



**Proposal for:
Web Site**

**Proposed to
Mr. John A. Anderson
President**

Proposed by
Josh Johnson
CEO
WareRiver X
July 15, 2006



WareRiver X
8 Boyden Road
Holden, MA 01520
(508)981-4963
www.wareriver.com

Dear Mr John A. Anderson:

I'm, excited to propose a website project for your potential approval. Your new website will benefit your business enormously. This is not an investment that will last you a few days, but for many years to come. The survey that you filled out will be the main starting point for our design. I appreciate your time spent on the survey and you will soon see that it was time well spent.

As we determined from our detailed needs analysis. The following items are valuable to your business growth.

- Increase Sales with online product eCommerce by \$140,000 per year.
- Increase Customer knowledge and understanding of company.
- Customers will find it easier to find events and deals from your company
- Increased knowledge of who your customers are and where they are from using our recommended support.

I look forward to working with you in the near future. Contact me if you have any questions.

Sincerely,

Josh Johnson
President

Table of Contents

Strategy	4
Scope	5
Support	6
Company and Team	7
Timetable	8
Budget	9
Approval	10
Price List	11
Extra Work Order	12
Terms and Conditions	13
Flowchart	16

Strategy

Your website is very important to us. A detailed strategy has been created to show how your website will be completed in a timely manner, but still maintain a level of quality. It is important that you realize how this website is crucial to your company's growth. As listed in the previous cover letter, there are three major items that are crucial to your business growth.

You will increase your sales by \$140,000 per year. That is an estimate that was generated by using an average sales times the number of employees that you have. eCommerce is a big way to gain huge business growth. It is easy and convenient for your customers to buy online, rather than having to go to a store. They no longer need to wait in a line or drive to the store. It also gives you more money because you can now charge the retail price on your site.

Knowledge will be given to your current customers and customers who do not know your company. A website can be thought of as an ad, customers that want to learn more about your company can visit your website and do not have to call a person and find information, or go to the place of business and waste there time if it is not what they wanted. When a customer has to waste their time visiting the business, they really do not want to ever visit it again. Any special events that you are going to run can easily be added to your website and would be more inexpensive than mailing or paper ads.

You can also learn more about your customers. Who they are, and where they are from. Allowing you to tailor more to those customers.

There is a simple strategy to the creation of your website. Referring to the timetable, designing of the website will be first. Critiques and design discussion will discuss between employees of our company. After a final design and approval by the single point of contact, coding will begin. During the coding, in depth testing will be going on during and after the website developing. Scripting and content will be important as well, relying heavily on the single point of contact that you chose to assign to us. History, about, events and products as well as images will be required in order to finalize this section.

After the scripting section, final testing can begin. Use of three different testers will allow us to determine if the site is ready to go live. One tester will be a very new user to the Internet, one who is just learning how to even use a computer. The second will be an average user, someone who knows how to use the Internet, but for average purposes. The third user will be an advanced user, someone who could be in the web design field, used computers for many years or can make computer programs. The differences and similarities between these three testers will give us the best possible results that can determine if the website is ready to go live.

Scope

The Scope for your website will be a detailed description of every page of the site. It will include every pages theme, color and content details. A description that will draw an image in your mind of how we envision the website to be.

Home page will be the page that attracts visitors. Since it is in Flash, there will be a smooth animation for the content area. Half of a square will come down from the top left, and the other half will come up from the bottom left of the screen. It will then combine to form the content area. The background will be a subtle image of a tropical beach, which depicts the product nicely. The main menus are standard rollover links that will come down from the top. The will change from white to green when the user rolls over them. A lightly transparent Fiji bottle image will be located at the bottom left of the page, directly under the navigation area. The image is not in the common place, but it is still the main attraction for eye. An important feature will be the subtle background music of a waterfall, it is soft and brings the user to the islands of Fiji. There will be an option for the user to turn the sound on or off.

