

[REDACTED]
Work Quote/Bid/Proposal

Project: Setup, Design, and Develop HTML5/CSS3/JS Website w/ SEO and Analytics

Tyson Frederick

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Technical

Project Description:

Short project description:

The purpose of this project is to create a website that is modern, functional, and displays the client's background, skills, and featured work, etc. (see following). The website will include the design and development of approximately eight to ten web pages deployed, at production quality, to [REDACTED]. The developer, Tyson Frederick, will provide all needed work to fulfill the below listed requirements.

The project will include:

- Setup and Initialization of Web Host, Domain, and FTP Storage
- Web User Interface Design
- HTML5/CSS3/JavaScript Web Development
- Search Engine Optimization (SEO) with Google Search Engine Console
- Analytics and User Engagement Tracking with Google Analytics
- *Integrated E-commerce Solution (Shopify)
- Stock Photo Integration Solution (Shutterstock)

** The e-commerce solution will be provided by a third party, to lessen liability and increase security and user trustability. All assets (other than e-commerce) will be stored and referred to on the client's web hosting service, for website and social media accessibility and functionality.*

List of important requirements:

- Create custom website to display the core functionality and value proposal of indicated client's services.
- Consult client through brainstorming, feedback and review, and design iteration consideration. Feedback and review will be prior to each required phase of production.
- Use user interface image software to design each required part of the product, in accordance with client feedback/direction and compatibility with HTML5/CSS3 development.
- Develop a website in HTML5/CSS3, using design as reference.

- Allow client to track and analyze user interaction on website with Google Analytics.
- Allow client to view SEO rankings and review keywords using Google Search Engine Console, including meta tags.
- Design, develop, and produce, a production ready, html5/css3/JavaScript, website that represents the client's value proposition and services.

This project will require some of the following web pages (but is not limited to):

- Fullscreen Video Landing/Home Page
- Main Navigation Bar and Footer/Second Navigation Bar
- About Client and Company Page
- Client Services Page
- Featured Films/Clips/Content page
- Annual Reel Page
- Contact Form
- Accreditations/Previous Employers/Worked for Page
- E-commerce Page(s) Solution
- Stock Photo Services Page Solution
- Social Media Link and Integration Solution

Possible risks:

- The implications of making a custom website have some small risks. Coding can sometimes break and post development issues can occur due to changes in website standard/policy. In some cases, a developer will be needed to fix the issue. This can arise from web standards and policies changing web-host-server changes or complications. In some cases, the code framework will undergo a necessary change and some files/coding will need to be updated. All of these cases of risk are low and, on average, don't happen too often (estimate of each two to six years). There are times when some maintenance will be needed on the website. The client can contact the developer in the future to help resolve these issues.
- Potential bottlenecks while pursuing a single, technically difficult, solution related to the web development of the proposed project can occur. Some necessary research, learning, and application may be required; testing and debugging may be required with any software development environment, but is nearly always solvable with further research. Any

complications that arise will be brought up immediately upon discovery and/or diagnosis and/or resolution.

System architecture and technologies:

- Web Hosting and Domain Services Setup, and Account Creation/Initialization:
 - Web Host Membership and Domain Transfer with **BlueHost, ASmallOrange, or GoDaddy**
 - Developer/Administer Dashboard Setup with **cPanel** dashboard.
- Design and Development:
 - UI/Website Design - **Sketch** and **Adobe Photoshop**
 - HTML5/CSS3/JS Development (programming/coding) - **Notepad++**, **Mozilla Firefox**, and **Google Chrome**
 - HTML5/CSS3/JS Framework - **Zurb Foundation**, **Twitter Bootstrap**, or **Google Material Design Lite**
 - Image and Video Enhancements - **Adobe Photoshop/Illustrator/AfterEffects/Premier**
- Form/Contact Us Solution:
 - Third-party Solution - **MailChimp**
 - Open Source Solution - **Google Forms**
 - Coding/Programming Solution - **HTML5/CSS/JS + SQL** or **noSQL** database
- Third-party E-commerce Solution:
 - **Shopify** (or similar) will be used for online purchases/transactions, delivery information and product cataloging, and credit card processing, as well as payment services.
- Analytics and Customer Acquisition Tracking
 - **Google Analytics**
- SEO with Keyword Ranking
 - **Google Search Engine Console**

Additional Details:

Necessary Software and/or Services:

- Webhosting Service
- E-commerce Service
- Google Account for Analytics, Search Engine Console and Forms

Communication:

There will be an initial meeting with the client for project brainstorming, user interface design, and website development. Client will review and give feedback upon completion of each stage of project. Extensive communication between the client and the developer will be done via email, phone or on-site/in-person. There will be a screening of final post-production website with time built-in for minor finishing review/changes/polishing.

