Terms Of Reference

A document of explanation and agreement from Byte Design to Elaine Allen concerning the creation and execution of the MadeByLainey Company website.

Byte Design

Victoria Allen, James Green, Scott Millar
5/10/2016

Table of Contents

Management Summary

Below you will find a summary of each section within this document.

Client Letter – This is a letter of introduction to our team and the service that we are providing to you the client.

Company Background – This section will detail the understanding of your company and explain why we feel we are the best fit for you in this project. This will also give us vital information needed in the design planning stages

Target Market – Detailed research of competitor's websites discussing elements within each that are both advantageous to the company, website and a detriment. Allowing us to then understand the competing market more thoroughly and therefore create a better website for you.

Website Development – An explanation of the tools and skills we will utilise in order to create your website. It will explain the techniques we will use and why they will be beneficial to your company, this also gives you an insight on how we're approaching the development of your website allowing you to know what's going on from start to finish.

Concept – This section will explain the content and design of the website, explaining why we will include certain elements and how they will benefit the website and your business.

Hardware and Software Requirements – A detailed summary of the hardware and software equipment that will be used in the creation of the website giving you an idea of what we're capable and if there is any limitation to what we can offer you.

Gantt Chart – A diagram of the timescale in which this project will be completed, showcasing the deadlines for each element of this project and we're expected to finish the project.

Costing – A detailed description and explanation of the cost of each element of this project and an overall cost for the creation of the website and possible optional extras. This lets you know before we even start designing how much you'll be expected to be paying after completion.

Client Sign Off - Signed and dated agreement between both parties acknowledging their understanding of the document and consent in this project.

Client Letter

Dear Elaine,

   We are a team of young graphic/web designers from Belfast named **Byte Design**. In the following document you will find the proposed initial ideas, costing and development for your website creation. We feel that our team will be able to provide for you a professional and user friendly website that will enhance your business and presence online; as creating a stronger online presence will allow you to widen your customer base. The tools we will use to create this website will also allow you to update and manage it yourself without the need of a web designer.

As a team we are extremely enthusiastic and dedicated to each project we undertake. We feel that as a young team starting out in the industry that we would be a perfect fit for your small, but expanding, business. We would like to help you to grow your business even further by boosting your online presence with a website that is tailored to your business needs.

If you have any questions or queries on the subject please contact the team lead Victoria Allen at 07801575261 at any time.

Many Thanks

Byte Design

Contact Details

Contact Details	
Team Name	**Byte Design**
Team Members	Victoria Allen James Green Scott Millar
Address (**Byte Design**)	Titanic Quarter Campus 7 Queens Rd Belfast BT3 9FQ
Contact Details	Victoria –07801575261 **victoria.allen@hotmail.co.uk** James - 07594493014 **Jamesgreene@hotmail.co.uk** Scott - 07935686144 **zmillar@live.com**

Team Profiles

Below you will find a little information on each team member in Byte Design, including our roles within this project.

Victoria Allen

Role: Project Manager

Age: 21

I am currently studying a Foundation Degree in Interactive Multimedia Design at Belfast Metropolitan College, Titanic Quarter. I hope to go onto the IMD course in UUJ next year. In my spare time I enjoy socialising with friends, writing songs on guitar, learning the ukulele and studying new coding languages.

James Green

Role: Web Designer

Age: 21

I am currently studying the Foundation Degree in Interactive Design at Belfast Met and have plans to go on to UUJ to study the Interactive Multimedia Design course there. In my free time I enjoy socialising and when the time allows working on my portfolio and online gaming.

Scott Millar

Role: MySQL Developer

Age: 24

I am currently on the Interactive Multimedia Design course in Belfast Met looking to progress to the IMD course in University Of Ulster

Jordanstown. I've worked freelance in this area for around 5 years teaching myself, web design and development, photography, video editing and graphic design.

Company Background

Prior to this document our team conducted some research into your company in order to better understand your business needs.

We understand that you are a small independent business that has been dealing within the craft industry for several years. At the moment you are currently dealing solely on Facebook, which is a great way to generate business, customer interest and word of mouth. However, as a team we feel that a website would benefit you even further as you would reach even more people this way.

