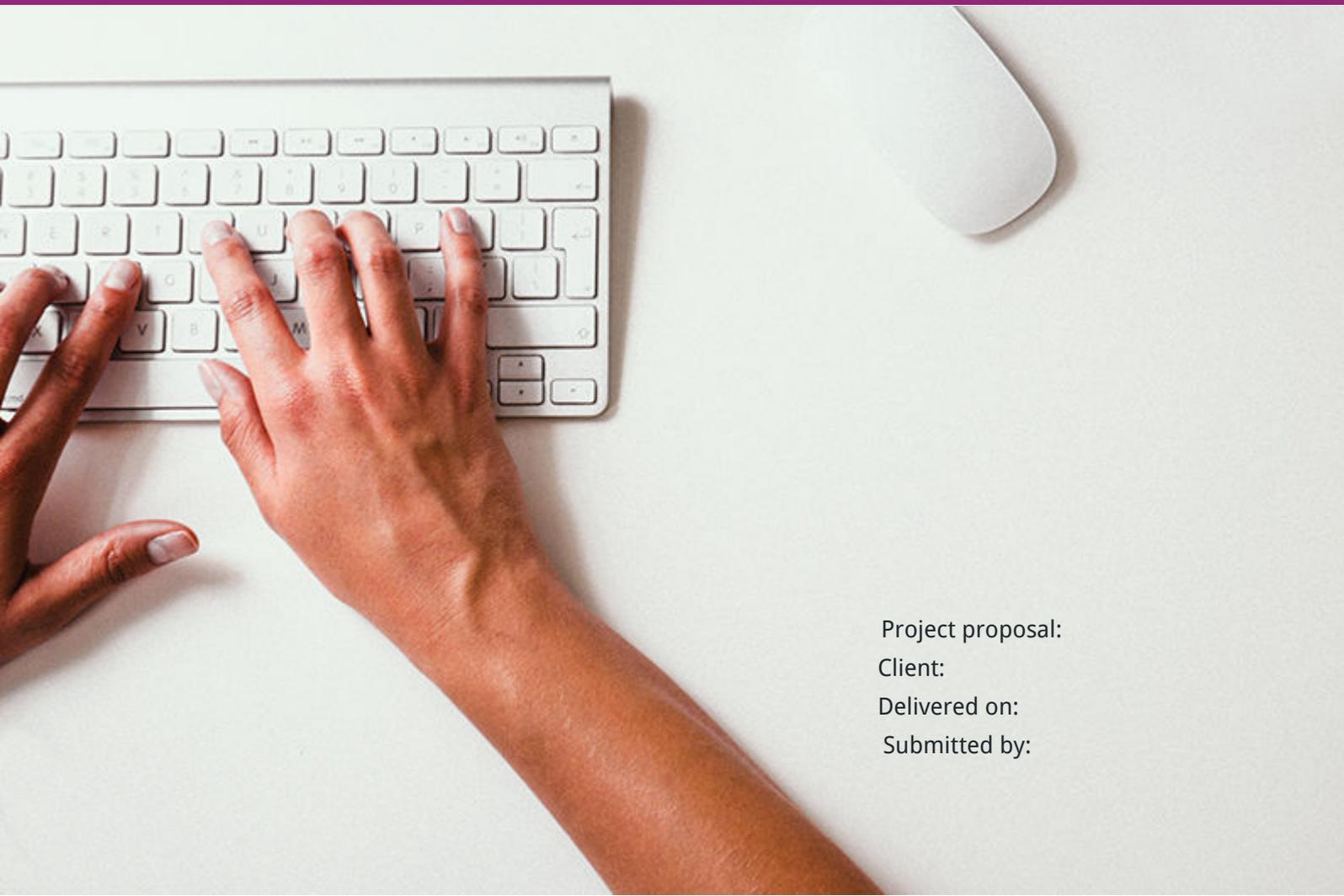




We help brands tell their **story**



Project proposal:

Client:

Delivered on:

Submitted by:

Overview and Goals

Dear _____,

We don't need to tell you how important your website is to your brand, your customer experience, and your ability to interact with your target audience. You're running a successful company with a great product offering but let's be honest (and still be friends) - your website is in dire need of an update.

