Some of them participate in their neighbors life pretty often (e.g. they have a look on neighbor's child if the neighbor asked for that, etc.), others just follow a Christmas mood or a mainstream.
- They don't count every dollar, say, if they are on an outing they can afford buying a cup of coffee or a lunch without thinking of that as unexpected or unwanted and unnecessary expenses.
- They have some savings.
- They do think about retirement and try to secure happy old age.
- Most likely the majority of them believe in God.
- They do care about their health: they try to eat healthy food, go to the gym or just do morning jogging.
- They like to eat and to cook. They enjoy eating a good dish and don't consider it just as fuel for their bodies.

- They are more likely to be happy persons rather than sullen and unsmiling.
- Public Citizen. Seeks a platform for which to pledge contributions towards people in need or causes for the greater good of human wellbeing.
- A particular cause or person in need may strike familiarity with a user from this group. Perhaps a close relative, family member, or companion may have a similar disability.
- A user from this group, will take advantage of functionality used to 'follow' a project/s as a means of helping to realize the fundraising target. This type of user will be a great asset for communicating to a wider audience. Such as their own social circles.
- In aid of supporting communication to a wider audience, a user in this group will make use of the Facebook integration as a means for reaching their audience via their own social media platforms.
- Particular user's from this group, may wish to pledge a contribution to a project, doing so by an anonymous gesture. This type of user will expect functionality to cater for this type of pledge. Supported by clear information about how their pledge is handled, and an agreement by our party to not disclose their information to the public.
- A user may require the functionality to express their opinions on topics posted by Kinder und Jugenforderungen on the blog page.
- A requirement may be to receive notifcations via email, regarding feedback and outcomes posted by the company.
- As it is a legal requirement, user's in this group will be at least 18 years of age.
- User's in this group will view the web application from a range of devices. Mobile, Tablet, Laptop, Desktop.
- User's in this group may have previous experience with other crowd funding platforms.

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Pledge Contributor - Business

These are all pledgers who donate not as an individual person but on behalf of the company.

A typical user from this target group, may display these types of of traits and attributes.

- Almost the whole range of businesses from the big one (such as banks and insurance companies) to small cafe owners.
- Some of them are owners of small businesses or sole traders.
- These people have pretty similar motivation as individual pledgers.
- As for the big companies, they may consider donation as an act of collective Chrismas/ Easter event for every employees who will choose to take a part in it.
- As for the big companies, they like to make everyone knows about every single donation they made.
- As for the big companies, they like to have some corporative discounts for stationery, coffees etc.
- As for the big companies, the initiative to donate money often comes not from a director but from a manager of public management, personnel manager or even accountants.
- As for the big businesses, most employees feel it is comfortable and stable to work in a big and famous company.
- As for the small businesses, relationships between managers and employees pretty often are very close and even after an employee left the company he/she still support friendship with ex-boss.
- As for the small businesses, it is common for business owner to hire his/her family members to work for him/her.

- Corporate Identity. Established with a brand and business profile. Will take advantage of creating an account within the web application, enabling them to portray themselves to visitors as a responsible organisation who contribute back into the community.
- Will require the functionality to upload a business logo, and have it featured within the list of sponsors.
- Conduct themselves in a professional manner. As such they will require information about Kinder und Jugenforderungen, detailing who you are, how you are involved in the support of chidren and youth. How the fundraised money is handled and what percentage stays with the company.
- Will take advantage of the Facebook integration, enabling a gateway for exposure on their social media platforms.
- Require all projects to be immediately accessible, with key information about the project clearly displayed. Contribution options and social media gateway clearly identifiable, and intuitive in terms of interaction.
- Will research a range of different options as a means for pledging a contribution to a cause. This will surely include our competitors.
- This user group will be of middle age, through to senior. 30 - 65 years of age.
- User's in this group will have tertiary level education and qualifications.
- Access to this web application will be primarily from the workplace office, viewed upon a desktop computer or laptop.
- A user from this group, may have previous experience with contributing to crowd funding platforms.

WEBSITE PLANNING

COMPETITOR ANALYSIS:

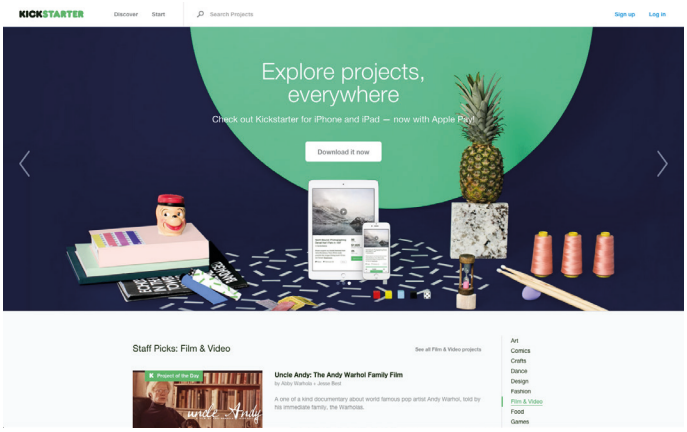
An analysis of your competitors, focusing on the points of functionality that they share with your requirements. What aspects of them that are implemented successfully, as well as features that leave desire for improvement.

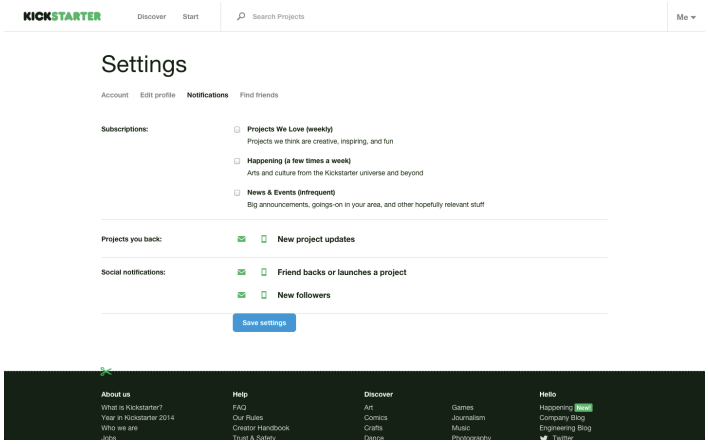
Here we will document features that may be beneficial to our web application, including features that have become common place among the internet, and expected behaviour from our users. The analysis will also outline any cases where we can improve the user's experience over the competition.

COMPETITOR WEBSITE URL'S:

- www.kickstarter.com
- www.greenrocket.com
- www.respekt.net
- www.crowdfunding.at

KICKSTARTER - WWW.KICKSTARTER.COM





Pros:

- Navigation menu.
  - i. On scroll, navigation menu appends to the top of the viewport.
  - ii. Navigation options are goal focused. Don't deter from user's main objectives.
  - iii. Search bar, includes functionality to display a drop down result of projects related to the keywords searched. These can be cycled through in a slider like manner.
- Account Settings.
  - i. Option to set your timezone. This is described as being used for sending emails. No more 3am email alerts on your smartphone!
  - ii. Functionality for managing subscriptions. Sub, Unsub.
  - iii. Functionality for managing notifications. Email, Text, or both.
- Helpful Resources.
  - i. Dedicated page for 'Creator handbook'. Information/tips on starting a project.
  - ii. Clean, informative, to the point sections. With a step by step styled presentation.

- Starting a project - Precursor page.
  i. Facts and proven figures of user's that have contributed to a project.
  ii. A few facts about project history, successful and unsuccessful.
  iii. A quick run down of the steps in a project's life cycle.
  iv. Another reference to FAQ, displayed in an accordian format.
- Project Build.
  i. Form is split out into relevant sections. With a progress meter at the head of page.
  ii. Preview of project summary (landing page display), updates to display final design as details are entered into each form field.
  iii. Options to save or discard changes are appened in a fixed footer, that is available when scrolling the form. - Great for changing just one element of project.
- Contributing / Pledge.
  i. Accountability clause displayed.
  ii. Quick reference to FAQ, displayed in accordian format. Once again.
  iii. List of pledge options, with a detailed description of associated reward.
  iv. Once pledge option is selected, a CTA button prompting next step is appended to a footer, fixed to bottom of viewport.

Cons:

- Sign up requires user to confirm both password and email address fields.
- On blog page, the subscribe link is very discrete and easily missed. At first the RSS symbol did not appear. Leading to further discretion.
- Only the landing page has been designed with smaller devices in mind. Pages such as starting a project would require pinch zooming, or are otherwise difficult to use.

Summary:

Key points to take away from this analysis,

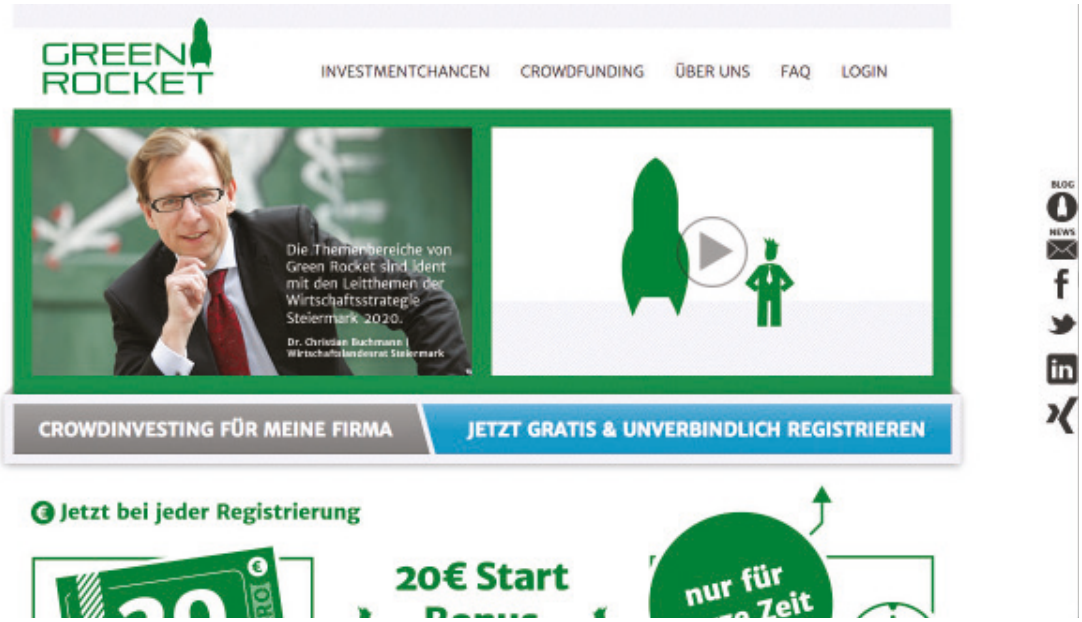
The content provided to the user should be very informative, and where possible goal-driven. This is also apparant for content that the user is prompted to enter, the user should be presented with appropriate contexts for the goal in mind.

