

# eCommerce Website Design & Migration

## Current Commerce & Tights and Sass

### Table of Contents

1. Project Outline
2. Pricing & Payment Details
3. Approvals
4. Appendix

### Who we are:

Current Commerce specializes in digital marketing technology and strategy for product retail and wholesale companies. We custom design websites and digital marketing strategies on our eCommerce enabled web platform built to efficiently managed and improve our customer's product marketing efforts on the web.

### A few of our happy customers:

"I'm a huge supporter... we've really needed their help in getting to where we need to be"  
- Ben



"I continue to see my business grow because of you guys"  
- Jennifer



"This [web design] is exactly the look & feel I was going for!"  
- Bobbie



"Hands on approach and quick turn around when I needed it!" - Beverly



## Project Outline

### Overview:

Tights and Sass is a growing clothing brand that has launched and is looking to see an increase in traffic and sales via their online eCommerce store. They have engaged Current Commerce to build a new eCommerce website and work with their branding team to help attract more traffic and improve conversion of visitors to sales online. Outlined below is our project outline & recommendations for Tights and Sass.

**Estimated Duration:** 4-6 Weeks

### Our Process:

#### Phase 1 | Discovery | Week 1

*In this initial phase we seek to understand your technical, design, and business requirements*

Current Commerce Activities	Description
Discovery Assessment	Learn about the business and the overall goals
Design Assessment	Review example sites and list of design features for the new site
Requirements Assessment	Review all required features and functionalities as well as decide if new assets will be needed (photography, promotional offers, copy)

Client Responsibilities	Description
Website Goals	Decide on the goals for your website and what you'd like to accomplish with it
Design and Features	Come up with several website examples that you like and think of features that are important for you to have on the new website

## Phase 2 | Sourcing & Design | Weeks 1-2

*In this phase our Design Team gathers all digital assets and begins mocking up the site design and architecture*

Current Commerce Deliverables	Description
Content Sourcing	Gather required items that we will need to complete the project <ul style="list-style-type: none"> <li>• Dropbox folder for new images and content</li> <li>• Domain/hosting access</li> <li>• Current website access</li> <li>• Social media access</li> <li>• Email list/marketing platform access</li> </ul>
Website & Workflow Sitemap	Outline the pages of the website and create the sitemap (this will determine the user workflow/experience) <ul style="list-style-type: none"> <li>• Main menu</li> <li>• Page titles</li> <li>• Subpages</li> <li>• Purpose/Calls to action</li> <li>• Linking map</li> <li>• URLs</li> </ul>
Initial Web Page Designs	Design the basic layouts and elements for each top level page <ul style="list-style-type: none"> <li>• Home</li> <li>• Category</li> <li>• Product</li> <li>• Landing Page (if applicable)</li> <li>• Gallery</li> <li>• Contact</li> </ul>
Initial Platform Setup	Install and configure development website with URL for client
Product Catalog Sheet	Review the store's product catalog sheet for website upload compatibility <ul style="list-style-type: none"> <li>• Exported from current online store</li> <li>• OR client fills out the product catalog sheet</li> </ul>

Client Responsibilities	Description
Access Requirements	Gather all of your logins and passwords for your online accounts
Content Sourcing	Gather and upload the content that we don't already have access to
Website Outline	Complete the website outline spreadsheet
Design Review	Review and provide feedback on initial web page designs

## Phase 3 | Implementation | Weeks 2-4

*In this phase our Implementation Team populates the site with the approved designs and website content*

