

PROJECT SUMMARY

eGuide Design + Web Design

Aug. 16, 2014

Prepared by: Maya Elious

Prepared for: Client Name

Project Schedule

Module 1 Design + EGuide Cover

~~Review + Approval~~

Completion Date: Aug. 20

Module 2 + 3 Design + Style Guide

Review + Approval

Completion Date: Aug. 25

Module 4 + 5 Design

Review + Approval

Completion Date: Aug. 30

1st Stage Web Design

Slide Show

Pocket Advisor Page

Pocket Advisor Pro Page

Review + Approval

Completion Date: Sept. 10

2nd Stage Web Design

Tiered Pricing Option

What We Offer Section

Our Works Edit

FAQ + Privacy Pages

Review + Approval

Completion Date: Sept. 25

3rd Stage Web Design: Tools & Resources

Mortgage Rates

Mortgage calculator

Loan Calculator/Debt pay off

Retirement Needs Calculator

Risk Tolerance Form

Savings Calculator

Budget Worksheet Form

Money Mentality Evaluation

Life insurance calculator

E-GUIDES & BOOKS

Completion Date: Oct. 1

Project Schedule (Cont'd)

Final Stage Web Design

Completion Date: Oct. 10

Integrate Membership Plugin

Full Testing of Member Registration + Functionality

Training

Completion Date: Oct. 12

Go Live

Completion Date: Oct. 15

Training Plan

(Tentative)

Membership Plugin Training

(1 Hour)

Project Budget

Module Design	\$125 x 5	\$625
Custom Cover		
Structure/Layout		
Inside Page Designs		
Image/Chart Re-designs		
Website Completion		\$1,000
Custom Slideshow		
Custom Images		
Blog-like set up (Learning CENTER)		
Plugins integration & setup		
Subscribe to download feature		
Pocket Advisor + Pocket Advisor Pro Pages		
Pricing Layout Image		
Full Testing of Site Functionality		Included
Updated E-Guide Cover		Complementary
Simple Style Guide		Complementary
	Project Total	\$1,625

Summary

Please read should you agree to hire BRNDWCH.

To ensure we fulfill your requests and meet the goals of this project, it is best to have a written agreement in order for both parties to meet their responsibilities. We do want what's best for the safety of both parties, now and in the future.

In short:

You are hiring us BRNDWCH to create an identity and to design and develop your website for the estimated total price of \$1,625 as outlined previously.

What Both Parties Agree To Do:

As our customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide us with everything that we need to complete the project including text, images, logos and other information in a timely manner and in the format that we ask. If we are asked to provide, design, or develop any text, images, or other information it may be subject to additional fees. In addition, you agree to review our work, provide feedback and sign-off approval in a timely manner. Deadlines work two ways and you will also be bound by any dates that we set together. You also agree to stick to the payment schedule that will be discussed should you choose to hire BRNDWCH.

We have the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. Along the way we will work diligently to meet all the deadlines set, but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at any stage. For your protection, we will also maintain the confidentiality of any information that you give us.

Design/Development:

We will create designs for the look-and-feel, layout, and functionality of your web site. This includes one main design plus the opportunity for you to make up to two rounds of revisions. If you're unhappy with the designs at this stage, you will pay us in full for all of the work that we have produced until that point and you may either cancel this contract

Summary (cont'd)

or continue to commission us to make further design revisions at the daily rate set out in our original estimate.

We know from plenty of experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. We don't want to limit either your options or your opportunities to change your mind.

The estimate/quoted prices from the quote are based on the length of time that we estimate we'll need to accomplish everything that you have requested to complete your project. Should you want to change your mind, add extra pages or templates or even add new functionality, it may be subject to additional fees. Along the way we might ask you to put requests in writing via email so we can keep track of changes and other requests.

Coding Compatibility:

If the project includes XHTML or HTML mark-up and CSS templates, we will develop these using valid XHTML 1.0 Strict mark-up and CSS2.1 + 3 for styling. We will test all our mark-up and CSS in current versions of all major browsers including those made by Apple, Microsoft, Mozilla and Opera. We will also test to ensure that pages will display visually in a 'similar', albeit not necessarily an identical way, in Microsoft Internet Explorer 6 for Windows as this browser is now past it's sell-by date.

We will not test these templates in old or abandoned browsers, for example Microsoft Internet Explorer 5 or 5.5 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified. If you need to show the same or similar visual design to visitors using these older browsers, it may be subject to additional pricing.

Text Content:

We are not responsible for writing or creating any text unless we specified it in the

Summary (cont'd)

original estimate. Though we are more than happy to help, developed or created text will be subject to additional pricing not stated in the estimate.

Photographs:

You will supply us photographs either in digital or printed format. If you choose to buy stock photographs we can suggest vendors of stock photography. Any time we spend searching for appropriate photographs will be subject to additional pricing not covered in the estimate.

Copyrights:

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the web site are either owned by you, your company, or you have obtained permission to use them in this capacity. When we receive your final payment, copyright is automatically assigned as follows:

For Text, Images, and Content Etc. You Provide:

You own the graphics and other visual elements that we create for you for this project. We will give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files that we used in making them. You also own text content, photographs and other data you provided, unless someone else owns them. We own the XHTML mark-up, CSS and other code and we license it to you for use on only this project.

Technical Support:

Website Development is completely different from website hosting. If you have any questions about the two we encourage you to speak with us or a qualified individual. If you already have a professional web hosting vendor in mind please be sure to advise us prior to completion of the website.

If you are not sure which vendor to choose or just prefer we handle that, we can set up an account for you at one of our preferred, third-party hosting providers. We will charge you a one-time fee for installing your site on this server, Installing any analytics code or script.

Summary (cont'd)

After the initial installation of your site on the web-host, any updates to and management of that server, plus any support issues will be up to you.

NOTE: It is important to keep in mind that web host vendors often charge either monthly or yearly fees; these fees will be your responsibility to maintain and pay.

We are not a web site hosting company and so we do not offer or include technical support for web site hosting, email or other services relating to web site hosting. If you do require help with anything beyond the design and development of your site, we'll be happy assist, but it will be subject to additional fees not shown in the price quote.

Payment:

Projects under \$300 must be paid in full. Any projects exceeding \$300 require a non-refundable deposit. The remaining balance will be invoiced to client upon approval of the design. The client will receive the final design after receipt of final payment. If additional charges have been incurred, client will be notified by phone or email in advance of final invoice. As a courtesy to the client, any projects exceeding \$2500 can be made in installments. Scheduled payments will be to be determined by both parties before embarking on the project.

Refund Policy:

There are no refunds on the deposit once the design has been accepted and we have begun work. We do not refund partial months on any recurring month-to-month services. If you paid for a month and cancel the service before the month has begun, we will refund for the month. There are no refunds on any completed work. Work in progress may be cancelled, but payment will be due for work completed at that time. If your service is terminated due to violation of any of our policies a refund will not be issued.