A strength that this website displays, is allowing a certain portion of the content delivered to be managed by the user. Granting them control on how they interact with the application. Essentially fine tuning their experience to their needs.

Areas that lend themselves for improvement, are that the users should only be prompted for information that is required, and that it should be achievable in a timely fashion. Taking special note, on entered data that is doubled up for no apparant reason.

A mandatory task in this era of application development, is to invest time, thought, and careful planning into providing an intuitive experience for more devices. Such as hand-held electronics.

GREEN ROCKET - WWW.GREENROCKET.COM



Pros:

- FAQ section is available from main navigation.
- Nice design, that is supported on every page. There is even a “Green Facts” and “Rocket Facts” on projects’ descritpoins. Icon also supports the “space” theme.
- There are a video and an infographic to explain how to use the website.
- Main, side and footer’s menus are comfortable in use.
- Real time counter for projects.
- Very nice and professional looking color scheme.

Cons:

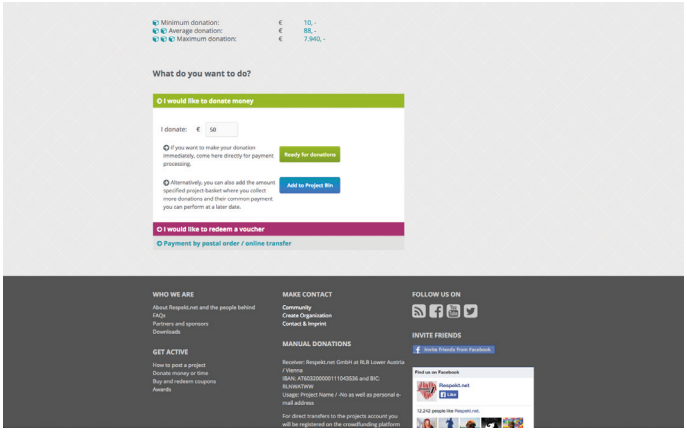
- Website is not responsive.
- There is no mobile version of the website.
- Not obvious blog post structure.
- Not very useful projects scrolling structure, and it's shifts the main emphasis from projects.
- Too many blocks of diffenerent kinds of information on the landing page.

Summary:

This is the biggest Austrian lending platform for business ideas. The structure of navigation is great and it is very easy to orient throughout the website. Icons related to space (rockets, planets, cosmonauts) are captivating and add the structure of gamification.

From the other hand, though website creators spent a lot of effort to meet desktop users requirement but didn't think about mobile users. It is almost impossible to use the website on mobile.

RESPEKT CROWDFUNDING - WWW.RESPEKT.NET



Pros:

- Support and Submit Projects prompts located in the header are visible at all times.
- Fan this project option.
- Big green CTA buttons.
- Register account via facebook.

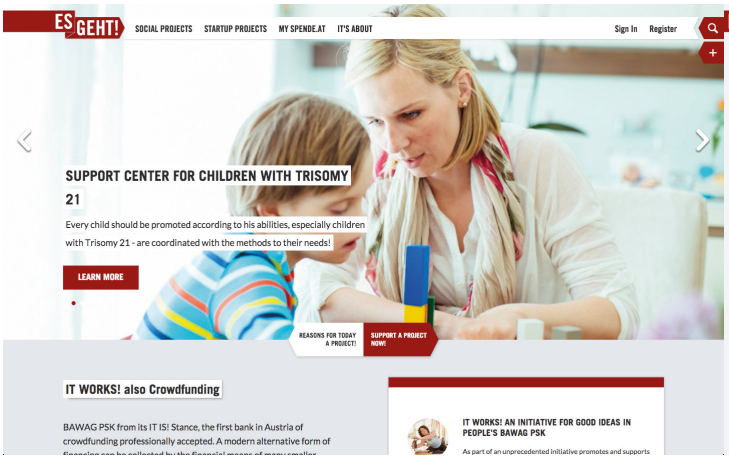
Cons:

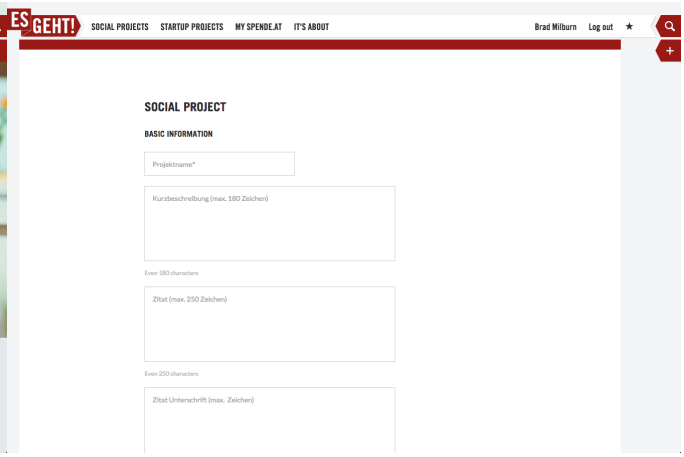
- Lots of symbols underneath Project description doesn't make immediate sense and are confusing.
- Project Overview is layed out narrow.
- Not much effort was put into making the registered user backend dashboard. although the functionality is good.

Summary:

It is wise always to have two of the main CTAs (to create a project and to donate) in the main navigation menu in the header so wherever users are on the website they can rich them in one click. But the structure of project description icons is really confusing and excessive which can confuse pledgers and stop them from donating.

IT WORKS! CROWDFUNDING - WWW.CROWDFUNDING.AT





Pros:

- Website is responsive
- Clever use of main red colour, which leads the user's eye to key components of site.
  i. Call to action buttons.
  ii. Navigation actions.
  iii. Helpful, and supportive information.
- "Support with share" button seems to be an effective call to action for sharing.
- Landing page contains documents for addressing user's queries.
  i. Frequently asked questions.
  ii. Check list for creating a project.
  iii. Success stories.
- Projects are beautifully aligned on a landing page.
- Continuity in functionality.
  i. Able to move through projects with same functionality as presentation slider.

Cons:

- Some icons (like the one for register as a new user) are not self-explanatory enough, so not experienced users could be confused and lost.
- Confusing progress circles with numbers increasing 100% (e.g. 194%).
- Form layout is very large with a lot of unecessary whitespace.
  i. Would benefit from a layout that supports step through sections, keeping the user focused on each context.
  ii. Using a step through layout, would allow for better feedback, such as a progress indicator / gamification.
- User registration.
  i. Requires too much information from the user.
  ii. This keeps the user in the context of the form for too long. Which is proven to lead user's astray.
  iii. Alot of this extra information can be captured in a dashboard feature at a later time.
- Pagination for a carousel on the landing page is in white color and because of that in can be seen on two of the carousel's background photos.
- Images on project tiles on the landing page are not clickable.

Summary:

Key points to take from this analysis, are that the content displayed to the user should be informative. There a alot of elements to this website, that create confusion aswell as lending themselves to loss of readability. Strengths of this website, is a good use of design supporting theories such as user eye movement, and content heirarchy. The design and layout of this site displays strengths in mobile and tablet presentation.

SUCCESS CRITERIA

The underlying criteria upon a successful launch of this web application are as follows:

User account creation / management:

A user must be able to easily identify the link to registering with the web application and creating an account. This is the case for all devices, such as mobile, tablet and desktop. For returning visitors, functionality for logging into an account should be present in this context.

Creation of an account, will prompt the user for details only of which are neccessary, and for which the user will feel comfortable disclosing to us. Helpful feedback should be provided to the user, in the case of incorrect data or missed requirements.

The user should be provided with the knowledge that creating an account with the app, forms an agreement that the user accepts the Terms of Use, and Privacy policies. These documents will be available to the user, via links on the account creation page.

Once logged into their account, the user will have access to their dashboard. This will contain functionality for managing their profile details, managing and viewing any projects that the user has favourited, projects that the user has pledged to, and any projects the user has created, or has partly created (pending submission).

The dashboard should also offer functionality for managing any email subscriptions the user has signed up for.

User Account Dashboard:

A registered user will be able to manage their profile, from within the dashboard.

Here a business user will be able to upload their corporate logo. Guidelines for image requirements will be provided. Along with helpful feedback, in the case of error or unsupported format. Public user's can expect the same functionality for avatar's.

Additional user information such as an address and contact details can be submitted from within this context.

Along with the ability to manually change account information, a secure password reset will be provided. This action will prompt an email process, similar to functionality for a 'forgotten password' request.

Managing and viewing projects. The projects overview in a user's account, will be displayed in a categorised format.

Favourited projects - This will provide a group of projects that the user has favourited from the web application. Each project will display it's title, short description, amount funded, target amount and time remaining. A call to action to 'pledge to project' will be provided for each project in this group.

The user will have the functionality to 'un-favourite' a project. Essentially removing it from this group.

Pledged projects - This category of projects, will be a group of projects the user has made a pledge towards. It will display the same basic information, with an addition of feedback that the user has contributed to this project, along with the amount pledged.

User will be provided with the ‘pledge to project’ call to action, for further contributions. Functionality to un-favourite, and to remove from list will also be provided.

Each category group, will also display projects that are currently live, and projects that have expired. Expired projects will display feedback of their status. Successfully funded, partially funded.

Project Creation:

Users who are using the web application as a platform to create a project, will have access to information about KuJ, FAQ, and a comprehensive guide to how the crowd funding platform works, inlcuding advice for creating a successful campaign.

Creation of a project will be split into tasks, that keep the user involved in one context at a time. Form's will show progress, and provide helpful feedback where required.

A user will have the ability to display a preview of their project, before finalising and pushing the project on to submission/approval.

Viewing projects / Contributing:

A user will be able to view a summary of projects from the landing page. These projects will be presented in a short descriptive manner.

Each project can be viewed in larger format, providing the user with all information related to the cause, and the recipient in need. Here the user can expect their options for making a pledge to the project. Each option will be described in detail, to include any rewards that may be associated with the amount to pledge.

A user will expect the web application to handle the process of payment in a secure and trustworthy manner. At every stage of the payment process, the user should not feel mislead or confused. The web application will provide clear information, and be as transparent about the process as possible.

SEO STRATEGY

As part of the SEO strategy, this web application will be submitted to Google Webmaster Tools following the final completion of the project, and just before transferral to a completely live server.

