



Interactive Kiosk Project Proposal

06.28.2016

Kristi Bryden
Denver, CO 80113

Revision / Change Log

6.28.2016

- Created initial proposal.

6.30.2016

- Updated proposal to have a design and overall aesthetic.
- Created Management Plan
- Updated Project Proposal to reflect Management Plan

7.21.2016

- Updated entire project
- Diamond App has now been added to Interactive Kiosk

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6.28.2016

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Week 1: Kick-off meeting

Friday, July 3, 2016

Week 2: IT meeting

Week 3:

Week 4:

Week 5:

Week 6:

Week 7:

Week 8-10:

Total Project Budget

Project Description

This project is to create an interactive in-store kiosk. The kiosk will include several touchpoints. The purpose of the kiosk is to inform and assist the customer while they are in the store. The kiosk will include access to our website database, access to Social Media, informative information including and not limited to videos, photos, graphs, charts, etc. There will also be access to suggested date nights, local restaurants, open-table, and fandango. Lastly, customers will be informed on our diamonds, the process, the shapes, subjectivity, RTB's, and our warranty information.

The kiosk will live on the showroom floor. Two kiosks will be side by side.

Primary Audience

The Primary Audience will be our customers. Store employees will be able to utilize the kiosk to help customers find her style, search her pinterest or our website, inform customers about our RTB's, etc.

Preliminary Features

The features of this kiosk will include access to our website, access to our social pages, informative information, and RTB's. The other features (freshly designed database, Opentable, proposal ideas, fandango, access to her pinterest) are okay to push to Version 2.0 if it conflicts with our budget and/or timeline.

Assumptions & Risks

There are very low risk factors in this development. Fourwinds will be doing all the development and will be responsible for fixing any problems.

There may not be a way to access the customer's social profile so we may have to stick with ours. There have been discussions that the customer may not want to enter their information on a large screen around other customers anyways.

We may not be able to pull our website database without incurring additional charges from Fourwinds. If this is the case we may have to settle on buttons taking customers to pre-existing website landing pages.

- **Development** - Will be done by Fourwinds. Their team is highly experienced and qualified in dealing with their software.
- **The budget is fixed** - We are not allowed to go over budget.
- **The design is open-ended** - I will be creating the design for this kiosk. It will need to fit in with our new design standards. It will also need to be adjustable and flexible.
- **Project Content** - Most of the content is already created. There are only a few things that we will be adding later as the content is gathered and finalized.
- **Timeline** - We need to complete the first version of this kiosk by October 1st and have it in store 2. Testing needs to begin mid-September.

Clear Dependencies

We are dependant on FWi service for fulfilling the contract on time. In the past, there have been some discrepancies with timelines. I will need to keep up with their team and follow up every week to make sure the project is moving along.

Timeline

Week 1: Kick-off meeting

Wednesday, July 20, 2016

- Meet with Fourwinds and discuss timeline and deliverables with designer, developer, and PM from Fourwinds.

Friday, July 22, 2016

- Fourwinds to email list of items needed from me.
- I will need to deliver sitemap and wireframes to Fourwinds.

Weeks 1-4: Discovery and Design

Submit Assets, July 20-August 2, 2016

Creative Design Process, July 21-August 17, 2016

- Create and design all landing pages for Kiosk.
- Use real content for placeholders.
- Deliver designs and actual content to Fourwinds
- Setup meeting with Samsung representative in-store. Discuss sizes of TVs that can fit in space designated for kiosk.
- Order Tv's including one for testing at HQ.
- Send sizes to Fourwinds for BOYD to begin designing the Kiosk stand.

Creative Design Sent to FWi, August 17, 2016

Weeks 4-7: Build

Sign Build, August 18-September 14, 2016

Test Deploy to ShaneCo HQ, September 14, 2016

User Acceptance Testing, September 14-27, 2016

- Receive TV's, Kiosks (BOYD), and Version 1.0 to begin testing at HQ.
- Gather data and complaints from HQ employees.
- Report back to Fourwinds for changes.

Build Refinement, September 28-October 4, 2016

Approve Sign Build, October 4, 2016

Build QA, October 5-11, 2016

Week 7: Implementation

Go/No Go Decision, October 5, 2016

PCs Configured and all HW installed, October 6-12, 2016

- Install TV's, Kiosks (BOYD), and Version 1.0 to begin testing in-store.
- Report back for any changes.

Implementation and Deployment, October 12, 2016

Weeks 7-10: Complete

Remote Training, October 13-26, 2016

Final UAT, October 13-26, 2016

Project Closeout, October 26, 2016

Total Project Budget

This project has a budget of [REDACTED]. We are not to go over budget. [REDACTED]

[REDACTED]



Interactive Kiosk

Requirements Definition

07.16.2016

Kristi Bryden
Interactive Project Manager

Revision / Change Log

7.16.2016

- Create initial Requirements Definition
- Submit to peers for review

7.21.2016

- Completely revise with new kiosk objective

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Definitions and Conventions

Interactive Kiosk

We will be creating an Interactive Kiosk for use by Customers and in-store employees. The kiosk should include access to our web database, RTB's, Social Media, Other, and History.

The kiosk should be easy to use, intuitive, and simple.

All changes and development will be done by Fourwinds.

Features

F1 Main Feature

The kiosk will feature a navigation to the other pages, jumbo-tron, and main content sections.

F1.1 Sub-Feature

List individual fields where applicable, along with field validation or other requirements:

- Images
- Documents (Diamond certs from different establishments)
- Examples (charts and diagrams defining key elements of the certs)
- Videos
- GIFs
- Charts
- Copy

DEV NOTE: Make sure to create an easy flow for additional content to be added later.

QUESTION: None at this time.

ASSUMPTION: That all content will be provided by Shane Co.

Production

P1 Browsers

P1.1 Supported Web Browsers

Kiosk should support Microsoft technology. Internet Explorer and Chrome. (It is not necessary to support MAC specific browsers.) Kiosk will be run through Content Manager supported by Fourwinds.

P1.2 Additional Web Browsers

None at this time.

P1.3 Other Client-Side Technology

P2 Presentation

P2.1 Screen Resolution

The screen resolution for touch-screen Samsung TVs is 1920 x 1080.

P2.2 Print Stylesheets

N/A

P2.3 Mobile Web

N/A

Technical

T1 Technology

The kiosk is to be hosted by Content Manager it will be the system we are already using in house that is provided by FWi Services. This will be displayed on Samsung touchscreen TVs. The TV's will be resting in a kiosk designed by BOYD. The app will play through a NUC. There will need to be one NUC per TV.

T2 Hosting

The kiosk will be hosted through the FWi cloud and Adobe Scene7 (if web database is to be pulled through).

T3 Support

This app will be supported by the Interactive Designer and Fourwinds.

Security

S1 Secure Coding Practices

Fourwinds will be providing all secure coding. They are liable for any security risks.