Current Commerce Deliverables	Description
Site Layout Setup	Implement initial website outline elements <ul style="list-style-type: none"> <li>• Navigation menus</li> <li>• Pages</li> <li>• Linking</li> <li>• URLs</li> </ul>
Web Page Layout Setup	Build top level page layouts based on approved designs <ul style="list-style-type: none"> <li>• Home</li> <li>• Category</li> <li>• Product</li> <li>• Landing Pages</li> <li>• Gallery</li> <li>• Contact</li> </ul>
Product Catalog Sheet	Upload the product catalog sheet <ul style="list-style-type: none"> <li>• Featured image and additional gallery pictures for each product</li> <li>• Product descriptions and other required details</li> </ul>
Product Hierarchy, Taxonomy & Categorization	Configure the product catalog <ul style="list-style-type: none"> <li>• Categories</li> <li>• Sub categories</li> <li>• Variations</li> <li>• Attributes</li> </ul>
Features and Functions	Configure the settings for each of the approved features and functions <ul style="list-style-type: none"> <li>• Forms</li> <li>• Extensions</li> <li>• Payments</li> <li>• Shipping</li> </ul>
Copywriting	Implement website content (provided by the client) <ul style="list-style-type: none"> <li>• Blog posts</li> <li>• Company info</li> <li>• Social info</li> <li>• Testimonials/reviews</li> </ul>
Email Autoresponders	Design and create the emails needed for the following <ul style="list-style-type: none"> <li>• New orders</li> <li>• Contact form</li> <li>• CTAs</li> </ul>

Client Responsibilities	Description
Review Sessions	Weekly review on progress of the project <ul style="list-style-type: none"> <li>• Design</li> <li>• Features</li> <li>• Functionality</li> </ul>

## Phase 4 | Testing & QA | Week 5

*In this phase we go through rigorous testing of the site and all its features and functions*

Current Commerce Deliverables	Description
Pre Go-Live Testing	Test the following <ul style="list-style-type: none"> <li>• User experience</li> <li>• Links</li> <li>• Forms</li> <li>• CTAs</li> <li>• Checkout process</li> </ul>

Client Responsibilities	Description
User Experience	Final review of your website to make sure it approved for Go Live

## Phase 5 | Go-Live | Week 6

*In this final phase we manage the migration and oversee the official launch of your new site!*

Current Commerce Deliverables	Description
Go-Live	Manage the website migration <ul style="list-style-type: none"> <li>• Move the website files</li> <li>• Enable the payment processor</li> <li>• Change DNS Settings</li> <li>• Update the new email MX records</li> </ul>
Post Go-Live Testing	Final QA on launched website <ul style="list-style-type: none"> <li>• 301 redirects</li> <li>• Link Audits</li> <li>• Checkout process</li> <li>• Email notifications</li> </ul>
Payment & Order Management Workflow	Test order management workflow and payment gateway connection

Client Responsibilities	Description
Go Live Celebration	Send your new website to everyone you know!

## Pricing & Payment Details

### Optional Management Packages

STARTER	STANDARD	ALL INCLUSIVE
<b>\$99/mo</b>	<b>\$179/mo</b>	<b>\$299/mo</b>
Dedicated Account Manager	Dedicated Account Manager	Dedicated Account Manager
5 GB file storage	<b>Unlimited file storage</b>	Unlimited file storage
100 Products	<b>Unlimited Products</b>	Unlimited Products
9-5 EST Support	<b>24x7 Support</b>	24x7 Support
Mobile & Search Optimized Catalog	Mobile & Search Optimized Catalog	Mobile & Search Optimized Catalog
SSL Secure Checkout Process	SSL Secure Checkout Process	SSL Secure Checkout Process
Order Management Automation	Order Management Automation	Order Management Automation
Email Newsletter & Analytics	Email Newsletter & Analytics	Email Newsletter & Analytics
Sales & Marketing Dashboards	Sales & Marketing Dashboards	Sales & Marketing Dashboards
Discount Code Builder	Discount Code Builder	Discount Code Builder
Standard Payment Processors*	<b>All Payment Processors</b>	All Payment Processors
Gift Card Management	<b>Gift Card Management</b>	Gift Card Management
Advanced Shipping Integrations	<b>Advanced Shipping Integrations</b>	Advanced Shipping Integrations
Advanced Sales & Order Reporting	Advanced Sales & Order Reporting	<b>Advanced Sales &amp; Order Reporting</b>
Multi-Tier Customer Management	Multi-Tier Customer Management	<b>Multi Tier Customer Management</b>
On-Demand Web Design Team	On-Demand Web Design Team	<b>On Demand Web Design Team**</b>
<b>\$99/mo</b>	<b>\$179/mo</b>	<b>\$299/mo</b>

