

Proposal 155PROA
Date 29.6.07

To **Oliver Stefanchuk**
Paco Villegas

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Gday Oliver and Paco

Thanks for our recent meetings, and the time to work out the requirements of the Pro Audio website revision. This proposal is the first draft, and I anticipate that we will make changes over this next week, so ignore the acceptance page for the moment.

Briefing and requirements

I understand that the primary aim is to replace the printed catalog with an advanced website, so that the catalogue becomes more of a promotional newsletter, not carrying all the items as it currently does. You have cut back on a lot of the advanced features that you have researched to date, in favour of something simpler and more affordable.

From our discussions and your draft plan I learnt that there are several operational aims, each fulfilled by a different system—either my BareBones Content Management System, or the Gate13 eCommerce system.

Gate13 eCommerce provides:

- Cart of up to 3000 products**
- Credit card gateway for Australian currency

and the ability to:

- manage the cart content in-house
- Export sales data to allow importing into Retail Pro POS software
- Keyword search facility
- Optional Advanced Search facility based on multiple criteria (eg. brand, price range, etc.)
- send Email marketing to predefined customer groups
- collect data for Online warranty via the purchase process
- add a form for Warranty Repair communication
- add Dynamic 'Hot sellers' list
- add Dynamic specials area with time-based control for display/non-display
- supply different pricing to different customer types
- add sections such as 2nd hand, or bargain basement items
- records of full customer history, sales reports and metrics (eg. pages visited, payment methods, abandoned orders, sales by category/product line, and such).

**special gate13 allowance to Pro Audio only. Optionally extended for larger quantities, at a verbally quoted price of \$10 per month for every extra 1000 items.

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The BareBones CMS has the ability to:

- edit page content, the staple elements of the page such as words and images.
- make specific sections with subpages, such as 'Pro Audio Endorsees'
- make custom pages, such as bios, privacy policy, service centre listings, staff
- make small customised photo galleries
- add links such as to the Star Track system

Customised aspects that I will hire a programmer for assistance with are:

- Create multiple customised forms to filter customer enquiries
- Create a simple customised form for collection of pre-existing purchase warranty information, ie. products that were not bought via the website. For must collect receipt number, brand name, and such. (These will be entered manually by the user, not via pull-down menus or checkboxes.)

BareBones developments that I will fund:

- News Module allowing current news items in truncated format, linking to full story page, and/or to an archive area of previous news items in reverse chronological order).

Preferences and further requirements

General ideas:

There are several issues to do with content 'tone' that you raised. Such as the need to make the site as accessible to as wide a range of user capability, so they feel comfortable dealing with you, that you care for all levels of skill, knowledge, price and such.

In addition, you identified quite distinct user groups: musicians, institutions, users with proximity-issues who need to purchase things at a distance, and each of these will have a different requirement in terms of the 'tone' you address them in. This has more to do with copyrighting, but also to do with the prominence or 'weighting' of the location of things in the layout.

The site must also have a proud parochial feel, and would be good to have the made apparent through the use of graphics as well. We discussed that the home page may have a small feature area that promotes this angle, but links through to a more detailed information page.

Other consultants required:

I can help you find the right person to assist in creating the ability to check anyone's email from any computer on the in-house LAN. I have someone in mind who I think will be right for the job. As a third party, and work that gets done will be between you and them, but I am happy to help source them.



Project stages

The website will be produced in these stages:

- Stage One** *Planning.* Determine any final website goals and subsequent content requirements. Develop an information architecture based on any new ideas that have developed. Review resource websites such as at musiciansfriend.com
- 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 and content-tree diagrams are created for showing the information architecture.
- Stage Three** *Visual Concepts.* Visual Design of the known content and structure. These visuals often take the form of digital graphics (eg. a big jpeg), not actual web code. There are usually two designs to view, one for the home page, and one for the secondary (content) pages. These graphic designs will be modified with you until we have an approved visual design approach.
- Stage Four** *Production.* Integration of the approved graphic design via web coding techniques. Inputting content via the BareBones CMS. Involves making the web pages, typesetting, placement of images, PDF linking and such.
- Gate13 cart development begins now that the design is taking shape, and can begin to be populated with data. We could definitely start it earlier, so long as we are able to stay focussed on the different streams of the project without distracting from each other.
- 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.* Once the website is nearing completion the hosting arrangements begin, by purchasing a suitable hosting plan. The website is then installed in the hosting environment. Domain name delegation and other technical tasks carried out, and the site goes 'live'.
- The Gate13 cart stays where it is, hosted by Gate13 in Melbourne.
- Stage Seven** *Training and maintenance.* Training for the BareBones to be scheduled for a day in my office. An ongoing relationship begins where both content and technical maintenance duties are carried out by each of us.



