ProjectQuote-1761672685087

Estimate Summary

Total cost: $67963.89
Total hours: 521

SOW / Details

SOW Summary - generated 2025-10-28T17:32:14.246196Z
Client description:
a modern, trustworthy news portal named 'ConnectNews Media.' The website must seamlessly integrate a professional news section with a commercial e-commerce platform for selling Internet, Phone, and Cable TV bundles. The design should balance editorial integrity with promotional sales elements.
Clarifying answers provided:
- What's your name?: Ritika
- What's your email?: ritikagerdes@gmail.com
- What's the target launch timeframe (rough)?: 6 months
- Who are the primary users of this product?: potential and existing customers
- Which core features must be included (e.g. auth, payments, search, user profiles)?: Responsive, Modern UI/UX: A clean, uncluttered, and fast-loading design that works perfectly on desktop, tablet, and mobile. Robust Search Functionality: A global search bar that returns results from News, Videos, Blogs, and Support pages. Filterable results by content type and date. User Account & Profile System: Single login for both readers and customers. Allows users to save articles, manage newsletter subscriptions, and (for customers) access billing and support. Secure Hosting & Infrastructure: Essential for handling user data, especially financial information during checkout. Dynamic Homepage with Content Hierarchy: Hero/Breaking News Section: For top stories. Categorized News Stream: Clearly defined sections (e.g., Local, World, Business, Tech). Featured Video Player: Prominently displaying latest or featured reports. Latest Blog Posts Carousel. Comprehensive News Section: Categorization and Tagging for all articles. Standard Article Layout with headline, byline, date, featured image, and social sharing buttons. "Related Stories" algorithm to keep users engaged. Dedicated Video Portal: Organized video library with categories (Live, Reports, Interviews). Embedded video player with transcript options (for SEO and accessibility). Capability for Live Streaming for major events or press conferences. Blog & Opinion Platform: Distinct from hard news, with a more personal voice. Comments and social sharing enabled to foster community. Newsletter Management System: For daily briefs, breaking news alerts, and promotional offers. Service Bundle Presentation & Comparison: "Bundle Builder" or Comparison Table: An easy-to-understand display of Internet, Phone, and Cable packages, highlighting speed, channels, price, and promotions. Clear differentiation between bundles (e.g., "Basic," "Family," "Ultimate"). Service Availability Checker: The critical first step in the sales funnel. A simple address/zip code lookup to confirm which services and deals are available at the user's location. Streamlined Shopping Cart & Checkout Process: A multi-step, secure process for selecting a bundle, customizing options (e.g., adding HBO), and scheduling installation. Secure payment gateway integration. Clear display of all costs, terms, and contracts. Integrated Customer Support Hub: Knowledge Base / FAQ: For common troubleshooting and questions. Service Status Page: To report and display outages. Contact Channels: Links to phone, live chat, and support ticket system. Customer Account Dashboard (Post-Purchase): View & Pay Bills: Integrated billing portal. Manage Services: Upgrade/downgrade plans, add feat

ures. Track Service Requests & Installation Appointments. View Service Usage (e.g., data caps
). Unified Content Strategy: Blogs that support services: e.g., "How to Secure Your Home Wi-F
i," "Cutting the Cord: Streaming vs. Cable." News articles that mention infrastructure: e.g.,
"How We're Investing in Our Local Fiber Network." Targeted Promotions & Cross-Promotion: Stra
tegically placed banner ads for service bundles on high-traffic news and blog pages. Offering
"exclusive deals" for newsletter subscribers. Analytics & CRM Integration: Web Analytics (e.g
., Google Analytics): To track user behavior, popular content, and sales funnel drop-off points
. CRM Connection: To pass new customer data from the website into the company's Customer Relat
ionship Management system for support and marketing.
- Who will provide content (text/images)?: Ritika
- Do you have a preferred budget range or ballpark figure?: 120000
Estimate breakdown:
- Software Developer: 260 hrs @ $150.0/hr = $39000.0
- Senior Software Developer: 94 hrs @ $200.0/hr = $18800.0
- Software Architect: 31 hrs @ $250.0/hr = $7750.0
- WordPress Developer: 63 hrs @ $100.0/hr = $6300.0
- Project Manager: 42 hrs @ $95.0/hr = $3990.0
- Cloud Architect / DevOps Engineer: 31 hrs @ $200.0/hr = $6200.0
Raw estimate total: $82040.0
Adjusted total: $67963.89