



**Client:** Institute for New Economic Thinking (INET)  
**Project:** ED Education Platform  
**Date:** 10 FEB 2020 (v2)

### **STATEMENT OF WORK**

<b>PROJECT</b>	Design and development of MVP (Minimum Viable Product) web platform to curate supplementary education resources (internal & external) for educators and students, and to enable communication to take place between them via an online community.
<b>TIMELINES</b>	6 MAR 2020 – 28 AUG 2020
<b>BACKGROUND &amp; REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• The INET Education Program (“INET Ed”) helps develop resources for students and educators interested in exploring new economic thinking. INET Ed is currently focused on creating educational content in the form of MOOCs and informative videos with leading economists.</li><li>• The MVP web platform is expected to support the following requirements:<ul style="list-style-type: none"><li>○ Offer a database for curated resource materials in multiple content formats (video, text, animation, data visualization etc.);</li><li>○ Enable a point of access for students seeking open source learning material to supplement their learning;</li><li>○ Enable a point of access for teachers seeking to build curricula for classes using open source material available freely on the INET website;</li><li>○ Offer a mode of online communication between potential contributors and users of both teaching and learning content.</li></ul></li><li>• As stated by INET, key features to be included in the web platform are:<ul style="list-style-type: none"><li>○ User-friendly landing page with separate login in feature for teachers and students;</li><li>○ Functionality for teachers to enable them to individually build curricula, save and upload resources from the website and manage conversation threads with other users;</li><li>○ Functionality for student accounts to enable them to individually view resources, save resources and manage conversation threads with other users;</li><li>○ Display educational resources in a clean, attractive manner with easy navigation (depending on topic, level, etc.);</li><li>○ Serve as a database/repository of curated materials in multiple formats and track activity from teachers and students;</li><li>○ Provide discussion forums for topics that teachers and students are interested in commenting on, or asking questions about; Forums could be segmented for students and teachers to enable communication between them;</li><li>○ Functionality to allow teachers to upload resources that will be curated by admin before being made accessible on the web platform;</li></ul></li></ul>



**Client:** Institute for New Economic Thinking (INET)

**Project:** ED Education Platform

**Date:** 10 FEB 2020 (v2)

	<ul style="list-style-type: none"> <li>○ Provide reports (for admin and contributors) to view basic metrics of how their contributions have been utilized (e.g. how many downloads over specific periods of time).</li> <li>• Additional considerations for the INET web platform are provided below:             <ul style="list-style-type: none"> <li>○ Forms/templates should be available for teachers to submit ideas for content topics, provide content in a structured format, and be able to receive feedback on content uploaded;</li> <li>○ The platform should have support for accommodating multiple languages in the future;</li> <li>○ Search criteria for content should be flexible, and should assume that content can be tagged in different ways to enable higher rates of consumption by users;</li> <li>○ Notifications, via email, and a web-based dashboard, should be enabled to drive users to the platform;</li> <li>○ Tracking of views and usage of content should be done across all content formats on the site;</li> <li>○ The site should be set-up on Google Analytics or alternate tracking solution to allow INET to understand and monitor visitor behavior;</li> <li>○ Marketing flyers and general consulting support on marketing opportunities will be provided by Celeritas to INET;</li> </ul> </li> <li>• Information references are provided below:             <ul style="list-style-type: none"> <li>○ Powerpoint document “INET ED Education Platform.ppt” provided by INET on 27JAN2020;</li> <li>○ Upwork posting titled “Web Developer specialized in Rapid Prototyping (User Interface Design) to create Education Platform” on 27JAN2020;</li> <li>○ Website URL “<a href="https://www.ineteconomics.org/">https://www.ineteconomics.org/</a>” with information on INET.</li> </ul> </li> <li>• Celeritas Solutions is a digital agency, based in New York, that has been designing and building digital and technology solutions for mid-sized and large organizations, in the public and private sector, since 2010. Our team of 75 professionals includes project managements, business analysis, UI/UX designers, web developers, mobile app developers, integration specialists, QA analysts, and infrastructure specialists. Our key clients include AT&amp;T, Colgate, Merck, and the City of New York.</li> </ul>
<b>PROJECT APPROACH</b>	<ul style="list-style-type: none"> <li>• A structured approach will be followed to ensure that the INET MVP web platform supports the requirements outlined in this document:             <ul style="list-style-type: none"> <li>○ Requirements Definition: during this stage, all existing documentation, systems, and materials are reviewed and analyzed. Discussions and interviews are conducted with project stakeholders. The outcome of this stage is a Technical Specifications document that captures all findings and conclusions and serves as a basis for subsequent stages. A technical architecture diagram is also</li> </ul> </li> </ul>



