

PROJECT: Telenco UK eCommerce website proposal

CLIENT: Telenco.co.uk

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BRIEF VERSION: 1.0

1. PROJECT OVERVIEW

Create an online shop for Telenco.co.uk to be able to sell it's products and services to the public but also sell it's products to registered members too.

2. PROJECT GOAL

Design and develop an easy to use eCommerce website. The purpose of the website is to serve two different audiences:

1. Selling specific products and product bundles to registered organisations associated with Telenco.co.uk. These customers will be provided with access to the site - username and password (so they don't have to register) where they will select specific products, add them to the basket, but do not need to go through an online payment facility as all products purchased by these registered members will be invoiced monthly.
2. Sell some of the same product offering to the public (but not the product bundles). This will be a normal setup where anyone who lands on the site can search, browse for products, add them to the basket and then pay for the products online via PayPal and/or Stripe.

The website/platform will have a "device agnostic" or "responsive design" (one experience adapted for all devices) approach to all content. This means that the website is accessible via desktop/laptops in addition to mobile/tablet devices or any device that has 4 corners so anyone on the go can easily navigate the site.

3. PROJECT OBJECTIVES

Here is an overview of the main components of the suggested solution.

- **Front end:** We will leverage a Wordpress theme (to save on costs), but customise the look and feel based on the requirements of the project. It will have a responsive layout for all pages so that they can be viewed across multiple devices/browsers.

- **Search Facility:** The ability to search for products via an easy to use search facility. The resulting list of products will be based on whether the customer is logged in or not.
- **Public Shop:** The public shop is accessible to anyone that visits the site. There will be no restriction of who can access the shop. The shop will function as a normal eCommerce site. Customers will search for products via the search facility or browse the products based on the categories defined. If they choose to purchase products, they will add them to the basket and then proceed to the checkout area. There will be two payment options - PayPal and Stripe. Customers can select either payment gateway to purchase the products. Once the products have been purchased, an email will be sent to a designated admin of the shop who will then organise for the ordered be fulfilled and dispatched.
- **Private Shop:** The private shop is accessible to only registered members. These registered members will be setup on the system - they will not be able to register via the site, the access details will have to be sent to them individually. Once they get access, they will then go to the site, click on the login button, enter the username and password and then be granted access to the private shop. The purchasing workflow for this will be, search for products or browse by category or view bundles available with associated unique codes. As the customer adds products or product bundles to the basket, when it comes to checking out, they will be asked to confirm their order, and once they do that, a purchase order/invoice will be generated in the backend. The same process of fulfillment and dispatching will be done the same as the public shop.
- **Content Management System (CMS):** We are recommending the open source platform of Wordpress and WooCommerce due to the requirements of this project, e.g. product management, restricted area (private shop), user management, payment gateway etc.
- **Website Hosting:** With an eCommerce website, we suggest that it is wise to invest in a good hosting provider - the last thing you want is for your customer to experience any connection issues when trying to pay for a product. With a good hosting provider, this is not completely eliminated, but the chances are considerably reduced with approximately 99.9% uptime. We recommend using a fast, reliable and secure hosting environment like WP Engine (a German-based bespoke WP hosting company) or WebFaction (an Irish hosting company) - prices for these are at the bottom of this document.
- **Domain name management:** You already own the domain name telenco.co.uk, however to properly maintain this domain name, we will need access to the admin details associated with the registration of the domain. Once we have the hosting setup, we will also need to connect this domain with the hosting environment.

The main functionality of the website will consist of the following areas:

- Product Management - adding/editing/deleting products - We will be starting with 6-10 products
- Bundling products management - for registered customers, the ability to purchase products in bundles
- User management – adding/removing/editing users
- Payment gateway (one of the following or a combination of both: Stripe & PayPal)
- Contact form and feedback forms
- Basic blog/news functionality – create/edit/delete and comment/share blogs
- Built in SEO - The user will be able to add/edit the meta content for each page through the CMS which will ensure that Title and Description tags are kept up to date and optimised for the necessary keywords.
- Analytics - Google Analytics - we use this free, yet very powerful tool to track and monitor traffic to and from the website, but also gives us insight to what the customers are doing on the site when they are there. This is invaluable information to use to further tweak the website once it has been up and running for at least 3-6 months.

4. PROJECT SCOPE

Within scope

- Design of the information architecture, user interface wireframes and mock ups (these will require approval prior to development)
- Overall look and feel of the website that allows for selling of products as the main focus of the site.
- Responsively designed flexible grid that all content hangs off
- Development of the designs into standards compliant HTML/CSS3
- Upload of the starter content to the site (thereafter the client will be able to do this via the CMS) this includes all products, products info, images etc.
- Test portability of site across multiple browsers/platforms and devices - see testing section for more details about this.
- Setup of Google Analytics & Google Webmasters

Out of scope

- Photography

- Copywriting of all content (however we can help structure content relevant to Search Engine Optimisation (SEO))
- Product Catalogue - this includes product imagery, descriptions and any technical specifications

