

# PROPOSAL

---



Website Design Project

---

**Prepared by:**

Karol Brennan

**Version:** 1.0

February 4, 2016

Prepared for The Invention Group by Karol Brennan

Confidential: Reproduction of this document by any entity outside of The Invention Group or Karol Brennan is strictly forbidden.

# REVISION HISTORY

---

REVISION	SECTION	DESCRIPTION	EDITOR	DATE
1.0		Original Document	KJB	02/04/2016

# PROJECT OVERVIEW

---

The Invention Group wishes to establish a new website for their business. The purpose of their company is to support inventors by bringing their inventions to market and assisting with feedback and direction for their ideas.

The Invention Group wishes for the site to be professional and informational, generating interest and revenue from inventors looking to develop their ideas.

This proposal will detail Karol Brennan's recommendations and approach for the design and development of the Invention Group's online web presence.

# PROJECT APPROACH

---

Karol Brennan will approach the redesign of the Invention Group's website using the following process.

**The PURITE Process™** is the Karol Brennan's in-house methodology for ensuring success across the board for all initiatives. By utilizing PURITE, Karol Brennan has a proven set of guidelines for working closely with clients and users/audiences to reliably maintain and exceed delivery expectations.

**P – Prepare.** We dedicate a portion of every initiative to understanding your industry, your competitors, and how they do business in order to be as informed as possible prior to beginning requirements gathering.

**U – Understand.** We work closely with your subject matter experts and/or users to define the requirements for building the project correctly.

**R – Render.** Through the Render phase we create and develop all the pieces of the project/product. In our experience, any development phase requires a lot of heads-down, focused work effort but also timely, open communication with your team(s). It also requires that we...

**I – Iterate.** The Iterate phase is repeated throughout the entire lifecycle of the project. We move as quickly as possible to bring the project to life, and this often requires creating multiple iterations in rapid timelines. This requires direct and timely involvement from you and your dedicated resources. The end result is the product you've specified – and helped to create.

**T – Test.** We test every project throughout the course of our Render phase; however, we also require an extra set of eyes – from our own testing team and from your

designated user group / audience group to perform goal-based testing. This additional round of testing helps ensure that as few stones as possible are left unturned in order to deliver a project that has been rigorously evaluated from multiple levels.

**E – Enable.** Upon successful completion of the five previous phases and your signed approval, we will enable the solution and take it live.

The PURITE Process™ doesn't end there. After project completion, we regularly communicate with our clients. We will continue to gauge your satisfaction levels, understand your changing goals or project enhancements, and assist you in defining the best approach for the future development of your project.

# SCOPE OF WORK

---

Karol Brennan was approached by the Invention Group to provide all necessary services to design and build its website.

Karol Brennan will focus on the branding efforts of the Invention Group and the overall design and construction of its website. Karol Brennan will provide a solution that allows the faculty of the Invention Group to create, edit and maintain content on the website. There will be a secure member's only section of the site for viewing generated reports

Karol Brennan will also add the following features to the finalized website:

- Quote request form
  - Gathers the inventor's contact information, invention name, description and image if applicable.
- Contact form that goes to an email address
- Billing capabilities for invention reports
- A searchable FAQ section

# ASSUMPTIONS

---

Karol Brennan requests that the Invention Group provides the following assets and resources throughout the course of the project. An inability to provide these assets and resources in a timely and complete manner may cause the project to be delayed or render it unsuccessful.

The Invention Group will obtain and provide access to a web host by February 14<sup>th</sup>, 2016. Access to the server will include the server's FTP (File Transfer Protocol) login information. The login information can be provided to Karol Brennan through email, or in person if preferred.

The Invention Group will provide all content for the website (copy, imagery, audio, etc). This content is due by February 14<sup>th</sup>, 2016 in an electronic format (via email or USB/thumb drive and in Word or other text editor document, jpg, jpeg, gif, png, mp3 and mp4 formats). Should the Invention Group provide any content that it needs to be typed (scans, handwritten notes, etc.) additional charges for data entry service may apply.

The Invention Group will provide required assets for use in the project, such as fonts or color palettes in an electronic format via email or USB/thumb drive. If there is no preferred font or color palette choice, then the Invention Group will be expected to approve of the font and color choices made by Karol Brennan for the project.

The Invention Group will provide access to all required Invention Group employees that are relevant to this project in the event that Karol Brennan needs feedback, content, or other information from them.

