



Proposal for Web Site Development

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**New Village Properties, Inc**

Prepared for:  
**Troy Ahyo**  
**New Village Properties, Inc.**  
**2928 Layton Ave**  
**Atlanta Georgia 30318**  
**(404) 799-0027**

**Proposal Submitted By:**  
**ExcellentWorks**  
**Susan Deisenroth, Project Manager**  
**2727 Paces Ferry Rd**  
**Atlanta, Georgia 30339**  
**(678) 842-7326**

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# 1 Executive Summary

## 1.1 Introduction

The ExcellentWorks team appreciates the opportunity you have afforded us to redesign the New Village Properties.com web site. ExcellentWorks will deliver a site that will allow potential customers to easily find all the information currently on your web site as well as additional information, such as decorating resources and real estate services that users may find of interest. As well, the redesigned site will contain a search functionality that will allow potential customers to find homes that have already been built or to search through floor plans and elevation drawings of homes that can be built and customized to suit their needs. Potential customers will realize that New Village Properties is a “one-stop-shop” for all of their quality home building needs, enticing them to call a sales representative for more information.

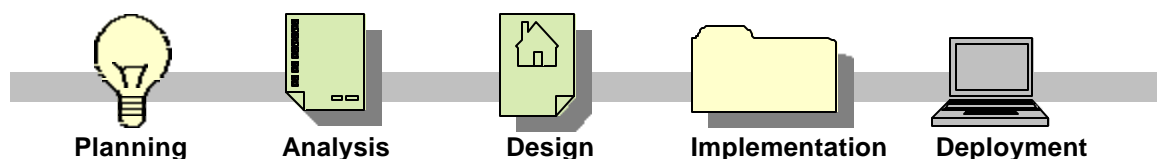
Clearly indicated by your sales growth over the last four years, New Village Properties has a quality product in the homes that you build. We understand your desire to have a customized web site that represents the same quality. After thorough analysis of your existing site, the ExcellentWorks team concluded that the foundation of a good site exists in the content that is already present. The arrangement of navigation as well as the look and feel of the site could however, be modified to reflect your business goals and company philosophy of quality home building. ExcellentWorks will deliver a professionally designed site using colors that we have found, through years of research, evoke a sense of quality from the user. As well as the overall look and feel, we will design the navigation of the site such that users will clearly find the listing of quality building standards that are the foundation of a New Village Properties home.

ExcellentWorks knows that a professionally designed site that is in tune with your quality standards of home building can significantly affect your bottom line. The redesigned site will draw more visitors in to your site and will result in more contacts by potential clients, which will in turn result in higher sales.

## 1.2 Overview of Solution

Building a home is much like building a web site. The designer or architect must make sure that the foundation and framing are of quality standards. ExcellentWorks will ensure that good information architecture is in place allowing the user to have a quality and efficient experience while viewing your web site. The details that exceed those standards of quality are the cosmetics or graphics that make the site visually appealing, much like the paint and finishings of a new home. The end result is a unique home or web site that stands out among the competition.

ExcellentWorks employs a five-phase methodology in designing successful web sites. The phases are represented graphically below:



In a later section of this proposal, we will outline this process in more detail. In general terms however, the first phase, the Planning phase, is critical. In this phase, the team will create the foundation for a successful project by establishing communication protocols, deadlines, technology, etc. The Analysis Phase involves gathering user information specifically for those users targeted to visit the New Village

Properties web site. Colors and images come into play during the Design phase and the Web Technician brings all the pieces together in the Implementation phase. Finally, the ExcellentWorks team will conduct quality assurance testing in the Deployment phase before the site goes live.

In following this methodology, we will apply several disciplines. User Research provides us with information on the demographics of users that your company will be targeting to view the New Village Properties website. We will determine the age, sex, Internet skills and lifestyle characteristics of someone looking to buy and/or build a home in the price range and location of New Village Properties' homes. Our Information Architect will create the map of the site. ExcellentWorks has conducted many user research studies to learn what navigational structures are most intuitive and efficient for the users. We follow "rules" of navigational design, called *heuristics* to ensure successful pathways through your web site. ExcellentWorks is up to date on current web technology and software as well. We use current versions of all software and development tools. Our Quality Assurance team member will ensure that your site meets all browser compatibility and coding standards. Finally, extensive testing will be conducted before the site goes live.

From experience comes confidence. The ExcellentWorks team is confident in our abilities to produce a web site that meets your needs as well as creates an efficient and productive experience for your customer. For many years, we have consistently followed the methodology described above and have achieved superior results. Our success is your success!

## 2 ExcellentWorks Overview

### 2.1 Company Background

Established in 1998, ExcellentWorks is a high-energy design, development and implementation team. Headquartered in Atlanta, the company started as a home based business and quickly grew into a larger more encompassing creative solutions business. We believe customers interact with a business at multiple touch points when they inquire, acquire, or use its products. Customer interactions can take place online, on the phone or in a building. We believe we can create a solution to meet customer needs at every touch point. This may involve print, web, advertising or more than likely, a combination of all three. Over the last four years, we have found Internet solutions for companies in virtually every area of business.