The Water is all about the water. The details on where it comes from, what makes it unique and how it gets to everyone. In terms of the design, it is pretty much the same as the home page. The link that user just clicked will change to blue. The transition from the home page will be that the half boxes will go back out, and then come back in for the new content. There will also be a title in a kind of cursive font that reads, "The water". Untouched by Man will be a small page that simply describes how it is bottled and that it is never touched by man and never exposed to air until you open the bottle.

The Islands will be all about the Islands. The history, that they are located in a hot tropical oasis, far away from the effects of man. It is all natural and no pollution. It is the same as the water page, has "The water" in a cursive type that is at the top right side of the screen. The link that user had clicked on to get here is green, and the water link is back to white.

The People will have two sections, one about the islanders, and the other about the company itself. It talks about the rich heritage of the people that live on the islands of Fiji. They have taken great care and pride in their islands and that must be shown. The second section is the company. The history of how it was started.

Buy Fiji Water will remain in Flash. It will use a flash PHP script that will allow the shopping cart and such to be a flash page. Visitors can purchase Fiji water for deliver to their home and office, as well as Fiji hats and shirts if desired.

Each bottle size and packs will have an image available for the visitor to see, it will be facing straight on it, and from above at an angle.

Support

It is our strong recommendation that you allow us to continuously update and monitor your website. Customers want to see a new and updated website all the time. If they see information on your site that is dated back four months, they will stop visiting the site. It will also keep your customers updated on new services and deals that they can learn about quickly.

Standard website monitoring code will be placed into your website that will keep track of the visitors that visit your website. Crucial to your website and business success is information such as length of time visitors stay, their location, pages viewed and much more. Every month we can come to your office and provide you with that necessary information. It will also allow both of us to determine if the website needs to be updated more often or altered in anyway.

Services that we will offer that are included in our monthly support. Any additional services can be determined from our price list.

- 2 hour website content update
- Customer tracking information meeting
- Discussion of items that needs to be modified
- eCommerce product additions

Company

My biggest advantage would be that I'm a small company. I can be one to one with the client, discussing and focusing on his or her needs only and not twenty more. The client would not have to go through customer service, or wait. I would be there just for them, no one else. The client does not have to deal with a large company. A strength that large competitors will never have is that I don't have to pay for rent or transportation. Since I will be working out of my home those will not be on my expenses, which then allows me to not charge as much as bigger competitors.

The Internet has really come down in price. Hosting costs and bandwidth are extremely affordable for any sized company, small or large. Having a website with your portfolio is not a huge expense anymore. That benefits me as well as my clients, since they would not have to pay a huge monthly price to keep their website up. Video is now a lot easier and faster to create for my clients. VHS tapes would take forever to be written to and if a mistake was made you would have to start all over again. With HD DVDs, You get exceptional quality and creating them is so much easier and faster.

My vision is to make all the websites of my client work for them and their customers. It will not only look good but also functional and informative to everyone. Some websites look like they are put together overnight, but my vision is to put much more effort into making them reach their customers. The clients website is very important and my mission is to make a website that shows to their customers that they are important, that the website took time to create and was not just put up overnight.

One of the features that I offer will be a website. A well thought out and detailed website will be a benefit that will promote a company and reach their customers and bring in more customers. The value will be that the client will make more money.

Josh Johnson

Josh Johnson is currently a student at the New England Institute of Art. He will graduate in December 2006. His abilities are very broad and strong. He has skills ranging from Photoshop, web scripting to 3D animation. He is always current on changes in technology. He enjoys learning new technology and always looks forward to new ways that he can give more to his clients.

Timetable

Proposal Presented	July 25, 2006
Proposal Approved	August 2, 2006
Internal Kick off Meeting	August 6, 2006
Kick Off Meeting* (1/3 payment due)	August 11, 2006
Design Concept Meeting	August 25, 2006
Design Approval Meeting* (1/3 payment due)	September 9, 2006
Programming Begins	September 12, 2006
Scripting of Content Begins	September 13, 2006
Scripting of Content Ends	September 25, 2006
Programming Ends	September 27, 2006
Testing Begins	September 28, 2006
Testing Ends	October 1, 2006
Delivery* (1/3 payment due)	October 2, 2006

*Mr John A. Anderson must be present.

