Creative Brief & Project Proposal

DevChecked

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DevChecked

A Web Freelancers Speedy Companion

DevChecked is a freemium project management application that targets web design & development freelancers that are looking to simplify and speed up their everyday tasks.

Over the years, the world of freelancing has evolved and grown into a diverse market for web professionals. Many of the tools and methods have changed for the better, but something that remains an issue for all freelancers… Time. In the world of business time is money. Several applications have been created to help with this problem, but they all have something in common; the applications lose focus on what really matters. Speed! If an application is slow, it won't matter how fast the freelancer works, because they will always be held up by their tools.

In Steps - DevChecked

Helps freelancers work faster, because it works faster. Here are a few of the ways that devchecked will accomplish this.

1. DevChecked is Minimal

It provides the user with a clean interface so that the user isn't distracted by a lot of unneeded clutter, allowing the user to navigate the application with ease. The easier an application is to use, the less time a user spends performing non-productive tasks. devchecked also doesn't include the unnecessary features that many other apps provide.

2. DevChecked is Focused

Applications that are available for project management today share common flaws; the application either tries to do too much, or the application tries to do too little. devchecked addresses this issue by focusing on the user's everyday needs to simplify and sometimes, even eliminate the repetitive tasks every freelancer must perform.
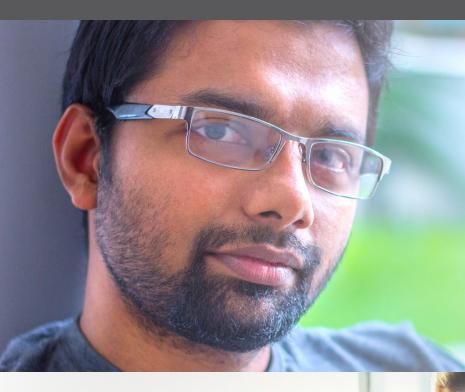
3. DevChecked is Fast

How does devchecked make freelancing faster? How about 1 click emails to update clients on the project status, at a glance milestone completion status, and a simple to-do list task management system. Everything is filled out in a pre-made template, so users can simply add a few details about the project and get right to work.

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User Profiles

Name: Terrence Freeman

Age: 37

Occupation: Freelance web professional

Education: Internet Marketing Degree

Technology: 2010 Dell Laptop running Windows 7 home edition, iPhone 5, Kindle Fire.

Software: Adobe Photoshop CS5, Adobe Dreamweaver CS5, Microsoft Office. Google Chrome browser.

Hobbies: Blogging, karaoke, playing the guitar, fantasy football.

Goals: Terrence has aspirations to start his own web studio that focuses on e-commerce services. He is currently working on several sites as a freelancer in order to save up enough money to launch his dreams.

Name: Glenda Sutton

Age: 26

Occupation: Graphic Designer at small firm & Freelance web professional

Education: Bachelors in Graphic Design

Technology: 2013 MacBook Pro, Samsung Galaxy Tablet, iPhone 6 Plus, and iPad Air

Software: Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Sublime Text, Google Chrome Web Browser

Hobbies: Running marathon events, hanging out with friends in cafes, teaching after school on Wednesdays.

Goals: Glenda is working towards paying off her student loans so that she start freelancing as her sole method of income.

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What is like to use DevChecked?

Free Accounts

After a user signs up for a Free Account and has logged into the application, they will be taken to the project creation page. There they have the option to create a single project. The user will add a project name, the client's contact info, and set due dates for the milestones. Once the user submits and confirms the project creation, they are ready to start tracking their tasks. It's that simple!

DevChecked will save the user's changes so that they can come back at any time to continue managing their project. At any time, the user can send the client an "updates" email simply by clicking on the "send updates" button. This will email the client a simple message outlining the current status of the project. A copy of the message will be forwarded to the user's email address as well.

If at any time the the user decided to delete the current project, the user will receive an email with all of the information and completion status to date. This will allow the user to re-enter the information in case of an accidental deletion, or renewing of the project.

