

THE  
**A s h a n t i**  
FOUNDATION

# Initial Website Proposal

05.19.2019

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## 1. Project Overview

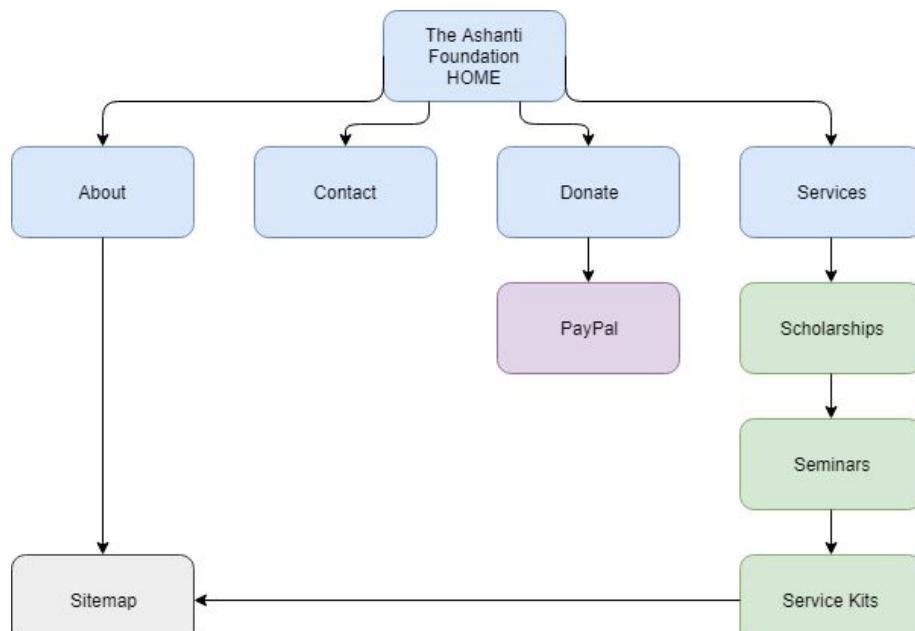
### Client: The Ashanti Foundation

This document contains details related to the development of The Ashanti Foundation website. The specifications below detail the requirements for The Ashanti Foundation to be developed and launched. An overview of hosting and domain options is provided for the Client. Details of the deliverables to the Client follow, including development details and deployment. Additional options, such as maintenance is also detailed in this document.

This proposal can be revised up to 3 times before it is to be finalized and binding. It is highly encouraged that the Client overview this information and suggest any changes or add additional options.

## 2. Specifications

### 2.1. Sitemap



Key

- [Light Blue Box] Parent Pages
- [Light Green Box] Sub Pages
- [Light Purple Box] External Pages

## 2.2. Technology

The technology being used to create The Ashanti Foundation website is listed below.

- HTML5
- CSS
- JavaScript

## 2.3. What Is Needed from The Ashanti Foundation

In order to develop a website that is an accurate representation of The Ashanti Foundation's vision, we will need information, images, a host to develop the website on and a domain registered. The website will be developed with placeholder text and images and hosted on [GitHub Pages](#) until the Client satisfies these requirements.

### 2.3.1. Information

The following are information deliverables needed to provide sufficient detail about The Ashanti Foundation and its services to the target audience. **Note:** Some of the below have already been addressed. However, the Client may revise any of the information as they wish. This is your vision!

- Home Page
  - The 3 (or more) core pillars of The Ashanti Foundation
  - About Ashanti
- Contact Us
  - Contacts such as email, addresses, person of contact, phone numbers, office locations, etc.
- Services
  - From my research, The Ashanti Foundation wishes to provide scholarships, supply the community with services such as fingerprinting or self-defense classes, and host seminars. Details of these or any other services The Ashanti Foundation wishes to provide should be as detailed as possible in order to convey the information to the users of the website.
- Donate
  - In order to allow visitors to donate, a donation account or some other service should be used to process customer information.