This will ensure that the website is not tracked or indexed by Google during our phase of development.

It also ensures, the correct and final content has been inserted and has been formatted with appropriate titles, keywords, and well constructed paragraphs, that fully optimize the capabilities of Webmaster Tools and how the website is returned in a Google search for appropriate and desired keyword searches.

An Analytics API key will be constructed, and inserted into the relavant pages that require this functionality.

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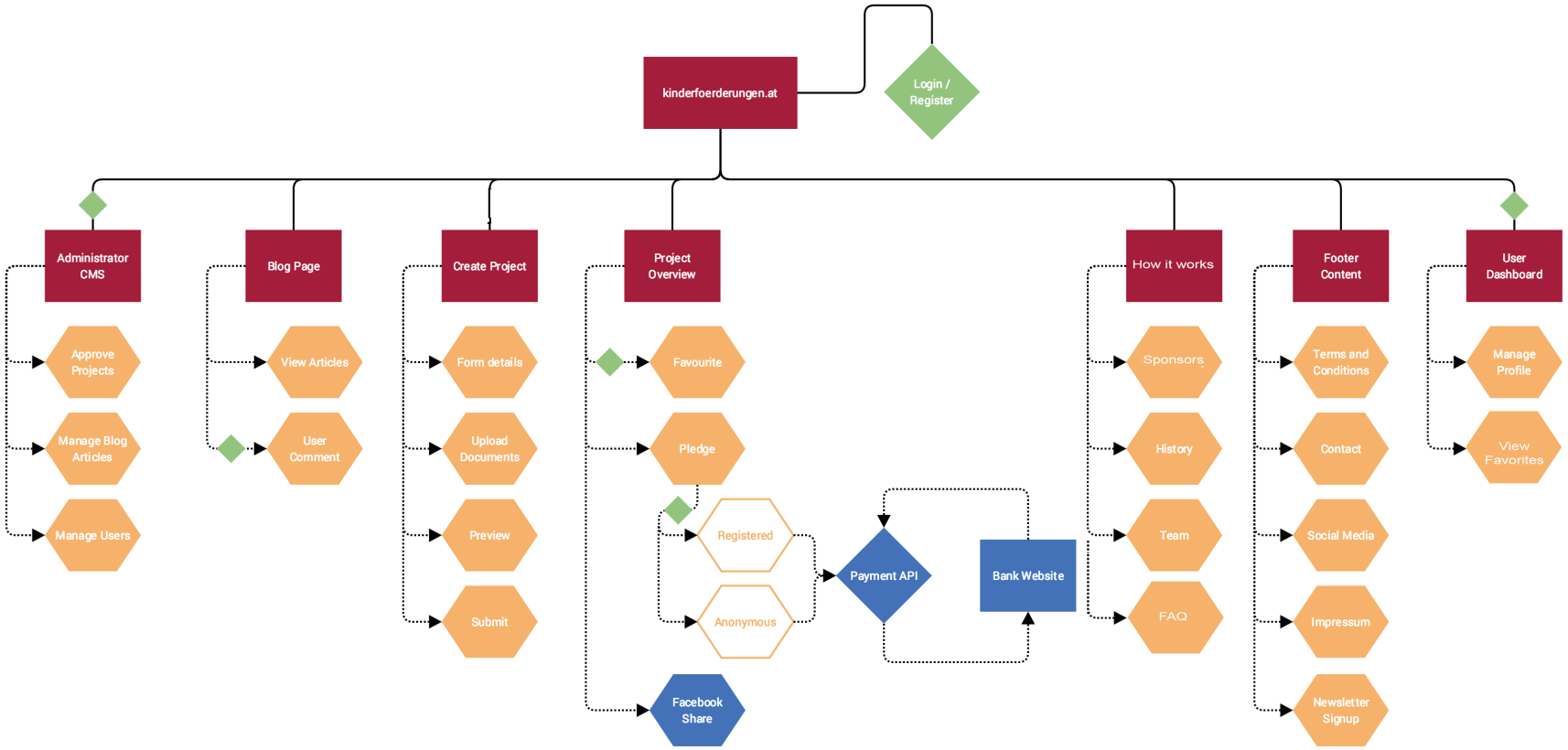
WEBSITE SITEMAP



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DESIGN DEVELOPMENT

You want the website to look professional and trustful for businesses from one hand and you want it to have obvious children orientation from the other hand. We propose the strategy with having a very happy and colorful logo while keeping the whole website strict precise and laconic.

Logo design:

Old logos which You want to change:

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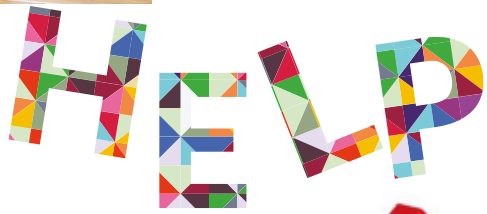
Mood Map



Andrei Kainer
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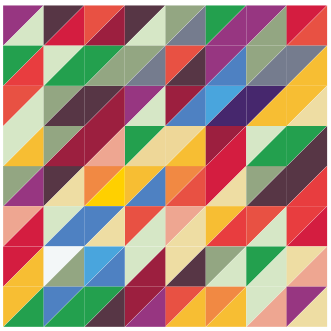
Brad Milburn
bradmilburn.me

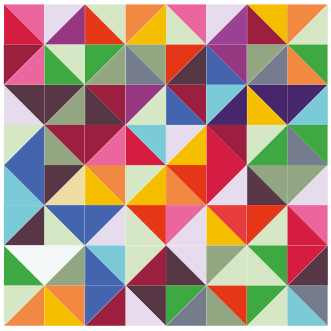
Olga Smirnova
olgasmirnova.co.nz

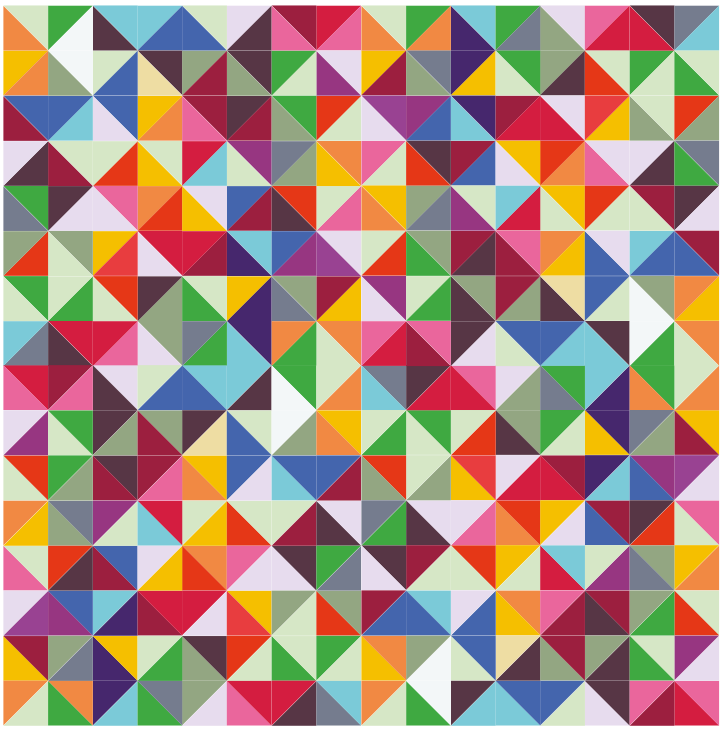
We've chosen the pattern instead of solid/gradient color. We believe this can represent the idea of common/group/comprehensive action, like each participant brings it's own little block to create the whole structure altogether as a result.

Shape variants for logo:

- a star
- two kids



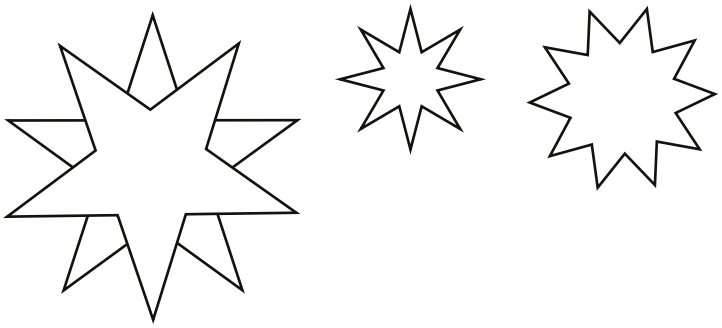




1) **Star**.

Colorful clean logo which broadcasts a happy feeling. Everything related to children (as clothes, dishes, toys etc) are commonly have the same bright colors mixed together to symbolized positive emotions.

Star has a lot of cool variants of animation, say for hover effect.



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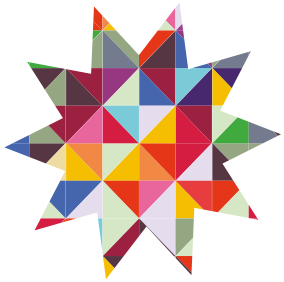

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Kinder- und Jugendförderungen

Kinder- und
Jugendförderungen

Kinder- und
Jugendförderungen

Kinder- und
Jugendförderungen

Andrei Kainer
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Olga Smirnova
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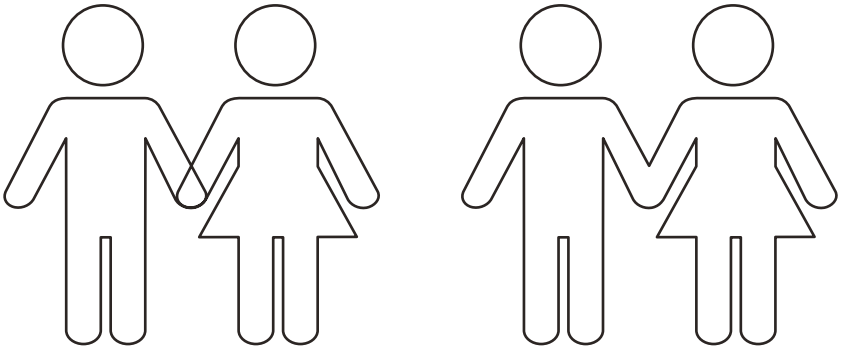
2) **Two kids.**

Colorful trustful logo which broadcasts a family feeling and the desire to protect. Everything related to children (as clothes, dishes, toys etc) are commonly have the same bright colors mixed together to symbolizes positive emotions.