Premium Accounts

All features listed with Free Accounts plus:

Address book with quick search features
Fine task management
Ability to create and save custom project templates

*** After initial launch Premium Accounts will be free for a limited time to attract new long term users. A payment system will be introduced in the second phase of the application build.

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Technologies that make it all possible

HTML5 Spec

Laravel 4.2

Zurb Foundation 5

Grunt

Sass

MySQL5 Spec

jQuery

Bower

AJAX

PHP5 Spec

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Our Branding Makes Us Sharp

The Check box is the pinnacle of our logo. Any Freelancer will tell you they have list items to check off as they progress through their projects. HEX: #939598

Our checkmark is a nifty component in our logo that symbolizes accomplishment. That's what its all about here getting the job done! HEX: #00DE00

The verbiage used in our application pays homage to the Freelance developers we made this application for! These logos are the samples used for full-width displays and favicon/mobile devices. Dark text HEX: #58595B

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Production Timeline

Week 1

Gather project requirements & Brainstorm **|** Research technologies needed for completion **|** Create project overview documentation **|** Design & Create branding **|** Purchase Domain **|** Present concepts, budget, and timeline for approval

Week 2

Revisions to concepts, budget, or timeline & obtain approval **|** Create Sitemap **|** Create high-fidelity wireframes for all unique pages and templates **|** Set up the Staging server **|** Present sitemap and wireframes for approval

Week 3

Revisions to sitemap and or wireframes as necessary, obtain approval **|** Create full-colored page designs from the approved wireframes **|** Design the database structure **|** Begin building database **|** Present page design comps for approval

Week 4

Revisions to design comps as necessary, obtain approval **|** Finish database build **|** Develop protosite and perform basic usability testing **|** Start development of User account creation and login functionality **|** Present protosite and documentation for approval

week 5

Make necessary revisions & obtain approval **|** Complete User account creation & login functionality **|** Develop the predefined project templates and auto-save feature **|** Debugging **|** Start development of the 1-Click email system **|** Start development of the project tasks management system Present weekly

Week 6

Complete 1 click email system **|** Complete project tasks management system **|** Debugging **|** Begin Alpha testing **|** Develop Custom user templates system **|** Develop Address book system **|** Start developing "at a glance" Project status system **|** Weekly updates

Week 7

Complete "at a glance" status system **|** Debugging **|** Beta testing **|** Debugging **|** Set up Production server **|** Present weekly updates

Week 8

Finishing touches and polish **|** Complete testing **|** Launch **|** Handoff & Postmortem

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How much is this going to cost?

Documentation & Copywriting

Costs/Hour - $30

Expected Hours - 30

Subtotal - $900

Domain & Server Setup

Costs/Hour - $46.85

Expected Hours - 1

Subtotal - $46.85

Architecture Design

Costs/Hour - $35

Expected Hours - 20

Subtotal - $700

Visual Design

Costs/Hour - $35

Expected Hours - 30

Subtotal - $1,050

Front-end (UI) Development

Costs/Hour - $46.85

Expected Hours - 160

Subtotal - $7,496

Server Side Development

Costs/Hour - $46.85

Expected Hours - 160

Subtotal - $7,496

Usability Testing

Costs/Hour - $25

Expected Hours - 20

Subtotal - $1,000

Grand Total

Expected Hours - 421

Total - $18,688.85

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Project Approval

Signing this proposal signifies the approval of the DevChecked web application build as it is described in this scope of this documentation. Any deviation from this proposal will require additional documentation to be submitted for approval by the affected parties. It is also understood that any change in the project scope may affect the project timeline and or costs.

Client 1 - Signature _____
Date _____

Client 2 - Signature _____
Date _____

Firm Representitive Signature _____
Date _____

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Team Work Distribution Week 1

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Proposal Content Development - 6Hrs
Proposal Video Creation - 2Hrs
Project Requirements & Brainstorming - 8Hrs
Create Branding - 2Hrs
Domain Purchase & Setup - 1Hrs

Clayton R. Allen

Proposal Layout & Design - 5Hrs
Research of Technologies - 8Hrs
Project Requirements & Brainstorming - 8Hrs
Refine Branding - 2Hrs
Documentation Preparation - 1Hrs

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