- The easiest solution (and possibly more secure) is to use PayPal donate. This will need to be set up by the Client and the information that points to this account should be provided for this functionality to be setup.
- A custom donation feature may be requested, but this would require additional development and an additional fee detailed in Section

### 2.3.2. Images

The following are imagery deliverables needed to represent The Ashanti Foundation itself on the website. You may reference the wireframe to understand where these items will be included on the webpage(s).

- Hero Image
  - This image will be displayed on every page and is the first thing the audience will see
- Logo
  - A logo will be provided free of charge if the Client wishes to use it. If the Client wishes to outsource a logo, I will need access to a high quality, large resolution, .PNG format file to use across the web site
- Feature Cards
  - These images will need to be in landscape orientation
- Section Headers
  - These images will need to be in landscape orientation

### 2.3.3. Domain Options

The following are domain names that may be desirable and are *not currently* in use. My recommendation for the Client is to register a domain outright as opposed to bundling it with a hosting plan, as this domain can be used with any hosting service the Client uses for the present and any future iterations of The Ashanti Foundation. As such, my recommendations and prices are based on [Google Domains](#) listings.

- ashantifoundation.org
  - \$12/year
- theashantifoundation.com
  - \$12/year

- ashantifoundation.com
  - \$12/year

The Client will need to set up the domain name themselves. If the Client elects to register the domain with Google Domains, additional steps may be required to setup the domain after hosting is setup. Additionally, if the Client chooses a recommended option for hosting, the Client may setup their domain with that host. The prices should be competitive and this option will not need any additional setup from the Client. If any support is needed during this process, please contact me.

#### 2.3.4. Hosting Options

There are 3 different types of hosting that I would recommend for hosting The Ashanti Foundation. This is an important decision, so I will list and breakdown the benefits of each. The 3 types of hosting I suggest are either shared, cloud or dedicated hosting plans.

Aside from pricing, the biggest difference between these options are that shared hosting share resources with other websites managed by the hosting company. The benefit to this is a lower monthly price for hosting, but comes with the risk of downtime. The reason for this is that if a “neighboring” site sees a high amount of traffic, it affects all of its other “neighbors.” This does not usually happen with cloud hosting, as cloud hosting uses multiple servers to maintain the website in the cloud and uses resources as they are needed. This added benefit comes at a higher monthly rate. Dedicated servers are more expensive than the other options, but are more reliable. If downtime is a concern due to web traffic or more control is needed over the server, a dedicated server can be used where the server will only host The Ashanti Foundation.

My recommendation for The Ashanti Foundation is either shared hosting or cloud hosting, with a lean towards shared hosting since The Ashanti Foundation is currently a static webpage (not generated by an application). Shared hosting will allow The Ashanti Foundation to have a page it can use to grow its audience with little monetary expense. Cloud hosting allows the same benefit, with the added benefit of having a more scalable hosting service - allowing The Ashanti Foundation to grow in functionality and become more application-like (I.E. user accounts, file uploading or other custom services). A dedicated server can include all the benefits of cloud hosting as well as excluding all the drawbacks of shared hosting, though that seems

unnecessary unless The Ashanti Foundation grows exponentially over the coming years to warrant the extra cost of hosting.

The following is a list of hosting options that may be desirable. A host for the website will be necessary to serve the content of The Ashanti Foundation to the public web.

Shared Hosting:

- [Inmotion Hosting](#)
  - Starting at \$3.99/mo for 24 months
  - Full subscription price is due at checkout

Cloud Hosting:

- [HostGator](#)
  - Starting at \$4.95/mo for 36 months
  - Full subscription price is due at checkout

Dedicated Hosting:

- [Inmotion Hosting](#)
  - Starting at \$105.69/mo for 12 months
  - Full subscription price is due at checkout

The Client will need to set up the hosting account themselves. Once signup is complete the credentials for the hosting account will need to be shared or a developer account will need to be setup that I will have access to. If any support is needed during this process, please contact me.

## 2.4. Deliverable Details for The Ashanti Foundation Website

### 2.4.1. Pages

The following pages make up the entirety of the content available for The Ashanti Foundation website and will be developed with the Technology listed in Section 2.3.

- **Landing Page/Home Page (includes an “About” section)**
- **Contact Us**
- **Services**
  - **Scholarships**
  - **Seminars**
  - **Service Kits**
- **Donate**

### 2.4.2. Layout Information

The following details the design and color schemes used to create the front-end portion of The Ashanti Foundation that users will interact with.

#### 2.4.2.1. Design Wireframes

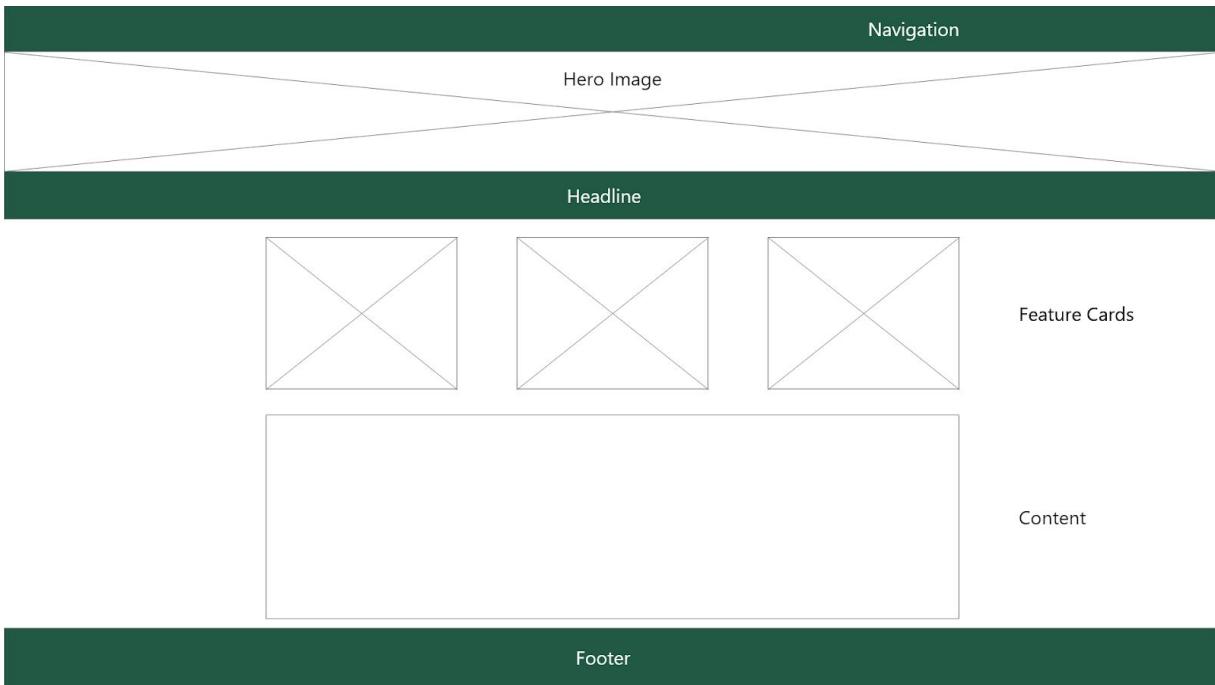


Figure 1: Web Home Page

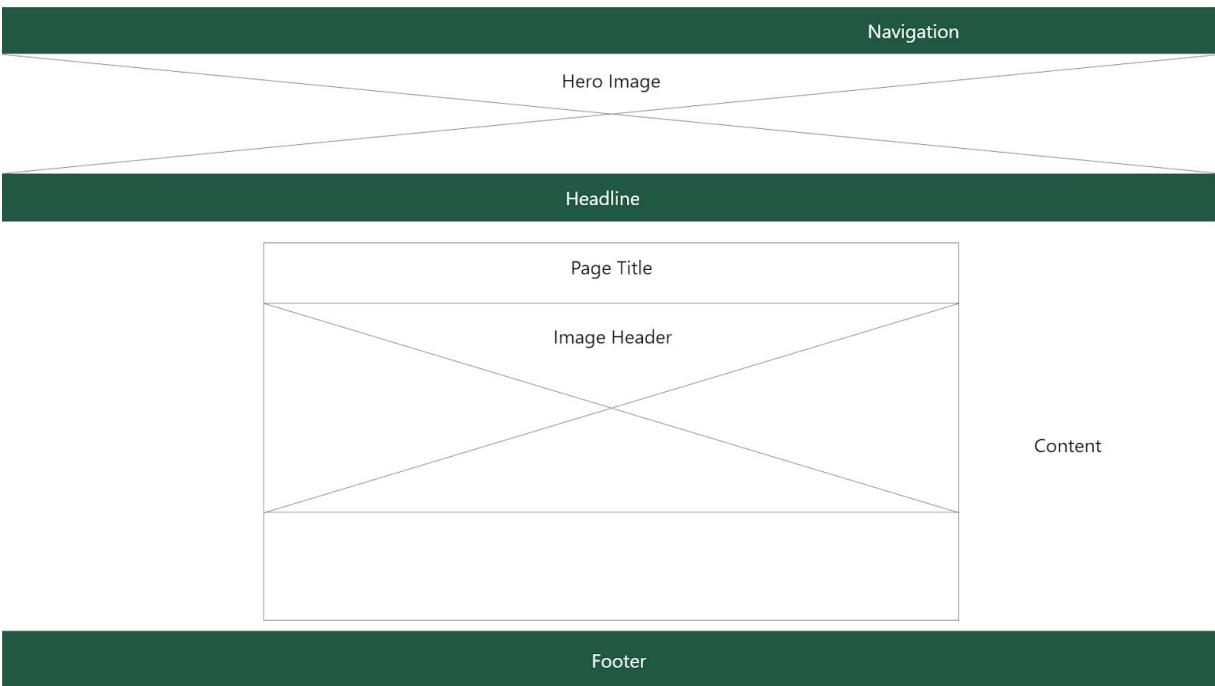


Figure 2: Web Content Page

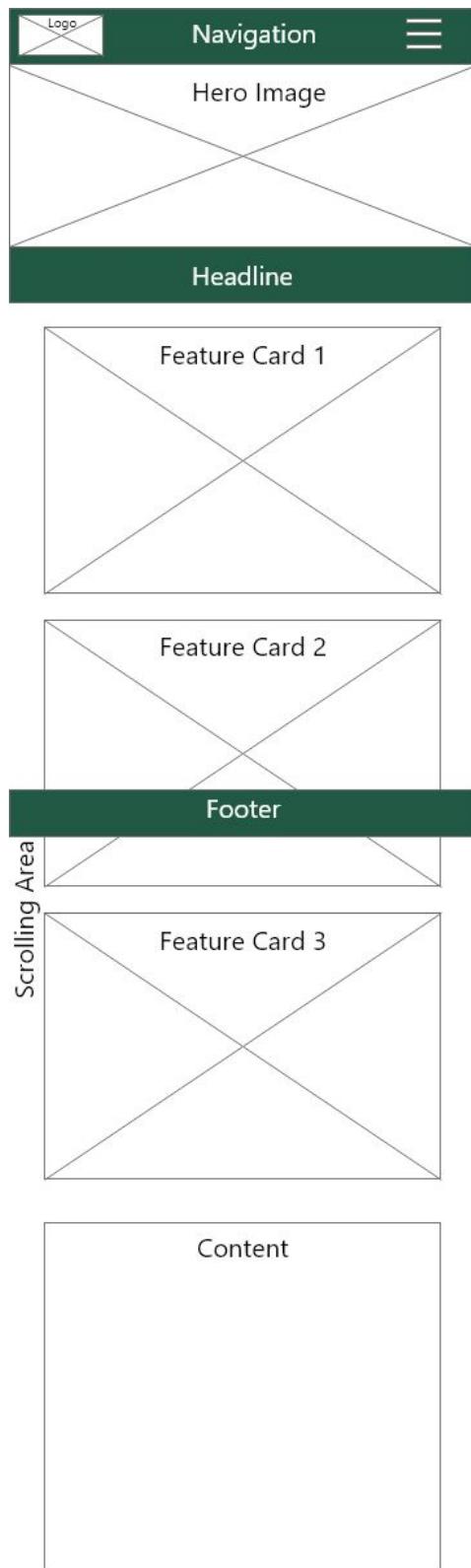


Figure 3: Mobile Home Page

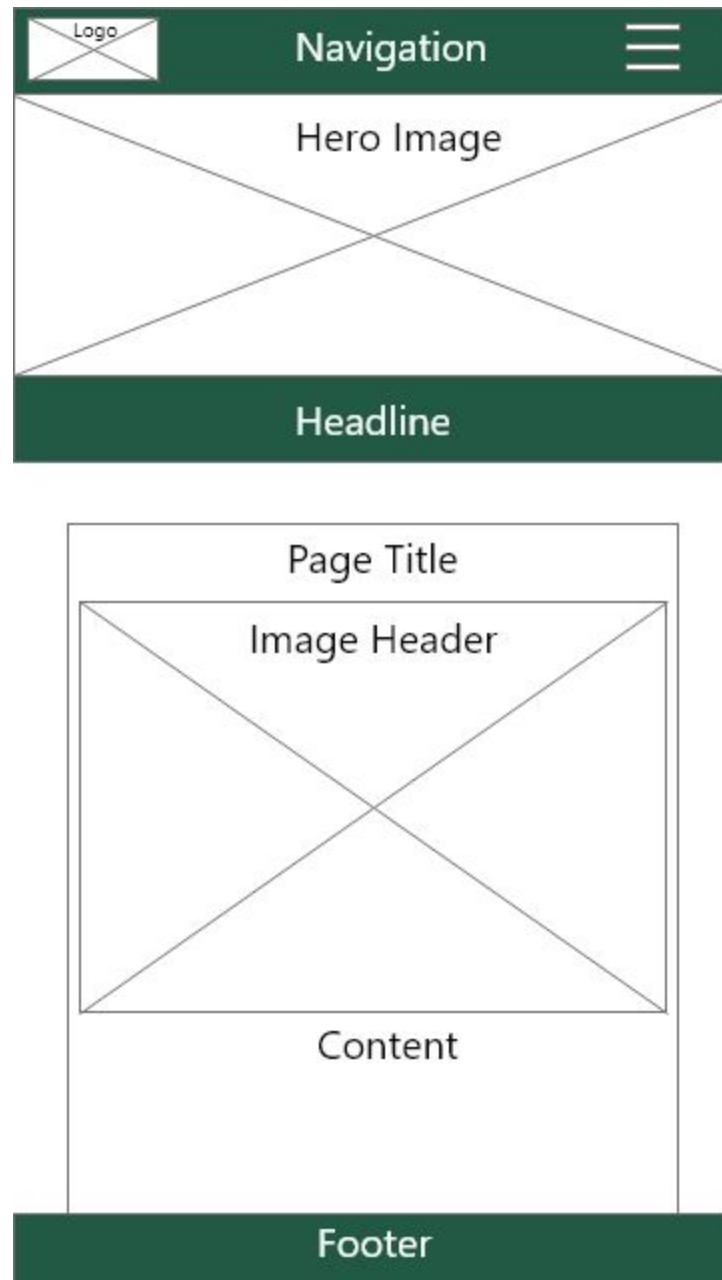


Figure 4: Mobile Content Page

#### 2.4.2.2. Colors

Primary: #225945 (green)

Secondary: #ffffff (white)

#### 2.4.3. Development of the Website

The Ashanti Foundation website will be developed in accordance to the project timeline detailed in Section 4 with the technology detailed in Section 2.2. All pages, features, and additional options that the

Client has requested will be implemented in accordance with the Final Project Proposal.

