



Your Special Project

Website Project Description and Final Project Proposal
prepared 4/23/2009
by Jim Moore, Mystic Media Dot Com, Inc.

Project Name: Your Special Project

Project Lead: Jim Moore

Project Programmer: J. Dudley

Project Estimated Time Frame: 14 days

Project Cost Estimate: \$249.00

Estimated Ongoing Costs: Domain Hosting: \$10.95

***Optional Costs:** Programming and implementation of dynamic Product Inventory messaging: \$149.00

Similar Sites:

Project Estimate Cost Includes:

1. All project consultations (There may be an additional charge for project meetings requiring travel of more than 20 miles one-way)
2. All new graphics and design elements necessary to complete project to client's satisfaction
3. Up to 3 Design Mocks for client evaluation
4. Editing and web compression of up to 15 photo files supplied by client
5. Editing/Inclusion of all content supplied by client
6. All hyper-links to external resources requested by client
7. 2 unique page design templates
8. Mark-up creation of up to 10 unique pages
9. Implementation of PayPal purchasing
10. Implementation of Google Analytics on all pages
11. 1 Cascading Style Sheet (CSS)
12. W3C Accessibility Testing and Level 1 Priority Compliance (on testable work completed by Mystic Media Dot Com, Inc – does not apply to design or other elements not produced by Mystic Media Dot Com, Inc.)

13. Guaranteed Cross-browser usability
14. Complete file uploading (FTP) if requested by client and FTP access to the server is granted to MMDC
15. 30 Money Back Guarantee on all development work

***Optional Items:**

Program and implement a User Interface which the clients may use to initiate the display of a "Out of Inventory" message on the website when all products for a specific category are reserved, including:

1. Password protected login form
2. Ability to display message for specific category of product (or multiple categories)

Additional Costs:

Work in addition to the work necessary to complete the components and outcomes described in this document will be charged to the client by the quarter hour at an hourly rate of \$48.50 and billed monthly. No additional charges will be made without prior consent from client.

Project Description:

New development of a web presence for a start-up business. The domain for the project is secured and held by the clients. Pre-development interview has been successfully completed.

Specific Outcomes:

1. Design and mark-up of HTML pages
2. Provide effective web hosting for project's domain
3. Integration of PayPal merchant services

The site will utilize:

1. Industry accepted HTML 4.01 and/or XHTML 1.1
2. PHP programming language where necessary
3. Java-scripting where necessary
4. PayPal merchant services for completion of credit card transactions

Successful Visit – Project and Website Mission(s):

The website mission is to establish the front line communication of the clients' business message and provide the primary tool for ordering the clients' product. The preferred method of ordering will be via the PayPal ordering process, however, the site will intentionally emphasize the company's phone number and encourage its use.

A Successful Visit is Defined as:

1. Visitors easily finds their target information on the website
2. Visitors enhance their positive association with the Your Special Project products
3. Visitor utilizes the site's PayPal ordering services to place an order for their desired product or the visitor calls the business to place order.

Purchasing Path Defined:

1. Potential customer enters site via index (home) page
2. On index page the potential customer identifies the specific category of product for their event. The possible vehicles for facilitating the choice include; drop down form, graphic element, text description
3. Potential customer moves to page resulting from their choice in step 2. The page includes:
 - a. Description of the product chosen
 - b. Description of how the product is implemented and utilized
 - c. Instructions for ordering the product (web, phone)
 - d. Frequently Asked Questions
 - e. Photos of the product in use
4. Potential Customer follows instructions for purchase (web)
 - a. Moves to ordering page
 - b. Inputs ordering information including Product Customization information
 - c. Clicks "Submit" button
 - d. Moved to Secure PayPal ordering page
 - e. Completes purchasing information
 - f. Clicks "Complete Order" button
 - g. Moved to site's order confirmation/thank you page
5. Potential Customer calls business and places order via phone

Number of clicks to purchase: **2** (phone) **4** (web)

Design Considerations:

Primary audience is identified as likely female, 25-55 years of age.

Since the website represents a start-up business and the introduction of a new category of business in its target marketing area, the site must include the tools and information necessary to allow the customer to feel comfortable moving forward along the purchasing path and communicate a message of credibility and professionalism. Toward that goal, it is recommended that the site include ample use of credibility builders (i.e. Credit Card logos, Testimonials if available, photos of the business owners, highly-visible use of business contact information, photos of the products in use, etc).