It's not about your website looking cool - it needs to look on-brand, work smoothly, allow users to easily find what they're looking for and do what you want them to do. It needs to load quickly, be search-engine friendly, simple for your team to update, and responsive to whatever kind of device users are viewing from. You need a blog that gives you a voice to position yourselves as leaders in your industry and engage with your target audience.

At Innovative Perception, we can make this all happen with more gain than pain. We'll transform your site from being a cumbersome, persnickety afterthought to being one of the most valuable members of your team.

Sincerely,

Tarrance Bellamy
Innovative Perception Inc.

Scope of Services

Research

The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behaviour, and how your website factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website.

Design

Once we're armed with this information, we'll set to work sketching out interface layouts for 3-5 different views, including the home page, sub page, the blog template, and any additional templates needed. Wireframes look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and iterate on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes.

We recommend having all of your content ready by this stage which will inform the design and make it faster to load the initial content on the development server so content doesn't hold back the launch. If you won't be able to provide professionally written content by this stage we recommend having our in-house copywriter create the content for you.

Next we'll design high-fidelity comps that show what the final designs will look like on desktop, tablet, and smart-phone screen sizes, providing up to two rounds of revisions on the design.

Development

Next we'll set to work making your design a reality by building the site using standards-based technology. We'll build the front-end templates in HTML5, CSS, and use JQuery for simple behavior and effects like animations and form validation.

WORDPRESS THEME DEVELOPMENT

We recommend WordPress as your content management system (CMS) so you can update the content yourself. WordPress is the most popular open-source CMS in the world and has thousands of developers constantly improving it and contributing plugins to extend it's functionality.

We'll install WordPress on your server, set up the admin panel for you and then create a custom WordPress theme that will mirror the design we created for you.

Your website will initially contain between 5-10 static pages (ie: pages that don't change often) including the home page, about us, our services, our team, and contact us. You will be able to add new top level and secondary pages to the site navigation yourself in WordPress. We'll also set up a blog for you to publish posts that will be displayed in a reverse chronological order with pagination, search, tagging and category filters.

The website will include a social media widget on the home page to display your Twitter feed, social share buttons on your blog posts, a simple email form on your contact page, and an email newsletter sign up form which we'll hook into your Mailchimp account.

Plugins are a way to extend the functionality of WordPress and make the admin panel easier to manage. We'll install a limited number of plugins for launch, which will include a simplified way to manage the navigation, automatically backup the database, SEO tools so you can manage the title and meta description tags, and an XML site-map generator which will help Google index your pages automatically.

Testing

We'll test the website in a variety of browsers, including Safari, Chrome, Firefox and Internet Explorer 9. We'll also test the responsive design on iPhone and Android devices. We'll test the functionality of the site to ensure there are no errors or broken links and then hand it over to you for review on a test server.

You'll have two rounds of minor revisions or tweaks to the sites, and then we'll launch.

Launch

Once you've tested the website and are happy with its functionality, we'll make the WordPress theme live on your website and point your domain over to the new site. Launch time!

Additional Recommendations

Inbound Marketing

We are experts in online marketing. A retainer with us ensures that you are regularly publishing content, engaging prospective customers on social media, and otherwise driving people into your purchasing funnel. This is guaranteed to grow your sales.

Copywriting

If you find producing content is difficult, we have copywriters in-house who are training in writing for the web and in writing persuasive sales copy that will drive more conversions on your landing pages.

User Testing

Although not required, testing the designs with real users will greatly improve the quality of the finished design and help catch usability issues before time is spent building out the designs. User testing involves our usability professionals recruiting up to 5 users and asking them to perform tasks. We record the results of the test and then deliver the video to you along with a list of usability issues or comments that our design team can implement. It's like the digital version of the old adage "Measure twice, cut once."

Support Retainer

We recommend retaining our services after the site is launched to assist with any further support issues that arise. As part of this retainer we will also provide monthly analytics reports and recommendations to further improve your site conversion.