#### Contact Information:

Susan Deisenroth, Project Manager  
ExcellentWorks  
2727 Paces Ferry Rd Suite 700  
Atlanta, GA 30339  
Ph: (678) 842-7326  
Fax (678) 842-7057  
[www.ExcellentWorks.com](http://www.ExcellentWorks.com)

### 2.2 Company Philosophy

ExcellentWorks believes that your success is our success. We pride ourselves on the ability to make eye catching, creative websites that are easy to use. Other companies lose focus on the foundation of a successful site. The end result is a graphically beautiful site that just doesn't work. At ExcellentWorks, we aim for the perfect combination of usability and creativity.

We have achieved 100 percent client satisfaction and are committed to keeping it that way. With a collective team of programmers, visual designers, industrial and software engineers, we have total confidence that we can provide a functional, user friendly site that suits your budget, lets the world know who you are, and will bring customers back to your web site time and time again.

## 2.3 ExcellentWorks Capabilities

Summarized below are our technical capabilities. We are up to date on all web development languages and technologies and can provide a complete solution for your business.

### Technology Toolbox

- HTML
- JavaScript
- Active Server Pages
- Flash
- VBScript
- Perl
- PHP

### Functional Feature Set

- Creative Concept
- Internet and Intranet Development
- Site Design
- Interactive Site Development
- Project Management
- E-commerce
- E-Marketing
- Branding
- Print Work
- Advertising

## 2.4 Representative Client List

To name only a few, our happy clients include the following:

### Home Building and Supplies

CamCourt Builders  
Home Depot

### Financial

SunTrust  
Bank of America

### Healthcare

WebMD

### Food Distribution

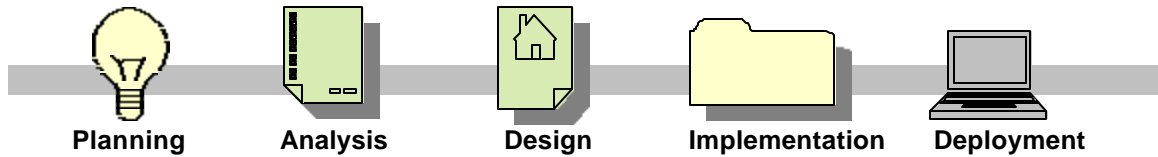
Coca Cola  
Taco Bell

### Travel

Delta Airlines

## 3 ExcellentWorks Project Methodology

ExcellentWorks's Project Methodology is important, as it will set the groundwork for a successful web site project. Our process consists of five phases including Planning, Analysis, Design, Implementation and Deployment, represented graphically below. Descriptions of each phase follow.

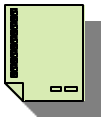


### 3.1 Planning Phase



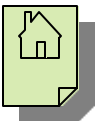
The Planning phase begins with your Request For Proposal (RFP) documentation. The ExcellentWorks team establishes a communication protocol for both the team as well as the client. Generally, this is done by way of a web portal. We then begin to develop a project strategy, first by identifying development tools and technology needed to meet the requirements of the web site. Goals and objectives, dates and resources are identified and summed up in a Project Plan. Based on the site requirements and ExcellentWorks skill sets, a team is selected and commitment of all members is obtained. A preliminary budget is created based on the site's requirements. This may be adjusted prior to client commitment. A preliminary site map is designed. This too is subject to change based upon user research. Finally, all of these elements are compiled into a Proposal document. This is a living document and can change at any stage of the project.

### 3.2 Analysis Phase



After we obtain signoff on the Proposal, we begin the Analysis phase by meeting with you, the client, to establish a working relationship, agree upon an appropriate communication protocol and to find out who will be the points of contact regarding the New Village Properties web site project. We use this time to further narrow both business and user requirements. Content is determined. Will we use existing content? Or will we conduct further research to see what users want to see on this type of site? ExcellentWorks conducts preliminary user interviews and surveys to define the audience and create user profiles. User Profiles will be used to develop case scenarios that will help determine the most efficient navigation. We will develop the final navigation structure based on this research. Testing with live subjects will be conducted using Card Sorting, a process by which live subjects sort cards that contain all topics and information on the web site, to validate our final navigation structure. At that point, we will post an interactive wireframe or "click-through" web site that is free of graphics to further validate our site map.

