STATEMENT OF WORK

Website Redesign Project

Generic Company
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OUR ENVISIONING METHODOLOGY

PROMOTE A FRIENDLY IMAGE TO PROSPECTIVE & CURRENT CLIENTS

The website should act as an invitation to prospective clients by visually articulating that Generic Company is competitive with other companies in the industry. To achieve this goal, Generic Agency will:

(a) Convey the sense that Generic Company is a full service, forward thinking provider.
(b) Create a look and feel that reflects the personality of Generic Company.
(c) Maintain a process for quality content with clear marketing and funnel paths to the property and booking pages.

ENABLE EASE OF USE

Generic Agency will work with Generic Company to search for unnecessary details including content and visual elements that are not relevant to the information gathering and sales process. The demographic defined during discovery will be vital to structing the information architecture to goal sources applicable to the targeted audiences. For example, some product descriptions may seem appealing at first sight but in the end lack important information that may persuade prospective and current clients from engaging with Generic Company. Several factors will be analyzed during information architecture including:

(a) Creating information architecture that is easily searchable and navigable.
(b) Entry and exit paths of users will be analyzed in order to make the website experience simpler and clearer for visitors, strategically moving a site visitor from the entry point to the information or sales point (goal lines).
(c) Organize property information and sales funnel paths clearly.

CREATE A DESIGN LANGUAGE THAT IS CLEAR AND DISTINCTIVE

The website should complement the Generic Company identity while maintaining distinctive personality. Generic Agency will achieve this by doing the following:

(a) Capture the personas of everyday people that become or seek to purchase one of Generic Company’s products.
(b) Collaborate with the Generic Company team to confirm branding guidelines including logo requirement, colors, and fonts.
(c) Work with Generic Company to provide a consistent look and feel for all design aspects of the brand and website.
SCOPE OF WORK

DISCOVERY

Included below is a detailed explanation of the tasks included in the Discovery phase.

STAKEHOLDER INTERVIEWS

Generic agency will meet with individual stakeholders and perform requirements analysis. This will allow us to determine the business needs for the redesign of the Generic Company website.

BRANDING INTERVIEW

Generic Agency will perform a question and answer sessions with Generic Company to determine branding requirements and goals, target demographics as well as assessment of competitors.

COMPETITIVE ANALYSIS

Generic Agency will perform competitive analysis and use this data to assist Generic Company business leaders in addressing their most challenging issues by using objective benchmarks and industry insights to identify gaps, develop solutions, and chart a pathway to performance with a focus on:

a.) Analyze current website analytics in order to define historical traffic patterns and current website usability.
b.) Assess how business goals perform for the current audience and define how the delivery of these business goals can be magnified with redesigning the existing website information architecture.
c.) Identify and propose features that are compelling to the targeted audience based upon industry analysis, demographic and historical traffic analysis.

Upon completion of competitive analysis, Generic Agency will create a Strategy and Requirements brief that summarizes discussion and goals that define the strategy moving forward.

INFORMATION ARCHITECTURE

CONTENT INVENTORY

Generic Agency will perform a complete review of the website, page by page, to record an inventory of content. Content is not limited to website copy and the inventory will include web copy, photos, videos, forums, info graphics, documents, etc.

SITEMAP

The information gathered from the content inventory is used to construct how the pages on the Generic Company website will be grouped, what order they appear in, and the relationships between parent and child pages.

WIREFRAMES

Generic Agency will create low-fidelity representations of a single page which is intended to represent the features, content, and links that need to appear on a page. The purpose of the wireframe is to provide guidance to the visual designers for layout and content as well as communicating the features and functionality to the development team. Balsamiq Mockups is the tool of choice as it provides a quick and efficient way to iterate on wireframes.

Generic Agency will create wireframe concepts for the following pages:
• Home Page
• Internal Page
• Product Page
• Product Detail Page
• Order Page
• Events Page
• Promotions Page

DESIGN

MOOD BOARDS

Generic Agency will collaborate with Generic Company to produce visual mood boards that capture the feeling of the Generic Company brand and how it relates to the website audience before initiating visual design.

VISUAL DESIGN

Upon accepted Information Architecture, Generic Agency will work with Generic Company to create three unique visual design concepts collaboratively for the home page. Desktop, smart phone and mobile designs will be included in these concepts.

Upon approval of the home page design, Generic Agency will proceed to design the following interior page concepts:

• Home Page
• Product Page
• Product Detail Page
• Order Page
• Promotions Page

STYLE GUIDE

Once all of the graphic design comps have been approved by Generic Company, a style guide will be created for the brand to be used throughout the website. This theme will include website standards for fonts, styling for headings (H1, H2, and H3), icons, buttons, etc.

DEVELOPMENT

SKINNING

WordPress skins will be developed for the approved graphic design comps including;

(a) A dynamic navigation system that complies with approved visual designs;
(b) Containers developed to accommodate the new design;
(c) Skins will be developed on the latest version of WordPress.

Skins will be developed to support desktop, tablet and smart phones.

WEBSITE DEVELOPMENT

Generic Agency will create the website pages and structure content based upon the changes approved by Generic Company during the Information Architecture phase. Currently there are 178 pages within the Generic Company website sitemap. Generic Agency will create up to 178 pages.
Generic Agency will also implement and/or introduce new modules to support the administration of properties and content.

**QUALITY ASSURANCE AND BROWSER TESTING**

Quality control standards will be enforced and performed during and after the development process including:

(a) Best practices and optimizations implemented across the site to ensure users can navigate and operate the site naturally and without issue by testing menus, links and call-to-action navigational points.

(b) Compatibility testing for the browsers: Internet Explorer Versions 7+, FireFox Version 4+, latest version of Safari for Mac, and Google Chrome version 10+.

(c) Verification of the use of well-defined semantic HTML/CSS and XHTML validation.

**USER ACCEPTANCE TESTING**

Upon completion of website development, Generic Agency will send Generic Company a link to review the website online in order to provide feedback and any necessary revisions to the development site.
## COMPENSATION

Working against the budget provided below is the responsibility of the Generic Agency and Generic Company. If tasks or scope are added to the scope of work that is used to estimate the budget or additional work is required that is found after the project begins, Generic Agency will notify Generic Company as soon as this is known to notify Generic Company of any possible overages in budget before they are incurred.

## PROJECT BUDGET

<table>
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<th>Task</th>
<th>Resource</th>
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<th>Cost</th>
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PAYMENT FOR SERVICES

Charges for services will be submitted on the 1st and 15th of every month as an invoice accompanying an hour-log in Excel format. The Client agrees to pay the invoice within thirty (30) days from invoice date. If payment is not received within that time, an interest at the rate of one (1) percent per month will be assessed until the invoice is paid in full. After ninety (90) days, Contractor will suspend services and The Client will be billed the costs of collection (including legal fees of 17.5% pre-filing, or 35% if formal proceedings are filed) as well as interest at the rate of one (1) percent per month until paid.

SOW ADDENDUMS AND CHANGE ORDER CONTROL

Generic Agency acknowledges and agrees that the terms and conditions of this SOW shall be subject to change with any new requirements requested by Generic Company. If any requirements requested by Generic Company shall impact the original Scope of Work or cost estimated in this SOW, Generic Agency will submit an addendum to the SOW with associated cost before any overages in the budget are incurred.
This proposal and estimate is good for 30 days.

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<tbody>
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SIGNATURE PAGE