Timeframe

To complete the work outlined in the project scope, we'll need approximately 12 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal we are prepared to start work immediately.

Phase	Week
Research	1-2
Present Wireframes/Receive content	3
Present finished mockups	4-5
Code HTML/CSS templates	6-7
Back-end development	8-9
QA Testing and Review	10-11
Deployment to live site	12

Your Investment

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

CORE BUDGET

Description	Price
Kick-off and Research	\$1,500
Design Wireframes, site-map, initial high-fidelity mockups with two rounds of revisions.	\$3,500
Front-End Development HTML, CSS and Javascript	\$2,500
WordPress Development WordPress installation, configuration and theme development	\$3,000
QA Testing	\$500
Launching and Training	\$500
Total	\$11,500

RECOMMENDED

Description	Price		
<input type="checkbox"/> Copywriting	\$1,000		
Total	\$0		
Description	Price	Qty	Subtotal
<input type="checkbox"/> Inbound Marketing Retainer	\$5,000	12	\$60,000
<input type="checkbox"/> Website Maintenance Retainer	\$500	12	\$6,000
Total			\$0



Why Us?

At Innovative Perception, we're all about the experience. We design simple, compelling, and functional websites that make it easy for users to quickly find exactly what they're looking for when they arrive at your site and then convert them into paying customers. It's about creating an online experience that transforms users into followers, customers into ambassadors.

We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

Oh, and if you're wondering, we're mobile first. It's not just the way of the future. It's the way of right now.



Our Team



EURO

Design Director



OTTO THE DIRECTOR

Technical Director



JULIUS WIGGINS

Marketing Director



BRITTNEE MAHONEY

Designer



TARRANCE BELLAMY

Developer

Happy Client Co.



PROJECT GOALS

Innovative Perception is a marketing/web design company and digital agency that focuses on creating beautiful, conversion based websites and marketing, to tell your brand's story and engage with your customers. Some of our capabilities include: e-commerce website development, web design, creative, digital marketing, content creation, and branding. Our core competencies are in three main categories: creative, technology, and strategy.

OUR SOLUTION

As a top rated ATL web design company, we provide a strategic approach to building conversion based websites and e-commerce solutions. Our digital marketing services offer a custom and tailored solution, to help drive traffic and increase conversions. Through our user-centric design process, we craft websites and apps that help tell your brand story, increase leads and drive business growth.

RESULTS

Innovative Perception specializes in creating intuitive and elegant e-commerce solutions.. Over the years, we've partnered with brands such as Heineken, Cricket Wireless, Quality Control and DTLR, to create stunning e-commerce websites and marketing. But we're not just a web design company. We're a full service digital agency, providing a complete solution to help grow your brand.

"Innovative Perception Inc was amazing to work with on our redesign project. They were professional, knowledgeable and a delight to be around. My sales increased 10% after the launch."

- Joe Blow, Happy Client

Happy Client Co.



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Statement of Work & Contract

[Note: This is a sample contract - we are not lawyers and recommend you having your own legal counsel review any contract prior to sending out.]

Date: _____

Between "us", Innovative Perception Inc., and "you", _____

You _____, located at _____ are hiring Innovative Perception Inc. located at 2221 Peachtree Atlanta GA to design and develop a web site for the estimated total price of \$11,500.00 as outlined in our previous correspondence.

1.0 Services Rendered

DESIGN

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (colour, texture and typography.)

You'll have two or more weekly opportunities to review our work and provide feedback. If, at any stage, you're not happy with the direction our work is taking, you will pay us in full for everything we've produced up to that that point and then cancel this contract.

TEXT CONTENT

Writing or inputting any text copy is not included in this contract. If you'd like us to write new content or input text for you, we're happy to provide a separate estimate for that.

PHOTOGRAPHS

You'll need to supply graphic files to us in an editable, vector digital format. Photographs must be in a high resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries and style of photography/images. If you'd like us to search for photographs for you, we can provide a separate estimate for that. Cost of buying stock photographs or a photo shoot is not included in this contract.

