

Attentive | Brand Refresh

Empowering Attentive's Digital Future with Webflow

Shadow Digital is your go-to Webflow agency for building powerful, results-driven websites. We specialize in crafting cutting-edge digital experiences for **modern brands**, combining sleek design with strategic expertise.

From concept to continuous optimization, we're here to help you achieve your business goals and elevate your web presence.

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WAXING THE CITY[®]

1. Executive Summary

Attentive is preparing to launch a comprehensive brand refresh across its web presence, with final designs being delivered by Fuzzco. This proposal covers the full development scope required to translate Fuzzco's approved designs into a production-ready Webflow experience — including net-new page builds, component library development, responsive implementation, and launch execution — with a target go-live of May 13, 2026.

Shadow Digital will serve as the development partner responsible for building all priority pages and components to spec, integrating them into Attentive's existing CMS and global design system, and executing a quality-assured production deployment. Our team has deep Webflow expertise and the operational rigor to meet the aggressive timeline laid out by the Attentive team.

This engagement includes:

- Frontend development of 15 net-new page sections and 30 component installation pages
- New component library built from Fuzzco's design specifications
- Navigation and footer design updates
- Responsive implementation across all breakpoints (desktop, tablet, mobile)
- Integration into Attentive's existing CMS and design system
- Accessibility and performance best practices baked into every build
- Full QA cycle, bug fixes, and production launch support
- 2-week post-launch support window included at no additional cost

This project is scoped to move fast and deliver clean. With design handoff on March 6, Shadow Digital will have all priority pages and components built, tested, and ready for launch by May 13.

2. Project Goals

- Launch Attentive's refreshed brand experience on Webflow by the May 13 target date
- Accurately translate Fuzzco's approved designs into a pixel-perfect, production-quality Webflow build
- Develop a new, reusable component library based on Fuzzco's design system
- Build 15 net-new page sections and install updated components across 30 existing pages
- Ensure full responsive implementation across desktop, tablet, and mobile breakpoints
- Integrate all new pages and components into Attentive's existing CMS and global design system
- Maintain accessibility standards and performance best practices across all builds

- Execute a thorough QA process including cross-browser and device-specific testing
- Deliver a seamless production deployment with zero downtime
- Provide post-launch support to address any issues surfaced in the first two weeks after go-live

3. Scope of Work

3.1 In Scope

Webflow Development (120 hours)

- Frontend development of 15 net-new page sections (60 hours at ~4 hours per page)
- Component installation across 30 existing pages (60 hours at ~2 hours per page)
- New component library development from Fuzzco's design specifications
- Navigation and footer design updates
- Fully responsive development across desktop, tablet, and mobile
- All animations and interactions built natively in Webflow
- Integration into Attentive's existing CMS and global design system
- Accessibility and performance best practices

Quality Assurance

- Cross-browser testing (Chrome, Safari, Firefox, Edge)
- Device-specific QA across breakpoints
- Regression testing across all templates and components
- Performance auditing and optimization

Post-Launch Support (2 Weeks, Included)

- Bug fixes and minor adjustments
- Developer availability for real-world usage feedback
- Transition support for Attentive's internal team

3.2 Out of Scope

- Visual or interaction design (owned by Fuzzco)
- Copywriting or content creation (owned by Attentive)
- Net-new pages not included in the approved page list
- New 3D assets or externally created animations requiring a motion designer
- Custom backend development or third-party API integrations not specified above
- Ongoing site iteration after the included 2-week support window

Note: If additional requirements emerge during the project, we follow a clean change-order process with transparent hourly estimates.

4. Roles & Ownership

Fuzzco

- Owns all visual and interaction design
- Delivers final Figma files for all priority pages
- Module library with development notes
- Completes design handoff by March 6

Shadow Digital (Developer)

- Owns development, QA, and launch execution
- Builds all pages and components to approved designs
- Executes production deployment

Attentive

- Provides approved copy for all pages and sections
- Performs QA across priority pages and sections
- Owns launch decision and post-launch performance measurement

5. Project Timeline

Total duration: ~10 weeks (March 6 – May 13, 2026)

Phase	Duration	Focus
Design Handoff	March 6	Fuzzco delivers final Figma files and component specs
Sprint 1	Weeks 1–3	Component library development + core page builds
Sprint 2	Weeks 4–6	Remaining page development + component installations

Phase	Duration	Focus
Sprint 3	Weeks 7–8	CMS integration + responsive refinement
QA & Launch Prep	Weeks 9–10	Full QA cycle, bug fixes, and launch readiness
Go-Live	May 13	Production deployment
Post-Launch Support	2 weeks post-launch	Bug fixes, adjustments, transition support

Important: Design changes after the March 6 handoff date put the May 13 launch at risk. Timely feedback and approvals from the Attentive team are critical to maintaining this schedule.

