

# Web Design

For:

**Your Domain Name**

Prepared By:



Date: <Today>

## Introduction

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The following information in this document covers represents a good faith agreement between PalmettoSoft (PS) and the customer.

## What is Web Design?

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Web design is the process of creating websites. It encompasses several different aspects, including web page layout, content production, and graphic design.

## Expectations & Assumptions

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- Establish and maintain strong communication system with client
  - 24 or less turnaround times on emails
  - Work managed through a web based project management tool
  - Organized and structured communication
  - Friendly attitude and demeanor of all personnel
- PalmettoSoft will deliver a white glove level service
- Our fees are inline with the industry

## Project Goals

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- Design a user-interface that allows users to navigate easily and quickly
- Depending on project size, typically done in 90 days or less
- Create a site that targets the appropriate audience
- Complete to specifications- on time, on budget
- Features up to date technology
- High usability

## Site Tree and Functionality

1. All website pages are mentioned here.

#	Menus
1	Home
2	About
3	Experience
4	Gallery
5	What We Do (Services)-menu hover over link only
6	Commercial
7	Hospitality
8	Healthcare
9	Residential
9	Contact - company contact info, get in touch form, link to Google Maps...

2. Special Programming and technical notes are mentioned here.

## 10 Step Web Design Process & Schedule

Campaign Setup	Start	End
<b>Gather Requirements</b> Understand scope, expectations, budget range and customer requirements	<date>	<date>
<b>Proposal</b> Size, scope, expectations, assumptions, terms/conditions and fees are clearly documented	<date>	<date>
<b>Navigation Summary</b> Create navigation structure of website to include main links and sub links. <i>Change</i>	<date>	<date>

<p><i>Orders (COs) can begin at this time. COs reflect a change in the scope (i.e. new work) of the project from the client side and they affect the timeline and budget of the project.</i></p>		
<p><b>Wireframe</b> The wireframe is a not-to-scale set of black and white blueprints much like an architect would create before a house is constructed.</p>	<p>&lt;date&gt;</p>	<p>&lt;date&gt;</p>
<p><b>Content Collection</b> All copy, images, videos, links, etc. are collected. This information is determined by the wireframe.</p>	<p>&lt;date&gt;</p>	<p>&lt;date&gt;</p>
<p><b>Project Timeline</b> Development schedule is determined once the above steps are complete</p>	<p>&lt;date&gt;</p>	<p>&lt;date&gt;</p>
<p><b>Mockup Design</b> Create mockup design based on client meetings, wireframe and collected content</p>	<p>&lt;date&gt;</p>	<p>&lt;date&gt;</p>
<p><b>Development</b> Buildout of website and internal testing</p>	<p>&lt;date&gt;</p>	<p>&lt;date&gt;</p>
<p><b>Prototype Submission</b> Send the beta website to client via a link to the PS test server.</p>	<p>&lt;date&gt;</p>	<p>&lt;date&gt;</p>
<p><b>Launch</b> Upon client approval, migrate new website from test server to live server</p>	<p>&lt;date&gt;</p>	<p>&lt;date&gt;</p>

## Fees and Duration

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<b>Total Fee-</b>	<b>\$5000</b>
<b>Duration-</b>	<b>90 days or less</b>
<b>Due Date-</b>	<b>1/1/20</b>
<b>*Cost Overrun-</b>	<b>1/19/20</b>
<b>*Cost Overrun Fee-</b>	<b>\$15/Business Day</b>

## Cost Overrun Fee

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### Cost Overrun Fee Explained

If the project is not completed by 1/19/19, a Cost Overrun Fee of \$15/Per Business Day will be added to the project. This fee will:

- The fee will be in addition to the financial terms in this agreement.
- Run uninterrupted until the project has been accepted by the client.
- The client will be invoiced for this fee at the beginning of the month for the previous month. They are expected to pay it in full.
- If PS has caused the project to be late due to vendor side error for a period of (9) days or more, the Cost Overrun Fee automatically null and void for the duration of the project.

**Purpose of the Cost Overrun Fee-** The purpose of the Cost Overrun Fee to accomplish (2) goals:

- Protect PalmettoSoft from financial loss due to client-side delays.
- Motivate the client to get their project done in a timely manner.

## 90 Day Warranty

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<b>90 Day Warranty</b> Begins upon website launch date	<date>	<date>
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PalmettoSoft offers a 90 day warranty on website development from the day website goes live.

This warranty provides assurance that the website software and content will meet all functionality requirements communicated to PalmettoSoft at the time of development. This warranty also covers any bugs due to programming errors or content errors reported to PalmettoSoft within 90 day of the website going live. Any such bugs reported within the time period will be fixed at no additional charge.

#### **Issues covered under this warranty**

- **Browser Display-** Website will display properly in current versions of desktop or mobile web browser software at the time site goes live, unless the problem results from changes to the default configuration of the web browser settings, or lack of common browser plugins.
- **Programming & Functionality-** Website programming and functionality will be as per the customers' proposal and any change orders made during development.
- **Content-** Spelling will be corrected unless such errors existed in the copy provided to us during the content collection phase.

#### **Issues not covered under this warranty**

- Host downtime and other server-side temporary "500-type" errors
- Automatic code (PHP version or MySQL) update by host
- Site error due to change in domain nameservers
- Slow site load due to hosting bandwidth limitation
- Code conflict/error caused due to Content Management System (CMS) version upgrade by the client or other vendors
- Site error due to incompatibility of any third-party apps of software
- Malware/virus/hack
- Backup/restore errors