HTML, CSS AND JAVASCRIPT

We deliver templates developed from HTML5 markup, CSS2.1 + 3 stylesheets for styling and unobtrusive Javascript for feature detection, poly-fills and behaviours.

WORDPRESS INTEGRATION

We'll setup, install and configure WordPress on your hosting server as described in the scope of work section. WordPress is a third-party tool and therefore we can't be responsible for any bugs associated with WordPress or it's plugins. If any bugs are found during the development phase or 30 days after launch we'll fix it (if possible) or update Wordpress or the faulty plugin if it's available, but after the 30 days we'll charge at our hourly rate of \$100.

BROWSER TESTING

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.

DESKTOP BROWSER TESTING

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), and Mozilla Firefox. We'll also test to ensure Microsoft Internet Explorer 8 for Windows users get an appropriate, possibly different, experience. We'll implement a single column design for Internet Explorer 7 and below for Windows but we won't test in other older browsers unless you specify otherwise. If you need an enhanced design for an older browser, we can provide a separate estimate for that.

MOBILE BROWSER TESTING

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in:

- iOS: Safari
- Android 4.1: Google Chrome, Firefox
- Android 3.2: Browser, Firefox

We currently don't test Blackberry OS or Blackberry QNX, Opera Mobile, Symbian or other mobile browsers. If you need us to test using these, we can provide a separate estimate for that.

TECHNICAL SUPPORT

We're not a website hosting company so we don't offer support for website hosting, email or other services relating to hosting. You may already have professional hosting and you might even manage that hosting in-house; if you do, great. If you don't, we can set up an account for you at one of our preferred hosting providers. We can set up your site on a server, plus any statistics software such as Google Analytics and we can provide a separate estimate for that. After that, any updates to, and management of that server will be up to you.

CHANGES AND REVISIONS

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or make decisions later when you might be better informed. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for to cover the additional work.

ERRORS

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

2.0 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

3.0 Charges for Services Performed

3.1 Functionality or feature requests above and beyond those listed in the budget and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of Innovative Perception Inc..

4.0 Terms of Payment

4.1 BILLING SCHEDULE

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

The total budget for this project: _____

Innovative Perception Inc. will invoice _____ for fifty per cent (50%) of the initial fees at point of this signed contract agreement which will act as the deposit. The remaining 50% will be billed monthly as the service hours are spent or when the project is launched.

_____ will supply Innovative Perception Inc. with all necessary purchase order numbers and other internal information required for invoice processing before the close of the month of work (if applicable).

4.3 CLIENT AGREEMENT TO PAY

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, Financial Fitness will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs Financial Fitness pays for carrying overdue invoices from Financial Fitness. In addition, Financial Fitness reserves the right to stop work until payment is received.

4.4 COLLECTION COSTS

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

5.0 Cancellation of Plans

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

6.0 Responsibilities of Innovative Perception and

6.1 AGENCY CO.'S RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

6.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them.

Then when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

6.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

7.0 Confidentiality

Financial Fitness acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by Financial Fitness on behalf of Financial Fitness or disclosed by Financial Fitness to Financial Fitness.

8.0 Term and Termination

8.1 Period of Agreement and Notice of Termination

This Agreement shall become effective as of DATE HERE and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

8.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

8.3 PAYMENT FOR NON-CANCELABLE MATERIALS?

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Financial Fitness, that any such materials and services, are non cancelable.

8.4 MATERIALS UNPAID FOR

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

8.5 TRANSFER OF MATERIALS

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Financial Fitness to Financial Fitness, Financial Fitness shall transfer, assign and make available to Financial Fitness all property and materials in its possession or control belonging to Financial Fitness. Financial Fitness agrees to pay for all costs associated with the transfer of materials.

9.0 General Provisions

9.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the Province/State of STATE/PROVINCE.

9.2 REPRESENTATIONS AND WARRANTIES

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

9.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

9.4 SEVERABILITY

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

_____, *to accept this contract, click the Accept button and sign at the prompt. You will be emailed a copy for your records*

NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call

Tarrance Bellamy