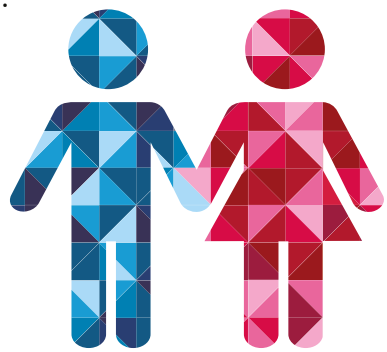


1. Colorfull variation.

2. Variation in a parent company colors.

1.

2.



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Kinder- und Jugendförderungen

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Kinder- und
Jugendförderungen

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Kinder- und Jugendförderungen

Style tile: version 1.0
page 1

Possible Colors

Textures

Eng

Adjectives

smooth
clear
user-friendly
structural
CLEAN

Typography

This is the main header
Dosis, extralight

I'm a subtitle.
Playfair Display, bold italic

This is the main font for all text. Project description, terms and conditions "How Does It Work" section and so on.
Dosis, light (increased letter-spacing)

→ *Text link*
Playfair Display, black italic

Buttons and Icons

Main Button

Secondary Button

Secondary Button

Dosis, medium

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Kinder- und Jugendförderungen

Style tile: version 2.0
page 1

Possible Colors

Textures

Eng

Adjectives

CLEAN

easy

Professional

Intuitive

user-oriented

Typography

THIS IS THE MAIN HEADER
Montserrat, light

I'm a subtitle.
Lato, light italic

This is the main font for all text. Project description, terms and conditions "How Does It Work" section and so on.
Lato, light

→ *Text link*
Lato, italic

Buttons and Icons

Main Button

Secondary Button

Secondary Button

Lato, regular and italic

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Kinder- und Jugendförderungen

Style tile: version 2.0
page 2

Project Tiles

Project Name

Short description in one or may be two sentences. Another sentence.

$2200 donated $2200 in need

FINISHED

→ Read more

Project Name

Short description in one or may be two sentences. Another sentence.

$2000 donated $2200 in need

2d : 12hr : 33min

→ Read more

Project Name

Short description in one or may be two sentences. Another sentence.

100%

$2200 goal reached

FINISHED

→ Read more

Project Name

Short description in one or may be two sentences. Another sentence.

$550 donated

25%

$2200 in need

2d : 12hr : 33min

Main Button

→ Read more

DESIGN SELECTION

Provided here is the research and documentation of the elements which comprise the design brief. This will outline how the web applications content is delivered to the user.

Font Selection:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For general text copy, such as paragraphs in project descriptions, blog articles, and any supporting documents presented to the user. The font selected for use, is Lato by Lukasz Dziedzic.

This font is sans serif, that encompasses many strong attributes for lengths of reading. Characters of this font, have a consistent stroke width, large open counters, and a tall x-height.

Along with a good x-height, the tails of ‘b’s and ‘h’s for example line up well with the tittle of a lowercase ‘i’. This forms a straight line, for the ceiling of a fontcase. Along with the line that follows along the top of each characters x-height. This trait ensures, the user reading the copy has a straight path from the left to right of a paragraph.

Lato has proven legibility at different screen resolutions, which is detrimental to a user viewing the web application on a mobile or tablet device.

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ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Montserrat for Headings

Montserrat for NAVIGATION LINKS and Call to Action

For titles, headings, navigation links, and call to actions. The font selected for use is **Montserrat** by Julieta Ulanovsky.

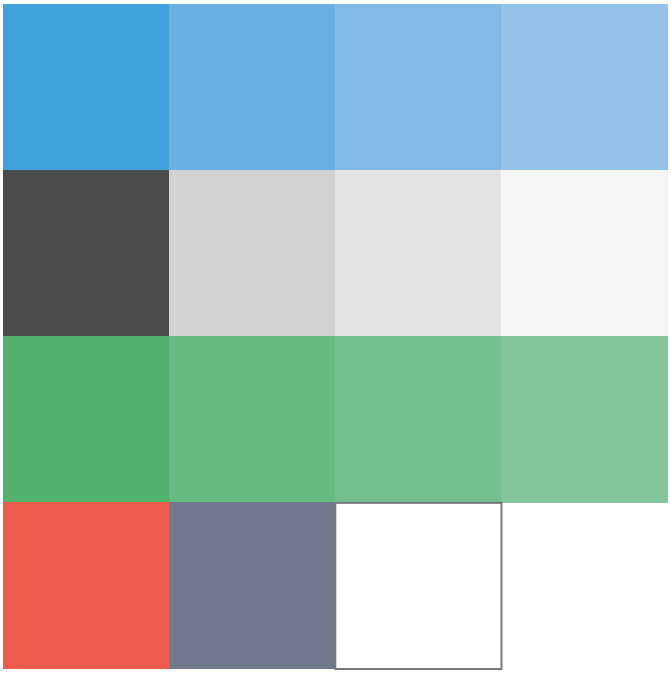
Montserrat provides a strong characteristic that demands attention. It has a much wider character size, which promotes it's bold presence.

These traits work well for elements of the web application which require an action from the user. Montserrat is also a sans-serif font, yet it has it's own distinct features. This will allow the font to pair with Roboto, without creating too much of a contrast.

Montserrat is also a font available from Google. It is open-source, and holds a free license for use in web application's.

Colour Scheme:

Here is the colour palette chosen for the web application. Documented is a description of what the colour represents, and the task for which the colour has been chosen for. Research into colour psychology and theory has proven that a user's opinion about a product takes a mere 90 seconds. And 62% - 90% of that interaction is determined by the colour of the product alone.



- The colour blue, has been chosen as the main branding colour for the web app. Blue has been proven to invoke emotions of trust, security, loyalty and peace. Blue is also a colour most preferred with people, and rates among both genders as a favourite colour.
- The charcoal grey colour has been chosen for displaying text. It offers a constrast that promotes good readability. The light shades of grey can be used in conjunction with white for background appearance.
- The colour green, is associated with emotions of growth, balance, harmony, and prosperity. Green also serves as a colour for action. It stands out and is remembered. This colour will be used for primary call to actions.
- The colour orange, will be useful for secondary actions. Theory behind this colour suggests emotions of action, urgency, and haste. Along with warmth, and kindness.

WIREFRAMES

*Please be aware this is not a complete website design. It's just the wireframes for website content. Fonts and colors used for buttons, icons, etc are just placeholders.

Landing Page:

1) Main menu includes logo with company name, search option, language option, main navigation ('Contribute', 'Create Project', 'How Does It Work' pages) and account options ('Log in' and 'Register' CTAs). On mobile version main navigation and account options hides in a drop-down/sliding from aside menu, humburger button appears.

2) Account options for registered users and those who aims to register.

3) Carousel with pagination on the bottom. It has four photos, each with different text and CTAs:

- One sentence website statement with no CTA
- Sentence about sponsors with CTA leading to Sponsors page
- Sentence about blog with CTA leading to Blog page
- Sentence about successful project from the past with CTA leading to 'How Does It Work' page.

4) Current projects section. If the page contains a number of differerent sections, than each section separated by horisontal line and section title.

5) Project tiles. Six current projects displayed by three in a row on desktop view and just one by one on mobile view. Each has CTA leading to the full project description page.

6) Sponsors logos. Logos changes with a time interval.

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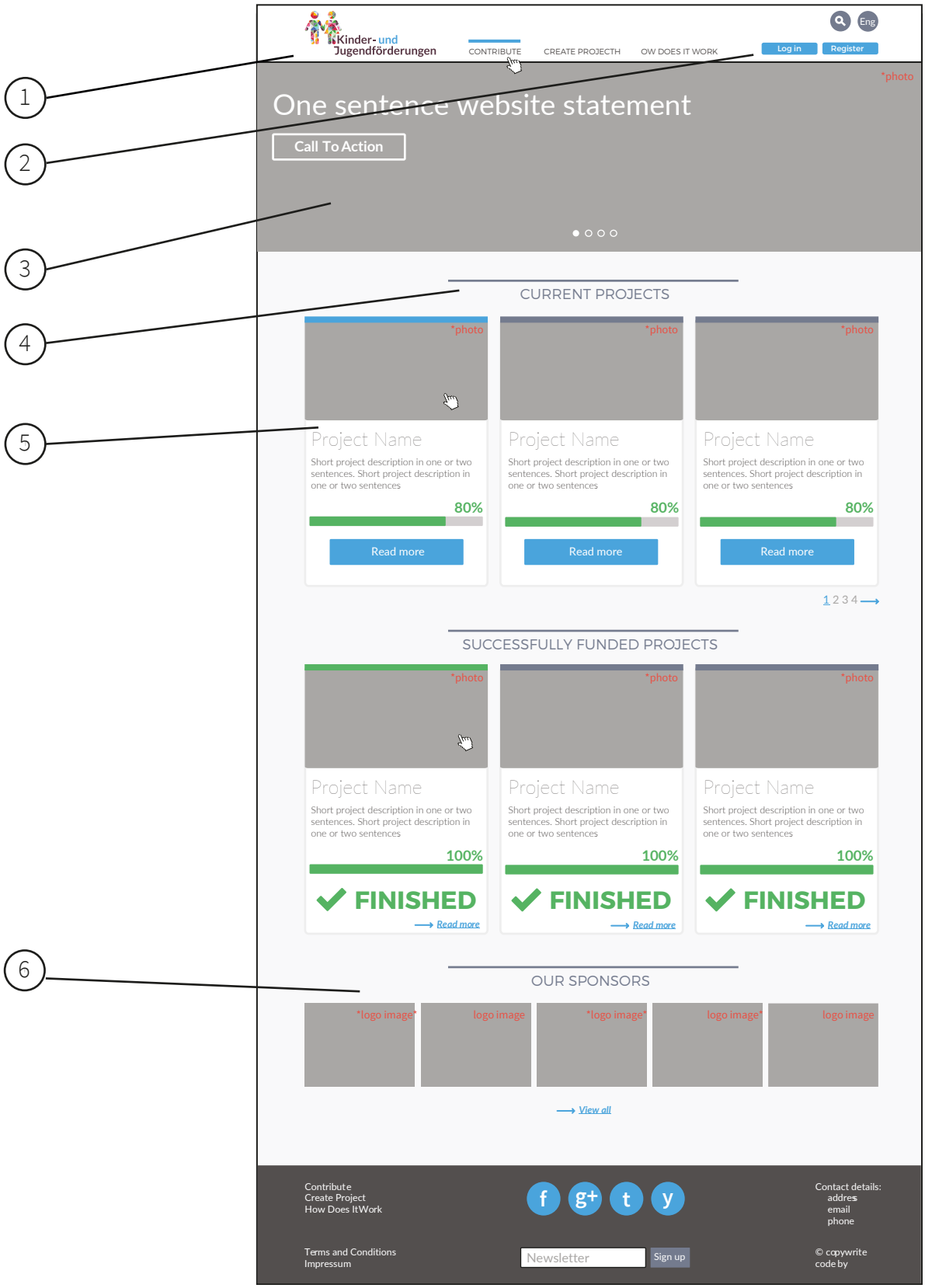