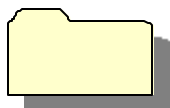
### 3.3 Design Phase



The ExcellentWorks Visual Designer is given the site map as well as a description of the content that will go on each page of the web site. In the Design phase, research is done on color strategies to determine the best color to use in attaining the "quality, trusted" look and feel of New Village Properties. Three to four design comparisons, both of the Home page as well as a Sub-page, are created. The Designer works with the Information Architect in designing to meet user interface rules called *heuristics*. Heuristics guidelines insure usability features such as always allowing the user to know where he/she is located on a particular site or keeping global navigation consistent throughout the web site. Concept models for

each comp are created along with storyboards and scripts, which identify visual interaction or feedback to the user. Tests are again conducted using visual prototypes to maximize and validate navigational efficiency. The comps are delivered and a selection is made among the designs or some combination of all. A visual prototype will then be created.

### 3.4 Implementation



The first step in Implementation is deciding upon file naming conventions and establishing a directory structure. This is done by our Web Technician who also develops a method of keeping track of “versions” of the web site as it goes through the project lifecycle. The Designer and Web Technician work together to create page templates for the web site. The content of the site is kept in separate files from the main site files to allow for easier modifications. The Web Technician is responsible for all database programming and code development, including documentation. The Information Architect comes back into play conducting heuristic tests to ensure good usability.

### 3.5 Deployment



In the Deployment phase, Quality Assurance testing is conducted to ensure browser compatibility as well as design and navigation consistency. Your site will look the same on Internet Explorer Version 4.0 and newer or Netscape Version 4.7 and newer. The pages and images will load quickly and the links will all point to the correct pages. Spelling and grammar will be double-checked and the site will be tested in a screen resolution as low as 800x600 pixels and as high as 1024x768 pixels. When the ExcellentWorks Team is confident that the web site has been thoroughly tested, it will be backed up and moved to the live server, still hidden from public view, for another round of testing. When testing is complete again, the site goes live with proper celebration!

## 4 Proposed Solution

The solution recommended by ExcellentWorks requires the combination of talents offered by five unique disciplines: User Research, Information Architect, Visual Design, Technology Services, and Quality Assurance. It is this combination of skills, working together through ExcellentWorks development methodology that will yield a site that meets the current and long-term needs of New Village Properties.com on a cost effective and timely basis.

### 4.1 User Research Services

Our first step in redesigning your web site will be to determine your target audience as well as study your competition. In researching your major competitors, we can determine good use of the web as well as bad, what works and what doesn't. Toward the end of this document we have outlined some best practices based on some preliminary competitor research.

Determining the target audience is one of the most important steps in building a successful site. It will allow us to determine appropriate content and navigation as well as colors and design. What do users in this particular market *expect* to find on a home building site? What do they *want* to find on your site? ExcellentWorks never assumes that we know what your customers want, but we will conduct the research to find out. We will interview live users as well as conduct research online to develop user profiles. Our Information Architect and Usability Engineer will develop profiles based on how a group of similar users

live their lives, use the Internet and navigate similar sites. We will walk through scenarios in which a user might navigate through your site or similar sites based on their needs or wants. We will examine features the users like and don't like, what pages they enter, what pages they exit, and how long they stay on similar sites. The Usability Engineer and Visual Designer will work hand in hand as well to determine if the colors and design we have selected together are evoking the desired response of trust and an impression of quality.

Deliverables include:

- User Profiles
- Use Case Scenarios
- Any other User Data

## 4.2 Information Architect Services

Based on Usability Research conducted in the first step above, our Information Architect will determine what information should go on your site and how it should be organized. The Information Architect will work closely with the Content Manager so that your customers will find what they are looking for as quickly as possible. The Information Architect will expand the users scenarios and conduct testing to validate final navigation.

Deliverables include:

- Site Map – a chart that shows each page of your site and the relationships among them.
- Process Flow Charts – a chart that shows specific steps a user takes to perform a particular task.
- Wireframes – a “click-through” web site without graphics.

## 4.3 Visual Design Services

Research is done on color strategies to determine the best color to use in attaining the customers business and design goals. Our Designers will create three to four design comparisons for approval. These pages have been carefully designed to meet user interface rules called *heuristics*. Concept models for each comp are created along with storyboards and scripts, which identify visual interaction or feedback to the user. The comps are delivered and a selection is made among the designs or some combination of all. A visual prototype will then be created. The Designer and Content Manager will also work closely with the Information Architect to produce a Visual Story Board and Scripts.

Deliverables include:

- Design Comparisons
- Story Board and Scripts

## 4.4 Technology Services

The most important functionality of the New Village Properties web site is the ability to search existing homes and new home plans. This requires more advanced programming that will be provided by our Web Technician. As well, ExcellentWorks uses the most up to date technologies to create graphics and animation.

The following technology will be used in the development of your site:

- Macromedia DreamWeaver will be used to create basic html pages, CSS, and JavaScript
- VBScript and any database programming or coding will be written by hand using Visual Interdev and SQL Server.
- Adobe Photoshop 7 will be used to edit images.
- Adobe Illustrator will be used to create graphics.