My business focus is on website design, creating 'small websites for small business'. As discussed and demonstrated in brief I have built a content management system that allows for the flexibility and speedy requirements of small business. The next couple of pages goes into detail about that before moving onto stages and pricing, etc.

Content management and maintenance of your website

I did not demonstrate my Content Management System (CMS) to you, and may be a good thing to do before you sign off on this quote.

There are many CMS that enable website owners to author their own website content—with minimal training and no need for specialist web programming knowledge. I built my own—the BareBones CMS—to fulfil the most common web authoring requirements, yet be flexible enough to add extra features and functions on a customised basis as required. Building my own allows me to support it fully, and be responsible for its' capabilities.

Using a CMS is primarily a way to keep your website information current, and to encourage the timely publication of topical issues, and providing you with the ability to respond to market and customer changes in a prompt manner.

Most CMS operate through a web-browser such as Internet Explorer or Firefox. This means you are not tied to a specific computer or workplace, but can also operate from an internet-connected computer in home offices, dislocated offices, or during travel.

The standard BareBones CMS forms the core of requirements, but with many projects I create customised modules to add to the system if required. Examples are the addition of an events calendar, member database, or a subscription service, or a shopping cart, and so on.

Often the deeper programming is subcontracted to a third party, Matt Purcell (aka The Silicon Kid <http://www.siliconkid.com.au>), and project-managed under my direction. I will be involving Matt to create the forms for the customer enquiry filtration, and for creating the News Module database.

Some standard features and abilities of the BareBones CMS are:

As a Content Manager/Administrator:

- Create, edit and remove pages
- Add text and images to pages
- Create links between pages, external sites, and internal documents (eg. PDF, Word Docs, jpegs)
- Reorder sections and pages to restructure the site
- Create Photo Galleries with thumbnails and larger images
- Manage automated email responses from website contact form
- Make backups of your site text for offsite reading
- Make backups of your site content for SQL data safety

As a Website Viewer/User:

- View standard web pages
- Download file types, eg. PDF, Word Docs, Excel spreadsheets, and so on.
- View Photo Galleries
- Use Contact form and obtain an email record of the liaison
- Text Search tool to find information based on keywords

Additional technical information

Training

I have found 6 hours training in the core BareBones CMS is substantial. This is best done in my training room as it will help us to focus. I provide lunch on the day, where we walk next-door to ‘Hudsons Café’ in the Botanic Gardens.

Training for the Gate13 aspect will come from your Gate13 contract. They have indicated it is mostly phone-based training and support.

Support

First year support of the core BareBones CMS is included within the pricing. Thereafter, software upgrades and support are available for a fee on an annual basis (documented on pricing page). A BareBones CMS user manual is also provided within the CMS itself (this is in constant development as the software versions increment).

Support for any customised modules is dependent upon the extent of any customised work that we may eventually do. ***This will be documented further should there be any scope change.***

Web hosting

The BareBones CMS uses a very popular but specific set of technologies known as L.A.M.P. technologies (Linux Server, Apache web server, MySQL database, and PHP scripting) and support for this setup is a prerequisite for the hosting environment.

Should you require assistance with hosting, I can help with the setup and delegation of the different domain names. As I may have mentioned, I personally host my websites with

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www.hostingmatters.com in the U.S. I am not a reseller, nor do I receive a commission, I simply have found them to be the best and most reliable host I have experienced. They are priced well, coming in at about \$8 US per month for a basic plan. I usually pay 12 months at a time.

I can understand you may need a local provider, and if so I can assist with finding one that is suitable. Currently, a local provider I have used is 'Collaborative Systems'.

Should you opt for hosting with 'Hosting Matters', due to my familiarity with their systems I can provide ad hoc help to you. Also, if they have a glitch I can help solve it, and I can document the process I use to deal with any problems as/if they arrive.