The Invention Group will provide timely and detailed feedback on all aspects of the redesign in accordance to the project plan.

# DELIVERABLES

---

Karol Brennan shall provide the following deliverables to the Invention Group as they become available throughout the course of this project:

## **Design & Development**

- Initial design comps (proposed design/layout) including:
  - Branding
    - Logo
    - Color scheme
  - Website Layout
    - Color scheme
- Revisions to comps as requested
  - Up to 5 total revisions per object (layout comps, branding comps, etc.)
- Installation of a content management system (CMS)
  - This will be the administrative page allowing designated individuals to create, edit and maintain content on the website
- Content
  - Request quote form
  - Contact form
- Domain registration and hosting if needed
- Site build out

## **Content**

- Sitemap showing organized content for review
- Content for review
- Revisions to sitemap and copy as needed



# OWNERSHIP AND RIGHTS

---

Upon successful completion and launch of the website, Karol Brennan shall turn over all ownership and rights to the finished material to the Invention Group. All completed design work, source code and content shall remain under the Invention Group copyright.

# ADDITIONAL COSTS AND FEES

---

In the event that outside resources are required – i.e., fonts, stock photography, illustrations, etc., these shall be identified, approved by and billed to the Invention Group.

Examples of additional costs, resources and services:

- CMS theme
- Plugins
- Marketing
- SEO
- SEO Analysis

# PROJECT PRICING

---

Karol Brennan has proposed multiple estimates for the Invention Group, in order to provide the best possible options for your immediate and/or future needs. Karol Brennan makes the assumption that all content will be provided by the Invention Group. In the event that Karol Brennan is requested to provide content services beyond minor editing and the basic reorganization of existing content, the estimates will need to be redefined.

Karol Brennan' estimates allow for flexibility from a cost and needs perspective. The estimates are as follows (billable at \$50/hour):

Research and Development (30 hrs) .....	\$1,500
Content Reorganization and Copywriting Service (10 hrs) .....	\$500
Information Architecture (5 hrs) .....	\$250
Branding (15 hrs) .....	\$750
Visual Design (30 hrs) .....	\$2,000
Interaction Design (10 hrs) .....	\$500
Front End Development (80 hrs).....	\$4,000
 Total Estimate.....	 \$9,500
Retainer Fee (30% of estimate).....	\$2,850

# PAYMENT SCHEDULE

---

Karol Brennan requires a retainer fee of 30% of the total estimated price of the project prior to commencement.

Karol Brennan shall submit invoices on the 1<sup>st</sup> of every month; payment is due within 30 days.

Upon completion of the project, Karol Brennan shall deliver all work product to The Invention Group. Once the materials are satisfactorily approved, Karol Brennan shall refund any payment in excess of the retainer, or shall submit a final invoice for amounts not already paid.

Note: If the website is placed on hold for a period of more than 14 days with no work progress made, Karol Brennan shall submit a final invoice for any fees not covered by the retainer and shall be provided with the right of first refusal in the event that the project is reopened.

# ACKNOWLEDGEMENT AND SIGN-OFF

---

This proposal is acknowledged and agreed in its entirety by the Invention Group. This proposal must be signed and dated by an authorized representative of the Invention Group in order to be in effect. Alternately, a signed purchase order referencing this proposal will constitute acceptance in place of this signed document (provided, however, that any preprinted terms on such purchase order shall be considered null and void and of no effect).

This proposal constitutes the entire agreement between the parties with respect to the subject matter of this proposal. This proposal merges and supersedes all prior oral or written agreements, discussions, negotiations, commitments, writings, or understandings. This includes without limitation any representations contained in any sales literature, brochures, or other written descriptive or advertising material and is the complete and exclusive statement of the terms of the parties' agreement. Each of the parties acknowledges and agrees that in executing this proposal it has not relied upon, and it expressly disclaims any reliance upon, any representation or statement not set forth herein or in the Agreement.

Accepted by the authorized representatives of:

**Karol Brennan**

By:

\_\_\_\_\_  
Name:

\_\_\_\_\_  
Title:

\_\_\_\_\_  
Date:

**The Invention Group**

By:

\_\_\_\_\_  
Name:

\_\_\_\_\_  
Title:

\_\_\_\_\_  
Date:

Make all checks payable to: Karol Brennan