- Macromedia Flash 6 will be used for interactive scripting and animations such as the site's introduction/
- Discreet Studio Max 4 will be used for creating 3d images for home display pages.

## 4.5 Quality Assurance

Quality Assurance testing occurs throughout the lifecycle of your project in a number of forms. The Usability Engineer will ensure that navigation is effective through various user tests and research as well as design and navigation consistency. The ExcellentWorks Technical team will be testing for browser compatibility so that your site will look the same on Internet Explorer Version 4.0 and newer or Netscape Version 4.7 and newer. The site will also be tested in a screen resolution as low as 800x600 pixels and as high as 1024x768 pixels to ensure viewing without scrolling for most users. The Web Technician will optimize both the site's pages and images to ensure fast load time. Spelling and grammar will be checked by both the Content Manager as well as the Usability Researcher. Even when the ExcellentWorks team is confident that the web site has been thoroughly tested, it will be tested one last time after uploading to the live server.

After your site has been launched, you will receive, free of charge, one year of technical assistance in the unlikely event that we have missed any web site issues. As well, we will want to meet with you 30, 60 and 90 days after the site has launched to ensure site quality and usability and to provide you with site statistics.

Deliverables during this phase include:

- Testing Results Report at the end of each Project Phase
- Technical Support free of charge for one year after site is launched
- Meetings 30, 60 and 90 days after site launch

## 5 System Support and Maintenance Processes

ExcellentWorks provides a complete set of ongoing system support and site maintenance services ensuring maximum "up time" for our client sites.

### 5.1 System Support/Warranty

A warranty is offered for the first year of service covering the following items:

- Buttons, links not functioning properly
- Pictures, or animations not functioning properly
- Broken links

**Note:** This warranty will not be valid if additions or changes are made to the site by someone outside of the ExcellentWorks Team.

### 5.2 System Maintenance and Updates

ExcellentWorks will be available Monday through Friday from 8:00 a.m. until 5:00 p.m. for any site updates that may be needed. We request one week notice to ensure updates will be made in a timely manner. This may include

- Content updates
- New home designs
- New homes listings
- Image changes

### 5.3 System Support and Maintenance Process

To use your One-Year Support Warranty, simply contact Bea Karnitis during regular business or for emergencies after hours, Bea can be paged at 800-345-6789. After your one-year warranty expires, you will have the option of renewing your warranty for a fee. Please contact Susan Deisenroth at (404) 799-0027 for details.

When you have a need for maintenance, please call Susan Deisenroth at (404) 799-0027 one week in advance, if possible, to ensure timely updates.

### 5.4 Hosting Suggestions

Research is being conducted to determine which web hosting company offers the services needed to successfully host and maintain the New Village Properties website. Our research will focus on the following features:

- 1 GB of disk space
- 30000 or higher month data transfer
- Control Panel
- Domain name registration services
- 24/7 access by FTP
- 24/7 access to your account
- Full compiler and script development account
- Java and J++
- Perl
- Crontab
- OC-3 (155 MB or higher) redundant connection
- Server side includes (SSI)
- Access to Raw log files

#### Email Services

- 3 or more master Pop3 account
- 3 or more configurable Pop3 account
- 3 or more forwarding options
- 3 or more auto responders

#### CGI Script Capabilities

- Your own CGI-Bin directory
- Perl, C, UNIX shell

#### Database Access

- My SQL access
- Control Panel Interface to Database setup

## 6 Tasks and Project Deliverables

The following tasks and deliverables are representative of the work ExcellentWorks performs during each phase of our methodology.

### 6.1 Planning Phase

A total of two activities will be performed during this phase.

#### **Task 1: Create project portal**

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**Task 2: Create project plan and delivery dates (proposal)****6.1.1 Task 1: Create Project Portal****1. Create project portal.**

The project portal is a basic website that enhances team communication. It provides the team and client access to all submitted documentation. It also enables the client and group members to see the progress of the project. This makes managing the project more efficient and effective. The portal will contain dates, status reports and will allow team members to post important documents. Clients will also be able to log feedback as well.

**6.1.2 Task 2: Create Project Plan****2. Create project plan and delivery dates. (Proposal)**

The project proposal is a summary of the strategic approach for the project. The Proposal will contain goals and objectives of the web site, recommendations on development tools and technology, a budget and preliminary site map.

**6.2 Analysis Phase**

A total of two activities will be performed during this phase.

**Task 1: Client meeting****Task 2: Information Architecture****6.2.1 Task 1: Client Meeting****1. Client meeting**

We will meet with you to discuss any changes to the proposal and obtain signoff. During this meeting, communication protocol will be established. Preliminary research about competition and a potential audience will be discussed.

**6.2.2 Task 2: Information Architecture****2. Information Architecture**

Information architecture is the process of organizing, labeling, designing navigation and search systems that helps the client find and manage information more successfully. We will identify content and create user profiles and case scenarios. Then finally, we will develop a click-through or interactive wireframe to allow the client access to test the site's functionality.