S2 Protection of Cardholder Data

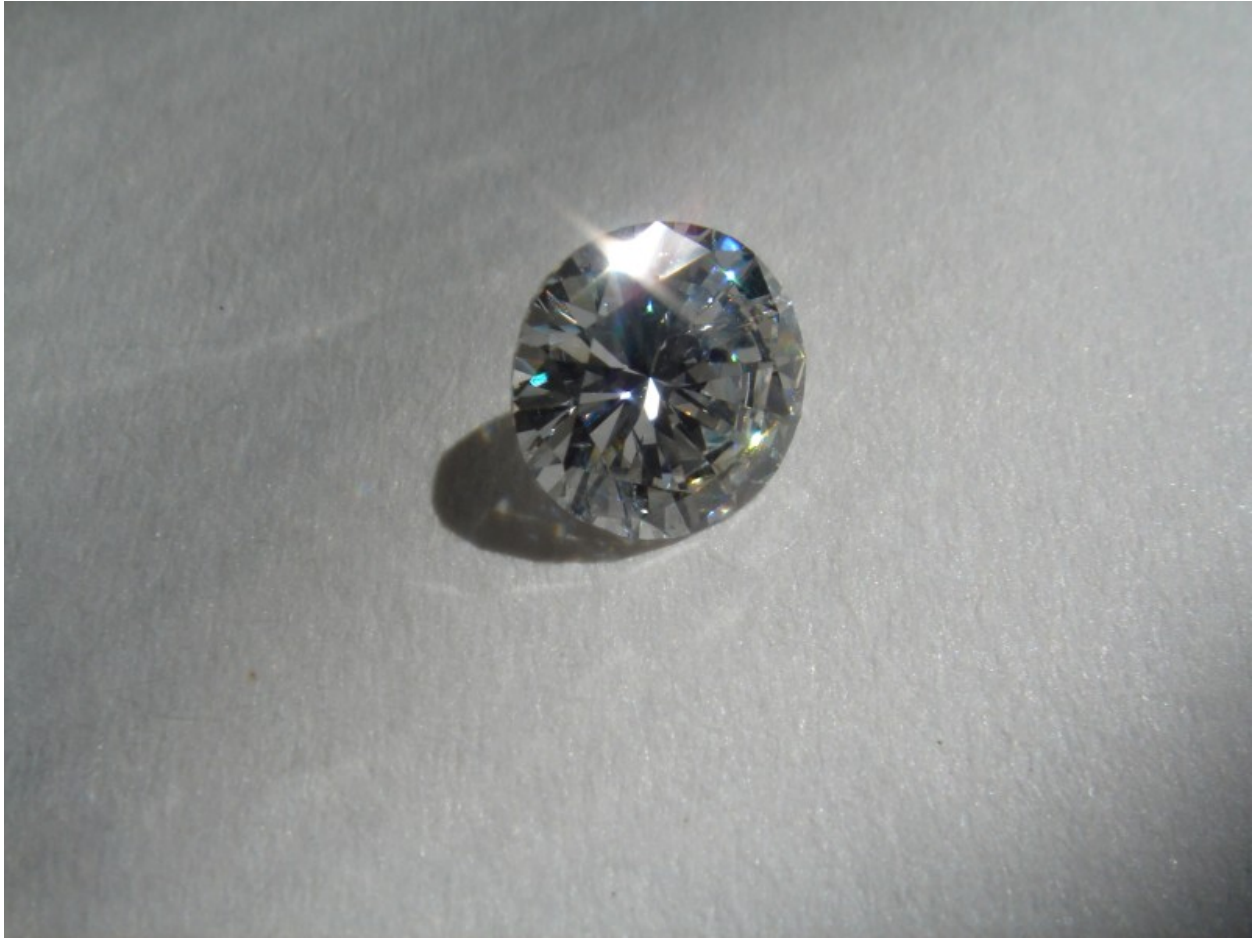
N/A

S3 Personally Identifiable Information (PII)

N/A

S4 SSL

N/A



Interactive Kiosk

Strategy & UX Brief

07.09.2016

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Kristi Bryden

Interactive Project Manager

Revision / Change Log

7.9.2016

- Created initial Strategy & UX brief.

7.16.2016

- Updated with Lisa's suggestions on Strategies, Tactics, and goals.
- Updated Tech section with specific Surface tablet and browsers

7.21.2016

- Completely overhauled with new objective for kiosk

About the Strategy & User Experience Brief

A successful Strategy & User Experience (UX) Brief should help focus energy and resources on a course of action to achieve a set of goals.

What Informs This Brief

The following meetings and resources contributed to the content of this document:

- Meeting with Fourwinds Interactive
- All content and resources needed in Kiosk
- Web Content
- Diamond Subjectivity Binder
- Resources and materials provided by VP of Diamonds

Direction & Evolution of the Strategy & UX Brief

Target Audiences

The following audiences drive the goals and strategies articulated in this document.

Store Sales-Associates

Sales Associates have direct interaction with customers. They are responsible for initiating the sale, helping the customer find what they need within the customer's budget, and closing the sale.

Customers

Customers should be able to use the Kiosk and clearly understand the interaction and content provided within. The kiosk will be used by customers so we want to increase transparency and understanding.

