

CAHPI Website Re-design

STATEMENT OF WORK

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PROJECT OVERVIEW

The following document outlines the costs involved in re-designing the CAHPI Atlantic website (<http://www.cahpi-atl.com>) freshening the site design and making it responsive for mobile viewing. In addition to updating the site's look and feel, new tools will be added to help CAHPI members manage the association's business requirements. The following is a list of the specific requirements outlined for this project:

- The ability for members to manage their own contact information including certification, training and E&O coverage
- Upload certification documents for review by Executive members
- Expanded Event Calendar functionality - allow the association to notify members of meetings and keep track of their attendance
- Meeting attendance management - the association's Secretary needs to be able to track member attendance at meetings
- Member Fee Management – the association Treasurer would like to be able to track member fees and accept online payments
- MRC Education Points – the ability to assign and manage member education points inside the website
- Update the site information architecture to include new content
- Retain the existing website functionality

RE-DESIGN CAHPI-ATL.COM

The online world is constantly changing as technologies evolve and access points increase. The growing use of mobile devices to surf the web has created a need for businesses to re-evaluate their online properties to ensure they are mobile-friendly. The re-design of cahpi-atl.com will use a new design technique called responsive design. Responsive design allows the website to react to changing screen sizes re-organizing content and making it fit on a mobile screen. A new responsive look with revised site information architecture will enhance the site's user experience and bring it up-to-date while keeping some of the existing features and content.

Why re-design cahpi-atl.com using Responsive Design?

- Mobile traffic grew by over 130% in 2012 over 2011
- Mobile browsing is expected to surpass desktop by 2015

NEW FUNCTIONALITY

The new cahpi-atl.com will include a custom profile manager that allows members to login to the website, edit their profile and upload certification documents. Executive members will be able to access all user profiles in the system and review their content for approval and assigning education credits.

In addition to profile management, the new website will also allow the Secretary to access member profiles and record meeting attendance by adding the name and date of the meeting attended. A report function will allow the Secretary to view the number of meetings each member has attended for a given time frame.

3RD PARTY APPLICATION RECOMMENDATIONS

The financial side of membership management is not a common website functionality. In order to do this effectively it would require a custom software application. Custom software is an expensive investment that may exceed CAHPI's budget so rather than building something from scratch we recommend that the association use Freshbooks accounting software.

Freshbooks will allow the Treasurer to setup accounts for each member, invoice using a scheduled process, review payment status and provide online payment options via PayPal. Freshbooks is a subscription-based software that will involve a monthly fee of approximately \$20US or \$250/yr.

When it comes to event and calendar management we recommend that CAHPI take advantage of Google's gmail tools. Google provides access to gmail for free so the cost of this piece is restricted to the time it takes to setup. Each member would need to setup a gmail account on Google. The association's Secretary can setup a shared calendar in Google and invite all members to include this calendar on their own Google accounts. The Secretary can then setup meetings and invite

members to them. Members can accept the invites letting the Secretary know they will be in attendance. The Google calendar can be embedded in the secure area of the new website so members can view it when they log into their profiles. Members who use desktop calendar software (i.e. Outlook etc.) can include their Google accounts in profile and view the information inside the environment they are most familiar with. Easy to use, proven technology and most importantly, it's free.

SCOPE OF WORK

The following outlines the scope of the work that will be completed for the price quoted below.

- Develop a new site information architecture based on CAHPI's requirements
- Create a new design and build a responsive website using an open source content management tool that fits the site requirements
- Integrate and migrate the content into the new website
- Consult on the setup of Freshbooks and Google Calendar
- Application development for member profile and certification management
- System testing and deployment

OUT OF SCOPE

- Stock imagery costs
- Subscription costs for 3rd party software
- Photography
- Hosting or email costs
- Domain purchasing

SITE RE-DESIGN

Work Elements		Cost
Project Management		\$400.00
Responsive Design – 1 design concept, 1 revision		\$1500.00
Template Development		\$1500.00
Site Construction		\$2000.00
Application Development		\$1000.00
Content Migration		\$300.00
Quality Assurance/Testing		\$300.00
Deployment & Training		\$150.00
Total Amount – (Excluding HST)		\$7150.00

CONSULTING – GOOGLE CALENDAR & FRESHBOOKS

Work Elements		Cost
Consulting on 3 rd Party Apps		
Google	10 hours	\$750.00
Freshbooks	5 hours	\$500.00
Total Amount – (Excluding HST)		\$1250.00

SUMMARY

Work Elements		Cost
Site Re-design		\$7150.00
Consulting		\$1250.00
Total Overall Investment – (Excluding HST)		\$8400.00

PAYMENT TERMS

Milestone 1: 50% before project begins

Milestone 2: 25% completion of the development phase

Milestone 3: Upon Completion – Remainder Due on go live

Sign-Off

I, _____, qualified signatory for CAHPI ATLANTIC, hereby sign-off on the content of this scope document. I confirm that the contents of this document meet the requirements and functionality to be completed as part of this project. I understand that additional changes outside the scope of this document and not explicitly stated in this document are subject to additional charges beyond the prices provided in this document. I understand that upon paying for this scope document that CAHPI ATLANTIC owns the content of this document and may use it for any other purpose.

I, _____, independent contractor for Swinney Marketing, hereby sign-off on this scope document as being completed to match the features and functionality requested by CAHPI ATLANTIC I have given CAHPI ATLANTIC Inc. sufficient time to review the content of this document and make any revisions necessary in order to create a feature complete product as defined by the input of CAHPI ATLANTIC I understand that upon paying for this scope document that Swinney Marketing gives up any rights to the ownership of content of this document.

CAHPI ATLANTIC

Date: Signature:

Swinney Marketing

Date: Signature: