



# PROPOSAL FOR SERVICES

**Client: Riverfront Shops of Daytona Beach**

**Contact: Jason Jeffries**

Daytona Beach, FL | [www.riverfrontshopsofdaytona.com](http://www.riverfrontshopsofdaytona.com)

**Project: Redesign of Riverfront Shops website**

**Proposal Number: #RSD-003**

*InFocus Media Group, Inc. owns the copyright for this document and all its contents. This proposal should be considered private and confidential and may not be shared with any third party without the prior written permission of InFocus Media Group, Inc.*

## ABOUT INFOCUS MEDIA GROUP, INC.

Our team specializes in one thing: creating effective and intuitive web sites that leave a lasting impression. Regardless of the size or nature of your project, InFocus Media Group has what it takes to deliver your message in a way that is uniquely yours. We build websites for small businesses, corporations, e-commerce, bloggers, nonprofits, and more. In addition, our sites are built mobile-first, ensuring that your message gets delivered anytime and anywhere.

## PROJECT SCOPE

Riverfront Shops of Daytona Beach ("RSD") aims to redevelop its current website to reflect modern design trends/functionalities and further optimize its user's experience. The new website will provide a sophisticated, yet easy-to-use experience that will allow the initial contact with visitors to be a positive one. The site will feature a membership directory and will provide multimedia, imagery, and text based content. In addition, existing features will be replicated and redesigned before being implemented into the new site. In order to maintain the website internally, the WordPress CMS will be utilized as the base framework for the site. The site will be accessible in all major browsers as well as mobile devices. Only Sucuri approved plugins will be utilized to minimize additional issues with hacking attempts.

## THIS PROJECT INCLUDES

### 1. Custom Theme Development

Development of website will be in accordance with RSD brand standards. New website will be built on a customized WordPress theme. Site will be built to current HTML5 and CSS3 specifications and will be fully SEO compliant.

## **2. Database Development**

Standard MYSQL database will be developed to support new website.

## **3. WordPress CMS Integration**

The website will function on one of the world's most powerful web frameworks called WordPress. The custom developed theme will be integrated in the WordPress platform providing the end-user a content management system capable of modifying content, design aspects, public notices, user download, eCommerce, and news items.

## **4. SEO Best Practices**

The new RSD website will be developed using the latest search engine optimization practices. The website will index correctly and efficiently in all major search engines and will have the ability for the end-user to add/edit/delete individual page descriptions, titles, and meta tags.

## **5. Social Media Integration**

In an increasingly technological world social media has become a standard for the majority of internet users, making it crucial for organizations to include social links and share features into their websites. The new RSD website will feature conveniently placed social media links and share features for applicable content.

## **6. Responsive Framework Design**

InFocus Media Group prides itself on its "mobile-first" design standards. The new RSD website will be developed "mobile-first" ensuring that users visiting the website from iOS, Android, and Windows Mobile devices have an equally enjoyable and functional experience as those users on a desktop device. To do this, the website will be built on a responsive framework that is not restricted by operating system or software plugins.

## **7. Server Migration and Testing**

At the completion and approval of the final draft of the RSD website, InFocus Media Group will migrate the complete website and database from its test server to the local server where it will be hosted for public use. Prior to public launch, testing will take place to ensure all aspects of site are functioning correctly.

# **Terms and Conditions**

## **Payment Terms**

Once the proposal has been accepted and signed, InFocus Media Group, Inc. requires 50% down payment of the project to begin the design phases. Final payment will be due at completion of project.

## **Amendments / Modifications / Additional Expenses**

As with many projects, there may be features that the client may request to be added to the project. Any additional features and modifications to the proposal will be subject to an additional expense, and the contract/proposal will need to be amended and signed.

## **Copyright and Trademarks**

All logos, copyrighted, or trademarked material that belongs to RSD will remain confidential. With client permission, InFocus Media Group, Inc. will retain the right to showcase the project in its portfolio for future marketing purposes.

## **Design Credit & Non Disclosure**

InFocus Media Group, Inc. will receive credit for development and design of the optimized website. With permission a small text link in the bottom footer of the website will be displayed.

# **Timeline & Completion Date**

## **Phase 1: Discovery | 2-3 Days**

This is typically a 1-2 hour meeting that kicks-off the project, during which the outline for the sitemap will be developed. We will work together and discuss desired design attributes such as color palette to be used, desirable/undesirable aspects of web trends that the client has experienced on other websites, custom needs assessment, content development, as well as hosting and domain registrars. At the end of this meeting all necessary information to begin the development cycle will have been gathered. A final copy of the RSD sitemap will be provided within 48 hours, along with a list of content and assets needed to develop the website.

## **Phase 2: Design Phase | 7-14 Days**

During this phase, one of our graphic designers will develop a mockup of the homepage as well as internal page templates. The mockups will incorporate the exact visual designs that will be translated into code once approved by the client. This allows the client to approve the

aesthetic of the site to be developed, in order to ensure it is exactly as desired before any time is spent coding.

### **Phase 3: Development Phase | 14-28 Days**

During this phase the project will be assigned to one of our experienced developers. The approved design mockup will first be coded into valid HTML5 and CSS3, then built into the Wordpress CMS platform. Once a complete working draft has been developed, it shall be presented for review and revision.

### **Phase 4: Revision Cycle | 5-7 Days**

After reviewing the developed draft, the client will be allowed up to two revision cycles to perfect the design of the new website. A list of changes will be collected and implemented during each phase in order to ensure the website is built to meet the clients desired specifications.

### **Phase 5: Website Testing and Launch | ½ Day**

During this phase, pre-launch testing will be conducted including multi-browser compatibility debugging in order to discover any functional flaws. On the specified launch day, the new website will be migrated to the client's local server, and site will be made public.

## **Warranty**

At InFocus Media Group we take pride in our products and delivering exceptional customer service. In everything we do, we strive to meet or exceed our clients expectations. We work hard to ensure the client is pleased with our services. For this reason, after the completed website has been delivered to the client we offer a 30-day warranty on all of the developed code and functions. During this 30-day period if the client detects any defect in the functionality of the website, we shall repair or fix the issue at no cost.

## **Investment Proposal**

### **Website Redesign & Development**

**Includes:** Client input meetings, review and analysis; supplemental research; art direction; icon and graphic design; custom theme development; website framework development; database development; CMS integration; directory integration; mobile layout and design; site migration and testing; and revision-cycle management.

*Number of draft and revision cycles included in price not to exceed two; additional creative or revision cycles may result in incremental costs to the client.*

**Desired Web Address:** [www.riverfrontshopsofdaytona.com](http://www.riverfrontshopsofdaytona.com)

**Total Cost: \$4,000.00**

# Acceptance of Proposal

PROPOSAL AND TERMS OF SERVICES ACCEPTED BY CLIENT – RSD

Signature \_\_\_\_\_ Date \_\_\_\_\_

.....