Investment

Deliverable	Hours	Rate	Total
Webflow Development	120	\$150/hr	\$18,000
Project Management	Included	—	Included
QA Specialist	Included	—	Included
Post-Launch Support (2 Weeks)	Included	—	Included
Total Project Cost	120 hrs	\$150/hr	\$18,000

Bonuses & Add-Ons (Valued at \$5,000)

1. WAIO Implementation

We will implement the full WAIO framework into the new Webflow build at no additional cost. This includes structural setup, component installation, on-site optimization patterns, and integration of our best-practice performance systems — ensuring your site is primed for scalability, SEO growth, and high-converting user flows from day one.

Signatures

Attentive

Shadow Digital

*Payment Details

Non-Refundable Payments	At the time of signing this agreement, the first month's payments is due and non-refundable. This payment will secure the Consultant's availability and commitment to the project.
Cancellation Policy	The Client may cancel this agreement with a 90-day written notice. In the event of cancellation, the Client forfeits the previously paid last month's deposit. Services will continue during the cancellation period to ensure a smooth transition.
Payment Method	All payments under this agreement are to be made via ACH direct deposit. Payment instructions will be provided upon signing the agreement.
These pricing terms are designed to ensure clarity, consistency, and commitment from both parties throughout the duration of the agreement.	

Terms & Conditions

Assumptions	Shadow Digital is of the assumption that the Client has the capacity to provide all information and data that is reasonably required for Shadow Digital to complete the delivery of the project.
Subscription Payments	This scope of work constitutes a monthly subscription agreement between Client and Shadow Digital. Shadow Digital uses Capchase Pay as a Vendor for accepting monthly payments from its Clients. Payments made by Capchase to Shadow Digital on Client's behalf will be considered payments made by the Client. The Client agrees to submit payment details through Capchase's designated payment link prior to the due date of the first payment. Additionally, the Client consents to make payments via direct ACH debit according the payment schedule provided in the designated link.

Assumptions	Shadow Digital is of the assumption that the Client has the capacity to provide all information and data that is reasonably required for Shadow Digital to complete the delivery of the project.
Confidentiality	In view of the fact that Agency's work will bring Agency into close contact with many confidential affairs of Client not readily available to the public, and plans for future developments, Agency agrees to keep secret all matters, except for the existence of this engagement generally, and further agrees not to disclose any such matters to anyone outside of Agency throughout the term of this agreement, without written consent from Client.
Intellectual Property	Upon successful completion and launch of the website, all intellectual property rights, including but not limited to copyrights, trademarks, designs, code, and related content created specifically for this project, will be transferred to the Client. Any pre-existing intellectual property owned by Shadow Digital or third parties used in the project will remain the property of the respective owner(s), and rights to such pre-existing intellectual property will be addressed separately as needed. Shadow Digital will ensure the originality of the work and will cease to use or claim any rights to the intellectual property post-launch, except as expressly permitted by the Client.
Revisions	<p>During the design phase, clients are entitled to two (2) rounds of revisions per page template. We recommend providing timely feedback to keep the project on schedule; delays in delivering client revisions will result in an equivalent extension of the overall project timeline.</p> <p>Once a page has been fully developed according to the approved design, no further design changes will be made during the development phase. Any additional design modifications at this stage will require a formal change order, to be agreed upon and signed by both parties. Such changes will incur an additional cost of US\$150/hour and may extend the project timeline accordingly.</p> <p>Clients are encouraged to communicate all revision requests within the outlined timeframes or as mutually agreed. Any revision requests submitted after the allocated time periods will also be billed at the standard hourly rate of US\$150/hour. (edited)</p>

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Late Payments	For all fees not received by Shadow on or before the day upon which such Fees are due shall thereafter be subject, in Shadow's sole discretion, to accrue interest at the rate of 1.5% of the outstanding amount per month, or at the maximum rate permitted by law, whichever is lower. Shadow shall further have the right to suspend the performance of all Services, if any payment due and payable goes unpaid. Shadow also reserves the right to submit any balance to collections. In the event that Shadow has to pursue an unpaid balance through collections or other legal action, Client will be responsible for all associated collection costs, including reasonable attorney's fees.
Shadow Care™	Our guarantee to you, if you are not happy with the services provided and we did not meet your requirements as initially outlined by the second approval stage, we will give you 100% of your money back.
Master Services Agreement	By signing this SOW, you agree to our Master Services Agreement, located here and at the bottom of this text box, and to the deliverables, payment schedule, and terms listed above. URL - https://www.shadowdigital.cc/legal/master-services-agreement-12-18-2024