5. DESIGN & PRODUCTION STAGES

- **Pre-production, Information Architecture & Wireframing**
Plan out how the information (content) of the website will be organised and arranged. Present wireframes of how the content will be laid out e.g. In short this creates the bedrock/foundations for the overall success of the site.
- **User Interface Design**
Based upon the previous stage, we will present design concepts for the user interface based on the requirements provided: Clean, professional, informative site, using typography and photography to showcase Telenco's products and services. We will draw inspiration from the Teleco.com website so that we are aligned visually, but not a mirror reflection of it.
- **Site Production and Site Programming**
Convert all approved designs into HTML/CSS layouts, based on standards compliant templates and merge with Wordpress. Setup and activate all Wordpress plugins (payment providers, invoicing etc.) in addition to any custom programming that is required.
- **Testing**
Testing of the website's stability, robustness and consistent user experience across Microsoft Internet Explorer 8+, Mozilla Firefox and Chrome for PC platforms. Chrome, Safari and Mozilla Firefox on a Mac platform. Safari & Chrome for iPhone, iPad and Android based devices (phones & tablets).
- **Project Management**
In addition to all meetings and preparation this includes setup of any additional services required, e.g. setting up and configuring hosting environments/domains, email accounts, any third party services (PayPal and Stripe).
- **CMS training**
Provide in-person training (3x sessions) of how to use the CMS (Wordpress) for the basic tasks, e.g. creating/editing/deleting products, adding users, processing payments etc.

- **Payment Gateway Setup**

In order to be able to accept online payments, you will require a few things:

- **A merchant bank account.**

This is a type of bank account that allows your business to accept payments by debit or credit cards. This is not your own business bank account, however your bank should be able to assist you in this matter. NOTE: This may take 4 to 6 weeks to process so please start to enquire about it as soon as possible.

- **A SSL Security Certificate**

SSL stands for "Secure Socket Layer". SSL certificates are used to confirm the identity of a website or server, encrypt data during transmission, and ensure the integrity of transmitted data. For example, the SSL Certificate tells your browser "This website really is who it claims to be." For example, when you visit PayPal.com, the SSL verifies the website you are at is actually PayPal, and not a hacker posing as PayPal.com.

- **Stripe**

A Stripe payment account - this easy to use payment facility has great user experience, is easy to integrate and maintain. The cost per transaction is TBC.

- **PayPal**

A PayPal account, to be able to accept credit card payments. PayPal can either be the primary or secondary payment provider or you could run it on it's own. We recommend that you offer both payment options as the more options available to the customer the better. The cost per transaction is TBC.

TIMELINE

There are a number of variables involved over the course of this project, so to ensure that we can deliver the project as promised, we require that you get back to us in a timely response to feedback and approval requests. Any additional requests outside of the scope of this project will impact the delivery date of the project. The following are estimates:

Information architecture and wireframing	3 days
User interface design	1 week
Site production and programming	2 weeks
Testing	1 day
Training	1 day
Total Number of weeks	5 weeks
Estimated delivery date	Early April (if started in early March)

PROFESSIONAL FEES

COSTS

1. INFORMATION ARCHITECTURE & WIREFRAMING	€600.00
2. DESIGN OF ALL COMPONENTS OF WEBSITE	€1,000.00
3. SITE PRODUCTION & SITE PROGRAMMING	€2,000.00
4. TESTING	€200.00
5. PROJECT MANAGEMENT	€600.00
TOTAL	€4,400.00

NOTE: Additional work that is requested outside the scope stated above will be charged at a rate of €100.00 per hour. We will notify you prior to any additional work required if the scope does change significantly.

ADDITIONALS

Support & Development

We can arrange a support contract for the website once the core build and development process of the project is complete. The nature of this contract will depend on the envisioned ongoing requirements and the foreseen future developments. Our support contracts provide our clients with detailed service level agreements (SLAs) and response times to give you peace of mind that there is someone on hand to help out when new additions are needed or fixes need to be made.

Support services would be charged at €60.00 per hour.

3rd PARTY FEES (Per Annum Approximations)	COSTS
1. Wp Engine Hosting (approx €25.00 / mo) These costs are based 25,000 visits / mo, Unlimited Data Transfer & 10GB Local Storage. If Telenco.co.uk requires better performance (you are seeing more than 25,000 visits / mo, then we will have to upgrade to the plan to the next level, which costs approx €85.00 per month)	€300.00
2. SSL Certificate (for 1 year)	€100.00

TOTAL 3rd PARTY ANNUAL COSTS (Approximate)

€400.00

TERMS OF BUSINESS

1. All prices are in Euro, are exclusive of VAT and are valid for 30 days.
2. 30% of the project fee is due before work can commence on the project. 30% will be due at a pre-agreed milestone and 40% will be due on completion of the project. The first two invoices are due on receipt and the final invoice is due within 30 days.
3. Any stock photography, software licenses, plugins or other third party purchases must be paid for in advance.

APPROVAL SIGNATURE

Signed by:

Tim Conway

Date

If this estimate is to your approval and you wish to proceed with production, provide your John Hancock above, scan it (or take a photo of it), and return it to us.

Please include the appropriate purchase order if necessary.

Thank You.