Client   It's Time Texas
Job: ACTLF-001
Project: It's Time Texas - ACTIVE Flash Cards App Discovery
Date: 5-20-14

STATEMENT OF WORK OVERVIEW

This statement of work includes time for a preliminary content audit, user journeys, team UX discovery, and a work session with the It's Time Texas team for the ACTIVE Flash Cards application ("app"). The goal of the app is to transform the printed flash card program existing content into a digital experience to be used in the classroom environment.

PROJECT SCOPE / PROJECT PHASES

Pre-Discovery Meeting
- Activities:
  o Top-level Mini Content Audit to prep categories and content for collaborative meeting
  o HCB team review of experiences and project input
  o HCB team creation of assets and experience gathering to guide meeting conversations

Discovery Meeting
- Activities:
  o Confirm Business & Technical Requirements
  o Review Top level Mini Content Audit (280 pages of material)
  o User Journey Sticky Notes and Pageflow
  o Review User Experiences to form quick opinions for the app

Phase 1 User Experience Features to include
  o Sort via school type

  o Feedback loop - email

  o Push notices for new lessons

  o Favorite Lessons - DB

  o Mark completed lessons - DB

  o Lesson ratings - DB

  o Feedback loop - DB

Deliverables one week after work session
  o Initial Business & Technical Requirements (document to be completed in continuation of Phase 1)
  o Start of the Content Strategy & Style Guide (document to be completed in continuation of Phase 1)
  o User Journey Map (document to be completed in continuation of Phase 1)

- o User Experience (document to be completed in continuation of Phase 1)
- o Copy and Design Estimate/Timeline
- o Development Estimate SOW/Timeline

ASSUMPTIONS AND EXCLUSIONS

Client Support Requirements:
- Timely iterative and consolidated feedback from core team members.
- Firm understanding of project scope, technical requirements and assistance keeping features and effort in line.
- It's Time Texas will provide to HCB one key contact to provide guidance and support.
- It's Time Texas will provide all content for the app. HCB will adjust to meet design and UX needs.
- HCB will require only one round of reviews with prompt feedback.

SOW Requirements/Exclusions and Assumptions:
- Significant changes to the scope of work including revisions, alterations and additions to original specifications or timing will be estimated and submitted for approval in a supplemental change order to this Statement of Work.
- HCB is accelerating the discovery process normally taken to provide a low cost, speed to market approach based on minimal functionality. We are skipping a full user assessment and wireframe phase to get straight into design and content.
- Application will require an Internet connection.
- Application is hard-coded in a non-CMS environment. All changes/additional lessons, etc. will be added to the database and uploaded via iTunes and Google Play updates.
- Deployment process to App Stores is yet to be determined (via It's Time Texas or HCB developer licenses).

MILESTONES AND BUDGET

Project Milestone (completion and approval)	Cost	Target Dates
Management, Meetings, User Experience Discovery, Estimate Development	$ 5,415	
Content Strategy & Style, Mini Audit	$ 760	

Payment Terms:
100% at meeting start.

Subtotal: $ 6,175.00
8.2500% Sales Tax $ xxxxxxx
***TOTAL** (Price not to exceed)* $ 6,175.00
Upon presentation of your tax exempt certificate we will not charge sales tax on our invoice. Documentation must be provided at start of this project.

_____   5/21/14
Authorized Approval Signature   Date

HCB Health – *Authorized Approval Signature*   Date

Terms

This is an estimate only and valid for 30 days after issue. Significant changes to the scope of work including revisions, alterations and additions to original specifications or timing will be estimated and submitted for approval in a supplemental change order to this Statement of Work.

HCB will invoice work-in-progress based on actual hours until project completion, beginning the first month and every month after initiation, through project completion.

SOW line item budget breakdown attached.