

Scope Of Work

Start date: TBD

Due date: TBD

Client: Cognier Technology Group - 6751 Columbia Gateway Dr Suite 300 Columbia, MD 21046

Description: To design, develop and track analytics on a new landing page for Lilypads. The goal is to convert visits into registrations. Visitors will be able to register for a Lilypads presentation.

This proposal is broken down into two parts: A one time part that includes the design and development of the landing page, and an ongoing data analytics part that includes tracking and analyzing traffic on an ongoing basis.

Site: TBD

Staging site: TBD

Hours allocated:

- Design and develop of landing page:
 - 30.5 hours

Rate:

- Design and Development - \$135 / hour
- Data Analytics - \$150 / hour

Requirements:

- Design a landing page that is unique and out of the box. The design should be modern and technology focused. It must resemble high end service.
- Development of the landing page will be written from scratch and all code produced will be owned in full by the client.
- Data will be tracked using Google Analytics.
- The landing page will live on the client's server.
- An SSL certificate will be issued and installed by the client on their server. The landing page must be built SSL friendly.
- All content, including videos, images, and text, must be editable from the backend.
- Client has a desired launch date of August 15th. We will phase out the project in order to launch an MVP (Minimal Viable Product) by that date. During the discovery phase we will determine what the MVP is exactly.

Scope

Design files: Design files will be provided via Zeplin

Scope:

Design and develop a new landing page for Lilypads.io where users can sign up for a presentation.

The landing page will be content heavy, with the ability to stream video from Youtube or Vimeo.

The goal of the landing page is to generate user registrations for a Lilypads presentation. There will be a form on the landing page that allows users to register without ever leaving the page. Upon registration, both the user and the respective parties at Lilypads will receive an email notification to confirm the registration submission. The form will also save the submission's data in a database and send it to Salesforce for it to be stored in Lilypads account.

Design

The design must be unique and out of the box with animations that position Lilypads as the tech forward company that it is.

The design will include:

- 1 (single page) landing page
- Animations
- 1 form for the user to register, includes:
 - A total of 5 fields.
 - Automated emails for Lilypads and the user every time a submission is entered.
 - Save every submission in a database.
 - Send every submission to Salesforce to be recorded in the Lilypads account.
- 3 options on first round
- 1 additional round of revisions

Total estimated hours for design: 9 hours.

Copy

- Thank you message - for when the user subscribes.
- Emails - both for Lilypads and the user.

Total estimated hours for copy: 1.5 hours.

Development

The client wants to be able to make changes to the content of the landing page as needed in the future. For this reason we want to use a well known, user friendly interface that is well supported. We will leverage Wordpress to build the landing page and make it fully customizable for the client.

All data submissions will be saved in a Wordpress database and will be automatically sent to Salesforce to be stored in the client's account. In this case, we use Wordpress as a fail-safe so that we always capture the user's data.

Total estimated hours for development: 20 hours.

Timeline

The following timeline is an approximation and will be finalized once we have a complete scope and context for the landing page.

- Design and copy - 5-7 days
- Development - 10 days
- QA - 2 days

Cost

$30.5 \text{ hours} \times \$135 = \$4,117.50$

By signing the scope below, all parties agree that any request that falls outside of what is described in this document will be considered a change order or new project all together, and as such will incur additional charges.

Vallgroup

Date:

Client:

Date: