Contact Info:

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Services We Offer:

* Domain
* Hosting
* Email
* Security
* Support Updates
* Design
* Photography
* Our intelligent minds
* Free Packaged deal
* 24/7 support

Timeline:

* Wireframes – Sep 19
* Mockups – Sep 26
* Theme – N/A
* Content – When the theme is designed
* Final Product – Due Date (Finals Week)

Scope of Work:

The scope of our work consists of taking photographs of the Store Next Door for the website, planning, designing, developing the website, and finding the perfect e-commerce platform to fit your needs.

Professional grade photography will be provided of the storefront and four product images for each category of products (artwork, jewelry, bath & body, etc.)

For the store to stand out, we are planning and implementing modern web practices to make customer’s shopping experience quick and easy.

Project Cost Estimate:

Typically, a project of this magnitude would run a cost between $750 and $1200. However, since this is a school project, the website will be free of charge. There will be a monthly surcharge for Shopify.

Pricing Structure for out-of-scope:

There will be five site-wide revisions included within the quoted price. Any additional revisions will cost anywhere between 8% - 10% of the total cost of the project.

For any additional product images taken or needed beyond the initial shoot, there will be a surcharge of 10 dollars per product.

General Ideas for Site:

* Make this basic as possible

Main categories:

* Artwork
* Jewelry
* Bath & body
* Knick knacks
* Apparel
* Furniture
* Décor
* Misc.

Nav:

* Home
* Contact – Location, Numbers, Map
* Store
* About

Brief audience’s analysis:

* Facebook friends
* Friends of Co-workers
* Williamsport Community
* Artists
* Etc. (Word of Mouth)

Unique Features you think would be helpful:

* Using a CMS
* To be determined

Other Info deemed necessary by the scope of the project and the team’s analysis of the project:

* Review page not needed
  + Use of Yelp, Facebook reviews, and other social media review sites.
* Google analytics/Maps
  + Register store in Google maps and get hits from SEO (Search Engine Optimization) or use BING
* Suggest Instagram as another social medium
  + To show off the products in the Store Next Door

Approval Section:

We are permitted to inform you that we will not be performing any extra duties to the site upon presenting the project to our superiors.

Print Name: Signature: Date:

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