The site's products are tangible, non-active and non-consumable. To enhance the likelihood of sales conversion, the site should emphasize the experience of:

1. The fun that will result from the use of the product
2. The status elevation of the event utilizing the products
3. The ease of use of the product

Determining Success:

The project will include the installation of Google Analytics on all pages. The data provided by Google Analytics will allow the client to determine:

1. Conversion ratio (sales/visitor)
2. Visitors path through site relative to planned purchasing path
3. Time on page
4. Traffic sources
5. Geographic location of visitors
6. Efficiency of defined marketing campaigns

DEPOSITS:

ALL PREDEVELOPMENT DESPOSITS ARE WAIVED.

The full cost of the project will be invoiced at the completion (client taking possession of the resulting files directly or via the FTP of the files to the projects production host) of the project.

Monthly hosting costs and/or Maintenance Contracts, and/or Search Engine Optimization contract costs will be invoiced, or charged to your credit card on file on or about the 20th of each month.

PAYMENT TERMS: We welcome your company/Institution check, Visa, MasterCard, and PayPal. To pay by credit card, please visit our website at: <http://www.mysticmedia.com> and follow the link for Client Care. There you will find information for making Secure Payments. Our mailing address is: Mystic Media Dot Com, Inc. PO Box 217 Hornell, NY 14843

CONFIDENTIALITY: Each party hereby acknowledges that it may be exposed to confidential and proprietary information belonging to the other party or relating to its affairs, including, without limitation, technical information and development techniques, business and financial information, visitor lists and other information designated by a party as confidential or proprietary. Confidential information does not include (i) information already known or independently developed by the recipient; (ii) information in the public domain through no wrongful act of the party, or (iii) information received by a party from a third party who was free to disclose it. Each party agrees that during the term and at all times thereafter it shall not use, commercialize or disclose the other part's confidential information except in performing its obligations under this agreement. Each party shall use the same degree of care in safeguarding the other party's confidential information as it uses in safeguarding its own confidential information, but in no event shall it sue less than

due diligence and care. Neither party shall alter or remove from any confidential information of the other party any proprietary, copyright, trademark or trade secret legend.

Proprietary Rights: Each party owns and, during the term, hereby licenses for uses as an integrated part of the solution on a non-exclusive basis all preexisting data, databases, graphics, templates, software programs (excluding java applets) and other material contributed by it to the development or operation of the solution. Subject to the foregoing sentence and receipt of final payment, Mystic Media Dot Com, Inc. agrees that to the extent of new authorship, the solutions (including its constituent parts) constitutes "work for hire" under Federal Copyright Law (17 U.S.C. Section 101) owned exclusively by customer and, alternatively, irrevocably assigns to customer all ownership rights and irrevocably waives all other rights (including moral rights) it might have to the solution. Upon termination, Mystic Media Dot Com, Inc. shall delete the solution code base from the host system (development or testing) and subject to final payment, deliver it to customer on magnetic media. The customer shall own the portion of the Uniform Resource Locator unique to the solution and, for use on the internet, of all trademarks or service marks associated with it.

30 GUARANTEE CONDITIONS: 30 day guarantee is void if any element of the project is modified by the client or their agent or other contractor within the 30 day guarantee period.

ADDITIONAL TERMS:

All items and/or services requested by the client in addition to those specifically listed here-in and that are not regularly necessary to complete the project described in this document and agreed to prior to initiating the development of the project will be billed to the client at our then current prices. To view our current service pricing, please visit our website http://www.mysticmedia.com/client_care/index.html and click the link for "Pricing Guideline".

Mystic Media Dot Com, Inc. is not be responsible for services not completed within 30 days of project start if client has been asked for information, content, instruction or other material necessary to complete services and has not supplied them within 60 days of project start.

The prices quoted are valid for 30 days from the date of its transmission and apply only to the specific work described in this document.

SIGNATURES:

For Mystic Media Dot Com, Inc:

Jim Moore, Owner

For the Client:

I, the undersigned, authorize Mystic Media Dot Com. Inc. to perform work as outlined in this proposal for the benefit of client. I understand this constitutes a binding agreement with Mystic Media Dot Com, Inc. to perform this scope of work.

Signature

Printed Name

Title

Date