

Memorandum of Understanding

f1Circle Designs Pvt Ltd (“f1Studioz” or “f1Circle”) & ${CompanyRegisteredName} (“ ${CompanyName} ”), have agreed to enter into this Memorandum of Understanding, dated September 2, 2016.

f1Circle will create web application and mobile responsive design and UI development for ${CompanyName} ${pname}.

f1Studioz has appointed Mr. Santosh Shukla, Director to be the point of contact. Mr. ${CompanyPOC} , ${CompanyPOCDesignation} would be point of contact from ${CompanyName}’s side.

**Deliverables:**

f1Circle’s Team will provide the following for ${CompanyName} ${pname}website:

[${Deliverable}](http://localhost/proposal-generator/)

Also, as part of proposal, f1Circle will be doing at a minimum one round of feedback incorporation after the review is done by ${CompanyName}.

The entire deliverable is estimated to take approximately ${TotalEffort} of effort from f1circle’s side once the advance is received.

${CompanyName} is responsible for the content and Product data to be posted in the website. ${CompanyName} will also provide any additional inputs related to the idea/concept and content for the project.

**Scope:**

**${Scope}**

**Functionality:**

**${Functionality}**

**Process:**

Below is the process that would be followed along with the estimated timeline:

**Discovery** (along with Product Owner)

Project Brief & Goal Setting

UseCase, Feature and Functionality (Q&A)

**Information Design** TaskFlow

Information Architecture

Review

**Visual Design**

Low Fidelity Wireframes of Key Task

Visual Design of Key Screens

Review & Iterate

Rest of the Screens visual design

Review and Feedback Incorporation

**Deliverables**

Individual screens in PNG

Visual Style Guidelines - Font Style, Color Codes

All the UI Assets utilised - icons etc

HTML/CSS Code

**Working Model:**

Review meetings to discuss progress and requirements between contacts of f1Circle UX Team and ${CompanyName} can be scheduled at a comfortable time for both parties over phone/skype (or in- person, if need be).

At a minimum, three meetings need to happen – one at the beginning to understand the requirements, one after the designs are ready for review and one after the website is ready.

**Timelines**

**${Timelines}**

The project is estimated to take around ${TotalEffort}of effort including the revisions. However, if significant extra effort (${GracePeriod})is involved in revisions, there would be additional charges associated at the rate of ${AdditionalChargesHourlyRate} per hour.

**Pricing**

The Pricing for the project will be ${TotalCost}. The amount is to be paid in 5 installments.

**${PricingBreakup}**

f1Circle will invoice ${CompanyName} appropriately for the above mentioned schedule. The amount will be payable within ${InvoicePayableWithinXDays} days from the date of invoice. The advance is payable immediately.

The wire transfer charges, if any will have to be borne by the client.

**Intellectual Property**

All the website deliverables including text, graphics, images and themes will remain sole IP of ${CompanyName}.