

Proposal 171ANNB

Date 17.3.09

To **Ann Burgess**

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Email annb@bigpond.net.au



Gday Ann

Thanks for your recent briefing. It was good to hear your vision for the website, and to discuss some new ideas and alternatives. The following is the revised proposal for your website development.

This revision involves building and hosting your website using my Online Business Suite. This suite is purpose-built to allow one web-based console to manage the website and associated online business systems.

Briefing and requirements - revised.

I have coupled the original briefing and subsequent requirements to create a website and associated online business systems that allow greater functionality at a lower price than the original proposal. The suite has everything you require, and the ability to activate more.

The following systems are available within the one suite. I have used **bold text** to highlight the aspects you require:

- **Content Management System (CMS)**
- **Email Marketing System/Group Communication System**
- **Customer/Membership Database**
- eCommerce Shopping Cart
- **Analytics/Statistics**
- **Event Booking System**
- News and Announcements
- Advertisement Rotation
- Video inclusion
- **Members Only secure pages**
- Option for members to update their own details
- **Image Galleries**
- Ability for multiple staff roles/logins
- Site search
- Site map
- Ability to make your own forms and surveys
- **Blogs, both public and private**
- **Forums, both public and private**
- **FAQs**

The remainder of the functionality is available when and if required. I will quote on any further work necessary to enable those aspects when the time arises.

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Project stages

The website will be produced in a series of stages, each designed to minimise distractions and to logically build upon a strong foundation:

- Stage One** *Planning.* Determine any new website goals and subsequent content requirements. Develop an information architecture based on your existing plan, and any new ideas that have developed.
- Stage Two** *Structuring and Input.* Working out the relationships of content, forming groups of content types into categories, pages, and integration of any specific features. At this stage, linework diagrams (wireframes) and/or content-tree diagrams are created for showing the information architecture. This will be largely based upon your existing ideas, but we can develop them further together.
- Stage Three** *Visual Concepts.* Visual Design of the known content and architecture. These visuals will be delivered to me from Paper Monkey Graphic Design.
- Stage Four** *Production.* Integration of the approved graphic design via web coding. Inputting content, involves making the web pages, typesetting, setting up each system, uploading product information, placement of images, PDF linking and such.
- Stage Five** *Evaluation.* As the website is produced, an iterative evaluation > design > production > evaluation cycle begins, to ensure all content is accurate and complete.
- Stage Six** *Installation.* Hosting is with Business Catalyst. I will also setup your email accounts (maximum of 5).
- Stage Seven** *Training and maintenance.* I am currently learning the finer details of this system. I will offer support for one year, and we can book several training sessions over that time. I also have several training video tutorials that can be viewed on your computer.



Additional technical information

Training and Support

I am currently learning the finer details of this system. I will offer support for one year, and we can book several short training sessions over that time. I also have several training video tutorials that can be viewed on your computer.

I can also offer you ongoing support beyond that, to be renegotiated, will be a minimal annual fee.

Web hosting

Business Catalyst host the Online Business Suite. They are a Sydney company, but they host their systems in the U.S. for greater security, and better support.

Your hosting fees will be paid direct between yourself and Business Catalyst. See the pricing page for hosting fees.



PRICING

Website design, online business systems implementation

Implementation of design into the Online Business Suite, and setting up required systems	\$	3000.00
Content input	\$	1000.00
12 months phone and email support, training in all required systems	\$	1000.00
<i>Subtotal</i>	\$	<i>5000.00</i>
<i>GST</i>	\$	<i>500.00</i>
Total (inc GST)	\$	5500.00

Please note *The first 3 hours of author corrections* are complementary.*

Thereafter, author corrections will be charged at \$100.00 per hour plus GST.

**Author corrections are wholesale changes of the original briefing, changes to original project size and scope.*

Hourly rates

Sometimes a project will require additional work to be done under an hourly rate, eg.

- Sourcing material from third-party providers, such as photographers or writers.
- Project managing of third-party suppliers
- Additional illustrations, image-editing or optimising, creating animations, charts, and such.

Hourly Rates are \$100 plus GST.

Currently your project does not call for any such additional work.

Ongoing costs

Hosting of the Online Business Suite ranges between \$39 and \$79 US per month. Your current requirements would require the minimum hosting plan of \$39 per month. Adding extra administrative users will increase the cost per month.



Additional Information

Itchybrain Payment terms - Startup is COD, subsequent are 30 days

Startup - \$2000 plus GST to begin the project. This payment is COD.

Monthly - \$1000 plus GST per month x 3 consecutive months (subtotal \$3000 plus GST), payable on the last day of each month.

Should you accept this proposal I will generate the invoice for the startup fee.

Timing

I usually expect a website of similar nature to take anywhere between 6 and 12 weeks, the range is dependent on the content availability and the extent of the systems you would like to develop.

License

Since this is a hosted solution, it cannot be taken as a discrete unit and moved elsewhere. These systems are only available as a hosted system from Business Catalyst on their own servers.



Copyright and usage

The visual copyright is negotiated between you and your supplier, Paper Monkey Graphic Design.

Copyright related to third-party materials (such as photography or writing) is arranged between the supplier and you.

I may on occasion refer to your project in my business self-promotion, as a case study or portfolio sample of my design work.

Samples of other work

A portfolio of my work is shown at <http://www.itchybrain.com.au/index/websitedesign>



Conclusion/acceptance

Thanks again Ann for our recent discussions and considering this proposal. I really look forward to the potential of working with you.

Should this proposal be accepted, please email me at darryl@itchybrain.com.au, and I will generate the invoice for the startup fee

Please email me or call my mobile with any queries, comments, or if we need to discuss things further.

Kind regards

Darryl Butler
Director
Itchybrain Productions

Your acceptance

Should you accept this proposal please email me at darryl@itchybrain.com.au, and I will generate the invoice for the startup fee (see page 5).