Johnskaggs.com
Work Quote/Bid/Proposal
Project: Setup, Design, and Develop
Professional Website with E-commerce

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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. The website will include the design and development of approximately eight to ten web pages deployed at production quality to www.johnskaggs.com. The developer, Tyson Frederick, will provide all needed work to fulfill the below listed requirements.

The project will include:

- Account creation of e-commerce solution/platform/store and web domain transfer

- User interface design and review with layout themes

- User experience flow design & review with buttons and links

- Integrated e-commerce solution to sell artworks and products

- E-commerce web development/customization

- Search engine optimization (SEO)

- Usage analytics and user engagement tracking

- One or two custom email addresses with website domain name

- Potential use of third-party, on-demand, printing solution

The project includes the use of a third-party, liability-free, subscription based, e-commerce/web development platform - Shopify

List of important requirements:

- Create website to display the core functionality and value proposal of indicated client's products and services.

- Consult client through brainstorming, feedback and review, and design iteration consideration. Feedback and review will be prior to each phase of the project.

- Develop a modern e-commerce website that features online purchases/transactions, delivery information and product cataloging, and credit card processing and payment services.

- Design and review each required part of production-level website, in accordance with client feedback/direction and compatibility with HTML5/CSS3/LiquidScript development.

- Allow client to track and analyze user interaction on website with Shopify and/or Google Analytics.

- Allow client to view SEO rankings and review keywords using Shopify and/or Google Search Engine Console, including meta tags.

- Design, develop, and produce, a production ready, html5/css3/LiquidScript, e-commerce website that represents the client's value proposition, products, and services.

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

- Featured artwork/product landing/home page

- Main navigation bar and footer/second navigation bar

- About page including client's pertinent text (history, education, influences, interests)

- Artwork-for-sale/product-for-sale e-commerce store/pages

- Contact form and/or newsletter sign-up

- Accreditations/previous exhibits/previous clients/press releases/news page

- Social media linking and integration solution

Possible risks:

- The implications of making a website has some small risks. Coding can sometimes break and post-development issues can occur due to changes in website standard/policy/platform. In some cases, a developer will be needed to fix the issue. This can arise from web standards and policies changing and/or changes or complications with Shopify's platform, in regards to. 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 often (estimate of two to six years per necessary standard/policy work-around or update). **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:

- E-commerce Solution, with Domain Name Services

    - E-commerce solution and domain transfer - **Shopify** and **Google Domains**

    - Online purchases/transactions - **Shopify Dashboard**

    - Delivery information and product cataloging - **Email** via **Shopify**

    - Credit card processing and payment services - **Direct Deposit** via **Shopify**

    - Developer/administrative development access - **Shopify Developer Dashboard**

- Design and Development:

    - UI/Website Design - **Shopify Theme Editor, Sketch for MacOS, Mozilla Firefox and Google Chrome**

    - HTML5/CSS3/LiquidScript theme development (programming/coding) - **Shopify Dashboard, SublimeText, Mozilla Firefox** and **Google Chrome**

    - Image changes, resizing, and/or enhancements - **Adobe Photoshop/Illustrator,** and/or **Sketch for MacOS**

- Form/Contact Us Solution:

    - **Shopify** - Built-in form/contact us Solution

    - **MailChimp** - Third-party form/contact us solution

- Analytics and Customer Acquisition Tracking:

    - **Shopify Dashboard**

    - **Google Analytics**

- SEO with Keyword Ranking:

    - **Shopify Dashboard**

    - **Google Search Engine Console**

Additional Details:

Necessary Software and/or Services:

- Domain name service with yearly renewal (transfer from Google to Shopify)

- E-commerce service with monthly or yearly subscription (paid to Shopify)

- Free Google account for Google Analytics, Search Engine Console, and Forms

- Google GSuite email account (integration between Shopify and Google)

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 **"Project Delivery Plan by Stages"** and **"Financial"** sections below.

Clear deliverables after each phase:

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

Shopify e-commerce solution:

This e-commerce solution will be provided to lessen liability and increase security and user trustability with purchases; This will also reduce the cost of building the website. All assets will

be stored and referred to within the client's Shopify e-commerce store (client's website) and is easily integrated with social media accessibility and functionality.

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 e-commerce solution, Shopify. The user interface designs and user experience flows will be designed in the Shopify Dashboard and Visual Editor, as well as in HTML5/CSS3/LiquidScript. **Phase 1 will be completed upon account and web host setup, as well as discussion and review of future development options/examples.** All future designs and developments, including initial bid, will be reusable by client and produced by developer.

Phase 2: Initialization and deployment of 40-60% website/e-commerce store development, according to discussed design choices and theme customization. **Phase 2 will be complete upon deliverable of the functional development of the client's e-commerce store.** The client will be notified of deliverable after review of initial setup and basic implementation.

Phase 3: Completion of the development of most pages, by use of feedback & review, with some implementation still required. **Phase 3 will be complete upon deliverable of most webpages outlined above (page 3), including review and feedback.** Programming and functionality will be implemented, with minor changes needed to development aspects of website/e-commerce store.

Phase 4: Development, deployment, and finishing touches for production level website/e-commerce store with SEO and Analytics to www.johnskaggs.com. **Phase 4 and all proceeding phases will be complete upon review and final approval of the final production website/e-commerce store, including all work mentioned 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.johnskaggs.com.

Phase 5 (Optional): **20 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:

- E-commerce account creation/setup, brainstorming, initial client meeting and work bid
    - (approx. 8 hours x $35/hour = $280)

- User interface design, flow of user experience, and theme customization
    - (approx. 6 hours x $35/hour = $210)

- HTML5/CSS3/LiquidScript development with e-commerce dashboard/visual editor
    - (approx. 20 hours x $35/hour = $700)

- SEO, analytics, domain and email configuration, and finalizing of production level e-commerce website - **Includes 20% overhead of total time for troubleshooting/ debugging, research, and additional meetings/review**
    - (approx. 20 hours * $35/hour = $700)

- Meetings for review, feedback, and deliverables with client
    - (approx. 6 hours * $35/hour = $210)

Budget Calculation:

I propose the project will take around **60 hours ($35 per hour)** or 3 weeks of 20 hour work weeks. The project should not take more than **70 hours ($31.50 per hour)**.

The proposed cost of the project is **$2100 USD**; **negotiation is welcome**. The project cost will not increase dependent on hours worked, up to 70 hours ($30 per hour). An hourly rate of $35 will be applied to any optional and additional work upon completion of the four phases OR when the developer's initial work extends beyond 70 hours.

20 additional hours of work will be made available, beyond the official completion of the four phases or when the 70 man-hours of work has been completed, for tweaks and customizations of the final deliverable E-commerce website, upon request.

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 Web Designer - Review & customization of visual website theme usages and potential adjustments to client's previous digital text and images

- Front-end and Back-end Web Developer - Complete website build and deployment to server including setup, configuration, account creation, and domain transfer

- Online Marketing, Advertising, and Data Analytics - SEO/keyword rankings, analytics, with some social media integration

Payment Terms:

Total Cost = **$2100 USD** at 60 hour approximate completion time.

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

20 additional hours of work at $35/hour, will be made available, as needed, for customization and tweaking of the final deliverable beyond 70 hours or upon official completion of the fourth phase of the product.

 Cost, time, and payment methods are completely negotiable.