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| Description: Description: C:\Users\Simon\Desktop\WCG-Creds-PresenterA4-Word.png  Anaphylaxis Campaign  Allergywise online training  June 2014 |

Background to this proposal

This proposal has been produced in response to your request for creation of an Online Training solution for Allergywise.

In this proposal we have outlined our approach for the design and development of these websites.

Project Objectives

The new online training solution has several important objectives which we understand from our initial conversations. The key objectives are:

* Break away from the subscription model to reduce costs
* Easier to use for trainees due to improved design and layout
* Ability for admin staff to update the courses and create new courses
* Members logged-in to the Anaphylaxis website should be able to seamlessly access the courses

Project Overview

So that users are purchasing from the correct store the first thing they will do when arriving on your website is enter their postcode - therefore selecting either the relevant franchisee or head-office store - upon which they are taken to the store-front of the correct e-commerce store.

CMS Platform - Wordpress

Our recommended platform for the system to sit on is Wordpress. This is a very popular and well supported open-source CMS which is easy to use.

The advantage of using an open-source CMS is that all the basic functionality for a website is already coded saving on development time. There is also a large amount of free and paid plug-ins to extend the basic functionality along with regular updates to ensure it remains secure and bug-free.

The downsides are a lack of official support and increased chance of hacking due to the open-source nature - meaning hackers can view the source code. However the hacking should not be a concern as long as the site is kept up-to-date.

E-Learning plug-in - Sensei

Again to save on development costs we are recommending purchasing a licence for this plug-in from Woothemes, a well known Wordpress premium plug-in software company.

The licence fee entitles you to one year of support and updates. After that initial year you could renew the licence or simply coin tune to use the software without access to support and updates.

Responsive Design

We will create a bepsoke Wordpress theme for the website using Allergywise "brand" style as a basis.

The website theme will be responsive - that is to say it will re-format depending on the screen-size of the device currently viewing the site.

Animations and Step-Throughs

Some of the assets we are transferring from the existing courses are developed in Flash and will not operate on tablets and smart phones.

There is some software available to convert these to HTML5 which does not cost anything. However we will need the original Flash files supplied so that we can make future changes.

Another option is to re-develop these in HTML5 from scratch, either using the same graphics elements or creating new graphics. This will future-proof the animations and make them easier for us to update.

We may be able to find a plug-in (e.g. LayerSlider) that enables you to create/update some of these yourselves - most likely the "image step-throughs" will be updateable.

It was discussed that we could try and keep text-content out of the animation so this can be updated separately as that is most likely to change.

Integration with Anaphylaxis.org.uk

Members who are logged-in on the AC site should be able to seamlessly access the e-learning site by clicking a link that takes them straight to the site with access rights already set-up.

New users who want to access the e-learning site will be directed back to the AC site to purchase membership.

Existing AC members who go directly to the e-learning site will need to be redirected to the AC site to log-in (unless we may be able to log them in "remotely" from the e-learning site).

You will also want to be able to give access directly to the e-learning site without requiring AC membership/login, for example to Chemists. We will have to look into this at the time of development to see how that would work.

Training

Included with the project is a training session on updating the website.

Website Hosting

We can host the website for you on our standard shared hosting platform for a yearly fee.

At some stage you may commission a dedicated hosting solution for the Anaphylaxis website. Assuming the hosting solution is compatible we could at that time move the hosting for the Allergywise site onto the same server.

Note: This will require that the Anaphylaxis site is developed in PHP/MySQL rather than the current ASP.NET/MS SQL.

On-going Support

We recommend to all clients that you sign-up to our support package so that you have our marketing team, developers and designers at your disposal for a set number of hours per month.

This frees up your team to focus on their day-jobs while we can support you by doing website updates.

Details of our support packages are included along with this proposal.

Development Server

The site will be developed on a test URL, so that your team can view the site during the development and testing process.

Online Training Website Cost Estimate:

Website Design

To include, as required; web design, iconography development and creation of the overall style

Allowing for 2-3 rounds of development amends

- time and materials £500

Website Development

To create the website template style and integrate with the E-Learning platform, to enter the first course lesson information.

- time and materials £1,750

Interactive Elements

To re-create the interactive Flash elements in HTML5

- time and materials £TBC

Training

Training for updating the website in the CMS

- time and materials FREE

TOTAL ESTIMATED COST OF PROJECT £2,250