Goals

The goals of the kiosk are:

- To get rid of current .com stations and replace them with updated technology that can meet several objectives.
- To give the customer access to the web-page/database
- To give the customer access to social media
- To give the customer access to history and pertinent information
- To inform the customer of our RTB's.

Strategies

We define strategies as plans of action to achieve goals.

Update current content

Our current .com station is outdated and needs a refresh. We need to add images and text that are clear and informative without being flashy or sales-y. This way the customer can understand and be informed about what they are purchasing without feeling like they are being pressured.

1. The kiosk will be accessible via Samsung touch-screens.
2. The kiosk will have all content needed to achieve the above goals.
3. The kiosk will be simple, clear, and easy to use and understand.
4. The app will be easily updatable and be able to add additional content when necessary.

Add additional pages when necessary

The kiosk will be updatable and additional information should be easy to add.

*All diamond information will be added to the app when created as additional pages.

Tactics

This section includes tactics that relate to each of the recommended strategies. More specific tactics will also be addressed in the **User Experience Architecture** and **Requirements Definition** documents.

* The kiosk will be accessible via Samsung touchscreen TVs.

1. the kiosk will live on the Fourwinds server and be deployed through Content Manager
2. the kiosk will be compatible with the NUCs we already have in stock
3. there will be a backup slideshow option for certain landing pages on the Surface tablets in case the wifi goes down
4. the kiosk will display the social app while idol

* The app will have all text, photos, videos, URLs needed to relay information and give access to databases to customers.

1. text will be clear, easy to read, and not overly complicated/cluttered
2. Photos and videos will be high-res
3. GIA certificates will be easy to flip back and forth to show comparisons
4. Some diagrams in the diamonds info section will be GIFs to show what the spots on the diagram are in comparison to what you can see in the diamond with the naked eye.

Information Architecture, Design & Content

Create an App for in-store Kiosk

1. This will live on the Fourwinds server, deployed through Content Manager, and be displayed on Samsung touchscreen TVs.

2. By also living on the Kiosks, employees and customers will have easy access to lots of helpful and informative information.
3. The Kiosk will be very simple and easy to use.
4. All content on the Kiosk should be clear and informative.

Measurement

The tactics will be measured two ways for success.

1. Employees and customers will be able to use the Kiosk to give customers valuable information and access to our web database.
2. Employees and customers can understand the content.

Technology

What technology priorities are there, based on audience?

The new updated information must be on the Samsung touchscreen TVs and Content Manager. The kiosk app should be useable on Microsoft browsers such as Internet Explorer and Chrome. It is not necessary to build for MAC at this time.

Consider: ongoing site/content management; browser compatibility; mobile compatibility

The kiosk app will be refreshed yearly with new content. The VP of Diamonds will provide new GIA certifications to be referenced on the app every 2-3 years (for the diamonds info section).

Measurement

The tactics will be measured two ways for success.

3. Employees and customers will be able to use the Kiosk to give customers valuable information and access to our web database.
4. Employees and customers can understand the content.

General Measurement Approaches

When, how, who will measure project success post launch?

The project success will be tested and measured in mid-September by our team and Fourwinds onsite at Shane Co. HQ.

Creative Considerations

This section outlines branding and design considerations for the project. This affects the **User Experience Architecture**, **Design Concepts** and **Copywriting**, which follow this document in the planning and production process.

Branding/Design

Copy, Voice & Tone

- The personality of the site should be in alignment with the new Marketing branding strategy. There is a very lengthy document that all design references. All Branding and design will be approved by the Art Director before being published.

Research and Background for Diamonds App portion of Kiosk

VP of Diamonds conducted a web search review of competitor sites for usability, design, and content. The following information helped inform the tactics described above and describes the state of the current landscape of competitors.

I also did a quick web search to fulfill the requirements of this assignment.

Competitive Review

Blue Nile

<http://www.bluenile.com/education/diamonds/signature-difference?track=NavDiaSigDif>

Summary

Blue Nile provides little to no information on GIA certification on their diamonds. They have a brief explanation on the 4C's with some diagrams to represent cut.



Design

Design is consistent with their web-page and branding.

