

# Project Title

PROJECT SCOPE SUMMARY



## PROJECT TIME & COST

Project is billable at a task hourly rate

HOURS  
**54.600**

COST  
**\$4,910.00**

*Note: Project hours above are an estimate and may not represent the actual number of hours or cost it will take to complete this project.*

## PROJECT DESCRIPTION

description

# Project Title

PROJECT SCOPE | Hours: 54.600 Cost: \$4,910



## I. Project Wide Tasks And Notes (Task)

Hours: 16.25

Cost: \$1,950.00

### Description:

This is a list of tasks needed to build a website that is not built on a pre-existing theme. These are the items that have to be done to get the project started and to launch the system.

### I.1. Planning And Information Architecture Development (Planning)

Hours: 4.00

Cost: \$480.00

#### Description:

- Gather project specifications
- Write up the project information architecture
- Review all items above with client, and get a sign off from the client on work

#### Notes:

\*\*\*The time for this item may change drastically based on the client.\*\*\*

#### Tasks:

Information Architecture	\$ 120 /hr	4 hrs	\$ 480.00
Planning and Consultation			

### I.2. Concept Design (Task)

Hours: 1.00

Cost: \$120.00

#### Description:

Because this is a template based design. The concept design time will be allocated to finding the right template for this client.

#### Tasks:

Client meeting / discovery	\$ 120 /hr	2 hrs	\$ 240.00
fdsa	\$ 50 /pc	1 pcs	\$ 50.00

### I.3. Serving Environment Setup (Task)

Hours: 0.50

Cost: \$60.00

#### Description:

- Initiate hosting environments for build and for live areas
- Set up and distribute user permissions, usernames and passwords
- Inform all team members of new environments

Hosting Company: Digital Ocean - digitalocean.com

**Tasks:**

Systems setup \$ 120 /hr 0.5 hrs \$ 60.00

**I.4. Code Repository Setup** (Task) Hours: 1.00 Cost: \$120.00

**Description:**

- Set up code repository
- Set up skeleton directory structure
- Commit and push code frameworks and other dependencies
- Invite or add users

Code repository location: BitBucket.com

**Tasks:**

Systems setup \$ 120 /hr 1 hrs \$ 120.00

**I.5. Project Launch** (Task) Hours: 2.75 Cost: \$330.00

**Description:**

- Migrate DNS
- Manage / migrate MX records if necessary
- Push files to live environment
- Run critical systems testing protocols

**Notes:**

Running critical systems testing protocols is project dependant

**Tasks:**

Project Launch \$ 120 /hr 1.75 hrs \$ 210.00

**I.5.A. Run Critical Systems Testing Protocols** (Testing) Hours: 1.00 Cost: \$120.00

**Description:**

Critical systems testing protocols are different for every project, so this portion may need to be fully determined when the project is almost completed. This is just an initial estimate.



### I.6.C. Akismet (Feature)

**Description:**

**Use:** To protect blog from comment and trackback spam.

**URL:** <http://akismet.com/>

**Notes:**

Cost: Free

### I.6.D. Contact Form 7 (Feature)

**Description:**

**Use:** Item being used to help send form items from Gravity forms to the contact form database

**URL:** <http://contactform7.com/>

**Notes:**

Cost: Free

### I.6.E. Contact Form DB (Feature)

**Hours:** 0.50

**Cost:** \$60.00

**Description:**

**Use:** To save form submissions to the database. Works with Contact Form 7 and Gravity Forms

**URL:**

<http://wordpress.org/extend/plugins/contact-form-7-to-database-extension/>

**Notes:**

Cost: free

**Tasks:**

Systems setup

\$ 120 /hr

0.5 hrs

\$ 60.00

### I.6.F. MailChimp For Wordpress

#### Lite (Feature)

**Description:**

**Use:** Adds various sign-up methods to your website.

**URL:**

<http://dannyvankooten.com/mailchimp-for-wordpress/>

**Notes:**

Cost: Free

### I.6.G. WP Minify Fix (Feature)

**Description:**

**Use:** This plugin uses the Minify engine to combine and compress JS and CSS files to improve page load time.

**URL:** <http://wordpress.org/plugins/wp-minify-fixed/>

**Notes:**

Cost: Free

### I.6.H. WP Super Cache (Feature)

**Description:**

**Use:** Very fast caching plugin for WordPress.

**URL:** <http://ocaoimh.ie/wp-super-cache/>

**Notes:**

Cost: Free

### I.7. Mobile Responsive Tweaks (Task)

Hours: 5.00

Cost: \$600.00

**Description:**

This line item is a general amount allocated to mobile responsiveness. It is an additional percentage that is based on the size of the project (25% X project hours).

