

# World Wide River Expeditions

## Web Project Proposal

**DATE:** November 7, 2013

**SUBMITTED BY:**  
Resmark Interactive

**PREPARED BY:**  
Chad Allen

Estimate Number: 358  
Prices valid for 30 days

This proposal details a recommended approach by phase for your project.  
If you have any questions, please feel free to call me directly at 801-987-8822.

WEB SUPERHEROS  
READY TO SAVE THE DAY



## STRATEGY PHASE

The Strategy Phase includes:

- **Pre-research meeting** - We'll talk about your expectations of the project and line them up with our process
- **The Kickoff Meeting** - Sitting down together (either in person, over skype, through iChat, or even an old fashioned conference call) with knowledge of your users' needs and their take on the desired site experience we can define your goals and site objectives for the project. We'll also determine exactly what you are trying to achieve with your project and establish success metrics
- **Perception Definition** - We'll work with you to define the perception the site needs to create
- **Content Documents** - These documents, also known as wireframes, will detail the user flow, user interactions, information architecture, content types and elements required for the project

**Warning! Do Not Backup! Slight Budget Damage!**

## DESIGN PHASE

The next step is to plan the look and feel. With the content documents (wireframes) approved, the actual visual designs begin to fall into place. Note how the creative process is a series of steps that build onto one another, arriving at a final design through a rational, structured approach.

- **Look & Feel Development** - This is the aesthetic design of the website. It includes two design rounds (progressive) and two rounds of revisions on the selected design. Three to four page templates will be created.

**Warning! Do Not Backup! SEVERE Budget Damage!**

## PRODUCTION PHASE

**Pre-production meeting** - We'll verify approvals and elements are ready and compare the desired scope and remaining budget to determine if re-estimating is required

### Production Begins

Development of the project based on Strategy and Design Phase begins including:

- HTML programming complying with both web standards and accessibility best practices.
- Application of approved design with up to 3 additional page types
- Development of up to 8 total HTML5/CSS templates
- Integration of Google Analytics
- Social media integration (Twitter, Facebook, Pinterest, YouTube, & LinkedIn)
- Search engine ready code - Clean, semantic code, no black hat seo tricks
- Initial content setup/migration - We'll set up all your templates with your content
- Resmark Integration - We'll integrate all the book now buttons throughout your site to allow online bookings on desktops and mobile devices.
- One customer inquiry widget will be created to place web leads into specific Resmark automated email tracks
- One PHP based general contact form will be created and send results to option selected in dropdown menu
- Web Server optimization
- SEO Analysis & Strategy

## QUALITY ASSURANCE PHASE

We'll review the site for any issues. All found issues will be corrected. Content proofing is not part of the QA process. Please provide web-ready content to keep things rolling!

## TRAINING

We'll provide you with one training session covering the management of the new site and Google Analytics. If you have questions after the training feel free to ask. We can

## ASSUMPTIONS & UNDERSTANDINGS

All content, including text, photography, video, documents or multimedia will be supplied by Client in a digital web-ready format or estimated separately. For example, this includes tasks like “Photoshopping” photos, creating PDFs or transferring video to a web-friendly format. This estimate does not include cost for email setup or migration. All out-of-pocket and travel expenses will be billed at cost.

## PROJECT COMMUNICATIONS

With the exception of three meetings/phone calls, all communications will be email based and handled through the Resmark Support. This provides an immediate record of all agreements and streamlines communications allowing us to keep costs in line. Miscommunication is the main cause of project overages. Together we can keep the project on schedule and on budget with good project communications.

## TIMING & APPROVALS

Projects of this nature normally take 8 to 10 weeks to complete. As soon as the deposit is made we will set up a timeline and associated milestones.

We want to keep the project moving to avoid unnecessary delays and unexpected hours getting back up to speed. You play a pivotal role in making this happen with prompt approvals and input. We anticipate feedback and approvals to be provided via email within two to three working days.

## CHANGES IN SCOPE/NEW FEATURE REQUEST

In the event that you request the addition of new features or revise the scope of this project before the production phase has begun, Resmark Interactive will provide a revision to the budget in writing for the change. Upon your approval, the new features will be scheduled.

**Please note:** Any change requests received once the Production Phase has begun will be considered Phase Two requests. Once production begins any changes to scope may incur serious cost overages and create lengthy delays.

## TRANSFER OF OWNERSHIP

You own all the original artwork and code created for you by Resmark Interactive as soon as you've paid for it. So if you stay up-to-speed on your payments then you own all the work.

## PROJECT CANCELLATION

If the client opts to cancel the project once work has already begun a kill fee or cancellation fee (one-half the estimated project fee) will be charged to cease work on a project. If the project is cancelled, you own all of the original work created for you by Resmark Interactive that you've paid for. If you decide to start a project back up after cancelling a new deposit will be required.

## THE PAUSE CLAUSE

If a client deliverable, such as input, approvals or payment is late more than 10 business days the project will be considered "on hold." Once the deliverable is received and the project is re-activated the project will be rescheduled based on our current workload and availability. Just to say it loud and clear, it could be a month or more to get you back in the system if the project is put on hold.

## SUPPORT-TBD

When you're ready to try something new or expand your offering, we are here to help. All post project support will be estimated separately and handled under a separate agreement. As long as we handled the front end development, we guarantee to fix any outstanding bugs for 30 days after site launch to keep things smooth.

## RUSH FEES

In the event a short deadline is required for a project, a flat rush/expedite fee will be charged. The amount of the fee is dependent on the size of the project, the scope and content of the project, and the projected deadline. Rush/expedite fees are negotiated on a project-by-project basis.

## RECOMMENDED PROJECT BUDGET

### **\$8,125.00 with Resmark Integration**

This is the anticipated budget for your project. We'll review it at key points throughout the process. Please note that decisions made in the Strategy Phase will impact actual production costs.

## BILLING TERMS

In exchange for these services, Client will compensate Resmark Interactive in three payments. The payments will be as follows:

- 50% of estimated proposal due at project start (**NON-REFUNDABLE**)
- 25% of remaining balance due at completion of design phase
- 25% of remaining balance due at project launch

If at any point we feel this project is in danger of exceeding this budget, we will notify you immediately of the situation that could cause the overage and a recommendation to correct it.

## ACCEPTANCE OF PROPOSAL

By signing below you acknowledge your acceptance of this proposal. Upon receiving the deposit for this project we can secure a start date and get everything scheduled. We appreciate the opportunity to partner with you on this project.

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Authorized client signature



Date

11-07-2013

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Authorized Resmark Interactive signature

Date