

Jared Loveridge

The Dog Within: Website Design

Prepared For:

*08/06/2017
Patrick Tarpey
Owner/Operator
The Dog Within*

Prepared By:

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Scope of Work

I will develop a completely custom website for The Dog Within. The goal of this website is to provide The Dog Within with an online presence and to provide current and prospective customers vital information about business operations and services offered by The Dog Within.

The website will be a 4 page/section website consisting of the following pages: Home, About, Contact, and Services. The home page/section will have text and pictures about The Dog Within and links to relevant social media content. The about page/section will include detailed information about the company. The contact page/section will have a form allowing customers to send an email to The Dog Within. The services page/section will list services and pricing and, if applicable, an FAQ page.

The design process consists of four (4) phases: Concept, Design, Technical, and Testing. In the concept phase, I begin work by outlining the basic flow and gathering text and images for the website. In the design phase I create digital artwork for the outlined webpages and integrate the images and text. In the technical phase I enable the website server, domains and add interactive functionality like forms and emails. In the testing phase, I check the entire website to make sure it is operating as expected.

This website will work in all Grade-A browsers. It will be optimized to function on smaller devices, such as phones and tablets.

On the following pages, you will find a more detailed description of the project phases, timeline, due dates, deliverables and fees.

Timeline

The first iteration of this project is anticipated to be completed by 09/30/2017.

Each phase of the project will last approximately one week and will begin on a Monday and end on a Sunday.

Concept phase: (08/07/17 – 08/13/17)

During this phase, all written and visual resources for the website will be assembled. Competitive analysis of similar websites will be conducted. Navigation & content structure will be decided upon in this phase. You will be responsible for supplying the written content for the “about” and “services” sections by no later than 08/13/17. This will include a bio, testimonials from previous clients, an outline of services offered and pricing scale, any images from prior training sessions that will be used in the final design, business logo and other business-related resources required for the design.

Deliverables: none.

Design Phase (08/14/17 – 08/20/17)

During this phase, I will integrate the written and visual content into a suitable desktop layout for the web. This phase will conclude with the construction of a desktop browser version of the website. No form functionality or optimization for mobile devices will be included in this phase of the design.

Deliverables: HTML & CSS source files, for viewing on desktop browsers, sent as a zipped file.

Technical Phase (08/21/17 – 08/27/17)

During this phase, I will optimize the design for phones and tablets. I will also add form functionality in this phase. Forms, when submitted, will generate an email that will be submitted to The Dog Within email account. Any JavaScript, jQuery, or “back-end” programming will be done during this phase of the project.

Deliverables: Updated source files, including HTML, CSS, JavaScript, and PHP (if applicable), sent as a zipped file.

Testing Phase (08/28/17 - 09/03/17)

During this phase, I will test all functionality of the website to ensure that the website functions well on mobile devices, the form functionality, navigation, and any JavaScript/jQuery added to the site works as expected.

Deliverables: All source files used in final design, sent as a zipped file.

Editing Phase (09/04/17 – 09/30/17)

I want you to be fully satisfied with your website. If you have any changes you’d like made to the site, we can discuss it during this phase and I’ll make up to two rounds of edits for you. I will require one week for each round of edits, so please submit the first round of edit requests in writing by 09/10/17.

Deliverables: All updated source files used in final design, sent as a zipped file.

Payment

In lieu of monetary compensation for the work I am doing on your behalf, I will retain the permanent and unrestricted right to display this project on any platform of my choosing. Further, you agree that you will provide me with a written review of your experience working with me, posted on no less than two online platforms of my choosing (this may include LinkedIn, UpWork, eLance.com, fiverr.com, etc.) within 14 days of project completion.

Other notes

Web hosting and the purchase of a domain name is not included in this proposal. I would be happy to purchase a domain name and set up a web hosting account for you. However, web hosting and purchase of a domain name typically require a small fee to get set up. Both of these services will be provided for you by your request, "at cost".