Review Methods:

Review/feedback will be done primarily by client and developer, per phase, both in-person and via email.

Documentation:

Documentation will be provided to record and review process and progress in the form of emails and list of features/implementations. Documentation of work and hours will take place digitally with the use of a shared Google Doc and Google Sheet or preferred file management by timesheet. Documentation of requirements will be updated weekly or bi-monthly based on phase completion or important discoveries.

Project breakdown with estimated man-hours sorted by project timeline:

Please see attached spreadsheet.

Clear deliverables after each phase:

Phases will be completed upon feedback and review of the state of the website in each of four phases.

Custom HTML5/CSS3 websites:

Open source software and a custom built website in HTML5/CSS3 will save money immediately and in the future, while letting the client “own” all of their assets and coding, without ownership

being held by other third-party services; As well, there are many other benefits to building a custom website.

Development processes will follow the software development industry's best practices, as closely and with as much knowledge as possible.

Project delivery plan by stages:

Phase 1: Account creation , initial setup, and deployment of basic barebones HTML5/CSS3 for most informational pages using the selected framework. The user interface designs and user experience flows, will be designed in Sketch, an Apple only design tool/software. **Phase 1 will be completed upon account and web host setup, as well as discussion and review of future development options/examples. Phase 1 will also be completed upon review, completion, and deliverable of UI design and UX flow.** All future designs and developments, including initial bid, will be reusable by client and produced by vendor.

Phase 2: Initialization and deployment of 40-60% HTML5/CSS3 development, according to previously completed design mockups. **Phase 2 will be complete upon deliverable of the development of HTML5/CSS3. The client will be notified of deliverable after review of initial setup and basic implementation.**

Phase 3: Completion of development of most pages, by use of decided design, with some implementation still required(e-commerce and stock photo solutions). **Phase 3 will be complete upon deliverable of most webpages outlined above (page 3), including review and feedback.** HTML and CSS will be implemented, with minor changes needed, as well as the work being accessible by a developer domain.

Phase 4: Development, deployment, and finishing touches for production level website with SEO and Analytics, [REDACTED]. **Phase 4 and all proceeding phases will be complete upon review and final approval of the final production website. with all things included in the previous sections of this bid.** This will include a summary of completion, and all rights of ownership to be transferred by the developer, to the client, for www.aaronlaubvisuals.com.

Phase 5 (Optional): **40 additional hours will be made available, as needed, for further customization and tweaking of the final deliverable at \$35 per hour.**

Financial

Cost per labor category/requirement:

- Web host account creation and setup, administration privileges, brainstorming, and client meeting (approx. 12 hours x \$35/hour = \$420)
- UI Design and UX flow (approx. 15 hours x \$35/hour = \$540)
- HTML5/CSS3 development with initialization and deployment of framework (approx. 60 hours x \$35/hour = \$1550)
- SEO, Analytics, Domain configuration and finalizing of production level HTML5/CSS3 website. **Includes 20% overhead of time for troubleshooting/debugging, research, and additional meetings/review** (approx. 42 hours * \$35/hour = \$1820)
- Meetings for review, feedback, and deliverable with client (Approx. 11 hours * \$35/hour = \$350)

Budget Calculation:

I propose the project will take around 140 hours or 4.5 weeks of 30 hour work weeks. The project should not take more than 160 hours (time spent on major bottlenecks) and may take as little as 120 hours (if everything goes perfect). 40 additional hours of work will be made available, beyond the official completion of the four phases or when the 160 man-hour work has been completed, for tweaks and customizations of the final deliverable product, upon request.

The proposed cost of the project is \$4900 USD; negotiation is welcome. The project cost will not increase dependent on hours worked, up to 160 hours. An hourly rate of \$35 will be applied to any optional and additional work upon completion of the four phases OR when the vendor's initial work extends beyond 160 hours.

This estimate puts into consideration that three or more unique, advanced, and technical job positions/roles are required to complete described project, in its entirety, i.e.

