

Memorandum of Understanding

f1Circle Designs Pvt Ltd (“f1Studioz” or “f1Circle”) & **F1Circle Pvt Ltd** (“ **F1Studioz** ”), 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 **F1Studioz  Cognitive**.

f1Studioz has appointed Mr. Santosh Shukla, Director to be the point of contact. Mr. **321 ,  123** would be point of contact from **F1Studioz**’s side.

**Deliverables:**

f1Circle’s Team will provide the following for **F1Studioz Cognitive**website:

**Web Application Design
Mobile Design of the application (Responsive)
UI code (HTML / CSS)**

Also, as part of proposal, f1Circle will be doing at a minimum one round of feedback incorporation after the review is done by **F1Studioz.**

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

**F1Studioz** is responsible for the content and Product data to be posted in the website. **F1Studioz** 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:

**1. Discovery**  (along with Product Owner)

 Project Brief & Goal Setting

 UseCase, Feature and Functionality (Q&A)

**2. Information Design**

TaskFlow

 Information Architecture

 Review

**3. 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**

**4. 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 **F1Studioz** 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 of effort including the revisions. However, if significant extra effort ()is involved in revisions, there would be additional charges associated at the rate of  per hour.

**Pricing**

The Pricing for the project will be **.** The amount is to be paid in 5 installments.

**${PricingBreakup}**

f1Circle will invoice **F1Studioz** appropriately for the above mentioned schedule. The amount will be payable within 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 **F1Studioz.**