This item is time allotted to ensuring the system looks good on mobile devices and works correctly. The framework noted above (Foundation) is a mobile responsive framework and automatically provides for mobile responsiveness, however not all items need to be shown on a mobile device some need to be turned off, edited, or otherwise changed to make sure that certain areas work on a mobile device. Additionally, certain areas of the site may need to be turned off completely as they will not show on a mobile device without completely rebuilding them. These areas have been noted in corresponding the 'Section Notes' areas.

Mobile responsiveness may be removed, however the addition of this item substantially contributes to the success of the project. Here is a great example of this:

<http://venturebeat.com/2014/08/03/responsive-desig...>

**Tasks:**

Mobile Responsive Tweaks

\$ 120 /hr

5 hrs

\$ 600.00

### I.8. Search Engine Optimization Setup (Task)

**Description:**

Search Engine Optimization is not a part of this project build. From within Wordpress there are methods to add page keywords, descriptions, and other meta-data, but the actual research into what these keywords and descriptions should be is not included in the build of this project.

Additionally, no other tasks have been assigned to the deployment of this project.

## II. Header / Footer (Section)

Hours: 2.10

Cost: \$252.00

**Description:**

Pricing for the header and footer design, coding, and programming are a part of the concept design and HTML Framework set up and coding, except for the 'get a consultation' lightbox and form.

### II.1. Header (Section)

Hours: 2.10

Cost: \$252.00

## Description:

The header of the page is a 'sticky' navigation that stays at the top of the screen as the user scrolls down.

Header area will have:

- Logo / link to home page
- Phone number
- Main Navigation
- Get a consultation button / link to open get a consultation lightbox
- Send us an email / link to contact page

## Notes:

The header remains the same on every page in order to ensure the user can always find their way around the website.

### II.1.A. Main Navigation (Navigation)

#### Description:

- Home
- Services
- Our Work
- Company
  - Staff
- Contact

#### Notes:

Mobile Responsive Item: Timeline will be removed on mobile devices.

### II.1.B. Get A Consultation (Modal)

Hours: 2.10

Cost: \$252.00

#### Description:

Lightbox with a form. Lightbox will have:

- Text about why to use this company
- Consultation Form:
  - name
  - email
  - phone
  - project type
  - budget
  - comments
  - submit button

#### Notes:

Mobile Responsive Item: Get a consultation may be a separate page on mobile devices.

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## Tasks:

Coding - HTML / CSS	\$ 120 /hr	1.25 hrs	\$ 150.00
Programming - CMS Integration	\$ 120 /hr	0.5 hrs	\$ 60.00
Testing & Debugging - %	20 %	0.35 hrs	\$ 42.00

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## II.2. Footer (Section)

### II.2.A. Contact Info (Element)

#### Description:

- Phone
- Address
- Get a consultation button / opens consultation lightbox

### II.2.B. Full Site Navigation (Navigation)

#### Description:

- Home
- Services
- Our Work
- Company
- Contact

### II.2.C. Copyright Information (Element)

#### Description:

Copyright 2014 Company name

### II.2.D. Social Media Icons (Social Media)

#### Description:

- Facebook
- Twitter
- LinkedIn
- Instagram

#### Notes:

Each icon links to it's corresponding platform.

## III. Home Page (Page)

Hours: 2.05

Cost: \$246.00

#### Description:

Page Goals:

- Drive user to main call to action button
- Inform user of choices

#### Notes:

Initial composition design time is included in the concept design for this project.

### III.1. Promotional Image Rotator (Element)

Hours: 1.50

Cost: \$180.00

#### Description:

#### Notes:

Three slides with pictures and text



Promotional image rotator will include on each image:

- Photo or image
- Next/Back buttons
- Description
- Call to action button

On the right and left sides of this area there will be next and back buttons in the shape of arrows that navigate through the 3 slides.

Images will transition from one to another by having one fade in while the other fades out. No other animation will be done.

provided by the client will be turned into slides. Once the slider has been completed, the client may use the CMS to edit the images, titles, text, and call to action button as needed. Mobile Responsive Item: Promotional Rotator may be modified or removed in some situations.