After thoroughly researching your business we feel that we would be the perfect fit for both your business and your costing. As a small business we understand that it must be hard trying to generate new business, and in this digital age we feel that the creation of a website would be the fastest and easiest way to do this. As a team we are able to provide you with the necessary tools and skills to widen your customer base and expand your business further. The tools we will provide will be the creation of your website, tailored to your company needs. The skills we will provide you with will be the abilities to manage and update your website once we have finished our job.

Target Market

To provide the right services for our client it was very important that we figure out our target market in order to create a website which appeals to certain customers that are more likely to buy products off our client.

After talking to our client more we figured out that's she creates and designs home products and other interesting designs such as dresses and bath bombs.

This meant that we would need to create a website which appealed to many home owners or even people looking formal dresses, this allows us to have a large target market making for those who prefer hand made products which it is clear that time and effort went into.

Competitor's Websites

Before we could start our planning such as storyboards or wireframes for Elaine Allen, it was critical that we had a fair idea of her competitor's websites; this gives us the standard for an online website across the market. This will allow us to be able to develop and plan a website that can keep up with other competitors and hopefully allow Elaine Allen to stand out.

After doing the research these websites appeared to be the best which were similar to Elaine Allen's.

Etsy

https://www.etsy.com/uk
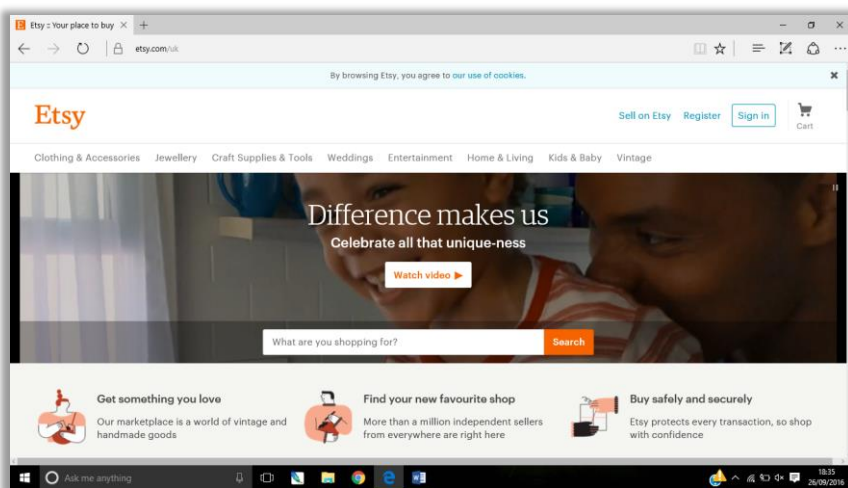
Figure 1: Homepage (Etsy Website 2016)**

Layout

Esty website is excellent as it has brilliant structure and placement of information throughout the website, it has a horizontal navigation bar which links up all pages all in the same section. It has dropdown list which supply further link to additional pages *"figure2"* making navigating round the website much easier and it clearly shows that accessibility has had a lot of thought put into it.

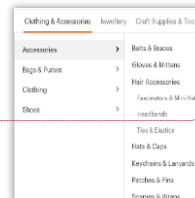> **Commented [CS1]:** Subjective comments here. clarify what is meant by brilliant/very good. Brilliant in what way and in whose opinion? use more objective language such as, e.g. "...as a competitor site targeting a similar market the team feel that there are various methods used to do this as detailed below..."

Figure 2: Homepage (Etsy Website 2016)**

Esty also has a "shop by category" section, this gives all the different items it sells and a picture to represent the image, I thought this was a very good idea and also looked very professional a feature we may consider using ourselves for your website, as well as making shopping for a particular item much easier *"figure 3"*.

Figure 3: Homepage (Etsy Website 2016)**

Colour

Esty have chosen quite dull colours, very light grey for background and darker grey for the writing, this makes the website look very professional and easy to read all text, although the colour doesn't catch your eye instantly, we feel it makes it much better as it isn't over powering and all information is so easy to read.

The colour system used is shades. This makes the website easy to manage and makes the website look generally balanced and eye pleasing. However the use bright orange for headers and search buttons this is very complimentary as it shows clearly where all the important sections, drawing maximum attention to them sections.

