



Jon Smith
Smithville Bowling
12345 6th Place
Lynnwood, WA 98456

May 11th, 2015

Nichol Suchy
Web Masters
65432 1st Ave
Lynnwood, WA 98456

Dear Mr. Smith,

We here at Web Masters would like to thank you for choosing us for your website needs. Your business, time, and trust in us is greatly appreciated. We know that you have a choice in who you select for such an important task and are honored to be the ones to do it. We look forward to teaming up with you and making the most out of your website.

Attached you will find the Statement Of Work (SOW), as promised in our last meeting. We kindly ask that you review and sign it so that we can start working on your site. If we have made anything unclear in this document please feel free to reach out; we will be happy to clarify. If you find that there needs to be any changes on this SOW we will gladly make them, we are here to make this the best experience that we can.

Again, please do not hesitate to contact us with any questions, comments, or concerns you might have.

Sincerely,

Nichol Suchy

Nichol Suchy
Owner
Web Masters



Statement of Work

Date	05/09/2015
Client	Smithville Bowling
Job Name	Update Smithville Bowling's Web Site
Requested by	Jon Smith, Owner and Operator of Smithville Bowling, LLC
From	Web Masters

Summary

You, Smithville Bowling, are requesting that your current website be updated by Web Masters because you feel that the current one is outdated. Your total budget is \$3,500.

Project Scope

Web Masters will be updating your website, www.smithvillebowling.com. We have analyzed your site to see what should be updated, as well as reviewed the sites you suggested. For your redesign, we will take inspiration from West Seattle Bowls' website (www.westseattlebowl.com/) in regards to simplicity and clarity. Special care will be taken to stay away from cluttered layouts, such as Spin Alleys' site (www.spinalley.com/spin_alley_website_005.htm).

We have assembled a team of three people to work with you on your website: a Web Architect, a Web Application Developer, and a Web Designer. You will meet all of them, but your main communications will be with the Web Architect.

The Actions and Deliverables below describe how we will achieve your website update.

ACTIONS Five major Actions need to occur for your website to be completed: (1) Plan, (2) Design, (3) Develop, (4) Test, and (5) Go Live. Most steps require participation from both Web Masters and Smithville Bowling.

(1) Plan: Your Web Masters team will work together to plan and organize how your website redesign will come together. The planning step results in a SOW and a wireframe of your site.

Web Masters:

- Deliver SOW to Smithville Bowling.
- Deliver wireframe.

Smithville Bowling:

- Review the SOW. Contact the Web Architect to discuss any questions, concerns, or changes. Please allow up to 2 business days for any changes to the SOW to be made.
- Return signed SOW within 3 business days.
 - SOW (Statement Of Work): This document is the SOW. It is an outline of what we will be doing for you and a proposal of design changes.
- Review wireframe with your Web Masters team; this is an in-person meeting so that any changes can be made on the spot which allows the team to move forward after the meeting. This is also when you get to meet your whole team and see who is making your site.
 - A wireframe is a very basic prototype. You can think of it as a skeleton, there is no meat to it; it is just a general structure. This gives you a rough idea of the layout Web Masters will be making for you.



(2) Design: In this step, the Web Designer will be creating up to 3 mockup web pages so that you will have options and be able to have an idea of what your redesign will look like. A mockup is not interactive (if you click on anything it won't respond), it is simply a visual of what your site will look like. We will give you three days to examine the design proposals, we will then meet with you to review the design as a team and listen to any changes you would like made.

If any revisions need to be made to the design, Web Masters will make them in three business days. We ask that you OK any revisions within one business day; this can be done through email.

As per our first meeting, the update to your website will change the color scheme to red, white, and natural wood tones; the theme to one that makes the viewer feel they are in a bowling alley; and changing the placement of the navigation bar to the left side in at least one of the mock ups.