**Tasks:**

Coding - HTML / CSS	\$ 120 /hr	0.5 hrs	\$ 60.00
Programming - CMS Integration	\$ 120 /hr	0.5 hrs	\$ 60.00
Testing & Debugging - %	20 %	0.20 hrs	\$ 24.00
Collaboration	120 %	1.20 hrs	\$ 144.00

**III.2. Company Tag Line / Description** (Element)

Hours: 0.25

Cost: \$30.00

**Description:**

Once sentence explanation of what the company does.

**Tasks:**

Coding - HTML / CSS	\$ 120 /hr	0.25 hrs	\$ 30.00
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**III.3. Service Item Promo Boxes** (Element)

Hours: 0.30

Cost: \$36.00

**Description:**

4 Promo boxes about our services. Each box to have:

- Image / link to service information
- Title / link to service information
- Text about service

**Tasks:**

Testing & Debugging - %	20 %	0.05 hrs	\$ 6.00
Programming - CMS Integration	\$ 120 /hr	0.25 hrs	\$ 30.00

**IV. Services** (Page)

Hours: 3.00

Cost: \$360.00

**Description:**

List of all client services. Per service:

- Title / link to service profile page
- Optional Image / link to service profile page
- Text

**Tasks:**

Testing & Debugging - %	20 %	0.10 hrs	\$ 12.00
Programming - CMS Integration	\$ 120 /hr	0.25 hrs	\$ 30.00
Coding - HTML / CSS	\$ 120 /hr	0.25 hrs	\$ 30.00
Collaboration - %	30 %	0.15 hrs	\$ 18.00

**IV.1. Service Profile** (Page)

Hours: 2.25

Cost: \$270.00

**Description:**

- Title
- Large Image
- Optional Video(s) about service
- Text about service
- Get started button - opens consultation lightbox from header

**Notes:**

Page that fully explains the service.  
Content Generation task is allotted one hour per service.

**Tasks:**

Coding - HTML / CSS	\$ 120 /hr	0.5 hrs	\$ 60.00
Collaboration - %	30 %	0.45 hrs	\$ 54.00
Testing & Debugging - %	20 %	0.30 hrs	\$ 36.00
Programming - CMS Integration	\$ 120 /hr	1 hrs	\$ 120.00

**V. Our Work** (Page)

Hours: 8.40

Cost: \$1,008.00

**Description:**

Portfolio of work. This is a photo gallery of work. On the page there is a grid view of projects. Each project has:

- Image / link to project page
- Title / link to project page

**Tasks:**

Testing & Debugging - %	20 %	0.20 hrs	\$ 24.00
Programming - CMS Integration	\$ 120 /hr	1 hrs	\$ 120.00

<b>V.1. Project Page</b> (Page)	Hours: 7.20	Cost: \$864.00
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**Description:**

This is a page the shows in-depth the project that was selected on the previous page.

**Notes:**

No content generation on this page.  
Client is responsible for content.

**Tasks:**

Collaboration - %	30 %	0.30 hrs	\$ 36.00
Testing & Debugging - %	20 %	0.20 hrs	\$ 24.00
Programming - CMS Integration	\$ 120 /hr	1 hrs	\$ 120.00

<b>V.1.A. Page Textual Information</b> (Element)	Hours: 0.90	Cost: \$108.00
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**Description:**

- Title of project
- Date completed
- Description / case study
  - Problems the client had and how they were solved
  - Process of solving problems

**Tasks:**

Coding - HTML / CSS	\$ 120 /hr	0.25 hrs	\$ 30.00
Programming - CMS Integration	\$ 120 /hr	0.5 hrs	\$ 60.00
Testing & Debugging - %	20 %	0.15 hrs	\$ 18.00

<b>V.1.B. Photo Gallery Of Project</b> (Page)	Hours: 4.80	Cost: \$576.00
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## Description:

Grid view of photos from project. On click of each item, a lightbox will pull up with a larger view of the photo. The light box will also allow the user to cycle through all the photos in the gallery.

### Tasks:

Programming - Feature Development	\$ 120 /hr	1 hrs	\$ 120.00
Programming - CMS Integration	\$ 120 /hr	1 hrs	\$ 120.00
Testing & Debugging - %	20 %	0.40 hrs	\$ 48.00

### V.1.B.I. Photo Gallery Lightbox (Modal)

Hours: 2.40

Cost: \$288.00

### Description:

The lightbox will have:

- Image
- Title
- next and previous buttons
- close button
- user will also be able to click on page, off of lightbox to close lightbox.