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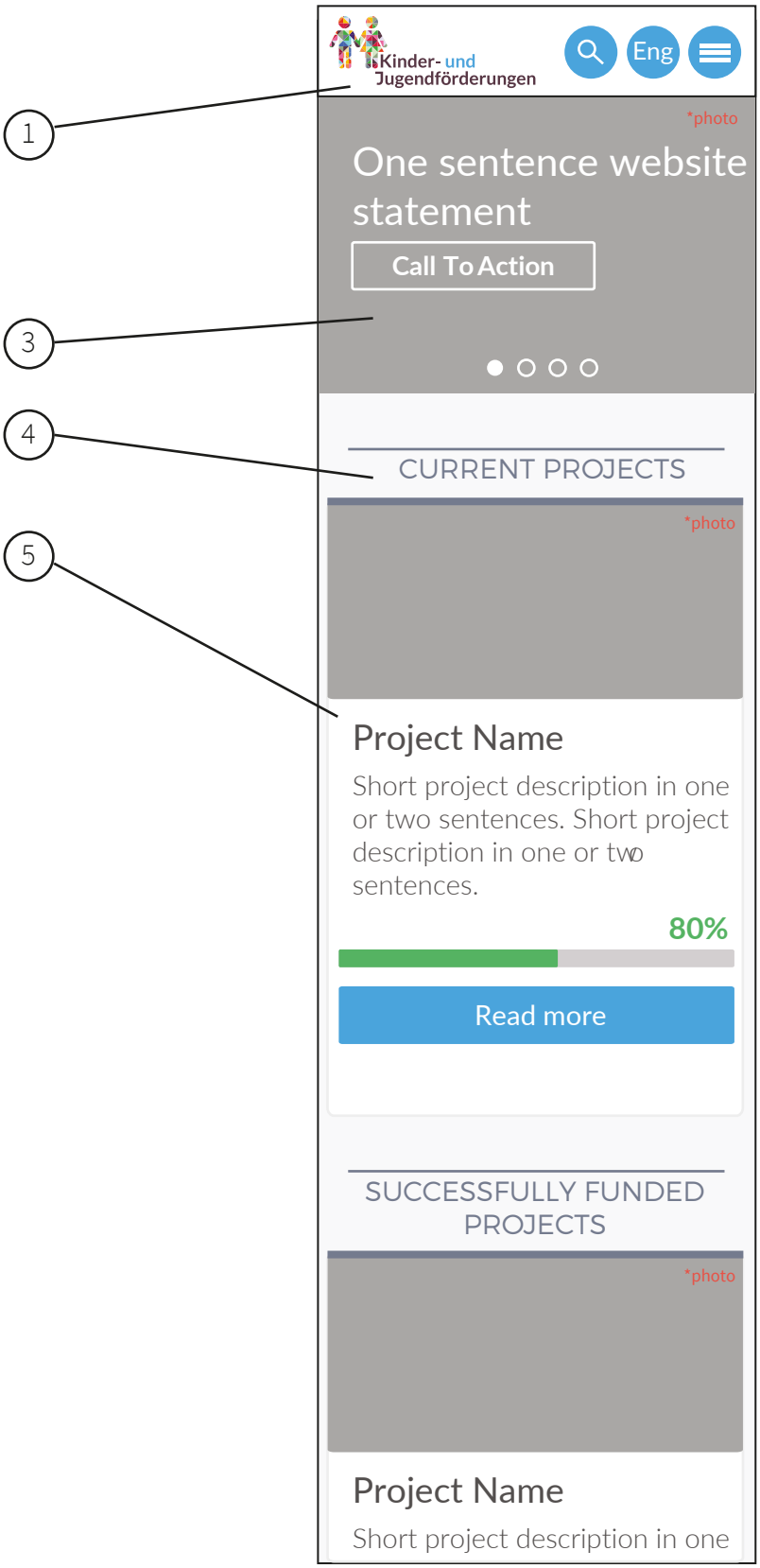
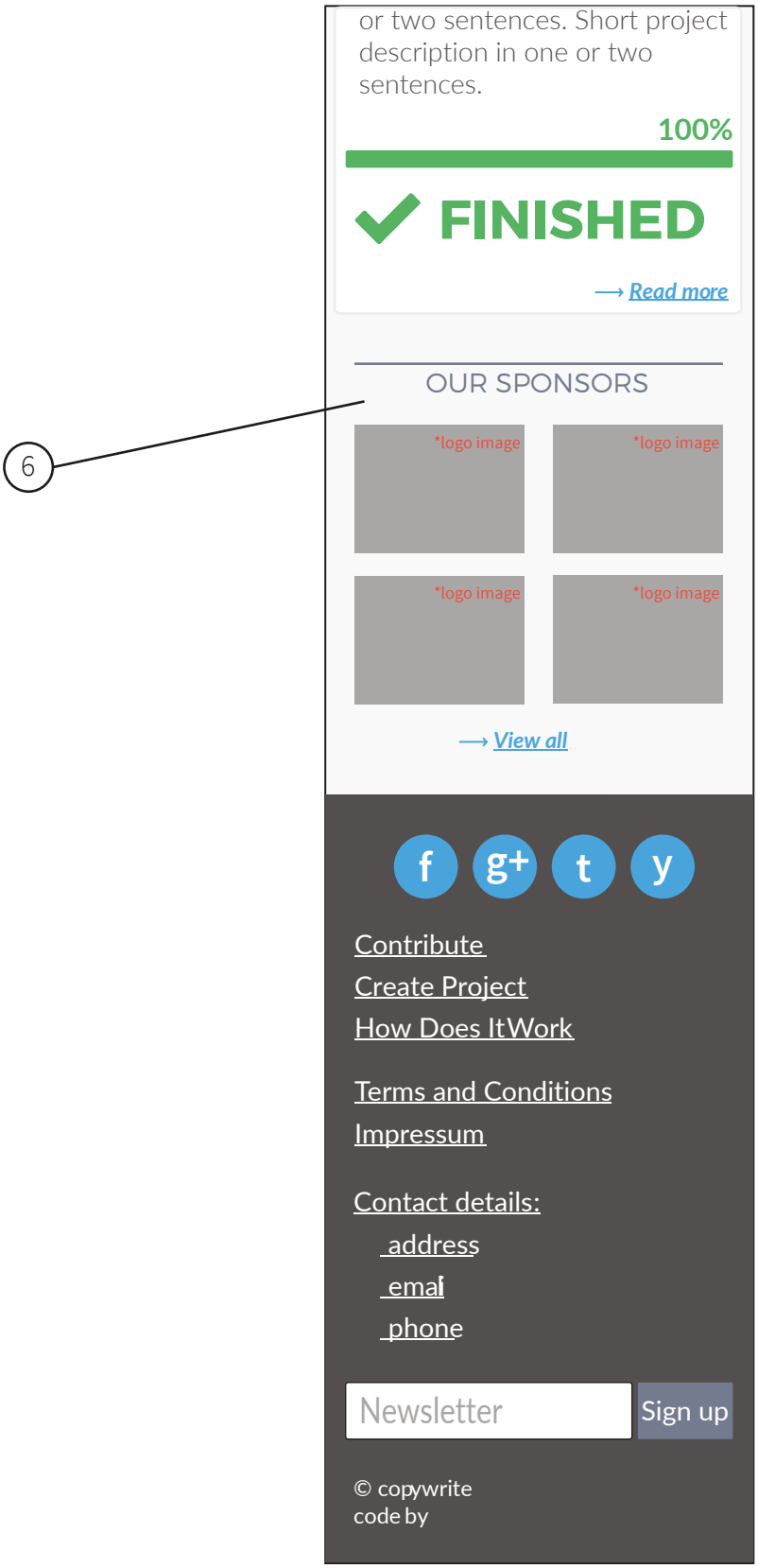

1
3
4
5
Kinder- und Jugendförderungen
Eng
*photo
One sentence website statement
Call To Action
CURRENT PROJECTS
*photo
Project Name
Short project description in one or two sentences. Short project description in one or two sentences.
80%
Read more
SUCCESSFULLY FUNDED PROJECTS
*photo
Project Name
Short project description in one


or two sentences. Short project description in one or two sentences.
100%
FINISHED
Read more
OUR SPONSORS
*logo image
*logo image
*logo image
*logo image
View all
6
f
g+
t
y
Contribute
Create Project
How Does ItWork
Terms and Conditions
Impressum
Contact details:
address
email
phone
Newsletter
Sign up
© copywrite
code by

Project Page:

1) **Carousel** with pagination on the bottom bar. We recommend to put pagination symbols with 'Back' and 'Next' buttons to the separate bar in order to all of this content always remain readable (because no one can predict the colors of photos and pagination content could blend with it).

2) **Countdown timer**. Counts time remainig to project's dead line.

3) **Donation options/plans**. As for desktop view, these options are placed on the top of the section with information about project. At the end of this section 'Back to Top' button appears to make it easier for user to come back to 'Donate CTA'.

On mobile view, we put them on the end of section, in that case if the user decides to donate there is no need for him/her to scroll the page up to find 'Donate CTA'.

4) **List of sponsors** who took part in this project.

