ECOMMERCE DEVELOPMENT PRE-SCOPE

Client Details

Date: Jan 14, 2017

Att: [CLIENT NAME]

Company

[CLIENT COMPANY]

[CLIENTWEBSITE.COM]

Provided By

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EBWAY Creative Solutions, Inc.

Contact

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Project Pre-Scope Overview

This is a basic overview to communicate our understanding of the fundamental needs of this project. Once the project begins, we'll initiate what we call "Discovery" and create a full deliverables document for review and approval before the work begins.

In our proposals, we try to ensure that we address each of your needs with a solution. From our discussions and your latest email, these are the 4 that seem to have emerged and are the most important to solve for you:

1. Re-design a professional online business using Magento eCommerce
2. Reduce the dependancy on 3rd party sellers (i.e. amazon, ebway)
3. Increase the overall online conversions / turning visitors into customers
4. [Is there another point we can add here?]

Upon approval of this pre-scope proposal, EBWAY will work closely with the client in the selection and set-up of a professional, e-commerce platform that will allow for easy modifications and ongoing success. The e-commerce portion will also include a connection to an online payment gateway - the client may choose between Authorize.net and/or PayPal without affecting the budget in any way.

We are confident that our involvement in this project will bring it to a successful launch, on time and within budget.

Our years of experience in the e-commerce, design, and online business industries have enabled us to set goals and reach them.

Thank you for the opportunity to propose on this project. We look forward to exceeding your expectations.

Budget, Timeline & Process

The timeline chart below outlines the budget, milestones, and procedure we will follow to complete this project. We follow a four phase process to ensure customer satisfaction and project efficiency; Our process begins with a discovery phase where we plan everything clearly, then a creative phase where all visual elements are designed and approved, then a technical phase where the visual elements are brought to life, and finally a review and testing phase.

Our carefully designed process is meant to ensure customer satisfaction throughout the entire project lifecycle, while maintaining a high level of efficiency.

Milestones & Payment Schedule

DISCOVERY PHASE

CREATIVE PHASE

TECHNICAL PHASE

REVIEW PHASE

Milestone	Milestone	Milestone	Milestone	Milestone	Milestone	Milestone
DAY 1 $2,500	Week 2-3 $2,500	Week 4 $5,500	Weeks 6-7 $5,500	Week 8-9 2,500 to $5,500	Week 9-10 $2,500 to $5,500	GO LIVE!
INITIAL WEB STRATEGY SESSION & WEBSITE REQUIREMENTS DOCUMENT CREATION	Web Requirements Complted w/ Client.	Visual Elements / Design Chosen	XHTML / CSS Website Build	E-Commerce Store Build	Testing Browser & User	Testing Complete Site Launched!
We require a deposit in order schedule and plan the Project Deliverables. When finished, the PD is an outline for success.	Deliverables: - project scope - site map - wireframes - information architecture	Deliverables: - home page design - category design - product listing design - product detail design - my cart design - checkout design	Deliverables: - live website on temp domain for look and feel review. - graphic design completed - sample data loaded	Deliverables: - ecommerce complete - store orders /tested - tax / shipping - order tracking - payment gateway - admin features completed	Deliverables: - website live - store ready - database migration (products, etc) - client training - browser testing	
Deliverables: - build & design documentation - approvals and deposite to begin work		*FIRST REVIEW, minor revisions completed.	*SECOND REVIEW, minor revisions completed.	*FINAL REVIEW, minor revisions completed.	*Final payments required prior to launch.	

TOTAL RECOMMENDED BUDGET RANGE: $ 21k to $26k