**6.3 Design Phase**

A total of two activities will be performed during this phase.

**Task 1: Approve design comps****Task 2: Storyboards****6.3.1 Task 1: Approve Design Comps****1. Approve Design Comps**

The client will be given the opportunity to review three to four design comparisons of the home page and a sub page, all designed and tested with the site's objectives in mind. The final decision may be a compilation of features from all of the comps.

## 6.3.2 Tasks 2: Design

### 2. Storyboards

A storyboard is a representation of a particular interaction sequence on the web site. It is accompanied by a narrative about the task the user is trying to accomplish. The storyboard will be presented with the selected design in place. Each page will be in color with the full navigational scheme present. This allows you to see what the site will look like before the Implementation phase.

## 6.4 Implementation Phase

A total of two activities will be performed during this phase.

### Task 1: Technical Engineering

### Task 2: Usability Testing

### 6.4.1 Task 1: Technical Engineering

#### 1. Technical Engineering

The Web Technician will first establish directory structure and file naming conventions as well as version control processes for the site and coding. The Web Technician will work with the Visual Designer as well, to create template pages for the site. The Content Manager will become involved when content is added to the site. More complex coding and database integration will occur during this task.

### 6.4.2 Task 2: Usability Testing

#### 1. Usability testing

Usability testing is comprised of conducting ongoing heuristic evaluations during the development of the site and executing an in-lab usability test. Testing of site functionality and cross browser compatibility will also occur during this task. Adjustments will be made based in the results of this testing.

## 6.5 Deployment Phase

A total of three activities will be performed during this phase

### Task 1: Quality Assurance Testing

### Task 2: Go Live

### Task 3: Post Project Review

### 6.5.1 Task 1: Quality Assurance Testing

#### 1. Quality Assurance Testing

The Usability Researcher will ensure that navigation is effective through various user tests and research as well as design and ensure navigation consistency. The ExcellentWorks Technical team will test for browser compatibility and for usability in a screen resolution as low as 800x600 pixels and as high as 1024x768 pixels. The Web technician will optimize both the site's pages and images to ensure fast load time. Spelling and grammar will be checked by both the Content Manager as well as the Usability Researcher.

### 6.5.2 Task 2: Go Live

#### 1.Go live

After a backup is made, the web site will be uploaded to the live server, tested one last time, then moved to its permanent location for all to see.

### 6.5.3 Task 3: Post Project Review

#### 1. Post project review

We will provide usage reporting to include number of hits, visits, pages entered and exited etc. in 30, 60 and 90-day check points. Changes will be made as necessary according to client and user feedback.

## 7 ExcellentWorks Team

The ExcellentWorks team is comprised of highly educated and creative people. Each member of the team has been working in a creative and/or technical field for all of their careers in fields ranging from Marketing, Fashion Design to Web Design and Physics. Our collective best attribute is the willingness to do what it takes to satisfy our customers.

### 7.1 Role - Team Member Name

1. **Susan Deisenroth - Project Manger/Senior Information Architect.** Susan is a 1999 honor graduate of Harvard University, with a double graduate degree in Marketing and Computer Science. She has ten years of experience working as the CEO of a marketing firm. She has experience in working for clothing lines such as Fubu, Phat Farm, Bebe, and BCBG as their master web designer. Susan brings knowledge, creativity, management skills and experience to this company.

Susan will ensure client contact, project requirements and project scheduling. Also as the Information Architect, she will ensure and provide research for user profiles and user case scenarios.

2. **Fayola Christie - Co-Project Manager/Usability Research.** Fayola is a 1989 graduate of MIT with a graduate degree in IT. Her graduate thesis explored the usability of advanced information technologies on seniors. With 13 years of experience in Marketing and Web development, she brings a wealth of knowledge and project management experience to ExcellentWorks. Fayola will assist in managing client contact, project requirements, and project scheduling and resource allocation. She will also use her experience to ensure that all sites are built to be usable for the appropriate market.
3. **Bee Karnitis - Web Technician/Developer** - Bee earned her Bachelor of Science in computer science, from Georgia Tech. She went on to achieve her BA in Multimedia and Programming from the Art Institute of Atlanta. She has been with ExcellentWorks for three years. She has successfully developed thirty-two sites. Karnitis will be the Web Technician for the New Village Properties Home Builder's Inc. project and will be handling feature documentation and technical specifications. She will also scan for HTML and scripting compatibility issues, and will help with site configuration, tuning, and optimization.

Bee has experience with HTML, DHTML, JavaScript, database development, relational database design, and Internet protocols. She is also is familiar with IIS, ASP, JavaScript/VBScript, and Visual Interdev.