### Tasks:

Coding - HTML / CSS	\$ 120 /hr	1 hrs	\$ 120.00
Programming - CMS Integration	\$ 120 /hr	1 hrs	\$ 120.00
Testing & Debugging - %	20 %	0.40 hrs	\$ 48.00

### VI. Company (Page)

Hours: 12.45

Cost: \$1,494.00

### Description:

Paragraph about about the company:

- Header
- text about company
- Image of full staff / link to staff page
- link to see all staff

**Tasks:**

Coding - HTML / CSS	\$ 120 /hr	1.5 hrs	\$ 180.00
Collaboration	120 %	5.40 hrs	\$ 648.00
Design - Composition	\$ 120 /hr	2.5 hrs	\$ 300.00
Programming - CMS Integration	\$ 120 /hr	0.5 hrs	\$ 60.00
Testing & Debugging - %	20 %	0.90 hrs	\$ 108.00

(Element)

**VI.1. Subnav**

Hours: 1.50

Cost: \$180.00

**Description:**

Left or top sub-navigation:

- staff listing

**Tasks:**

Client meeting / discovery	\$ 120 /hr	0.5 hrs	\$ 60.00
Coding - HTML / CSS	\$ 120 /hr	0.25 hrs	\$ 30.00
Programming - CMS Integration	\$ 120 /hr	0.75 hrs	\$ 90.00

**VI.2. Staff Listing** (Page)

Hours: 4.20

Cost: \$504.00

**Description:**

List of staff members in a grid view. Each staff member will have:

- Image
- first and last names
- title

All items above link to staff member profile.

**Tasks:**

Programming - CMS Integration	\$ 120 /hr	1 hrs	\$ 120.00
Testing & Debugging - %	20 %	0.20 hrs	\$ 24.00

**VI.2.A. Staff Member Profile** (Page)

Hours: 3.00

Cost: \$360.00

**Description:**

This can be a page or lightbox. Each staff member page or lightbox will have:

- first and last names
- title
- large image
- bio - just text

**Tasks:**

Coding - HTML / CSS	\$ 120 /hr	1 hrs	\$ 120.00
Collaboration	120 %	2.40 hrs	\$ 288.00
Programming - CMS Integration	\$ 120 /hr	1 hrs	\$ 120.00
Testing & Debugging - %	20 %	0.40 hrs	\$ 48.00

<b>VII. Contact</b> (Page)	Hours: 2.60	Cost: \$303.00
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**Description:**

The contact page allows users to find contact information, reach the business through a contact form, and to find the location of the business.

<b>VII.1. Contact Info</b> (Element)	Hours: 0.25	Cost: \$30.00
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**Description:**

- Phone
- Fax
- Address
- link to google maps with this location marked

**Tasks:**

Coding - HTML / CSS	\$ 120 /hr	0.25 hrs	\$ 30.00
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<b>VII.2. Contact Form</b> (Form)	Hours: 0.90	Cost: \$99.00
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**Description:**

Form Fields:

- name
- email
- phone number
- comments
- submit button

**Notes:**

Form will send email to client. All emails will be kept in database as well and will be viewable from admin area of Wordpress.

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**Tasks:**

Programming - CMS Integration	\$ 120 /hr	0.5 hrs	\$ 60.00
Testing & Debugging - %	20 %	0.15 hrs	\$ 18.00
Coding - HTML / CSS	\$ 120 /hr	0.25 hrs	\$ 30.00

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**VII.3. Google Map** (Map)

Hours: 1.20

Cost: \$144.00

**Description:**

Large map on the page with the location marked as a pin on the map.

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**Tasks:**

Testing & Debugging - %	20 %	0.20 hrs	\$ 24.00
Coding - HTML / CSS	\$ 120 /hr	0.25 hrs	\$ 30.00
Programming - Feature Development	\$ 120 /hr	0.5 hrs	\$ 60.00
Programming - CMS Integration	\$ 120 /hr	0.25 hrs	\$ 30.00

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**VII.4. Social Media Icons** (Social Media)

Hours: 0.25

Cost: \$30.00

**Description:**

Icons / links to social media platforms:

- Facebook
- LinkedIn
- Twitter

**Notes:**

These are not share icons, they are links to the pages for this organization's social media platforms.

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**Tasks:**

Coding - HTML / CSS	\$ 120 /hr	0.25 hrs	\$ 30.00
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