#### 2.4.4. Deploying the Website

Deploying the website will involve setting up the hosting service and domain name selected by the Client to serve the website to the public web. This process also includes uploading the website files to the hosting server. Any additional features of the web host can also be implemented at the Client's request.

### 3. Additional Options

#### 3.1. Ongoing Maintenance

Ongoing Maintenance may be requested and will billing will occur on a monthly basis at the standard ongoing maintenance rate. See the Payment section for more information. The details of ongoing maintenance are outlined below:

##### 3.1.1. Technology Updates

Maintaining the most current version of any technology used in the website is instrumental in keeping a functional and secure website

##### 3.1.2. Search Engine Optimization (SEO)

SEO is a very important visibility tool for any website. SEO allows search engines to find your website and it then creates a ranking based on keyword relevancy for your website. Ongoing maintenance of SEO is important to staying relevant in searches.

##### 3.1.3. Backups

Daily backup of the website will be performed to ensure that no data loss is suffered. There will be multiple backups to ensure no total-loss is ever suffered by the Client.

##### 3.1.4. Content Edit Requests

New information can be added to the website at the Client's request on any page, any time.

### 3.1.5. New Feature Requests

The Client may request new features to be integrated as long as the new feature does not require a complete website overhaul to implement. The Client may only request one feature at a time.

### 3.1.6. Security

Routine inspection of the server, files, databases and other pertinent items to ensure a secure website.

### 3.1.7. Support

Support tickets may be sent by email or sent through other means of contact when something unexpected happens. When the ticket is received, an investigation into the Client's issue will commence and a solution will be communicated and implemented. I check for tickets *at least* once every business day.

## 3.2. Redesigns

Redesigns of the The Ashanti Foundation may be requested for the the standard development pricing we offer, depending on the technology used to create the website. See the Payment section for more information.

## 3.3. Social Media Setup

Creating a social media presence in today's web has never been more important. We can create social media accounts for The Ashanti Foundation and set them up for success. See the Payment section for more information.

## 3.4. Hosting Migration

The Ashanti Foundation can be migrated to a new hosting platform upon request for the standard migration pricing. See the Payment section for more information.

## 4. Project Timeline

This project will be broken down into 4 stages. After finalizing the proposal, development of The Ashanti Foundation will begin. Once development is complete, the website will be deployed. Afterwards, a 3 day monitoring period will proceed to ensure website stability. These dates are all dependent on receiving items from the Client outlined in Section 2.3.

Stage	Date Started	Due By
Finalize Proposal	05/19/2019	05/26/2019
Development	Complete	Complete
Deployment	05/27/2019	06/02/2019
Monitoring	06/02/2019	06/05/2019

Figure 5: Project Timeline

## 5. Payment

Payment for development will be 3 equal payments; the first payment on project commencement, the second payment on the first draft of the project and the final payment after deployment of the project.

Additional options payment will follow the same standard as payment for development, except for Ongoing Maintenance. Ongoing Maintenance payment will be due on the 1st of every month with a 3 day grace period.

An invoice will be sent to the Client for all services.

### 5.1. Development

Standard Static Website - \$25.00/hr

Standard VueJS-powered Website - \$30.00/hr

Standard WordPress-powered Website - \$25.00/hr

### 5.2. Additional Options

Ongoing Maintenance - \$299.99/month

Redesigns - \$30.00/hr

Social Media Setup - \$20.00/hr

Hosting Migration - \$59.99 for the first 250mb, additional \$4.99 for every additional 5mb

## 6. Finalization of Proposal

Upon review of this document, I ask for any revisions, additional features, additional options, other concerns and comments be addressed in the section below. **This document may only be revised up to 3 times.** This information will be used to create a Finalized Project Proposal and a billing invoice for the Client.

Please contact me on Facebook Messenger or at my email ([blackmonc21@gmail.com](mailto:blackmonc21@gmail.com)) to address any changes.

Thank you!