**Client:** Institute for New Economic Thinking (INET)  
**Project:** ED Education Platform  
**Date:** 10 FEB 2020 (v2)

	<p>developed along with identification of key technology components to be utilized.</p> <ul style="list-style-type: none"><li>○ UI/UX Development: using the Technical Specification as a basis, and any relevant brand guidelines, detailed UI/UX annotations are developed. The annotations go through multiple rounds of reviews before being considered finalized.</li><li>○ Core Development: this is the core development stage during which development is done on the web platform, with work streams running in parallel. Internally, the work is done in “sprints”, using an agile methodology that enables the life cycle of development to be continuously checked and adjusted as needed. During this stage, integration will be done with cloud infrastructure, and may involve the development of custom APIs.</li><li>○ User Acceptance Testing: while testing is done internally and throughout the lifecycle of core development, this stage brings testing to a representative user base to enable performance, functionality, and scalability issues to be identified, and fixed. Detailed tracking is done of all bugs/enhancements identified.</li><li>○ “Go-Live” and Post-Production Support: After UAT has been completed, code libraries are turned over to the client, and deployment is done in the production environment. Celeritas provides post-production support for 30 days to ensure that any issues identified after “go-live” are quickly addressed and updated code libraries are provided back to the client.</li></ul> <ul style="list-style-type: none"><li>• Throughout the project, weekly updates are provided to the client. And a Jira “board” is maintained, thereby enabling the client to see project progress at all times.</li></ul>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• Based on preliminary discussion with INET, an open-source Laravel PHP web framework would be a good technology option for the INET web platform. While open-source Moodle can also be used, a Laravel implementation will provide core functionalities (e.g. authentication, forums, user tracking) that will ensure that the MVP can be built upon, using a scalable and robust platform. However, the decision on the technology platform to be used can be made as part of the project, using the following criteria:<ul style="list-style-type: none"><li>○ Flexibility offered by technology related to target feature/functionality set;</li><li>○ Comfort level within INET technology team on being able to manage the platform post development;</li><li>○ Overall acceptance and usage of the technology compared to other options in the marketplace;</li><li>○ Cost of licensing/use of technology;</li><li>○ Training materials and support forums for technology.</li></ul></li></ul>



**Client:** Institute for New Economic Thinking (INET)

**Project:** ED Education Platform

**Date:** 10 FEB 2020 (v2)

	<ul style="list-style-type: none"><li>• All data will be stored in the Amazon Web Services cloud environment, or alternate cloud platform provided by INET.</li><li>• Subject matter expertise, related to INET Ed, will be provided by the client.</li><li>• Vendor will perform majority of work activities remotely but will be available to attend conference calls, and in-person, meetings as needed.</li><li>• Weekly project status reports will be generated by Celeritas Solutions and shared with the client by email.</li><li>• The key timelines for the project will be discussed and finalized with the client but are provided in draft form:<ul style="list-style-type: none"><li>○ Mar 6<sup>th</sup> – Project kickoff</li><li>○ Mar 20<sup>th</sup> – Documentation of business requirements and development of technical specification document</li><li>○ Apr 3<sup>rd</sup> - Development of first draft UI/UX wireframes</li><li>○ Apr 17<sup>th</sup> – Finalization of UI/UX wireframes for the web platform</li><li>○ May 15<sup>th</sup> – Release of beta version of web platform for INET testing; start testing by INET core team</li><li>○ May 29<sup>th</sup> – Updates to web platform based on INET core team testing; start of UAT with user base</li><li>○ June 12<sup>th</sup> – Completion of UAT with user base</li><li>○ Jul 3<sup>rd</sup> – Updated web platform with all UAT comments addressed</li><li>○ July 17<sup>th</sup> – Get web platform ready for deployment on production</li><li>○ July 31<sup>st</sup> – Complete deployment of site to INET production</li><li>○ Aug 28<sup>th</sup> – Completion of 30 day support post-production deployment</li></ul></li></ul>
<b>Pricing &amp; Payment Terms</b>	<p>Design &amp; development of web platform      USD 16,500</p> <p>Payment will be made in line with milestones as indicated below:</p> <ul style="list-style-type: none"><li>• Documentation of requirements      10%</li><li>• Signoff of UI/UX wireframe for web platform      25%</li><li>• Release of beta (test) version of web platform      45%</li><li>• Deployment of final version to production      20%</li></ul> <p>Invoices should be paid 30 days after submission.</p>

**Approvals:**

---

INET

---

**Imran Husain**  
CEO  
Celeritas Solutions LLC