**Project Scope Client Project Term 3**

**Coding**

* Pages for the following (note that these pages can be combined into singular pages, pricing and services together for example) if required:
  + Home page
  + About/USP (Unique Selling Proposition) page
  + Services/Portfolio Page (*if applicable*)
  + Pricing Page (*if different from services/portfolio page and applicable*)
  + Contact page
  + Blog about the area in which the client works in
  + Login page (to give access to the back-end and allow client to make changes to website).

The back-end section must allow the client to:

* + - Create new blog posts with text and images
    - Edit existing blog posts
    - Delete existing blog posts
    - Edit/Add/Delete Services/Portfolio page
    - Edit Pricing page if applicable
    - Edit About/USP page
    - Change password for client
      * Password must be secured and hashed in database.
  + The back-end section does not have to be mobile responsive however it will be graded on good design, UI and ease of use.
* The blog editor can be built using CKEditor.
* The site must be responsive and should appear well on mobile devices as well as desktop/tablet.
* All forms must be validated effectively on the client and server side.
* The site should make best use of SEO practices.
  + Alt tags
  + Titles and keyword descriptions
  + Deep linking in blog and other section
  + Quick loading practices (use of compressed images/assets)
  + Keyword phrases and use in text content
* The site cannot be built with Wordpress however the use of Foundation and other CSS frameworks is allowed.
* The use of jQuery libraries and plugins are allowed except for instances mentioned below.
  + The site must contain a feature that attempts to persuade a viewer from leaving the site. For instance when they go to change the url a modal box should appear tempting the user to stay on the site. You can write in jQuery however all code in this section must be your own.
* Google Analytics must be applied to the site.

**Design**

* A logo for the client. If a logo is not needed the student still must produce one that is fitting for the design of the site/client for marking purposes.
* Design must meet the standards set out by the client and their brand identity. The client’s design goals and aspirations must be recorded in the project management documentation.
* Site must be mobile responsive as specified in the previous coding section.

**Project Management**

* The student must produce a contract setting out the aims and goals of the project after meeting the client for the first time. This contract has no legal ramifications and is only required for marking purposes.
* The student must produce one blog post (300 words minimum) showing their skill at creating content associated to the client’s work.
* The student must write a USP page (300 words minimum) which is essentially a page on the website that will serve as a reason why a potential customer should do business with the client/use the application. Examples: “5 Reasons Why You’ll Save Money Hiring Us”, “Why We Made Our Company”, etc. This exercise tests the students in interviewing a client and then can be used for figuring out their own company’s unique selling proposition (USP).
* The student must record notes at meetings and interactions with the client. These notes must be produced for grading.
* The student must record any email conversations between themselves and the client for grading purposes.

**NOTE**

The project should be hosted on your account. Please note however that at the end of the Term your client may want to put their site online with their own domain name. Please advise your client on what this entails in terms of registering domain name and hosting and assist them in this endeavour.

**… Deliverables on next page**

**DELIVERABLES**

Before the end of term the following elements must be placed inside the Client Project folder on the IAM drive in the segment marked for your class and term e.g. Web 11 / Term 3. Your folder should be named your first and last name.

The project must also be placed online in a sub directory of your account.

*Proper filing convention and organisation will be graded upon*.

* The entire website project in a folder named **public\_html**
  + All tables that you use must be exported in SQL format into a folder called sql.
  + The username and password for login must be:
    - **Username: user**
    - **Password: vanarts**
  + A text file containing the link to the live site titled **url**.
* The entire design work process should be placed inside a folder named **design**
  + Timeline, research, wireframes, mock-ups
  + The designed logo to be in jpg or png format labelled logo
* All files associated with project management should be placed inside a folder named **project\_management**
  + Client contract titled **client\_contract.pdf** in pdf format
  + Record of client meetings inside a pdf titled **client\_meeting\_records.pdf**
  + Record of client email interactions using Management Software.
  + Example blog post (300 word minimum) in pdf form **example\_blog.pdf**
  + USP page write up (300 word minimum) in pdf form **usp\_write\_up.pdf**