

Proposal 131ONSP-2
Date 7.8.06

To **Robert Regan-Feldman**

OnSpec Eyewear
Phone: 02 6453 2827
Email: robertreganfeldman@yahoo.com.au



Dear Robert

Thanks for your recent briefing for the design and production of your website for Prescription Eyewear.

This document is an initial proposal that outlines my understanding of your needs, and supplies information regarding processes, pricing, scheduling, licensing and development issues such as website hosting. It also has a few minor modifications, updating from proposal 131ONSP-1.

Briefing and requirements

Your briefing described a need for a website design to accommodate an e-commerce application. The website must be managed via a content management system (CMS).

You have had some experience with online content management systems, such as that provided by Google, and found them to be inappropriate.

I advised on the use of a specialised system such as provided by gate13.com.au, and you have researched that system and found it to be appropriate. I have had experience with integrating this very system into one of my websites, so I am confident we can do that. I will not be able to be responsible for any of the operational, training or support aspects of the gate13 system itself, only the website that is 'housing' it.

We also discussed the use of my website Content Management System (CMS)—called the BareBones CMS—which I will detail later in this document.

The primary purpose of your site is to provide an online shopping alternative for buyers of prescription eyewear.

Your website 'persona' is to provide an alternative to the 'models-and-glamour' approach, and instead develop and sell the story, to have real people offering real comments about their experience.

This type of website is similar to the solid small business models which form the core of my projects. Coupled with your requirement to integrate a commercial aspect, it is a new variation of project for me, but I am keen to be involved.

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Content management and maintenance of your website

During our meeting I discussed Content Management Systems (CMS), and how they now enable website owners to author their own website content—with minimal training and no need for specialist web programming knowledge. I also demonstrated my own system—the BareBones CMS—which I have built to fulfil the most common web authoring requirements.

Using a CMS is primarily a great way to keep your website information current, and to encourage the timely publication of topical issues, while providing you the ability to respond to market 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, and during travel.

The BareBones CMS forms only the core of requirements, and with most projects I also create customised modules to add to the system as required. Examples are the addition of an events calendar, member database, or a subscription service, or a shopping cart, and so on. Often these are contracted to a third party, my programmer Matt Purcell, and project-managed under my direction. Should any such modules arise during our development phases I will get Matt involved and provide you with further documentation and pricing.

Your project brief did not call for any such extra features, only for the password-protected section (one page with multiple downloadable documents), which is included in this price. Should you require multiple password-protected pages I will provide additional pricing.

Some standard features and abilities of the BareBones CMS are:

Content Manager/Administrator:

- Create, edit and remove pages
- Add text and images to pages
- Create links between pages, external sites, and internal documents (eg. PDFs, jpegs)
- Reorder sections and pages to restructure site
- Create Photo Galleries with optional additional information per image
- Manage automated email responses from contact form page
- Make backups of your site for offsite reading, and for SQL data safety

Website Viewer/User:

- View standard web pages
- Download file types, eg. PDF, Excel spreadsheets
- View Photo Galleries
- Use Contact form and obtain a returned-record of the liaison via email
- Text Search tool to find information based on keywords (will not search into your e-commerce application, but gate13 systems also have a search capability within them).



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 often couple this with an information review (see Stage One, on page 4).

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 (under development).

Support for any customised modules is dependent upon the extent of any customised work that we may eventually do.

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) support for this setup is a prerequisite for the hosting environment.

I personally use www.hostingmatters.com in the U.S. As discussed, 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 also inexpensive, coming in at about \$6 US per month for a basic plan. Personally, I usually pay 12 months at a time, which amounts to about \$125 AU.

I can understand you may need a local provider, and if so I can assist with this.

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 problems as/if they arrive.



Project stages

The project will be undertaken in broad stages:

- Stage One** Determine website goals and content requirements. Draft a plan for content creation, assign roles to people responsible for the content.
- 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. Content input may begin.
- Stage Three** *Visual Concepts.* Design the known content and structure. Apply the design styles across to the gate13 integrated application.
- Stage Four** *Production.* Converting final content across into the BareBones system. Involves making the web pages, typesetting, images, PDF linking and such.
- Stage Five** *Evaluation.* After the website is produced, an iterative evaluation> design> production> evaluation cycle begins, to ensure all content is accurate and complete.
- Stage Six** *Installation and maintenance.* The site is installed in the hosting environment. Once approved, it goes live. An ongoing relationship begins where both content and technical maintenance duties are carried out by each of us.
- Note:** *Training.* Whenever I work at a distance with clients, eg. not able to be in the same room, I usually create the whole site, then train them in the maintenance. However, with you I get the indication that you are keen to try things out as you go. This may work to our advantage if you tinker with the system for this next 2 weeks, then we can discuss what aspects work well for you, and which don't. The documentation is being rewritten, so the guide within the BareBones is at a minimum. However, after my next major upgrade I expect the rewrite to be complete. This is still a couple of months away. However, most of my clients I have trained personally, in close proximity, so there hasn't really been any driving requirement for me to hurry it up. Please keep track of anything that you can't work out.



