



Proposal for Web Site Development

7° of Design

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Prepared by: 7° of Design

Prepared for: Annistown Elementary School PTA

Submitted to:

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Submitted by:



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Executive Summary

Introduction

7° of Design greatly appreciates your consideration for us to develop your web page. Thank you for the opportunity to submit a proposal for the redesign of the Annistown Elementary PTA website. Working together, I believe we can create a site that is simple for parents to navigate and has a welcoming and professional design.

The current site includes information about upcoming events, PTA Membership, and business sponsors. At 7° of Design, we believe we can develop a fresh layout that can improve the usability of these elements and provide ease and reassurance to parents visiting the site.

We understand that you would like to develop a method that makes the site easy for parents to register, include critical documents, and integrate social media, such as Facebook, into the site in order to make it more accessible.

Overview of Solution

7° of Design will provide Annistown PTA with a site that provides useful information to the users of the site in an organized and efficient manor.

Our company's project methodology is vital to the successful launch, operation, and upkeep of your PTA site. This includes five phases to ensure the best possible outcome: planning, designing, production, evaluation, and maintenance.

The design will integrate the current logo so it will maintain a familiar look to current users. The logo will show them that Annistown Elementary PTA is improving its web space presence in order to serve them better.

Our team feels confident about the process and outcome of the redesign. We look forward to working with you Mr. Powell.

7° of Design Overview

Company Background

Located in Sandy Springs, Georgia, Seven Degrees of Design is a company that has been created from multiple interests in design. As of October 2013 we are a group that acts as a single entity to produce the best product for our clients. We are a brand new company that looks to expand our clientele as well as our knowledge.

Company Philosophy

Our commitment is to provide the best service while creating a satisfying body of work. Our team consists of members that have expertise in multiple areas of design. We aim to create a website that is pleasing to the client and the viewers of the website. We create a product that adheres to the clients needs while providing an affordable service.

Capabilities

Technology Toolbox	Functional Feature Set
<ul style="list-style-type: none"> ❖ HTML ❖ CSS ❖ Design Sense ❖ JavaScript ❖ PHP 	<ul style="list-style-type: none"> ❖ Use of Design Suites ❖ Web Server Administration ❖ Project Management ❖ Typography

Representative Client List

- Java Legend
- Galapagos Wildlife Preservation
- Acoustic Scars
- CSS Zen Garden
- 5th World Children's Festival

Project Methodology

At Seven Degrees of Design, our project methodology is vital to the successful launch, operation, and maintenance of our latest project: Annistown Elementary School PTA. Our methodology involves several steps, which allow our client, Kendall Powell, to have a more clear view of expectations and to keep track of the progress of the Annistown Elementary School project status. Through a proper project methodology that includes: planning, design, production, evaluation, and maintenance; our client, Mr. Powell and us at Seven Design of Design, can avoid the risks of possible project delays, extra incurred costs, and poor quality. The methodology will have the potential to overlap at some points, but that will be insignificant, as we will be successful in launching the website for Annistown Elementary School PTA.

Planning Phase

During the Planning Phase, Seven Degrees of Design shall stay in constant contact with Kendall Powell during this time. Our project manager, Farhaana Beato, will lead Seven Degrees of Design, so that we may discuss all manners as it relates to the Annistown Elementary School PTA. We shall discuss with Mr. Powell about all goals, objectives, potential target audiences, some content strategy, any type of business process, maybe some technical system could be included or user requirements. Once that information is collected, we shall prepare a content brief; so to make note of the project scope itself, any deliverables, schedule, and the budget for this newest project.

Design Phase

Like anything that is created or built; it is important to have a blueprint for that design. Through the design phase, we shall contact or perhaps meet with Mr. Powell on a weekly basis, in order to create a clear plan. That plan would most likely include the functional specifications of the Annistown Elementary School PTA website. With this document it will likely include the following: a site map, interactive wireframes, and last functional requirements. The true purpose of the specifications is that can be understood by everyone that has an equal role in this project. Also, if necessary, we shall create flowcharts and alternate technical specification to make further documentation.

Production Phase

Now, based on the documents created from the previous phase, we will likely create a new graphical home page and subpage designs. We possibly have more than one home page templates, and the client (Kendall Powell) can choose which one that he likes the best. After Mr. Powell chooses, we will have time to make any necessary changes to mold the design to the specification for Mr. Powell. The subsequent sub-pages will likely be based off the approved home page chosen by our client. Our developers will, of course, code and design by way of HTML5 and CSS. We have a database that will be populated by content that must be supplied by the client by way of a Content Management System or CMS for short.