\*Standard Payment Processors include Stripe, Authorize.net, & Paypal\*

\*\*On Demand Web Design provides unlimited 9-5 EST service for "worry free" small job modifications\*\*

## Management Payment Details

### Package Selection:

Write your initials next to your selection (if applicable)

Starter: \$99/mo  Standard: \$179/mo  Full Suite: \$299/mo

### Payment Schedule:

- Monthly Payments begin the 1st of the month following the project kick off
- Payment terms are month/month

## Website Payment Details

**Total Project Cost:**      \$2,500 {one time fixed}

### Payment Schedule:

50% Down Payment:    \$1,250

- Due prior to starting project

50% Final Payment:    \$1,250

- Due upon approval after final site review and prior to go-live

## Approvals

### Contact Information

#### Billing/Mailing Address

708 Church St  
Decatur, GA 30030

#### Primary Contact

Michael Crowley | [michael.crowley@currentcommerce.com](mailto:michael.crowley@currentcommerce.com) | 404.919.2707

The undersigned agrees to the terms of this agreement on behalf of his or her organization business, or as an individual.

**Tights and Sass**

**Current Commerce LLC**

Print Name

\_\_\_\_\_  
Print Name

Signature

\_\_\_\_\_  
Signature

## Appendix

### Terms of Service

1. You may not use the Current Commerce service for any illegal or unauthorized purpose nor may you, in the use of the Service, violate any laws in your jurisdiction (including but not limited to copyright laws) as well as the laws of Canada and the Province of Ontario.
2. You agree not to reproduce, duplicate, copy, sell, resell or exploit any portion of the Service, use of the Service, or access to the Service without the express written permission by Current Commerce.
3. You acknowledge that Current Commerce will use the email address you provide as the primary method for communication.
4. You understand that your Store Content (not including credit card information), may be transferred unencrypted and involve (a) transmissions over various networks; and (b) changes to conform and adapt to technical requirements of connecting networks or devices. Credit Card information is always encrypted during transfer over networks.
5. You acknowledge and agree that your use of the Service, including information transmitted to is stored by Current Commerce.
6. You are responsible for keeping your password secure. Current Commerce cannot and will not be liable for any loss or damage from your failure to maintain the security of your account and password.
7. You are responsible for all activity and content such as data, graphics, photos and links that is uploaded under your Current Commerce account ("Store Content"). You must not transmit any worms or viruses or any code of a destructive nature.
8. A breach or violation of any term in the Terms of Service as determined in the sole discretion of Current Commerce will result in an immediate termination of your services
9. The person signing up for the Service will be the contracting party ("Account Owner") for the purposes of our Terms of Service and will be the person who is authorized to use any corresponding account we may provide to the Account Owner in connection with the Service.
10. If you are signing up for the Service on behalf of your employer, your employer shall be the Account Owner. If you are signing up for the Service on behalf of your employer, then you represent and warrant that you have the authority to bind your employer to our Terms of Service.
11. You acknowledge that any third party payments gateways, shipping, and tax integration accounts are your sole responsibility as the Account Owner to activate and maintain these accounts. If you do not wish to keep either of the payment accounts active, it is your responsibility to deactivate them.
12. "Unlimited Storage" applies to all image, code, and document files. Streaming Audio & Video storage pricing will be assessed on a case by case basis.
13. Questions about the Terms of Service should be sent to [support@currentcommerce.com](mailto:support@currentcommerce.com).
14. Current Commerce reserves the right to modify or terminate the Service for any reason, with a written notice at any time.
15. We reserve the right to refuse service to anyone for any reason at any time.
16. We may, but have no obligation to, remove Store Content and Accounts containing Content that we determine in our sole discretion are unlawful, offensive, threatening, libelous, defamatory, pornographic, obscene or otherwise objectionable or violates any party's intellectual property or these Terms of Service.
17. Verbal or written abuse of any kind (including threats of abuse or retribution) of any Current Commerce customer, Current Commerce employee, member, or officer will result in immediate account termination.
18. Current Commerce does not pre-screen Store Content and it is in their sole discretion to refuse or remove any Store Content that is available via the Service.
19. We reserve the right to provide our services to your competitors and make no promise of exclusivity in any particular market segment. You further acknowledge and agree that Current Commerce employees and contractors may also be Current Commerce customers/merchants and that they may compete with you, although they may not use your confidential information in doing so.
20. In the event of a dispute regarding account ownership, we reserve the right to request documentation to determine or confirm account ownership. Documentation may include, but is not limited to, a scanned copy of your business license, government issued photo ID, the last four digits of the credit card on file, etc.
21. Current Commerce retains the right to determine, in our sole judgment, rightful account ownership and transfer an account to the rightful owner. If we are unable to reasonably determine the rightful account owner, Current