PRICING

Pricing for BareBones license, installation, training and initial design work

This pricing is for the website visual design, and the standard BareBones CMS:

Website graphic design, new visual identity,
BareBones CMS license, installation onto your hosted domain,
6 hours training and 12 months phone and email support \$ 3000.00

**The above are 'known' costs, the programming below is unknown
until further briefing under later stages (not within this initial proposal)**

Programming of additional custom modules

Should you require any customised programming, such as creating member databases, or automated emailing systems, this will be carried out under a rate of \$100 per hour plus GST. \$ as required

Creating newsletter registration system, anticipate 3-10 hours (3 hours for a simple system, such as: the site emails the details of the new registrant to you, and you manually add them to your own list. 10 hours or more may be required to have the registration details automatically added to a newsletter registrant database).

Visual design work for additional custom modules

This pricing is for my involvement to create the visual aspect of any customised programming, and will be carried out under a rate of \$100 per hour plus GST. \$ as required

Subtotal design and production	\$	3000.00
GST	\$	300.00
Total (inc GST)	\$	3300.00

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, and so on.*

Hourly rates

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

- If you would like me to input your content.
- Additional illustrations, photography, image-editing, creating animations, charts, and such.
- **Arranging your web hosting, if required, anticipate approx 2 hour.**

Rates are \$100 per hour plus GST.

Ongoing support costs

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



Additional Information

Payment terms - 7 days

Startup - \$500 plus GST to begin the project.

Midway- 50% of balance.

Final - Balance after launch of final website.

Timing

The BareBones CMS can be installed within 48 hours of receiving the startup payment. This initial meeting for the detailed briefing and discussion about structuring should occur within 10 working days of startup. Ours is most likely to take the form of telephone conferencing. This period allows time for you to gather all essential materials, while keeping the project momentum going.

Usually a 15-20 working day period is required for developing the visual concepts. Thereafter is dependent upon the level of acceptance or changes required.

Expect the entire process to take between 8 and 12 weeks. Most of this time involved will hinge upon your ability to generate content, and/or providing it to me to enter it into the BareBones CMS.

When my clients are in Canberra I provide training at the start of the project so we can all work simultaneously. However, I have found it to be better when working at a distance for me to create the entire site, and then train in the maintenance of the existing content.

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.

The system is designed for producing a single website only, and it will be registered to you. The BareBones CMS license is embedded within the software and can be seen in detail if you choose to proceed.



Support

I offer the BareBones CMS more as a service to my clients, not necessarily as a distinct product. I do not sell it 'standalone', only as part of a visual and structural design that I create.

Support for my clients is available by phone and email, and I offer support for the **first 12 months inclusive**. Thereafter, a once-annual fee of \$250 plus GST will apply for any upgrades.

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

Should you require maintenance work to be performed by Itchybrain, eg. creating pages, typesetting of pages, image optimisation and placement and so forth, this will be charged at the hourly rate of any given time. Currently my hourly rate is \$100 plus GST.

Copyright and usage

Itchybrain is relaxed about copyright of visual design, and assuming the project is 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.

Visual designs not accepted as part of the final project remain copyright Itchybrain Productions. I may on occasion refer to the project in my business self-promotion, as a portfolio sample of my website design work.

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

Project management

If this quote is met with approval, I will create a password-protected web-based project management site for our use. In a simple 'blogging' format, this system allows each of us (and any team members) to contribute information to every stage of the project via your web browser.

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

If there are eventually multiple team members I will create multiple accounts, allowing each person to use the system. Initially I will create one for you.



Conclusion/acceptance

Feel free to call or email me as soon as convenient if you have any queries or comments.

Thanks again Robert for meeting with me, I hope you don't mind that this proposal took so long to get off the ground. I really look forward to the potential of working with you.

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.....