- UI and/or UX designer - design mockups of UI and UX for potential, future, HTML5/CSS, custom website and functionalities (2d and 3d drawings),
- Front-end and Back-end Web Developer in HTML5/CSS/Javascript - Complete website build and deployment to server including setup, configuration, account creation, and domain transfer,
- Online Marketing and Advertisement - SEO/keyword rankings, analytics, with some social media integration

- Image/video designer/editor - potential image and video content/assets fixes/ adjustments to client's previous content (Adobe Photoshop and Adobe Illustrator through use of Adobe Creative Cloud) (game artist, graphics design or 3d modeler),

Payment Terms:

Total Cost = \$4900 USD at 140 hour approximate completion time.

Requesting payment upon satisfactory completion of each of four phases and deliverable, which includes peer and team review of respective phases.

40 additional hours of work at \$35/hour, will be made available, as needed, for customization and tweaking of the final deliverable beyond 160 hours or upon official completion of the fourth phase of the product.

Cost, time, and payment methods are negotiable.

Tyson Frederick			1/25/2018
		Aaronlaubvisuals.com - Cost Estimate	
Phase Stage and Description	Description	Activity Hours	Hours
Phase 1			32 Hours in Phase 1
Setup			8 Hours
	Setup web hosting service/admin privileges (BlueHost, aSmallOrange, or GoDaddy)	1	
	Configure cPanel developer panel	1	
	Purchase and Setup SSL certificate (security protocol)	3	
	Setup FTP for future file upload	2	
	Request for previous assets and web content (videos, images, text, and links)	1	
Initial Brainstorming for Mockup Design			2 Hours
	Research websites for pertinent examples of design and development	2	
Review Provided Assets and Considerations of Team Brainstorming			2 Hours
	Review previous and acquired assets and web content (videos, images, text, and links)	1	
	Prepares for design brainstorming session with client	1	
Brainstorming and Team Meeting			2 Hours
	Basic design/development and potential limitations	2	
	Presentation of pertinent examples		
	Potential ideas for design and development		
	Brief Google Analytics and seo discussion (search engine optimization)		
	Potential/estimate timeline for website completion		
	Resolve/request/receive acquired content web content (videos, images, text, and links)		
	Explain and Schedule Future Meetings		
First Sketch Mockup of User Interface			6 Hours
	Mockup 1 - UI general design (user interface)	6	
First Mockup for User Experience Flowchart			4 Hours
	Mockup 1 - Basic UX flowchart (user experience)	4	
Development, Review, and Feedback for Final Mockup			8 Hours
	Feedback and Review via Email / Research and Development	1	
	Finish UI design mockups (user interface)	2.5	
	Finish UX flowchart mockups (user experience)	2.5	
	Deliverable of mockups and future development options/examples/review with client		
	Review and feedback of design mockup and examples	2	
Phase 2			22 hours in Phase 2
Start HTML5/CSS3 Development with Initialization and Deployment of Framework			22 Hours
	HTML5 and CSS3 element iteration of v01; develop and deploy 40%-60% HTML/CSS to webhost	12	
	Start uploading and integrating content (primarily video); Convert and make copy of MP4 to OGG	2	
	Implement HTML/CSS and troubleshoot iteration v01	6	
	Deliverable of v01 HTML/CSS deployed to webhost		
	Review and feedback of v01 HTML/CSS	2	
Phase 3			32 Hours in Phase 3
Continue HTML and CSS towards v1 of Website			16 Hours
	Continue development of HTML towards v1	6	
	Continue development of CSS towards v1	6	
	Develop and implement stock photo feature	4	
Development and Production with E-commerce and Stock Photo			16 Hours
	Develop and implement e-commerce solution	8	
	Continue HTML and CSS development and deployment towards v1	6	
	Deliverable of HTML5 and CSS3 including basic e-commerce		
	Review and Feedback of v1 of HTML5 and CSS3	2	
Phase 4			54 Hours in Phase 4
Finish Production Ready Project with Research and Troubleshooting			32 Hours
	Signup and implement Google Analytics and Search Engine Console	2	
	Finish website for final production ready, website based on review and feedback	24	
	Integrate/customer acquisition of social media, Facebook, Instagram, YouTube/Vimeo		
	Connect domain to webhost with DNS and namespaces; Deploy HTML5 and CSS3 to domain	4	
	Deliver website v1 with all features(e-commerce, stock photo, Google Analytics and Search Console)		
	Review and feedback of final product	2	
Project Completion			118 Hours
Research, Additional Review, and Troubleshooting			22 Additional Hours
	20% of 118 hours of additional time for research, bugs/troubleshooting/bottlenecks, and extra client review	22	
			140 Hours in Total
			x \$35/hr
Total Cost (USD)			\$4,900