Evaluation Phase

Mr. Powell and Seven Degrees of Design will either meet or get in contact with each other, to review what the original scope of the proposal. And we shall match them against the user requirements that are defined in the functional specifications. From that point on, the final project budget and the tentative schedule for the other steps can be determined from this point forward. Keep in mind that if the actual user requirements actually exceed the original scope, the budget for this project could go beyond the estimate that is defined in the proposal.

Maintenance Phase

Seven Degrees of Design will create a type of content plan, which contains the web page itself that has to be populated with related content. Now, if you have a website that exists already, Seven Degrees of Design can possibly transfer either a portion or the entire content from the old site to the new one. Once the site is in full production, we shall certainly perform a test to see if it meets to the standards and specifications that Mr. Powell may be looking for. We will likely ask our client to execute an acceptance test of the entire project itself. Once the Annistown Elementary School site is launched; the project is deemed finished. We will add a warranty, in the event any issues arise; we at Seven Degree of Design will correct them.

System Support & Maintenance Process

Anistownpta.org provides a complete set of ongoing system support and site maintenance services ensuring maximum uptime for our client applications. This is we have to agree if we have to do the maintenance or id the client will do it or if he/she has hired a different Web developer. If we have to do the maintenance the client has to agree to either pay us hourly (\$40 min) or a set amount for the job done.

System Support/Warranty

After the site is uploaded free maintenance for a month, and then after that hourly fee of \$40 will be charged.

System Maintenance

We can maintenance the site or the client's choice to maintain the site.

System Support and Maintenance Process

Will charge hourly or an amount to cover in total based on the difficulty or what need

Hosting Suggestions

Dream-host – has good features but no enough
Blue-host – Unlimited hosting and more features

Blue-host

Pricing features:	
Setup fee:	\$4.95
Pre-paid rate :	\$59.40
Domain Name :	www.anistownpta.org
Resource features:	
Disk space :	Unlimited
Bandwidth (monthly) :	Unlimited
data backup system :	Diesel Generator BackupPower, and UPS Power Backup
WebControl panel :	cPanel Account Control Panel
Developer features:	
MySQL database :	PostgreSQL Databases
PHP4/ModPHP:	PHP5and Support for Custom PHP.INI Files
Full CGI-BIN:	CGI-BIN, CGI Library
Perl/ModPerl:	Perl 5
Server-side includes (SSI) :	SSL Secure Server, Server Side Includes Customizable Error Pages, Custom Cronjobs
Custom error pages :	Log Files
Combined log format :	Dual Quad Processor Performance Servers, Site Statistics
Net stats traffic reports:	Servers, Site Statistics
Web file manager :	Yes
FTP access(24/7) :	Yes
Email features:	
POP/IMAP accounts :	POP3/POP3 Secure E-mail Support, IMAP/Secure IMAP E-mail Support – UNLIMITED, 3 Different Webmail (Web Based E-mail) Solutions and Forwarding E-mail Accounts

Only .com, .net and .org domain names are FREE with our web hosting accounts. One free domain and if more is needed, then extra fees will apply.

Tasks and Project Deliverables

Planning Phase

7 Degrees of Design team will have one major task in our planning phase- Meeting with our client. During the meeting, the team members of the company and Mr. Powell will discuss his goals, objectives, preferred target audience, content strategies, budget, set deadlines and etc. After we discuss the needs of the client, 7° of Design will then proceed in producing design elements for the Annistown Elementary School PTA site.

Design Phase

There will be two tasks that will be performed in our design phase:

Task 1: Visual Web Compositions

Every team member of 7° of Design will create visual compositions for the Annistown Elementary School PTA site. Mr. Powell will be given several design choices.

Task 2: Information Architecture

7° of Design will have a team of UX Designers create a site map, flowcharts and interactive wireframes to produce an efficient, user friendly website for our targeted audience.

Production Phase

There will be two tasks that will be performed in our production phase:

Task 1: Content Production

The 7° of Design Content production team will be in charge of collecting information, plug-ins and design elements that will be implemented in the Annistown Elementary School PTA site.

Task 2: Web Development

This task will consist of our HTML and CSS specialists building the front and back-end portion of the Annistown Elementary School PTA site. The Web Development Team will be in charge of making sure the functionality of the works efficiently. The client website will be built using a Content Management System.