From our analysis of your current site, we propose the following design changes:

- Change the font type. While the current font is fun and whimsical, it could be difficult for some site visitors to read. It is also large, which requires users to scroll for an extended amount of time. In general, we want to minimize scrolling.
- Use less font colors and sizes. Everything on your website is important, but we do want to be able to emphasize some points more than others. By reducing the colors and sizes, it will be intuitive to the reader what the main points are, and what they can skip if they are in a hurry. It will also feel more organized and less cluttered.
- Add Smithville Bowling's logo to the top of all pages. The logo will be prominently displayed and serve as a clickable link to return to the home page.
- Add a "Floating Navigation Menu." This type of navigation menu stays put even when the user scrolls down. This way, they never feel like they are lost. It will be placed below the logo.
- Group the navigation menu into less menu items. We propose that you cut down your items to these six, along with the accompanying submenus:
 - Contact: map, directions, phone, email, address, hours, and social media
 - Rates: pricing, specials, and military discounts
 - Reservations: group parties, private meeting room, and school, camps, and churches
 - Menu: daytime, late-night, catering, and bar-lounge
 - FAQ
 - About: history, press, testimonials, fundraisers, photos, and videos

Web Masters:

- Deliver up to three mockups of website design.
- Schedule a meeting to review mockups with Smithville Bowling three days after delivery.
- Email any necessary revisions within three business days.

Smithville Bowling:

- Review mockups and note any changes you might want to be made.
- Meet with Web Architect three days after receiving mockups to discuss the design.
- Approve of any revisions within one business day.

(3) Develop: After the design concepts have been finalized, your Web Application Developer will make your website function. This team member will take all of the designs and layouts discussed for your redesign and get them to work together.

Web Masters will deliver a beta site for you to review. A beta site is interactive. This is where you get to actually navigate your site redesign! If any revisions need to be made to the functionality of the beta site, Web Masters will make them in three business days. We ask that you OK any revisions within one business day; this can be done through email.



Web Masters:

- Deliver beta site to Smithville Bowling.
- Schedule a meeting to review beta site with Smithville Bowling three days after delivery.
- Email any necessary revisions within three business days.

Smithville Bowling:

- Review beta site and note any discrepancies you might find.
- Meet with Web Architect three days after receiving beta site to discuss and finalize redesign.
- Approve of any revisions within one business day.

(4) Test: After all design, layout, and navigation decisions have been finalized, your Web Masters team will put your site to the test. We will be making sure that everything is running exactly as it should be. We will make sure that every link goes to the right page, that the navigation menu is organized properly, and that your site works well with all browsers and mobile devices. Anything that was not working in the beta site will also be fixed at this stage.

Web Masters and Smithville Bowling:

- Everyone meets to go over the site one last time after it has been thoroughly tested. This meeting is where we decide when to make the site go live.

(5) Go Live! This is the final step. Web Masters will launch your redesigned and finished website. It will now be viewable to all who visit it.

Web Masters:

- Deliver finished website

Smithville Bowling:

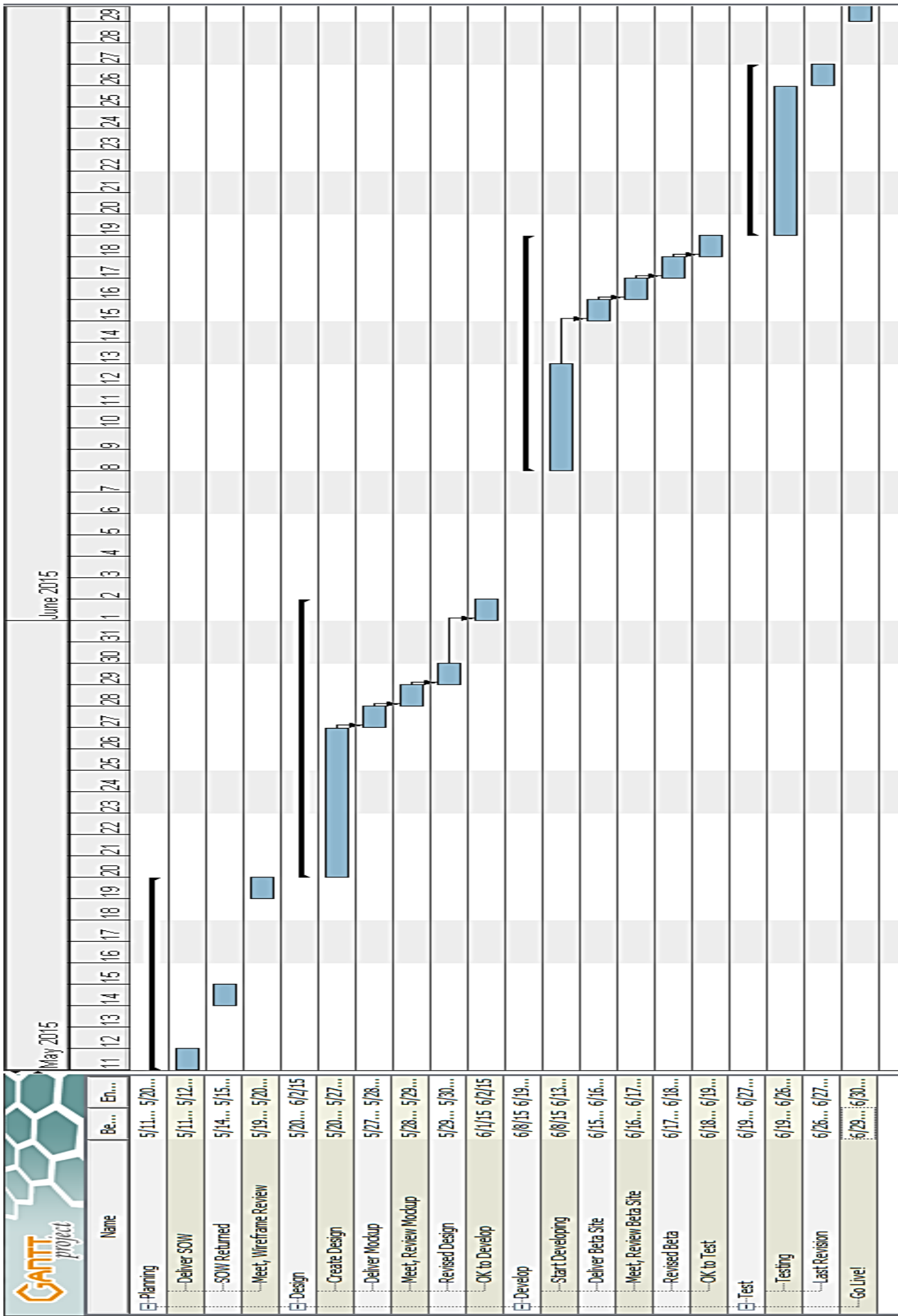
- Enjoy your newly redesigned website!

DELIVERABLES You will receive the following from Web Masters:

- SOW
- Wireframe
- Up to three mockups
- Beta site
- Tested site
- Finished website

Schedule

Below is the proposed schedule. We have built time in for one review and one revision of the SOW, Wireframe, Mockups, Beta Site, and Tested Site. Please add up to three days to any step if minor revisions are requested, and up to one business week for major revisions.





Pricing

All of the prices in the table come from the abovementioned services in the scope, and the assumptions listed below, all of which are contained in this Statement Of Work.

Service	Price
Hosting 1 year	150
Maintenance 1 year	500
Planning	500
Design	800
Development	1,500
Total	<u>3,450</u>

Half of the payment will be collected up front, the remainder will be collected the day after your site goes live.

Invoice Date	Invoice Amount
05/11/2015	\$1,725
06/30/2015	\$1,725

Key Assumptions

All pricing, actions, and deliverables contained in this agreement are built on the below assumptions:

- Web Masters will be maintaining Smithville Bowling's website for one year.
- Web Masters will be using the same hosting services that Smithville Bowling is currently on.
- Web Masters will not be redesigning Smithville Bowling's company logo.
- Web Masters will be using Smithville Bowling's current website images in the redesign. If additional images are requested, a fee of \$100 per image will be added to the second bill.
- Web Masters will be using the copy (the written words) that are presently on Smithville Bowling's site.
 - If Smithville Bowling desires to write new copy themselves, it must be provided to Web Masters by the Wireframe Review meeting on May 19th, 2015.
 - If Smithville Bowling wants Web Masters to create new copy, Smithville Bowling must inform Web Masters by the Wireframe Review meeting on May 19th, 2015. A fee of \$100 per page of copy will be added to the second bill.
- Web Masters will not be building online booking into Smithville Bowling's site at this time.
- If more than two revisions are required in any step, an additional fee of \$150 per revision will be added to the second bill.
- If Smithville Bowling requests major functionality changes to the site after development, an additional fee of \$500 will be added to the second bill.



Acceptance

By signing below, the parties named are accepting the terms outlined in this Statement of Work and agreeing they are signing under the authority of their company to do so.

Smithville Bowling
Company name

Full name

Title

Signature

Date

Web Masters
Company name

Nichol Suchy
Full name

Owner of Web Masters
Title

Nichol Suchy
Signature

05/11/2015
Date