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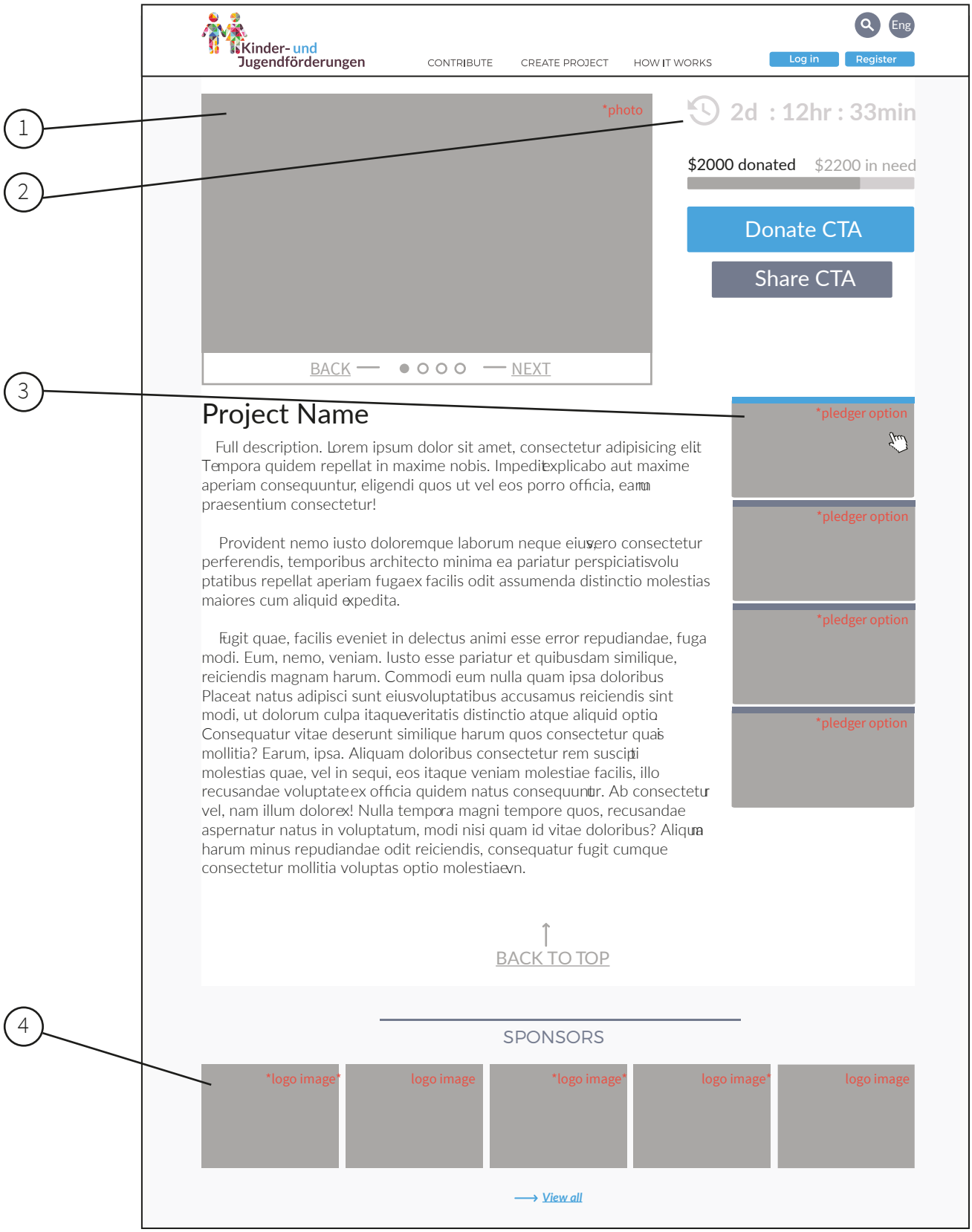

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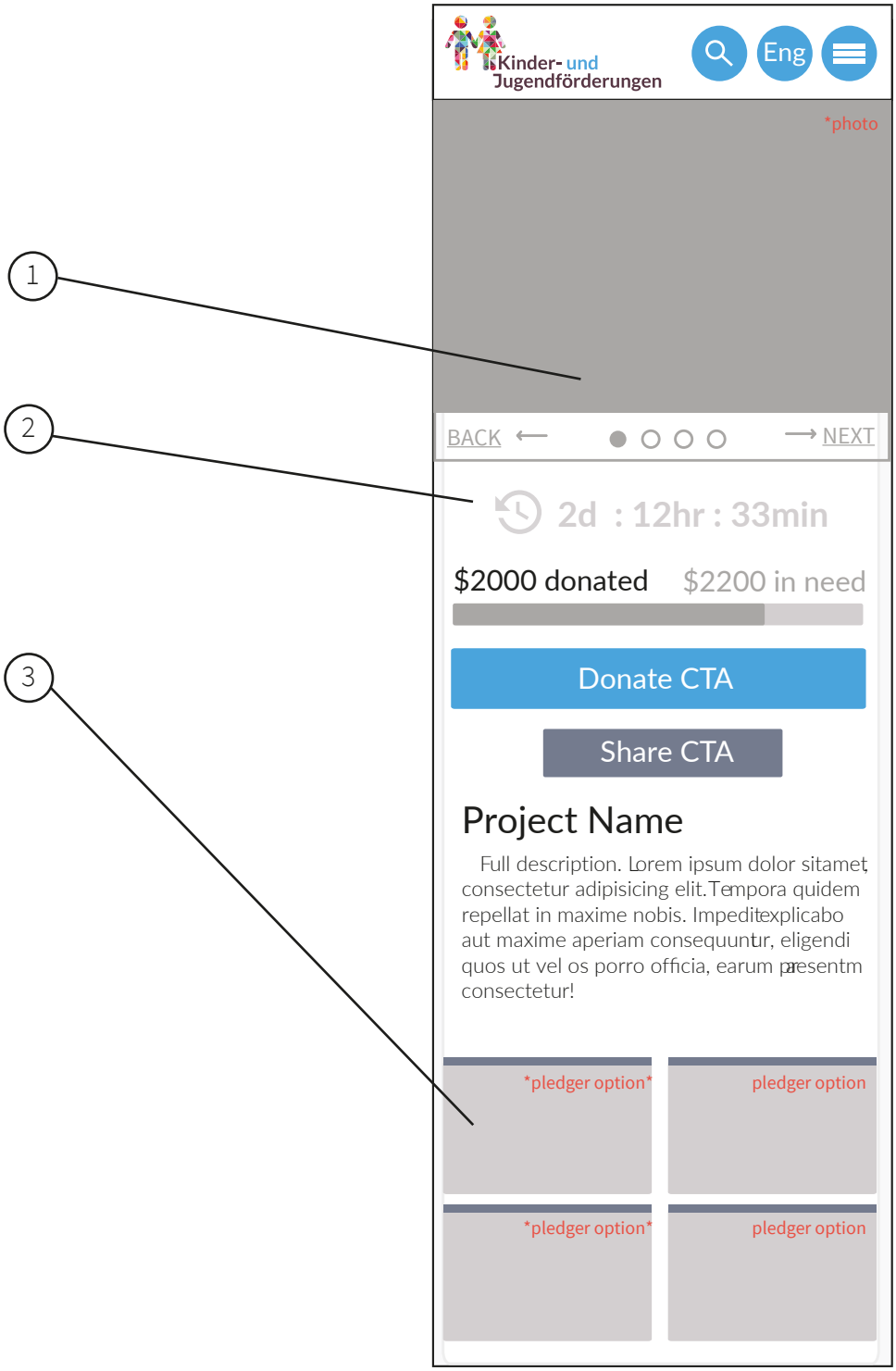

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Create Project Page:

1) Feedback to show current context.
2) Feedback to show successfully entered sections (error free / validated).
3) Feedback to show invalid input. Helpful message to inform user.
4) Additional feedback on state of input data. Focused (blue), correct (green), incorrect (red).
5) Descriptive input area for images/files as opposed to standard HTML element.
6) Displays preview of image before submitting form.
7) Helpful resources to aid user in completing the form process.

8) Mobile view offers a pre-cursor page for setting the title of the project, and a chance to read over the tips and FAQ before continuing.
9) Large, obvious call to action. Signalling the next desired action.
10) Mobile 'tap' to move back and forward through sections of form.

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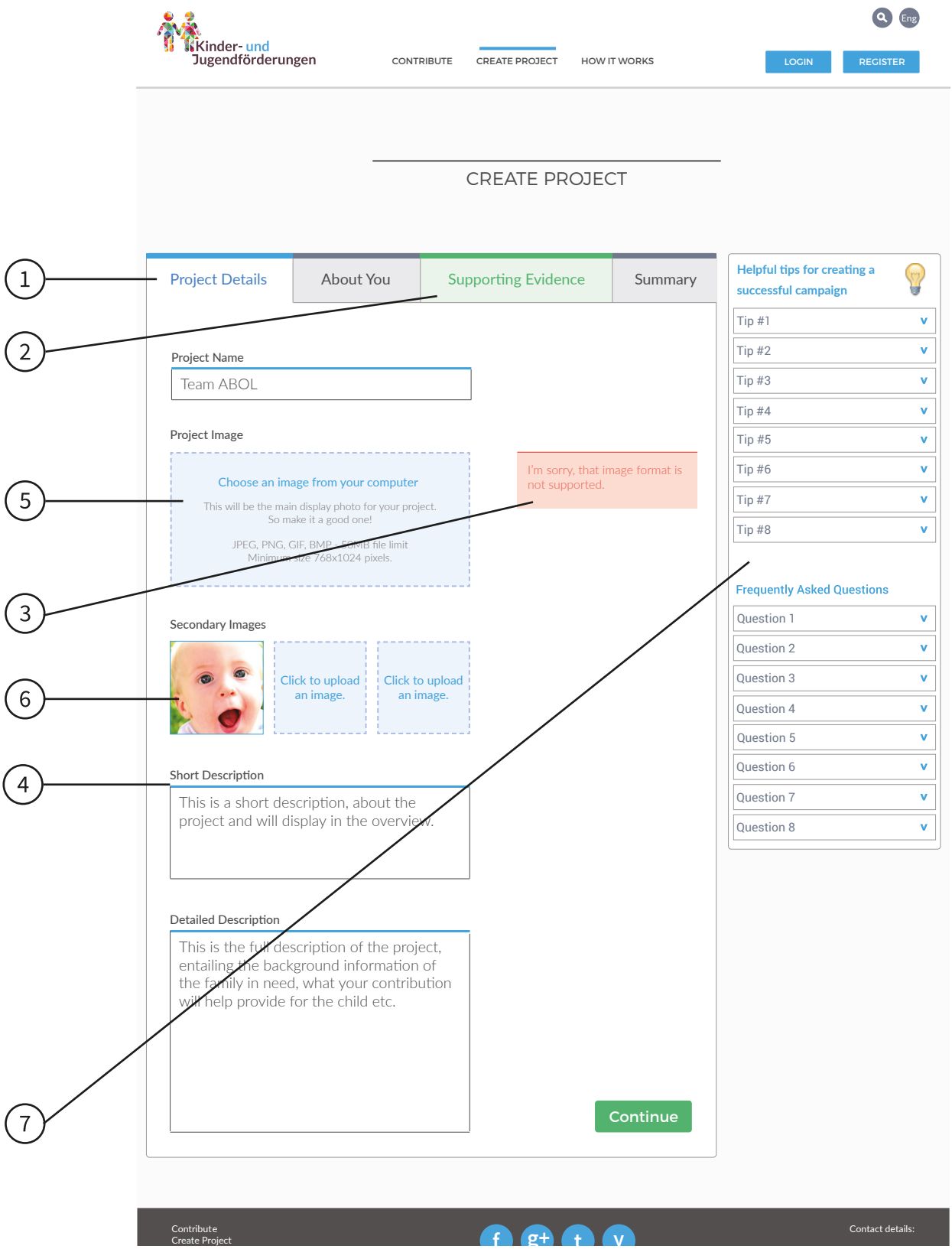