> #777879
> #a8a6a6
> #f5f5f2

> **Commented [CS2]:** Tonal
> **Commented [CS3]:** ...the use off

Font

Figure 4: Homepage (Etsy Website 2016)**

Esty uses Sans Serif throughout their website; this makes text very easy to read and makes the website look professional. Due to the tidiness of Sans Serif being

individual letters, it makes the website more consistent and user friendly.

Images

The images used in Esty website are very high resolution making it a lot better quality, giving the website a very good first impression and shows a lot about the website and the business. All images are well sized allowing them to be good quality without loss of the quality when reducing the size, this also makes the products on purchase very easy to see and shows them off very well.

Conclusion

Overall I felt that Esty Website is very good, it has a good colour scheme and good images showing off their products, however I feel like the layout of the video was misplaced I wouldn't want the first thing my customers see is a video of random girls laughing, having no contraption to the website bar the fact everyone's enjoying themselves, I feel like it could have been place near the bottom of the page or even have just a link to it.

MadeItMyself
http://www.madeitmyself.com/
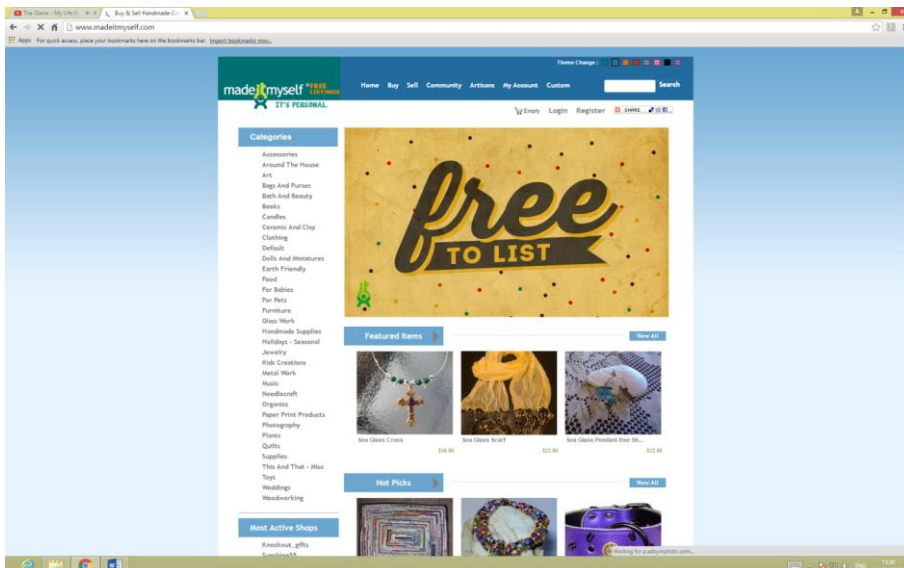
Figure 5: Homepage (MadeItMyself website 2016)**

Layout

MadeItMyself has a horizontal and vertical navigation bar; it has quick access on the left and a basic navigation on the top. The website is very much what you see is what you get, it doesn't have many dropdown lists and just shows off the products just by placing them in. however it has categories such as featured items, making the best items appear first. The first image you see is a massive Facebook link, which we don't like as it shouldn't be the first thing a customer see's. This could be used for something like for example, a featured/best selling product.

I feel like this website is upside down, it has all the good deals at the bottom of the page and the just random items at the top, I think more thought should have been put in to the layout.

Colour

The branding and logo of the company is good, it shows off the creative side and the colours are complimentary to each other making them stand out from all the other text.

Figure 6: Homepage (MadeItMyself Website 2016)**

The monochromatic colour scheme used is complimentary colours. This draws the maximum attention towards the two sets of information; however this colour scheme has a lot of restrictions as the two colours need to be near enough opposite.

Figure 7: Homepage (MadeItMyself Website 2016)**

MadeItMyself have done a very smart thing when it comes to colours and themes, they have added a colour themes section at the top of the page, and this allows customers to pick a theme they like, interacting with the clients and making them interested and intrigued. The themes all use complimentary colour from green due to the logo being green and light green.

We personally liked the green the most; I feel like the other colours don't fit in with the logo and make the website look very unbalanced.