Key Message and Content

The key message is that their diamonds are superior and you should feel safe buying them from them online even without seeing them in person.

Usability

The one-page approach is very user friendly for customers browsing the site.



Double Certification

All [Blue Nile Signature Collection](#) loose diamonds are certified by [GCAL](#) in addition to being graded by the [GIA](#) or [AGSL](#). This provides you a second authoritative analysis of your diamond. GCAL also verifies that your diamond meets all the specific quality requirements of the Blue Nile Signature Collection.

With perfect symmetry and perfect proportions, Blue Nile Signature Diamonds are cut to gather and reflect light, for maximum brilliance. Come see the finest of all ideal-cut diamonds in the Blue Nile Signature Collection. Choose from [round](#), [princess-cut](#), [emerald-cut](#) or [Asscher-cut](#) diamond shapes.

Brilliance Is Key

The dimensions of the Blue Nile Signature diamond are very specific, leaving no room for error. If a diamond is cut even slightly out of proportion, it may yield more carat weight but it will not be as brilliant. In fact, to create a diamond with this much brilliance, as much as 74% of the diamond rough must be cut away. The Blue Nile Signature round diamond comes with an additional certification from the [Gem Certification & Assurance Lab](#) that shows the exceptional amount of brilliance emitted from these diamonds.





Interactive Kiosk Management Plan

06.30.2016

Kristi Bryden
Interactive Project Manager

Revision / Change Log

6.28.2016

- Created initial proposal.

6.30.2016

- Updated proposal to have a design and overall aesthetic.
- Created Diamonds App Management Plan
- Updated Proposal to reflect Management Plan

7.9.2016

- Made suggested changes from peer review

7.21.2016

- Changed entire plan based off changes at work

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<u>Week 7:</u>	
<u>Week 8-10:</u>	

Objectives

The objectives of the project will be explained in this document and updated after each meeting. All objectives will be communicated clearly to the Project Manager throughout the process so that the App can be efficiently made.

Assumptions

- Fourwinds will execute the entire creation of the app from start to finish.
 - Shane Co. will have full control over the aesthetic and overall design of the kiosk so that it fits within the new company brand standards.
 - Fourwinds will be responsible for back end development and security of the kiosk.
 - Shane Co. will provide all necessary information.
 - Fourwinds and Shane Co. will attend meetings that involve content and usability.
 - Fourwinds, Shane Co, and Directors will be involved in testing and launching the new kiosk to the stores.
-

Dependencies

The creation of the app is completely dependant on Fourwinds. They have created several of these before so this should not be a problem.

We are also dependant on BOYD signage systems to build us a custom kiosk to fit in with the store but also to add an element of intrigue.

Fourwinds is dependant on Shane Co. to supply them with all the designs and content. This is not a problem since 95% of the content is already created.

Team Assignments

Team Member	Hours	Role
Strategist/Director		<ul style="list-style-type: none">• Person assessing the project with the goals and strategies in mind.• Will be approving all moves forward on a director level.
Creative Lead/Interactive Project Manager		<ul style="list-style-type: none">• Sets the creative vision.• Guides the project's creative elements and works closely with the designer to execute the creative vision.• Sometimes called creative director or art director.
Tester		
Front-End-Developer	40+	<ul style="list-style-type: none">• Creates interfaces.• Uses a variety of markup and scripting languages to apply the design concepts and information architecture to individual screens, producing a consistent and an easy-to-use end product.
Back-End-Developer	20+	<ul style="list-style-type: none">• Writes the code that powers the end product.• In this case, code for an internal web server.
Designer	80+	<ul style="list-style-type: none">• Combines the information architecture and creative vision into design mock-ups.• Meets often with front-end developers to discuss intended interactions and functionality.

Copywriter	8	<ul style="list-style-type: none">• Provides all copy and content for the app.• Will reference original document to acquire the correct information that will need revising.
Creative/Art Directors	4	<ul style="list-style-type: none">• Checks and approves all work throughout the process.• Makes sure that work matches company standards.

Communication Plan and Review Process

There will be several meetings to review design and user-flow with Fourwinds and the Marketing Directors. I will be the go between for this information.

