

Authorization to Proceed:

Joye Technology Group, LLC & Meghan Smith Solutions

Overview

This is an Authorization to Proceed (ATP) for services to be provided by Meghan Smith Solutions LLC (MSS) to Joye Technology Group, LLC (JTG).

MSS will be providing consulting, design, and development services to support JTG's efforts for their website, (www.joyetechnology.com). This document is the ATP for the project to complete the objectives for which JTG contacted MSS. This document will describe the scope of work, process, deliverables, and the estimated price for the project.

Scope of Work

Website Design Strategy Concept

The image communicated and the user experience created by your website will directly reflect on JTG and suggest a corresponding level of quality to users. The objectives for the new design concept will be:

- to create an updated look and feel for the website that communicates expertise and precision to potential clients,
- to reorganize the site to more clearly communicate services to clients and display well on all sized devices, and
- to encourage people to contact JTG regarding available services.

MSS will work with JTG to create an effective design concept that highlights the reputation of JTG and communicates effectively to the target audience, while encouraging clients to reach out to JTG. An effective design here will provide clients with the information they're looking for and build a feeling of trust. Clients will leave the site feeling that JTG will help their organization succeed.

Layout Development

Based on the approved design strategy, MSS will create HTML and CSS page templates for the main and basic interior pages. The delivered HTML/CSS templates will be designed responsively. This means that the pages and their content will adapt to display contextually on various screen sizes and devices, allowing for an excellent experience no matter how users access the website: from desktop, tablet, or handheld mobile device.

Timeline

An estimated timeline for the project involves roughly 8 weeks of work. MSS will establish a more specific timeline with interim milestones once the full project scope has been agreed upon.

MSS will provide support for fixing website bugs (not caused by the JTG) and answering questions relating to how to use the new website for 30 days after website launch at no additional cost.

Process Description

The project has commenced with a discovery process, beginning with JTG and MSS meeting in person. MSS will also conduct its own discovery relevant to the project, and follow-up contact by phone or email may continue the discovery process during the project. Therefore, communication on the part of JTG is important during the life of the project. The result of the initial discovery will be a Project Brief, which will simply and concisely detail the project's creative and communicative objectives as understood by MSS. This document will be reviewed, revised if necessary, and signed by JTG. Then the design portion of the project can begin.

MSS will present one or two visual and/or UX design strategies—using wireframes and mockups—for review with JTG. If two design strategies are presented, each will represent different design directions/ideas, but each will be consistent with the overall objectives of the project as outlined in the project brief.

At the design strategy review meeting, MSS will explain the strategies involved in the presented designs and JTG should be prepared to offer some initial feedback as to how closely the suggested designs meet with their general needs and expectations. JTG should select the design strategy that best suits their needs and assemble and deliver a list of any desired discussion points for revision (if necessary) to MSS. After discussion, the design may be subjected to revisions in order to achieve the final design strategy. JTG will then approve/sign off on the final design strategy. With design approval the further necessary content, template, and viewing-size layouts will be crafted. With approval of these, the project enters the website production phase.

At this point the design strategy is then produced as the final cross-browser compliant, adaptive HTML/CSS pages. The Web browsers production accounts for are the most recent 2 versions of: Firefox, Safari, and Chrome, and Internet Explorer. If JTG requires support for older browsers, it can be accommodated with an extra cost.

On Feedback

When discussing presented designs, MSS wants your candid feedback! Negative design feedback is best offered in the form of problems rather than solutions. Good feedback describes the problem; for instance, how a specific or general business or project requirement is not adequately or properly addressed by the current strategy or by a specific feature of the design.

Deliverables

In the process of designing and building the sites, you'll be presented with a number of things to approve, including:

- Wireframe(s) which show the layout and flow of the site
- Mock-ups to show the design direction regarding colors, fonts, and images
- Edited Content

MSS will create and turn over the following deliverables:

- One main page template/content (html/css)
- Additional templates for internal content (html/css)
- Any content, image, or programming files relevant to the site

Estimated Price

Item	Description	Cost
Discovery & Project Management	Information gathering, initial discovery meeting, follow-up discovery, internal research, documentation, communications & project management. 7 hours.	\$630.00
Branding Design	Typography, color, and other necessary components selection, aesthetic strategy. Curate images. 10 hours.	\$900.00
Website Design & Layouts Production	Define/create information & content architecture, website design concept, primary action format, revision, full responsive layouts production. 12 hours.	\$1080.00
Website Development	SSL work, page build-out, cross-browser & adaptive CSS, script programming, testing. 22 hours.	\$1980.00
Subtotal	51 hours	\$4590.00
Discount	Hourly rate deduction of \$30	-\$1530.00
Total Estimated Price		\$3060.00

*The resource estimates are estimates based on my current understanding of project scope. Changes in scope can significantly impact the accuracy of the estimate. Hours will be billed for monthly as they are accrued, at a discounted rate of \$60.00/hour. I will do my best to beat my estimates while still delivering an excellent website. If changes to the scope will result in a change to the estimate, I will communicate with you about it in advance.

Payment Structure

- Invoices will be issued the 1st of each month for hours worked during the previous month
- Payment on invoices is due within 21 days

Upon final payment, all project files will be released to JTG.

Fine Print

MSS can't guarantee that the work will be error-free and so can't be liable to JTG or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if JTG had advised of them. Finally, if any provision of this contract shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this contract and shall not affect the validity and enforceability of any remaining provisions. This contract stays in place and need not be renewed. By signing, you are confirming that you have the authority to enter into this contract on behalf of JTG.

Copyrights

First, JTG guarantees that all elements of text, images or other artwork JTG provides are either owned by JTG, or that JTG has permission to use them. Then, when JTG's final payment has cleared, copyright will be automatically assigned as follows:

JTG will own the visual elements that we create for this project. MSS will give JTG source files and finished files and JTG should keep them somewhere safe as MSS is not required to keep a copy. JTG owns all elements of text, images and data JTG provided, unless someone else owns them.

MSS will own the unique combination of these elements that constitutes a complete design and will license its use to you, exclusively and in perpetuity for this project only, unless we agree otherwise.

MSS loves to show off our work and share what we've learned with other people, so MSS reserves the right, with JTG's permission, to display and link to JTG's project as part of MSS's portfolio and to write about it on websites, in magazine articles and in books.

Cancellation

If this contract is terminated or the project is cancelled by either party, payment is still due for the hours worked up to the date of notice of cancellation or termination. Invoice will be issued immediately and payment is due within 21 days.

Authorization to Proceed

MSS and JTG agree upon the responsibilities and estimates described in this Authorization to Proceed document. JTG agrees to pay the full fees detailed herein and authorizes MSS to proceed with the work described in this document based on the time estimates provided.

Joye Technology Group, LLC		Meghan Smith Solutions LLC	
Christopher Joye (President)		Meghan Smith (Principal)	
Date		Date	
SIGNATURE		SIGNATURE	