Font

Figure 8: Homepage (MadeItMyself Website 2016)**

The most part of MadeItMyself is San Serif, this makes everything easy to read and don't complicate anything. However they have used san serif in one of the images as well as using it in the logo on the "it" has been messed with this done well can create a good

separation of information and branding, although I feel that it's meant to make it stand out however we feel that it looks very childish and could have been done a lot more subtle to make the website that bit more professional.

We feel that the writing on figure 10 is very poor, it took me a couple of minutes to figure out what was even wrote on it

This shouldn't have been placed at the top of the website, it is hard to read and will confuse potential customers.

Figure 9: Homepage (MadeItMyself Website 2016)**

Images

Images on the site aren't the highest of quality, they have all been taking by the designer of the products and most of them are blurry due to the image being zoomed or badly took. However there are some exceptions, this allows customers to get a better idea of what they're purchasing is.

Conclusion

Over all we feel the website is good but just has some silly errors, when creating your website we will make sure I get my information hierarchy properly planned out.

Dawanda
http://en.dawanda.com/
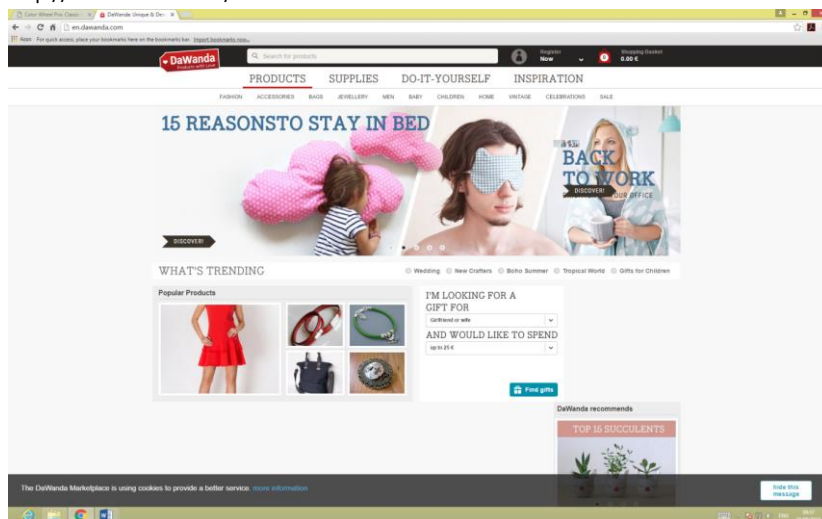
Figure 10: Homepage (Dawanda Website 2016)**

Layout

Dawanda have created a very good website, the horizontal navigation links the entire website together in the same place, makes navigating much quicker and easier. They have a slider at the top of the website, which shows off the best deals they offer, as well as creating a "what's trending" section, giving customers the option to see what's in style and what's selling well.

All these features ensure customers don't get lost and everything is easily assessable, making it all very efficient.

Colour

Dawanda use black and red throughout the website, this gives a very clear and clean feel, they used red for their logo, this means users eyes are immediately drawn to the name, which leads customers to the navigation bar.

Figure 11: Homepage (Dawanda Website 2016)**

They have used red throughout the website, just keeping the reader's attention in each section, highlighting where they should be looking, this is very effective as it can be used to display information you want users to see.

Dawanda use a monochromic colour scheme, not using too many colours, keeping it simple but very effective. It is easy to manage and very visually appealing.

Font

Dawanda uses Serif the whole way throughout, we think it works very well as they didn't go over the top, it looks neat and isn't too bad to read, however san serif for important details would of looked better, we still like the way they have done it.

Images

Images on the site are high quality and clearly show off the products. There is a slider at the top of the website, this shows off the latest deals as well as showing off potential customers other products that they may not have previously thought of, displaying and showing off the products for sale.