Zoho will be the creative tool used for approvals with Shane Co's marketing directors.

Emails, gotomeetings, phone calls, and in person meetings will be the main forms of communication with Fourwinds.

Testing will be done on-site. Both companies are responsible for gathering data and information. Email, phone calls, and in-person troubleshooting are expected at this stage.

Risks

Delayed Delivery of Assets

The project manager will stay in touch with Fourwinds to flag any delays and adjust the project timeline as necessary.

Delayed Director Feedback

This is not acceptable and will be strongly discouraged. Directors will be responsible for meeting approval goals for this project. The Project Manager will remind them if necessary.

Inability to Create a new Database for Kiosk

Fourwinds may not be able to do this based off the current budget. They should but if they can't we will go with landing pages on our website instead.

Inability to create a Secure system for accessing Customer's Social Media

I am strongly discouraging that we do this anyways so if this isn't possible I think it's for the better. We will continue to use our own Social page for the customer to access.

Deliverables

- Interactive Kiosk
 - Management Plan
 - Project Proposal
 - All content including but not limited to photos, videos, and copy
 - Site Map
 - Content Matrix
 - 2-3 Design layouts pending on approvals
-

Timeline

Week 1: Kick-off meeting

Wednesday, July 20, 2016

- Meet with Fourwinds and discuss timeline and deliverables with designer, developer, and PM from Fourwinds.

Friday, July 22, 2016

- Fourwinds to email list of items needed from me.
- I will need to deliver sitemap and wireframes to Fourwinds.

Weeks 1-4: Discovery and Design

Submit Assets, July 20-August 2, 2016

Creative Design Process, July 21-August 17, 2016

- Create and design all landing pages for Kiosk.

- Use real content for placeholders.
- Deliver designs and actual content to Fourwinds
- Setup meeting with Samsung representative in-store. Discuss sizes of TVs that can fit in space designated for kiosk.
- Order Tv's including one for testing at HQ.
- Send sizes to Fourwinds for BOYD to begin designing the Kiosk stand.

Creative Design Sent to FWi, August 17, 2016

Weeks 4-7: Build

Sign Build, August 18-September 14, 2016

Test Deploy to ShaneCo HQ, September 14, 2016

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- Receive TV's, Kiosks (BOYD), and Version 1.0 to begin testing at HQ.
- Gather data and complaints from HQ employees.
- Report back to Fourwinds for changes.

Build Refinement, September 28-October 4, 2016

Approve Sign Build, October 4, 2016

Build QA, October 5-11, 2016

Week 7: Implementation

Go/No Go Decision, October 5, 2016

PCs Configured and all HW installed, October 6-12, 2016

- Install TV's, Kiosks (BOYD), and Version 1.0 to begin testing in-store.
- Report back for any changes.

Implementation and Deployment, October 12, 2016

Weeks 7-10: Complete

Remote Training, October 13-26, 2016

Final UAT, October 13-26, 2016

Project Closeout, October 26, 2016



Interactive Kiosk Development Approach

07.30.2016

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Kristi Bryden
Interactive Project Manager

Revision / Change Log

7.28.2016

- Created initial development approach.

7.31.2016

- Changed intro

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Introduction

This project's purpose is to replace our current .com stations in the showrooms with Interactive kiosks. The kiosks will house information that is both informative and helpful to the customer when purchasing an item. We have outlined the goals and features and the project milestones in this document. This document should help you understand the purpose and planning that our team has met over.

Goals

The following goals for Interactive Kiosk are restated from the Strategy & UX Brief:
The goals of the kiosk are:

- To get rid of current .com stations and replace them with updated technology that can meet several objectives.
- To give the customer access to the web-page/database
- To give the customer access to social media
- To give the customer access to history and pertinent information
- To inform the customer of our RTB's.