4. **Matt Byrnes - Visual Designer/Content Architect.** At the young age of 19, Matt Byrnes graduated from MIT with a PHD in Physics and Advanced Programming Technologies. For the past two years he gave his services to the NASA satellite programming headquarters. Earlier this year, Matt Byrnes received the Nobel Prize for his printed studies and theories that revolutionized the study of Black Holes and the Big Bang Theory. Matt was very gratified with his current success but decided that he would like to take up a new line of

work. Thus he decided to pioneer new computer technologies and create new interfaces that will revolutionize the Internet and world of computers, as we know it.

Matt Byrnes is responsible for the overall functionality and look of your website. He will construct the site's navigation, content layout, interaction, interface, and style.

## **8 Project Management Approach**

### **8.1 ExcellentWorks Project Management**

Each project is a collaborative creative process with two-way communication throughout the lifespan of the project. ExcellentWorks will provide an interactive website that will allow the ExcellentWorks Team to post information as well as any other information related to the site. You will be able to view all design comparisons, budget information and your project at each step of the way.

#### **8.1.1 Client Responsibilities**

The client and ExcellentWorks will agree to a Project Plan before any work is begun. The Project Plan will include a schedule of activities and deadlines. The client will agree to provide any information necessary to complete the project as specified in the Project Plan. The client will also be present for one face-to-face meeting per week. The client will agree to and sign off on this Plan as well as agreed upon milestones.


#### **8.1.2 Change Control Policies And Procedures**

ExcellentWorks' Project planning is taken very seriously. Our experience allows us to anticipate any potential issues up front and plan for them. In the event a client changes his/her mind however, we offer a Change Control Plan. Any change initiated after the sign off of the Project Plan will cost an additional \$250 as well as any additional charges due to time spent and material costs. The target date of Project completion may be altered as well.

#### **8.1.3 Customer Satisfaction**

To ensure customer satisfaction, ExcellentWorks will have checkpoints at each step of the Project Plan. The client will sign off at these points when complete satisfaction has been achieved.

## 9 Project Schedule – New Village Properties Web Site

ID		Task Name	Duration	Start	Finish
1		<b>Planning Phase</b>	<b>6 days?</b>	<b>Mon 7/8/02</b>	<b>Mon 7/15/02</b>
2		<b>Consultation and Proposal</b>	<b>6 days?</b>	<b>Mon 7/8/02</b>	<b>Mon 7/15/02</b>
3		Create project plan and delivery dates	6 days?	Mon 7/8/02	Mon 7/15/02
4		Create Project Portal	6 days?	Mon 7/8/02	Mon 7/15/02
5		<b>Functional Specifications</b>	<b>5 days?</b>	<b>Mon 7/8/02</b>	<b>Fri 7/12/02</b>
6		Determine site functionality	5 days?	Mon 7/8/02	Fri 7/12/02
7		<b>Technical Specifications</b>	<b>1 day?</b>	<b>Fri 7/12/02</b>	<b>Fri 7/12/02</b>
8		Develop prototype	1 day?	Fri 7/12/02	Fri 7/12/02
9		<b>Project sign off by client</b>	<b>1 day?</b>	<b>Mon 7/15/02</b>	<b>Mon 7/15/02</b>
10		Client signoff	1 day?	Mon 7/15/02	Mon 7/15/02
11		<b>Analysis Phase</b>	<b>8 days?</b>	<b>Mon 7/15/02</b>	<b>Wed 7/24/02</b>
12		<b>User Research</b>	<b>8 days?</b>	<b>Mon 7/15/02</b>	<b>Wed 7/24/02</b>
13		Determine location & users of product	8 days?	Mon 7/15/02	Wed 7/24/02
14		<b>Design Phase</b>	<b>14 days?</b>	<b>Wed 7/24/02</b>	<b>Mon 8/12/02</b>
15		Design Comps	6 days?	Wed 7/24/02	Wed 7/31/02
16		Design Approval	1 day?	Wed 7/31/02	Wed 7/31/02
17		Story Boarding, Scripting and Prototype	9 days	Wed 7/31/02	Mon 8/12/02
18		<b>Implementation and Testing</b>	<b>22 days?</b>	<b>Mon 8/12/02</b>	<b>Sun 9/8/02</b>
19		Develop site	7 days?	Mon 8/12/02	Tue 8/20/02
20		Load site to development area on live server	1 day?	Wed 8/21/02	Wed 8/21/02
21		<b>Alpha Test Phase (Eye Design Team testing)</b>	<b>5 days?</b>	<b>Wed 8/21/02</b>	<b>Mon 8/26/02</b>
22		<b>Quality Assurance Testing</b>	<b>5 days?</b>	<b>Wed 8/21/02</b>	<b>Mon 8/26/02</b>
23		Test site functionality	1 day?	Wed 8/21/02	Wed 8/21/02
24		Test cross browser compatibility	1 day?	Wed 8/21/02	Wed 8/21/02
25		Usability Testing - Eye Design to bring in test users	2 days?	Thu 8/22/02	Fri 8/23/02
26		Debug site	2 days?	Fri 8/23/02	Sat 8/24/02
27		Retest and debug if necessary	2 days?	Sat 8/24/02	Mon 8/26/02
28		<b>Beta Test Phase (Client testing)</b>	<b>12 days?</b>	<b>Sat 8/24/02</b>	<b>Sun 9/8/02</b>
29		Establish testing timeframe	1 day?	Sat 8/24/02	Sat 8/24/02
30		Deliver site and train users if needed	2 days?	Sat 8/24/02	Mon 8/26/02
31		Review feedback	1 day?	Tue 8/27/02	Tue 8/27/02
32		Final site debugging	10 days	Tue 8/27/02	Sun 9/8/02
33		<b>Deployment</b>	<b>2 days?</b>	<b>Sun 9/8/02</b>	<b>Mon 9/9/02</b>
34		Quality Assurance Testing	1 day?	Sun 9/8/02	Sun 9/8/02
35		Move to live server	2 days?	Sun 9/8/02	Mon 9/9/02
36		<b>Post Project Review - Client Feedback</b>	<b>46 days?</b>	<b>Wed 10/9/02</b>	<b>Wed 12/11/02</b>
37		Provide usage reporting at 30, 60, 90 days	46 days?	Wed 10/9/02	Wed 12/11/02
38		Measure customer satisfaction at 30, 60 and 90 days	46 days?	Wed 10/9/02	Wed 12/11/02