When clicked on images show in full screen, showing in more detail what the customers are really getting for their money, as well as a description of the product describing it properly.
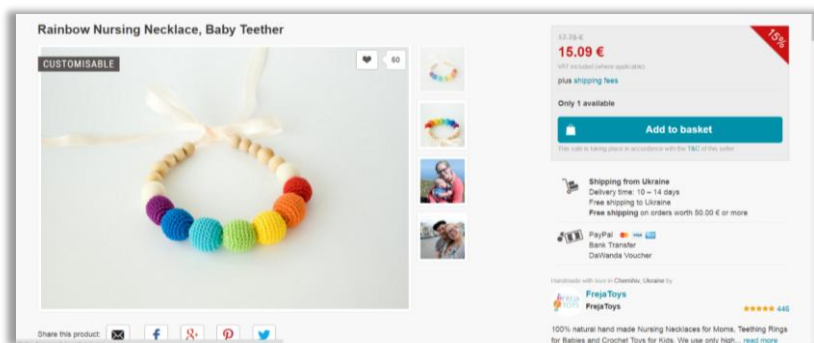
**Figure 12: Rainbow Nursing Necklace, Baby Teether page
(Dawanda Website 2016)****

Conclusion

Overall we really like Dawanda website it looks very professional with a good colour scheme, displaying all information in the correct play and has a good image slider showing off the products well. However the only thing we would change is the navigation bar, we feel like it could be neater and include dropdown lists which would tidy the website up a lot.

Figure 13: Homepage (Dawanda Website 2016)**

Website Development

Sitemap

I created a sitemap to give our client an idea of what the websites navigation will look like. I am aware that the client has already got a domain name, this is just a rough idea to give them an idea. All names can be changes and links added if needed.
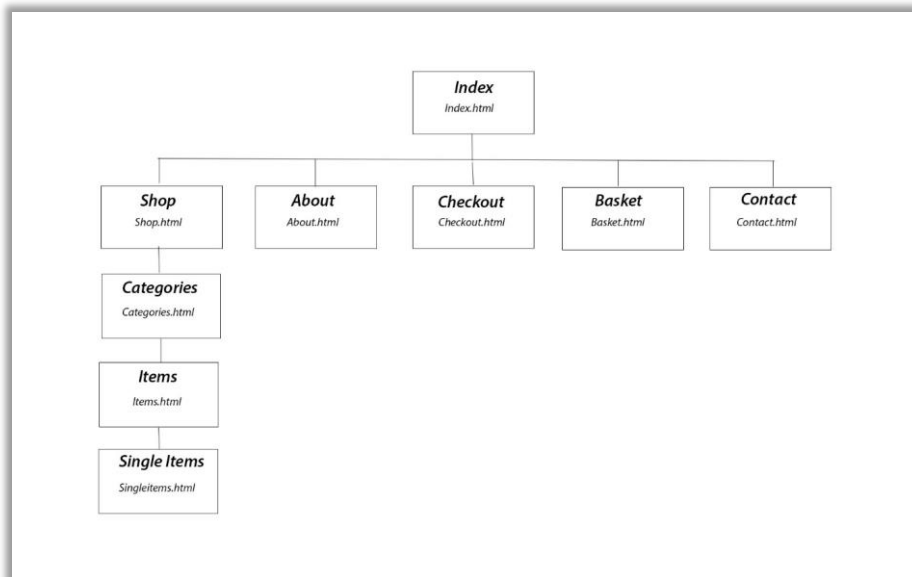
Design

As a team we aim to design a professional, user friendly website for you, our client. The purpose for the website will be an online shop so that your customers can browse products and buy them online. The website will showcase your company's products including prices, pictures and descriptions of the product so that the customer can browse through the products you provide, add the item to their online basket and pay online. The navigation of the website will be designed in a simple and user friendly style so that every customer, no matter how technical that are, that visit your website will be able to easily navigate the website and products.

Coding

When creating the website we will be using elements of HTML5 and CSS. WordPress, however, will be the main management of the website as this will allow you to manage your website and update it after we have finished our job of creating it.

Compatibility

This website will be compatible to all major web browsers, including Google Chrome, Safari and Internet Explorer. It will also be viewable on all PC computers, laptops, mobile and tablet devices so as to reach the largest audience for you and your company as possible.

Google Analytics

Google Analytics is a free service that we, as a team, feel would greatly benefit your website and your business. This service allows you to track and monitor the type of online traffic you get on your website. It will help further identify your audience online and their needs, which will allow you to then begin to tailor your website and company towards your core market, resulting in better profit and a larger customer base.

Search Engine Optimisation

Using S.E.O techniques within the website will allow your website to be easily found online by customers when searching through Google or other search engines. This is will done by using alt tags on photographs within your website and naming everything appropriately.