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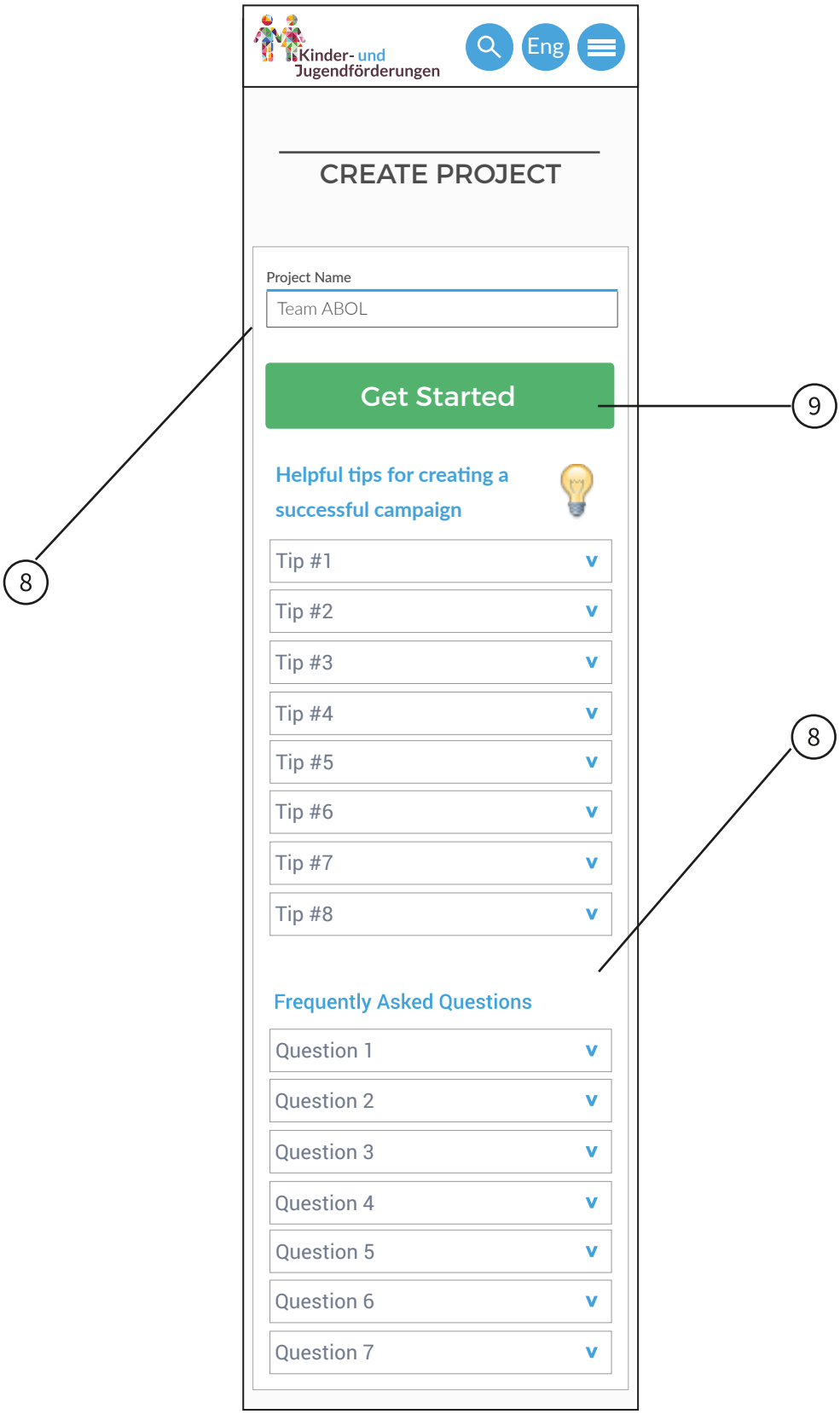

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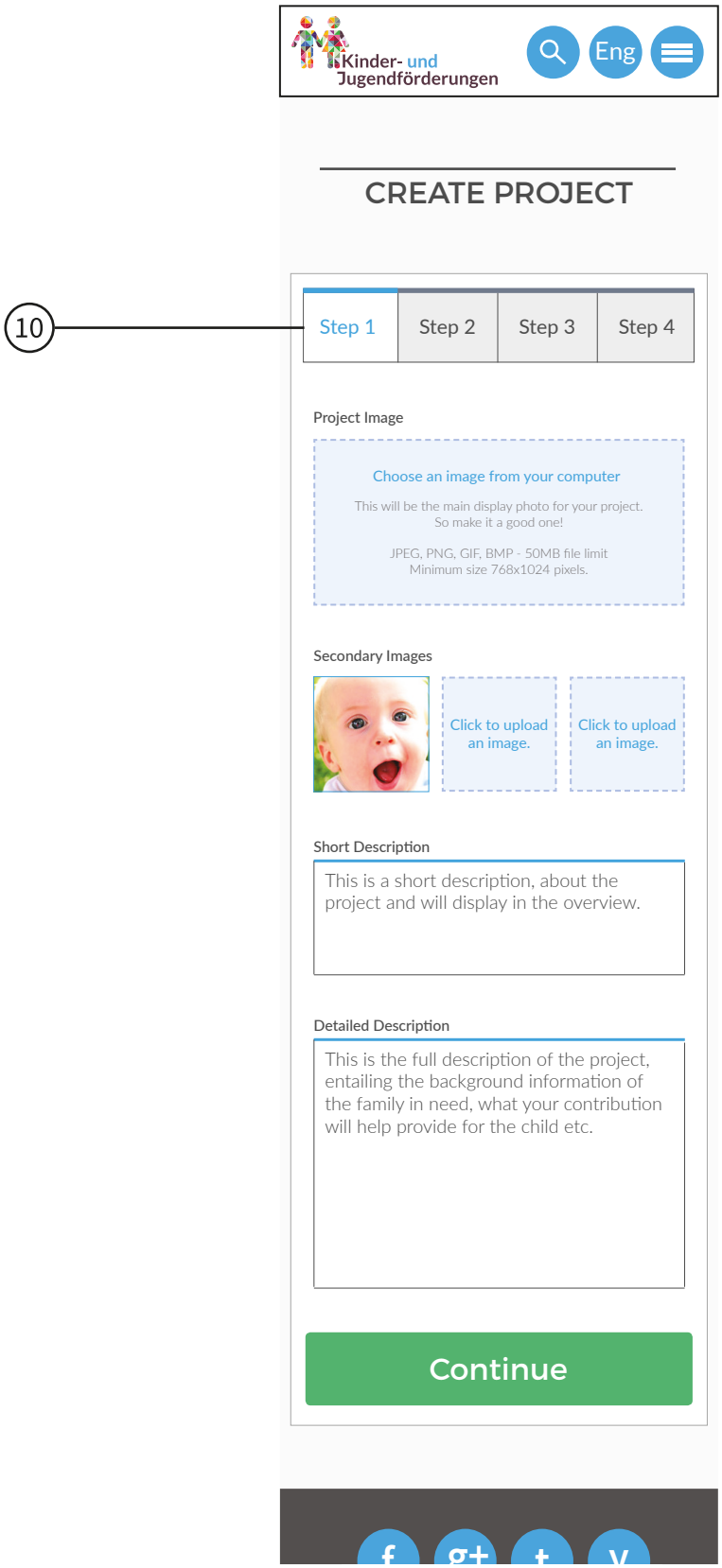

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REQUIREMENTS AND COSTS

REQUIRED CONTENT

Here is an outline of the content we require for the web application. This content should be provided in a format specified by our party in the contract provided.

A deadline is provided for the required content, as this is essential for us in meeting our own goals while in development.

- How it Works
  1. An overview of the process / life cycle of a project. Information for users contributing to projects. Company profile, and any business related information. These should be well formatted paragraphs and limited to no more than 80 - 100 characters.
- FAQ
  i. A list of common questions that arise while creating a project for funding. These should be provided as a list, with the correlating answer for each question. Please ensure each question and answer are succinct and well formatted.
- Project Creation Guidelines
  i. This content is the resource for user's who will be creating a project for funding. It should cover in detail the requirements for supporting evidence. Included in this content should also be some helpful tips for creating a successful campaign. A formatted list of questions and answers will be useful for displaying with the application form. Again please ensure these are as succinct as possible.

- Terms & Conditions
  i. The formal document, for all terms and conditions of using this web application. Ideally this document will be summarised into no more than one A4 paper.
- Impressum
  i. The formal document, for the company imprint. This should include the privacy policies. Please ensure this content is formatted and highlights the necessary facts and information. This content will be used to display it's own static webpage.
- Image Slider (landing page)
  ii. High resolutions stock photos, that will be optimised for web transfer. Licenses and copyright should be addressed as per the contract agreement. These photos should be wide and preferably have no faces or any other objects on a left side (please, have a look on the examples below).

- Corporate Sponsors
  i. High resolution images (if possible) of existing corporate sponsors.
- Photos of team members ('About us' page)
- Photos for current projects

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PROJECT TIMELINE

	STAGE OF PRODUCTION		DUE DATE / DEADLINE
1	INITIAL CLIENT PROPOSAL	▸	27/03/2015
2	FUNCTIONAL SPECIFICATION DOCUMENT REVIEW	▸	24/04/2015
3	REQUIRED CONTENT SUBMISSION	▸	24/04/2015
4	1ST WEBSITE REVIEW (TEMPLATING)	▸	08/05/2015
5	FINAL DELIVERY	▸	15/05/2015
6	POST PRODUCTION DOCUMENTATION	▸	15/05/2015
7	FINAL TWEAKS AND HAND OVER	▸	22/05/2015

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PROJECT COST

	DELIVERABLES		INVOICABLE AMOUNT
1	WEBSITE PLANNING AND DOCUMENTATION	▸	$2,500
2	FUNCTIONAL SPECIFICATION DOCUMENT	▸	$2,500
3	DEVELOPMENT	▸	$9,600

TOTAL AMOUNT INVOICABLE	
TOTAL COSTS	$14,600
PLUS GST 15%	$2,190
AMOUNT INC GST	$16,790
DISCOUNT	-$16,790
AMOUNT TO INVOICE	$0

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WHAT'S NEXT

To proceed with this project You are required to take the following steps:

- Accept the proposal as it is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
- Finalize and sign an attached contract.
- Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project with a kick off meeting to introduce relevant personnel and begin preliminary project activities.