## 10 Cost Estimate

The subject of cost is a very sensitive issue for most businesses. Our goal is to provide you with a cost effective solution for web design and hosting. We have provided below a thorough estimate of what the costs will be for the services provided to you.

### 10.1.1 Resource Cost Breakdown

Resource	Duration	8-Jul	17-Jul	24-Jul	31-Jul	7-Aug	14-Aug	22-Aug	27-Aug	3-Sep	9-Sep
Review & Accept RFP	2 hr	\$0									
Present Proposal/Project plan	4 hr	\$0									
Meet w/ Client	1 hr	\$0									
Team Meeting –Info. Arch.	4 hr		\$800.00								
User Research and Testing	40hr		\$8,000.00								
Create Info Arch.	32 hr		\$6,400.00								
Present Info Arch.	2 hr			\$400.00							
Concept/Design Work	32 hr			\$6,400.00							
Meet w/ Client	2 hr			\$400							
Design Visual Proto/Concept	16			\$3,200.00							
Present Visual Design/Concept	4 hr				\$800.00						
Create Wire Frame/Site Map	24				\$4,800.00						
Team Meeting – Wire Frame/Site	4 hr				\$800.00						
Present Wire Frame/Site Map	4 hr					\$800.00					
Team Meeting – Database Issue	4 hr					\$800.00					
Research Database Issues	16 hr					\$3,200.00					
Meet w/Client – Visual Prototype	1 hr					\$2,000					
Team Meeting – Site Development	4 hr						\$800.00				
Site Dev/Content Proofing	80 hr						\$16,000.00				
Meet w/Client	2 hr						\$400				
Usability Testing	12hr*							\$3,200.00			
Team Meeting (De Bugging)	8 hr								\$1,600.00		
Final Sign Off	4 hr									\$800.00	
Site Goes Live	1										\$200.00
<b>Total Price per Week</b>		<b>\$0</b>	<b>\$15,200.00</b>	<b>\$10,400.00</b>	<b>\$6,400.00</b>	<b>\$6,800.00</b>	<b>\$17,200.00</b>	<b>\$3,200.00</b>	<b>\$1,600.00</b>	<b>\$800.00</b>	<b>\$200.00</b>

\* Cost includes \$800 for giveaway items for participants.

**Grand Total \$61,800**

Flat \$200 per hour rate applies to all time spent for project activities

## 10.2 Payment Schedule

Our pricing reflects the industry standard for the Greater Atlanta Area.

25% will be due upon sign-off on the proposal	\$ 15,450.00
25% will be due upon sign-off of the storyboard	\$ 15,450.00
50% will be due at site launch	<u>\$ 30,900.00</u>

**Total: \$61,800.00**

## 10.3 Project Assumptions

ExcellentWorks's primary assumption is that New Village Properties and ExcellentWorks have agreed upon schedule of tasks and a budget. We have all the necessary tools and resources to complete the site as planned, on schedule and within budget. We assume that New Village Properties will make available any necessary resources in their company needed to make decisions, provide content, etc. for the timely completion of the site.

There are no concerns at this point. If along the way, any ExcellentWorks team member or New Village Properties member feels that we may be hitting a roadblock to success, please report your concern immediately to Fayola Christie.

## 11 Client References

ExcellentWorks has many happy clients. We hope that you will take the time to talk to a few of them.