Features

Feature	Hours (Production, Development, QA)	Notes
F1.1 Website database	10	Assuming the web team will share their information and put it into a spreadsheet for us
F1.2 Social Media Accessible	10	Assuming we are able to gain access to all Social Media points
F1.3 History/Info Page	10	
F1.4 Local Ideas (extras)	10	

F1.5 Diamonds/RTBS	10	
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Assumptions

- Fourwinds will execute the entire creation of the app from start to finish.
- Shane Co. will have full control over the aesthetic and overall design of the kiosk so that it fits within the new company brand standards.
- Fourwinds will be responsible for back end development and security of the kiosk.
- Shane Co. will provide all necessary information.
- Fourwinds and Shane Co. will attend meetings that involve content and usability.
- Fourwinds, Shane Co, and Directors will be involved in testing and launching the new kiosk to the stores.

Estimate Summary

Feature Development- We will need both front and back end development on this project since we creating the app from scratch. The app will be interactive with touchscreen only and will not need a mouse or keyboard to function. All elements should be activated by finger touch only.

Design- All design will be done by Shane Co. with review by FWi. Fwi is to give design suggestions only in the event an element seems out of place or has a development problem.

User Testing- The app will be tested at FWi first and then uploaded to Shane Co. HQ for further testing by employees and sales associates. The app will then be installed at store 02 for further testing before the project is closed by FWi.

Project Management- The project will have 2 managers. One at FWi and one at Shane Co. HQ. Both are necessary to communicate progress and necessities between teams.

One time, Ongoing or Monthly Maintenance fees

We already pay to use FWi services which is billed separately from this contract.

Hours Estimate

Feature Development	25
Design	33.3
User Testing	25
Project Leadership & Management	22

Total

105.3

Major Project Milestones

Milestones	Duration	Start	Finish	Completed
Kickoff	1 day	7/20/2016	7/20/2016	7/20/2016
Submit Assets	10 days	7/20/2016	8/2/2016	
Submit Final Creative Design and Documents for final review	1 day	8/9/2016	8/9/2016	
Creative Design Process	20 days	7/21/2016	8/17/2016	
Creative Design Sent to FWi	1 day	8/17/2016	8/17/2016	
Sign Build	20 days	8/18/2016	9/14/2016	
Test Deploy to Shaneco HQ	1 day	9/14/2016	9/14/2016	
User Acceptance Testing	10 days	9/14/2016	9/27/2016	
Build Refinement	5 days	9/28/2016	10/4/2016	
Approve Sign Build	1 day	10/4/2016	10/4/2016	
Build QA	5 days	10/5/2016	10/11/2016	
Go/No Go Decision	1 day	10/5/2016	10/5/2016	
PCs Configured & all HW Installed	5 days	10/6/2016	10/12/2016	
Implementation & Deployment	1 day	10/12/2016	10/12/2016	
Remote Training	10 days	10/13/2016	10/26/2016	
Final UAT	10 days	10/13/2016	10/26/2016	
Project Closeout	1 day	10/26/2016	10/26/2016	

	Prod
F1 Interactive Kiosk	
F1.1 Website database	0
F1.2 Social Media Accesible	0
F1.3 History and other info page	0
F1.4 Extras (Open table, Fandango, Date nights, Proposals)	0
F1.5 Diamond RTBs	0
P Production Features	
P1 Feature Name	0
Totals	0

Example non-feature items (add additional as needed):	hours
Feature Development (from above)	25
Feature Production (from above)	0
Feature Testing (from above)	25
Strategy	0
Content Strategy	0
Content Creation / Editing	33.3
UX	0
Design	0
Theme Production, Content Population & Page Building, etc.	0
Theme and/or Regression QA	0
Manuals/Training	0
Project Management	22
Total	105.3

Dev	Test	Hrs Total
	5	5
	5	5
	5	5
	5	5
	5	5
	0	0
	25	25
		10
		10
		10
		0
		50

Hours in the budget based off current contract

116

15.8 Systems Engineer Hours

Will a strategist need to stay engaged through P&D? Will they have deliverables

Determine what the deliverables are & add lines to estimate individually.

33.3 Determine what the deliverables are & add lines to estimate individually.

10 How many themes / newsletters?

Regression testing for sites being updated. 10-12% of features

22 15-20% of the total. Higher end for high-touch clients.

212.1 Total hours left in our current contract. We cannot go over this number.