- Commerce reserves the right to temporarily disable an account until resolution has been
22. You expressly understand and agree that Current Commerce shall not be liable for any direct, indirect, incidental, special, consequential or exemplary damages, including but not limited to, damages for loss of profits, goodwill, use, data or other intangible losses resulting from the use of or inability to use the service.
  23. In no event shall Current Commerce or our suppliers be liable for lost profits or any special, incidental or consequential damages arising out of or in connection with our site, our services or this agreement (however arising including negligence). You agree to indemnify and hold us and (as applicable) our parent, subsidiaries, affiliates, Current Commerce partners, officers, directors, agents, and employees, harmless from any claim or demand, including reasonable attorneys' fees, made by any third party due to or arising out of your breach of this Agreement or the documents it incorporates by reference, or your violation of any law or the rights of a third party.
  24. Your use of the Service is at your sole risk. The Service is provided on an "as is" and "as available" basis without any warranty or condition, express, implied or statutory.
  25. Current Commerce does not warrant that the Service will be uninterrupted, timely, secure, or error-free.
  26. Current Commerce does not warrant that the results that may be obtained from the use of the Service will be accurate or reliable.
  27. Current Commerce does not warrant that the quality of any products, services, information, or other material purchased or obtained by you through the Service will meet your expectations, or that any errors in the Service will be corrected.
  28. The failure of Current Commerce to exercise or enforce any right or provision of the Terms of Service shall not constitute a waiver of such right or provision. The Terms of Service constitutes the entire agreement between you and Current Commerce and govern your use of the Service, superseding any prior agreements between you and Current Commerce (including, but not limited to, any prior versions of the Terms of Service).
  29. We do not claim any intellectual property rights over the material you provide to the Current Commerce service. All material you upload remains yours. You can remove your Current Commerce store at any time by deleting your account. This will also remove all content you have stored on the Service.
  30. By uploading Store Content, you agree: (a) to allow other internet users to view your Store Content; (b) to allow Current Commerce to display and store your Store Content; and (c) that Current Commerce can, at any time, review all the Store Content submitted by you to its Service.
  31. You retain ownership over all Store Content that you upload to a Current Commerce store; however, by making your store public, you agree to allow others to view your Store Content. You are responsible for compliance of Store Content with any applicable laws or regulations.
  32. You retain ownership over all content that you submit to a Current Commerce store however, by making your store public, you agree to allow others to view your content.
  33. We will not disclose your confidential information to third parties, except as required in the course of providing our services. Confidential information includes any materials or information provided by you to us which is not publicly known. Confidential information does not include information that: (a) was in the public domain at the time we received it; (b) comes into the public domain after we received it through no fault of ours; (c) we received from someone other than you without breach of our or their confidentiality obligations; or (d) we are required by law to disclose.

*~ end of document ~*