Terms & Conditions

All information in this proposal is subject to the following terms and conditions:

LICENSE

Designer grants to Client a non-exclusive, perpetual and worldwide license to use and display the Final Deliverables in accordance with this Agreement. The rights granted to Client are for use of the Final Deliverables in its original form only. Client may not change, create derivative works or extract portions of the Final Deliverables.

INDEMNIFICATION AND LIABILITY

Client shall indemnify Designer from any and all damages, liabilities, costs, losses, expenses or attorney fees arising out of any claim, demand, or action by a third party due to materials included in Deliverables at the request of the Client.

THE SERVICES AND THE WORK PRODUCT OF DESIGNER ARE SOLD "AS IS." IN ALL CIRCUMSTANCES, THE MAXIMUM LIABILITY OF DESIGNER, ITS DIRECTORS, OFFICERS, EMPLOYEES, DESIGN AGENTS AND AFFILIATES ("DESIGNER PARTIES"), TO CLIENT FOR DAMAGES FOR ANY AND ALL CAUSES WHATSOEVER, AND CLIENT'S MAXIMUM REMEDY, REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT, TORT OR OTHERWISE, SHALL BE LIMITED TO THE NET PROFIT OF DESIGNER. IN NO EVENT SHALL DESIGNER BE LIABLE FOR ANY LOST DATA OR CONTENT, LOST PROFITS, BUSINESS INTERRUPTION OR FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES ARISING OUT OF OR RELATING TO THE MATERIALS OR THE SERVICES PROVIDED BY DESIGNER, EVEN IF DESIGNER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND NOTWITHSTANDING THE FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY.

CHANGES TO PROJECT SCOPE

If Client wants to change the Scope of Work after acceptance of this Agreement, Client shall send Designer a written Change Order describing the requested changes in detail. Within 7 days of receiving a Change Order, Designer will respond with a statement proposing designers availability, additional fees, changes to delivery dates, and any modification to the Terms and Conditions. Designer will evaluate each Change Order at its standard rate and charges. Client will be billed on a time and materials basis at Designers hourly rate of **0.00** per hour, any incidentals will be billed "at cost". Such charges shall be in addition to all other amount payable under this Agreement, despite any maximum budget, contract price or final price identified. Designer may extend or modify any delivery schedule or deadlines in the Agreement as may be required by such changes. Client will have 7 days to respond in writing accepting or rejecting the new proposal. If Client rejects the proposal, Designer will not be obligated to perform any services beyond those in the original Agreement.

DELAYS

Client shall use all reasonable efforts to provide needed information, materials and approvals. Any delay by Client will result in a day-for-day extension of the due date for all Deliverables. Any delay caused by conditions beyond the reasonable control of the parties shall not be considered a breach and will result in a day-for-day extension any performance due. Each party shall use reasonable efforts to notify the other party, in writing, of a delay. Conditions beyond the reasonable control of the parties include, but are not limited to, natural disasters, acts of government after the date of agreement, power failure, fire, flood, acts of God, labor disputes, riots, acts of war, terrorism and epidemics.

REPRESENTATIONS AND WARRANTIES

Client represents and warrants to Designer that to the best of Client's knowledge, use of the Client Content does not infringe the rights of any third party. Designer represents and warranty to Client that to the best of Designer's knowledge, the Deliverables will not violate the rights of any third parties.

EXCEPT FOR THE EXPRESS REPRESENTATIONS AND WARRANTIES STATED IN THIS AGREEMENT, DESIGNER MAKES NO WARRANTIES WHATSOEVER. DESIGNER EXPLICITLY DISCLAIMS ANY OTHER WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR COMPLIANCE WITH LAWS OR GOVERNMENT RULES OR REGULATIONS APPLICABLE TO THE PROJECT.

ALTERATIONS

Alteration of any Deliverable is prohibited without the express permission of Designer. Designer will be given the first opportunity to make the required alterations. Unauthorized alterations shall constitute additional use and will be billed accordingly.

Signatures

Client's signature below authorizes designer to begin work. If the information and terms in this proposal are to Clients satisfaction and approval, kindly return a signed copy of this Project Proposal to Designer.

Designer Signature

Print Designer Name

Date

Client Signature

Print Client Name

Date