Content Management System

As the website will be created using WordPress it will allow you to continue to manage and update your website by yourself, without the need of help from outside sources and extra costs. As a team we will provide training on this web management programme for you so that you will be able to easily and confidently update and change features on your website.

User interaction

As we have previously mentioned, user interaction is a major part of the website we will be creating for you and your company. At Byte Design we understand that some customers may not be as technologically minded as others and so we strive to create a simple layout style for navigation, buttons etc. This will allow the customer to easily navigate your website and products, making the experience more enjoyable for the user and encouraging them to buy your products.

Mobile Considerations

Due to more and more consumers using the medium of their mobile or table devices to shop online we will ensure that the website will be viewable on all formats. When a customer views your website on their mobile phone, tablet or other device we will make it so that the design and layout fit to their device and everything runs smoothly.

We will do this creating your website in a mobile first method. This method is very common among web designers in today's industry as most web browsing is done through the use of mobile devices and so when planning and designing your website we will create the mobile version first. This will ensure that the mobile version of your site isn't a squashed version of your full site which would make it hard to clearly read or understand information, but instead a condensed down version that will fit the mobile or tablet device perfectly so the customer is able to easily scroll through your site.

By tailoring your website to mobile and tablet configurations, as well as for the desktop computer, it will allow your customers to have the best experience when shopping on your site, providing them easy access and navigation. Due the smart devices online shopping can now be done anywhere and at anytime, and so we feel that by providing your customers with that option will increase your profits and website traffic.

We will not charge extra for this feature as we feel that in today's market so much of the internet browsing experience is done through mobile phones or tablets, and so the responsive aspects of the website will be including within the website creation and pricing provided within the document.

Concept

Construction of Site

At this stage we are still conducting further research into the type of design and layout that we will create for your website. We will provide you with information and require your approval throughout this process and so before making any major changes will consult you. We plan to make multiple examples of designs and colour schemes that we will bring to you at a later stage in order to receive your feedback and hopefully approval of one of our designs.

Navigation

The navigation of the website will be clear and easy to follow. There will be a menu bar at the top of the screen on the home page so that customers can clearly see the options given to them in order to explore your website. We will also include a search option which will allow customers to type in a key word to help them find what they are looking for on your website if they are unsure of where to look. The navigation bar will be at the top of every webpage to further help the customer navigating the website as well as the possibility of several links at the bottom of each page.

Logo

We understand that you already have an existing logo that you are currently using on your Facebook page to promote the company's brand. We would like to use this logo in order to keep consistency and familiarity for your existing customers. The colour scheme of the logo may be changed later in the design and planning process after further research and experimentation has been done. This will be included in the designs we bring to you for feedback later in the design process. We will of course include your original colour scheme in the logo as an option.

We will also recreate your logo using Adobe Illustrator in order to convert it into a vector image, making it easier to work with and better quality on any device viewing the website.

Colour

The colour scheme of the website will coincide with the colours used in the logo. As we do not know which colours will be used in the logo at this stage we are unable to give you an idea of the overall colour scheme of the website. We understand that your company is handmade and quirky, producing a lot of products for children, and so we will reflect that in the design of the website.

Layout

The layout of the website will be consistent with the vibe and style of your company and its products, as well as being visually eye-catching. To reiterate the user interaction that we previously discussed, the layout will be simple and easy to understand and navigate, allowing the user the best experience possible.

Content

As it is an online shop website the content will include the products that you are currently selling to your customers, as well as any other products or offers you would like to advertise. The website will be split into categories; each category will include a picture of each product within that category and will also have a description and price for each product. In the interest of easier user interaction each picture will be a clickable link and the categories will have a picture relating to that category and also be a clickable link directing the user to that page. This will make it easier for the user to navigate the website and allow them easy access to your products.

We are open to using some of the photographs that you already have advertised on your Facebook page, and would also like to take more photographs using our own camera equipment to achieve the best possible images and look for your website.

Possible Ideas

Other features that we could provide within the website is a video to include the products you offer to be featured on the main page of the website to entice customers to buy your products. Or a slider that will be on the main page of your website that acts as a slide show of your best products to entice customers to buy your products. Both of these options are a good way of persuading your online customers to search through your website and products and would give you a better chance of them buying your products. Of course both of these options would be an add-on to the website and therefore would be a separate cost.