PRICING

Website design and production

Design and Production, BareBones CMS integration and license, content input, installation, 6 hours training, 12 months phone and email support. \$ 5000.00

Additional non-standard elements

Programming and visual design of custom aspects

Online warranty forms design and production \$ 300.00

Online warranty form for pre-existing and 'non web-sales' customers \$ 300.00

Customer filtration forms x 10 \$ 2500.00

News Module

Forms design and production \$ complementary

Setup website hosting and email addresses \$ 200.00

Subtotal design and production \$ 8300.00

GST \$ 830.00

Total (inc GST) \$ 9130.00

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.

Ongoing support costs

The core BareBones CMS has incremental upgrades, and after the first year these cost \$250 per annum plus GST. If there are no upgrades there will be no fees.



Additional Information

Itchybrain Payment terms - 7 days

Startup - \$1000 plus GST to begin the project.

Midway- 50% of balance.

Final - Balance after launch of final website.

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

Timing

Usually a 5-10 working day period is required for developing the information architecture, with associated diagrams. Thereafter is dependent upon the level of acceptance or changes required.

Once the diagrams are approved, it is usually a 10-20 working day period for developing the Photoshop visual designs, dependent upon how sophisticated it becomes. Timing thereafter is dependent upon the level of acceptance or changes required. During this same time, you are likely to be developing your written content.

Once the Photoshop visuals are approved I can begin integrating the look-and-feel into HTML code and Cascading Style sheets (CSS). At this same time you will be finalising written content, and I will be sourcing photographs and/or editing them as required.

Expect the entire website process (including your gate13 cart content) to take anywhere between 10 and 20 weeks. Most of this time involved will hinge upon your ability to generate content, and providing it to me to integrate via the BareBones CMS, and/or your input into the cart.

License

The primary license condition is that the BareBones CMS is not to be distributed, whether commercially or non-commercially. You may use it for a 'different' website in the future, eg. if you change the nature of your business. It may not be sold as part of a business sale without prior discussion and planning with Itchybrain, so that I can ensure there is proper communication during the changeover, and to be on hand if any changes are required.

The system is designed for producing a single website only, and it will be registered to you. The BareBones CMS license is also embedded within the software for future viewing.

Support

I offer the BareBones CMS more as a service to my clients, not ever as a distinct product. I do not sell it 'standalone', only as an integrated part of a visual and structural website design that I create on behalf of a client.

Support is available by phone and email, and is offered for the **first 12 months inclusive** in this proposal. Thereafter, an annual fee of \$250 plus GST will apply for any upgrades.

If you report a problem in the technical operation of the BareBones CMS I will aim to have the problem resolved within 24 hours. There are no fees for labour associated with these problems.

Should you require maintenance work to be performed by Itchybrain after our main project is over, eg. creating pages, typesetting of text, image optimisation, gallery creation and so forth, this will be charged at an hourly rate — currently my hourly rate is \$100 plus GST.

Copyright and usage

Itchybrain is relaxed about copyright of visual design, and assuming all parts of the project are accepted and paid for, you have open usage rights of any visual design created and accepted within your project. You are free to reproduce the visuals in any way required in the operation of your organisation's self-promotion.

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

Visual designs *not accepted* as part of the final project remain copyright Itchybrain Productions.

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

Unless otherwise indicated in writing from Itchybrain Productions, your copyright does not include any usage rights to reproduce, distribute or sell to any third party any of the PHP programming and/or MySQL scripts created by Itchybrain Productions within the BareBones CMS and any customised modules.

Project management

If this quote is met with approval, I can create a password-protected web-based project management site for our use. In a simple 'blogging' format, this system allows all nominated team members to contribute information to the project via a web browser.

The system automatically emails you every time there's a new entry addressed to you, you link to it and view/read it, with an opportunity to place comments. This makes very convenient checking at a distance, on any web browser, and in your own time.

This type of system does not suit everybody, so if you are more comfortable with email we will exchange files via email. However, its' centralisation of information is a strong feature.

Conclusion/acceptance

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

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

Thanks again Oliver and Paco for meeting with me, and our discussions. I really look forward to the potential of working with you, it should be a great website.

Kind regards

Darryl Butler
Director
Itchybrain Productions

Your acceptance signature

Your signature instructs Itchybrain to proceed with your project.

☐ I have read and accept all general information related to this proposal.

☐ I have read and accept the license conditions of the BareBones CMS.

Client Signature.....

Client name (please print) Date.....