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CONTRACT

Between us ABOL and you KINDER- UND JUGENDFÖRDERUNGEN.
Please contact us for details if you have questions regarding this contract. No work will begin until:

1. We have both signed the contract and each have copies of it
2. KINDER- UND JUGENDFÖRDERUNGEN has received the first half of the agreed upon payment.

Agreement for web design and development:

We will always do our best to full fill your needs and meet your expectations, but it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong. What we do want is what's best for both parties, now and in the future.

So,
You KINDER- UND JUGENDFÖRDERUNGEN, located at MÜHLHOFSTRAßE 3/2/12 2524 TEESDORF are hiring us ABOL located at 3 CITY ROAD 1010 CBD AUCKLAND NEW ZEALAND to design and develop a web site for the estimated total price of NZ$16,790 as outlined in the Website Proposal.

1. Authorization

The Client, KINDER- UND JUGENDFÖRDERUNGEN, authorises ABOL (herein referred to as the the "Company") to develop a website for KINDER- UND JUGENDFÖRDERUNGEN (at referred to as the "Client") for the domain kinderfoerderungen.at. The Client authorises the Company to access Client's web host server to upload and download files as needed

from the Client directory for the purposes of creating a website. The Client authorises use of Client's logo and all brand identification (if the Client have got it) in the creation of the website. The Client also authorises the Company to submit Client's site to search engines and to any other directories requested by the Client for marketing purposes. If necessary, the Client authorises the Company to purchase a domain, stock photography, and any other services or materials required for the express purpose of the creation of the Client's website.

2. Fees

Fees for website service are NZ$16,790 in total. Before The Company will begin work on the website, Client must sign and return this contract with the initial payment of half of the total estimate quoted below. A final bill will be mailed to the Client upon completion of the project.

3. Estimate

The following is an estimate for services to be rendered. The initial fee required for the Company to begin work is NZ$8,395. Final fees and expenses shall be shown when invoice is rendered. The Client's approval shall be obtained in writing for any increases in fees or expenses that exceed the original estimate by 10% or more. The Company will not proceed with any work that would exceed the original estimated total until receiving written approval from the Client for the new estimated total.

4. Payment Terms

The Client agrees to stick tight to the following payment schedule.

31st of March 2015 - first half of the fee.

15th of May 2015 - second half ot the fee.

Until payment is received in full, the Company owns the website design and any files created for the website. Once The Company has received payment in full, the website ownership is transferred to the Client.

5. Design

The Company creates look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use predominantly HTML and CSS so we do not waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (colour, texture and typography.) We call that “design atmosphere” or “style tiles”.

6. Accessibility, Usability, Cross-Platform Issues

The Company will do their best to make sites as accessible, useable, and cross-platform as possible. Client understands that some site features will cause a website to not meet these standards 100%. The Client understands that no website will look and function identically all browsers and operating systems and that any attempt to do so is doomed to failure.

6.1. Browser testing

Browser testing no longer means attempting to make a website look the same in browsers ofdifferent capabilities or on devices with different size screens. It does mean ensuring that a person’s experience of a design should be appropriate to the capabilities of a browser or device.

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), Mozilla Firefox and Opera. We’ll also test to ensure Microsoft Internet Explorer 10 for Windows users get an appropriate, possibly different, experience and we won’t test in other older browsers unless you

specify otherwise. If you need an enhanced design for an older browser, we can provide a separate estimate for that.

6.2. Mobile browser testing

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in:

- iOS: Safari,Google Chrome
- Android 4.x: Google Chrome and Firefox

We currently don't test Blackberry, Opera Mini/Mobile, Windows Phone or other mobile browsers. If you need us to test using these, we can provide a separate estimate for that.

7. Text content

We are not responsible for writing or inputting any text copy. If the Client would like us to write new content or input text for you, we can provide a separate estimate for that.

8. Copyrights

The Client represents that all website content including trademarks, photos, illustrations, audio, video, and written content provided to the Company are owned by the Client, or the Client has received explicit permission for use, and do not violate New Zealand or Austria copyright law. Client has also received permission from all individuals photographed to be shown on the web. Each person in photos going online understands that their face will be seen on the Internet. Any names and contact information placed on the website also have been provided with consent from each individual. The Client should supply photographs in a high resolution digital format. If the Client choose to buy stock photographs, the Company can suggest stock libraries. If the Client would like the Company to search for photographs for the Client, we can provide a separate estimate for that.

Client agrees to indemnify and hold the Company harmless against all claims, including but not limited to claims of copyright or trademark infringement, violations of the rights of privacy or publicity or defamation, arising out of use of the work.
When the Client's final payment has cleared, the Client will own the visual elements that we create for this project. The Company will give the Client source files and finished files and the Client should keep them somewhere safe as we're not required to keep a copy. We'll own the unique combination of these elements that constitutes a complete design and we'll license its use to the Client, exclusively and in perpetuity for this project only, unless we agree otherwise.
We love to show off our work and share what we've learned with other people, so we reserve the right, with the Client's permission, to display and link to theproject as part of our portfolio and to write about it on websites, in magazine articles and in books.*

9. Confidentiality

The Company understands that they will be working with confidential Client information and will only release this information to parties directly involved in website creation. The Client authorises designer to release information to third parties requiring access for site creation. This includes, but is not limited to, website and email address and passwords, trade information, and banking information should the Client request online shopping. Upon website completion, the Client will change any banking passwords the Company has had access to. If the Client chooses not to retain the Company for website maintenance, the Client will change ftp, email, and any other passwords the Company has had access to. The Client will hold the Company harmless should breach of security occur if the Client has not changed business passwords.

* According to an agreement the Company has with ACG Yoobee School of Design, ACG Yoobee School of Design reserves the right to display and link to the project as part of students work portfolio.

10. Deadlines

The Company agrees to have Client's website completed no later than 15th of May 2015. This deadline can be reached only if the Client has provided all necessary graphics, text content, and logins to the Company by 5th of May 2015. The Company shall not be held responsible for delays to site development arising out of Client's delays in providing graphics, text, and logins to the Company.

If website is not completed by 15th of May 2015 due to lack of the Client's assistance, the Company may:

a) Extend the project deadline or

b) Close the project and bill the Client for work completed at $60 per hour, or

c) The Company will create a website using all content that has been provided, and send a final bill for work completed to meet the project deadline.

11. Changes and revisions

The Client shall be responsible for making additional payments for changes in original assignment requested by the Client. However, no additional payment shall be made for changes required to conform to the original assignment description.

Upon receipt of the website, the Client shall either accept the website and make the final payment set forth herein or provide the Company with written notice of any corrections to be made and a suggested date for completion, which should be mutually acceptable to both the Company and the Client.

We know from experience that fixed-price contracts are rarely beneficial to the Client, as they often limit the Client's to your earliest ideas. We don't want to limit Your ability to change Your mind. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything the Client've told us the Client wants to achieve, but we are happy to be flexible. If You want to change Your mind or add

anything new, that will not be a problem as we'll providea separate estimate for that.

12. Cancellation of Work

In the event of cancellation of this assignment, ownership of all copyrights and any original artwork shall be retained by the designer.

By the Client: the Client may cancel work on the website at any time by submitting notice to the Company via certified mail. The Company will halt work upon receipt of certified letter from the Client requesting cancellation. At that time, the Client will be responsible for paying for all work completed prior to the Company's receipt of cancellation request. Work completed shall be billed at a half of the total fee. If, at the time of request for refund, work has been completed beyond the amount of work paid for by the first payment (half of the project), the Client shall pay for work completed.

By The Company: the Company reserves the right to refuse service and cancel a website project if necessary, in which case, the balance of the initial payment will be returned to the Client after all applicable fees have been deducted for work completed. The Company may cancel project for any reason she deems necessary, including but not limited to the Client not providing necessary information, text and graphics in a timely fashion to the Company.

13. Technical support

We are not a website hosting company so we do not offer support for website hosting, email or other services relating to hosting. The Client may already have professional hosting and might even manage that hosting in-house. If the Client does not, the Company can set up an account for the Client at one of our preferred hosting providers. The Company can set up the Client's website on a server, plus any statistics software such as Google Analytics and we can provide a separate estimate for that. Then, the updates to, and

management of that server will be up to the Client.

14. No Guarantees

The Company makes no representations or guarantee as to the amount of traffic to the Client's website or interest generated in the Client's site. The Company makes no representations and does not guarantee an increase in Client sales, nor does the Company promise top listing in any search engine or directory. The Company will use the best efforts to perform under the contract, and makes no representation or guarantee that the site will be accessible by all browser and operating systems.

15. Other Electronic Commerce Business Relationships

The Client understands that the web host, credit card processing services and any other businesses not owned by the Company are not parties to this contract and are separate business entities from the Company. The Client understands that the Company has no control over functionality or availability of website due to the actions or inaction of the web host server, credit card processing, online banking and any other business services the Client uses to transact business over the Internet outside of the Company.
The Company makes no representations, warranties or guarantees for any recommendations of other Internet business partners.

16. Electronic Commerce Law

The Client agrees that the Client is solely responsible for compliance with federal and/or state laws regarding any electronic commerce conducted through their website and will hold harmless the Company and her subcontractors from any claim, causes of action, penalty, tax, and/or tariff arising from the Client's use of electronic commerce.

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17. Continuing Website Maintenance and Promotion

No agreement for continuing website maintenance and promotion is contained in this contract. No website maintenance or promotion will be performed by the Company unless all parties reach an agreement to do so and all parties sign a website maintenance or website promotion agreement.

The undersigned agrees to these terms on behalf of his or her organisation or business. The undersigned represents that he/she is fully authorised to sign this agreement on behalf of the organisation or business represented, and that the business entity represented is bound by this agreement.

18. Acceptance of Terms

The signature of both parties shall evidence acceptance of these terms.

The Client can not transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.

	The Client	*The Company*
Company name:	Kinder- und Jugenförderungen	ABOL
Contact person:	Wilhelmine Bauer	Andrei Kainer
Address:	Mühlhofstraße 3/2/12 2524 Teesdorf Austria	3 City Road 1010 Auckland New Zealand

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Phone number:	+43 664/88299511	021 264 0466
Email:	wilhelmine.bauer@sponsoring-agentur.at	andreikainer@gmail.com

signature _____ ***signature*** _____

date _____ ***date*** _____