CamCourt Builders ([www.CamCourt.com](http://www.CamCourt.com))

Ricky King, Owner  
(770) 953-5555

Home Depot ([www.HomeDepot.com](http://www.HomeDepot.com))

Larry M Mercer, Director  
(678)-842-5555

SunTrust ([www.SunTrust.com](http://www.SunTrust.com))

Mike Esper, Marketing Manager  
(404) 827-5555

Papa John's ([www.PapaJohns.com](http://www.PapaJohns.com))

John Schnatter, President  
(770) 434-5555

## 12 Case Studies

Below are some “best practices” for web design. These case studies are meant to show you some effective designs techniques that increase usability and create a professionally designed web site. Specifically these case studies focus on home building sites with similar business goals.

### Good Design Principals.

CamCourt.com has used an approach that makes the home page look like the front page of a brochure. The color scheme is elegant and inviting. The design is simple and concise.



CamCourt’s “Homes for Sale” page consists of a very linear design that sets up and separates the content so that a user can scroll and read through the content easily. The left side navigation has seven categories labeled very simply, not to confuse the user. This represents the global navigation while the sub navigation site on the top of the pages. The global navigation remains consistent throughout so the user always knows where he is within the site.



### Bad Design Principals.

This competitor’s web page is cluttered with unnecessary content and is layed out in a sporadically, not adhering to any system. As well, the placement of the navigation is past the bottom of the page. So that the user must scroll down to view all of the navigation. Thirdly, the quality of the images is low. This may appear to the user that the company is not concerned with quality in its web site or in its business.

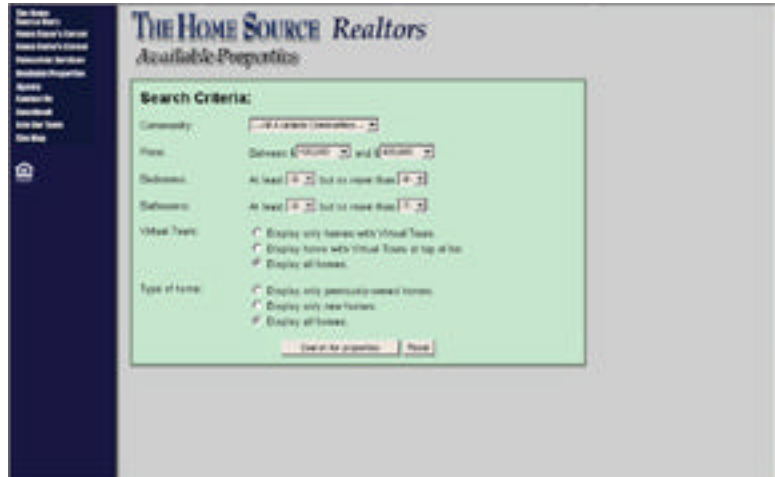


The “Home Gallery” page is again is not aligned well or consistently. The biggest design mistake here is complete lack of navigation. If the user wishes to go to another page in the site, he must click the “back” button on their browser to go back to the home page.

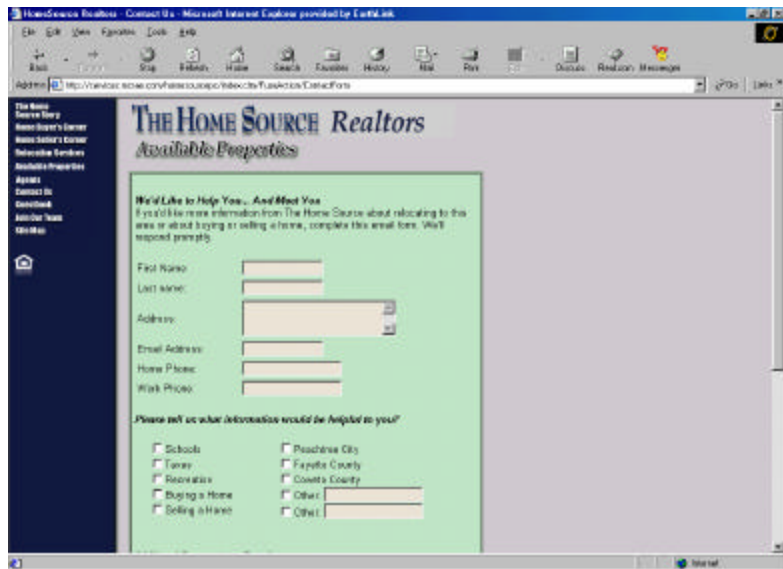


### Good Ideas - Features

This competitor's site contains a feature that allows the user to search for homes for sale by select criteria including, price range, number of bedrooms or bathrooms, and community. This very useful feature eliminates unnecessary scrolling through home listings on a page.



An added feature of the competitor's site above is an online contact form that allows the builder to gain more information on the potential client before he makes contact. This form allows the user an alternative and immediate way to contact the builder.



## Appendix A – Preliminary Site Map

Following is a preliminary site map. This can and probably will be modified as further user research is conducted.