Evaluation Phase

There will be two tasks during the evaluation phase:

Task 1: Evaluating the site with team members.

Our team members will look at the site as a whole. Team members will evaluate the needs of the client and see if the needs are met through the site. The members will discuss what changes need to be made and other tasks that need to be finished.

Task 2: Revisions

Team members will make last minute touch-ups/changes before showing the final product to the client.

Maintenance Phase

There will be three tasks that will be performed in the maintenance phase:

Task 1: Meeting with our client

7° of Design team members will schedule a meeting with client. Team members will show our client the finished product of the Annistown Elementary School PTA. Our team will then have a discussion with our client to see if his needs were met.

Task 2: Revisions

If our client is not satisfied with the finished product of the Annistown Elementary School PTA site, 7° of Design will implement required changes that will please our client.

Task 3: Launch the finished product/ CMS guidance

Once the Annistown Elementary School site is launched, 7° of Design will show our client how to properly manage the Content Management System.

Team Members

These are the team members that will be working to redesign the Annistown PTA site.

Project Manager – Farhaana Beato

Summary

Managing the implementation of all development for site

Education

Art Institute of Atlanta (BFA)

Capabilities

HTML, CSS, jQuery

Content Designer – Antonio Makins

Summary

Designing multimedia elements of the site such as graphics, layout, and visual design

Education

Art Institute of Atlanta (AA)

Capabilities

Photoshop, Illustrator, CSS

Content Producer – Alex Wood

Summary

Providing access to web content such as photography, typography and site information

Education

Art Institute of Atlanta (AA)

Capabilities

Information Architecture, Typography, Stock Images

Interaction Designer – Dunta Smith

Summary

Creating and testing the usability and interactivity of the site with information architecture

Education

Art Institute of Atlanta (AA)

Capabilities

Information Architecture, Front End Design, CSS

Website Developer – Vanessa Scott

Summary

Contributing to the design and content of the website. Developing an approach to make the site more effective and efficient

Education

Art Institute of Atlanta (BFA)

Capabilities

Front End Design, HTML, CSS

Interaction Designer – Amos Ns

Summary

Creating and testing the usability and interactivity of the site with information architecture

Education

Art Institute of Atlanta (BFA)

Capabilities

HTML, Information Architecture

Website Developer – Amelia Edwards

Summary

Contributing to the design and content of the website. Developing an approach to make the site more effective and efficient

Education

Art Institute of Atlanta (AA)

Capabilities

HTML, CSS

Project Management Approach

Seven Degree - Project Management

Our company is going to focus on this site and any visual composition or other needed to be viewed by the client could be accessed through the extranet network or sent via email. And progress (site status) and weekly meetings needed, will be notified during the process.

Client Responsibilities

All clients have to understand that they have to be present at crucial meetings during the process. And be willing to share all the info needed and agree pay all payment and fees for the success of the site.

Change Control Policies and Procedures

The company's job is to make sure the client is satisfied. And if there is a change of scope on the client's side we will try our best to understand what he/she wants.

Customer Satisfaction

Communication is first. We will contact the client when there is information needed – especially a decision for the site to ensure we're creating something that is going to make the client happy.

Project Schedule

Date	Assignment Due	Project Phase
Week 1 10/2	Assignment 1: Project Portal	Proposal
Week 2 10/9	Assignment 2: Proposal	Proposal
Week 3 10/16	Assignment 1: Proposal due, Saturday, 10 19 by 10:00pm. Digital.DOC Posted to dropbox	Research & Analysis
Week 4 10/23	Work on Assignment 3: IA Document	Research & Analysis
Week 5 10/30	Assignment 3 : IA Document Due Team Performance Appraisals	Design IA Document Due
Week 6 11/06	(Individual) Visual Design Comps Due, Concept Descriptions	Design Visual Comps Due
Week 7 11/13	Final Visual Design Interactive Wireframes and Content Matrix	Development
Week 8 11/20	Development (page) Templates	Development
Week 9 11/27	Final Site, Maintenance Plan, Style Guide, Team Performance Appraisals	Development & QA
Week 10 12/04	Final Presentation to the client in class	Delivery

Appendix A – Preliminary Site Map

A preliminary site map will be provided in order to demonstrate what kind of architecture of information will make the site more effective and user friendly. This approach involves technical, aesthetic, and functional criteria. The focus remains on the user and the user requirements. It will include particular attention to the web content, the business plan, usability, interaction design, information architecture, and web design.

Annistown Elementary PTA Sitemap