Print Material

If you also require business cards, posters or any other type of print material we would be able to offer that service to you as well. As Interactive Multimedia students we are also skilled in digital design programmes such as Adobe Photoshop and Illustrator and so would be able to create very professional print material, if you require it. Print materials such as these can also be a great way of advertising your company to those who wouldn't be online customers. Again this would be separate from the website and would therefore be a separate cost.

Hardware and Software

To cover all areas that the client may want, we are using a powerful custom build laptop to that will be able to perform all tasks weather its editing images or video. The client does have images of the products already but they could want better quality ones so we will need a camera for that.

Computer Specs

GeFroce GTX 960M
Intel Core i7-6700HQ CPU
16 GB RAM
Windows 10 Operating System

Cameras

Nikon D7000 for images
Panasonic G6 for videos

Software

Photoshop: Needed for editing product images to be used on the web and general web graphics.

Illustrator: there has been talk of a redesign of the logo, if this is the case we will need it to be vector based. Also for much faster loading time we may try to aim for vector web graphics rather than creating them in Photoshop.

Brackets: A simple free code editor.

Premiere Pro and After Effects: If a video is required we'll need to use both these programmes.

We will be using WordPress for creating this website, the reason for this is for the use of WooCommerce and Yoast SEO tools (both free WordPress plugins) though it is possible for the team to create the whole site from scratch without WordPress which would take away restrictions involved with WordPress, we decided to go with WordPress due to the time frame we have to complete the task, this also will cut down on cost as there is less working hours.

Though we're using WordPress, we will not be buying or using a free WordPress theme, as web designers we feel we should be designers and create our own custom, this will also allow us to give the client exactly what they want and not be stuck the layout that we would get from buying or using a free theme.

Gantt Chart

Figure: 16

Task	September			October					November				December				January	
	12	19	26	3	10	17	21	31	7	14	21	28	5	12	19	26	2	9
Team Logo and Branding	■																	
Research and Planning																		
Research competitor websites		■	■															
Brainstrom Ideas		■	■	■														
Layout			■	■														
Navigation					■	■												
Colour Scheme					■	■	■											
Typography						■	■											
Storyboard								■										
Wire Frame									■									
Design																		
Pages									■	■	■							
Content										■	■	■	■					
Photography														■	■			
S.E.O														■				
Google Analytics														■				
Testing																		
Team Testing															■			
Client Walk Through																		
Client Testing																■		
Website Revision																■		
Print																		
Leaflets																		
Business Cards															■	■		
															■	■		
Copyright																		
Trademark																		■
Security																		■
Data Protection																		■

Costing

Item	Hours	Cost
Hosting	< 1	N/A (need to look around for the best offers which will be done days before the website is ready to go live as prices and offers are always changing).
Domain	< 1	£11.99 p/a
WordPress Install	< 1	Free
Product Photography	2 - 4	£50
Planning	16	£500
Development	40	£1500
Video Filming + Editing (Optional)	8	£200
Social Media Updating (Optional)	3	£50
Print Material (Optional)	0	£80
CMS and SEO Training (WordPress Content Management System, Keywords, Google Analytics, Google Webmaster)	4	£200

One of Payment: £2250

This is the payment for all the work we done from the planning, designing etc.

Optional Costs: £50 - £330

These are optional but recommended services that will help the website grow and give it a good kick-start.

Annual Costs: £47.87 - £71.87

This price will change year to year as the hosting and domain names prices do change. As of writing then, GoDaddy has an offer on £2.99 a month for hosting for the first year, this increases to £4.99 after the first year. Though it's possible that there will be another offer on or they could increase the £4.99. We just don't know.

Total Cost:

Min – £2297.87
Max - £2651.87

Client Sign Off

I have read and understood the terms of the above document. This contract is the entire agreement of both parties and also the understanding that anything extra will be charged as there will be no modification made to this document.

Name (Client)   Sign: Date:

_____   _____   _____

Name (Byte Design)   Sign: Date:

_____   _____   _____

Name (Byte Design)   Sign: Date:

_____   _____   _____

Name (Byte Design)   Sign: Date:

_____   _____   _____

References

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Rainbow Nursing Necklace, Baby Teether page, 2016. Dawanda [online]. Available from: http://en.dawanda.com/. [Accessed 30 September 2016].

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