

SCCC Team 9

Client staging area: foc.reedwacker.com

Friends of the Conservatory

Attn: Antonio Pettit

Volunteer Park Conservatory, Seattle, WA

A) Project Description

SCCC Team 09, the Vendor, has been asked by Antonio Pettit of the Friends of the Conservatory, the Client, to redesign, produce and develop the website for the Friends of the Conservatory, the Project, to be viewed publicly via the world wide web.

Said Project is intended to improve the effectiveness of the Friends of the Conservatory public website as to showcase the mission and services of the Friends of the Conservatory with the following requirements:

- 1) **Design:** Creation of an on-brand website design representative of the mission and services of the Friends of the Conservatory.
- 2) **Technology:** Implementation of a Content Management System (CMS) powered by WordPress as to allow the Client to update and manage their own content.

2a) Prioritized list of functional recommendations:

(this prioritization was done by web developer Laura Sammons on the basis of her experience and knowledge of technologies, and challenge of their implementation.)

1. PayPal donation button.
2. Members-Area (for member submitted content).
3. Images – Dynamic Slideshows / Zoom.
4. Social Media Integration.
5. Customizable calendars.
6. ReCAPTCHA-style contact form.
7. Google Maps.
8. Google Analytics.
9. Email newsletter signup integration.

B) Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

- 1) **Brand Imaging:** Said Project will incorporate the Friends of the Conservatory logo as supplied by the Client. New logo designs will also be created for said project by Vendor. The Friends of the Conservatory hold final approval for branding guidelines.

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2) **Photographic Images:** Photos for said Project will be supplied to and or will be chosen by the Vendor to be incorporated into the design of said Project. The Client will be responsible for approval and license of each photograph.

3) **Written Copy:** Written information for said Project will be incorporated into said Project by the Client via a Content Management System (CMS).

C) Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

1) **Markup Code:** Markup code for said Project will be written in valid XHTML 1.0 Transitional as to control the structure of website components. Said markup code will adhere to standards as set forth by the W3C and shall validate against the W3C markup validation service.

2) **Presentation Code:** Presentation code for said Project will be written with Cascading Style Sheets as to control the design and layout of the website components. Said Presentation code will adhere to standards as set forth by the W3C and shall validate against the W3C CSS validation service.

3) **Client-Side Scripting:** Client-Side Scripting code for said Project will be written in Javascript as to control website item applications.

4) **Server-Side Scripting:** Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server and database component.

5) **Database Component:** Database components for said Project will be written in MySQL as to control functionality that stores and retrieves content data.

D) Project Phases

Said Project will be produced by the Vendor as described in the following phases:

1) **Discovery:** The Vendor will meet with the Client to clarify objectives, identify preferences, discuss goals, and analyze overall needs for said Project.

2) **Content Audit:** The Vendor will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for said Project.

3) **Information Architecture:** The Vendor will create an information

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architecture to describe how the structure of the (website) content will be presented based on data collected during the Discovery and Content Audit phases of said Project for the Client's review, approval and sign off.

4) **Content Design:** The Vendor will create and present a (wireframe) content design study for all in-scope pages that will illustrate blocks of content, navigational schemas and user functionality that will adhere to the information architecture of said Project for the Client's review, approval and sign off.

5) **Visual Design:** The Vendor will create and present a visual design study consisting of at least three initial visual design concepts that incorporate the Content Requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.

6) **Production & Development:** The Vendor will be responsible for producing said Project on the SCCC Team 09 development server with the Content and Technology Requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.

7) **Testing:** The Vendor will be responsible for testing all website pages as to ensure functionality across multiple platforms and browsers for all in-scope pages of said Project for the Client's review, approval and sign off.

8) **Style Guides:** The Vendor will be responsible for producing design style guides for all in-scope pages of said Project for the Client's review, approval and sign off.

9) **Launch:** The Vendor will be responsible for launching said Project to the Client's server space.

E) Rights of Usage Rights of usage for said Project described as follows:

1) The Client is granted usage rights of said Project as designed and produced by the Vendor via the World Wide Web.

2) The Vendor reserves the right to use design and development elements of said Project as case study and training materials.

F) Project Terms

The Client, will adhere to terms for said Project described as follows:

1) Fees are to incorporate terms of said Proposal only and will be billed as a **flat fee of \$0.00**. This fee will cover costs of the Project as mentioned above only. This is a school project for Team 9. Each member will receive college credit via SCCC.

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2) The client shall email SCCC Team 9 Project Manager, Reed Wacker (reedwacker@gmail.com), "I approve the project" as approval of said Proposal and as an agreement to begin the phases of work on said Project.

3) Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of SCCC Team 9.

G) Project Approval

1) Upon reading the above stated Project Proposal, please email "I approve the project" statement.

2) By receiving the email "I approve the project" statement from the Client this Project Proposal is considered "agreed upon."

Reed Wacker, Project Manager of Team 9 in WEB210 at SCCC

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