Budget

Design	\$ 8,500
Home Page	7,600
Subpages (5 @ \$3,200 ea.)	16,000
Programming	
• eCommerce Script	25,500
• Website Visitor Monitoring Script	15,000
• eCommerce Products (100 @ \$65 ea.)	6,500
• Database Transfer	4,500
Flash	
• 10 Second Introduction	4,500
Digital Photography	
• Full Day Shoot	750
• Images Used (100 @ \$30 ea.)	3,000
Digital Video	
• Full Day Shoot	\$3,200
• Editing 1 hr.	\$ 170
• Digital Effects 1 hr.	\$ 170
Project Management	4,800
Testing	<u>150</u>
Total	\$ 81,890

Approval: _____ Date: _____
Mr. John A. Anderson
President

Price List

Home Page	\$ 7,600
Sub Pages (ea.)	\$ 3,200
Flash	
• First 5 Seconds	\$ 4,500
• Each additional 5 Second Segment	\$ 3,250
eCommerce	
• eCommerce Script Suite	\$ 25,500
• Product Database Transfer	\$ 4,500
• Products listed (ea.)	\$ 65
Digital Photography	
• Full Day shoot	\$ 750
• ½ Day Shoot	\$ 465
• Images Used (ea.)	\$ 30
Video Production	
• Full Day Shoot (Director, Camera & Audio Personnel)	\$ 3,200
• Additional Cameras/ Lighting/ Audio Equipment (ea.)	
○ Video Camera	\$ 100
○ Microphone	\$ 20
○ Lighting Kits	\$ 50
• Pre Production / Scripting /hr.	\$ 150
• Editing /hr.	\$ 170
• Digital Effects /hr.	\$ 170
• Talent /hr.	TBD
Design /hr.	\$ 130
Programming	
• Database /hr.	\$ 130
• Server Side Scripting /hr.	\$ 80
• HTML & CSS /hr.	\$ 60
Project Management /hr.	\$ 80
Testing /hr.	\$ 30

Ware River



E X T R A W O R K O R D E R

Contact: _____

Title : _____

Company : _____

Item	Qty	Total
Total:		

Approval : _____ Date : _____

Terms and Conditions

1. **Definitions**: Fiji Water is defined as The Client. WareRiver X is defined as the design company.
2. **Payment Terms**: Client agrees to payments schedule that is defined in the enclosed Timetable. If payment is not received, then work may cease and additional charges may be required for project restarts.
3. **Single point of Contact**: The Client agrees to provide a single point of contact for the company to obtain various approvals, information and requests.
4. **24 Hour Turnaround**: Client agrees to provide company with approvals within 24 hours. A timeline was agreed upon with the client. In order to complete the project within that timeframe, a 24-hour turnaround is required.
5. **Change in Design after Approval**: Once client approves design or any additional elements, any additional changes after that will be billed upon the enclosed pricelist.
6. **Extra Work Order**: Client agrees to use enclosed extra work order form and price list if the client chooses to have additional work preformed.
7. **Rush charges** – if client requests to have work preformed on rush basis, company will bill charges from 100% to 200%. Additional payments to our employees and partners will be required from us in order to get the project done upon the Rushed date.
8. **Cancellation Fees**: If client cancels project, client agrees to pay for all work done up to cancellation time.
9. **Travel and entertainment expenses**: client agrees to pay for all additional expenses resulting from any traveling and entertainment expenses that will be written upon an invoice submission.
10. **Linking to companies website**: Client agrees, upon permission to allow company to link to homepage for marketing purposes. For the purpose of promotion, site will be placed in design company's portfolio.
11. **Marketing purpose**: Client agrees to allow the use of segments for use in companies portfolio.
12. **Non compete agreement**: Clients and the creative firm should not engage in any work with any direct competitors to either the client or the creative firm during and six months after this project.

13. **Ownership**: Client understands that it does not own entire project until the final payment is received and processed. Unaccepted concepts, work and content will remain the property of the creative firm.
14. **Different Use**: Client agrees to only use work provided for this project as stated. If client uses it for any other purposes, client agrees to pay a determined licensing fee.
15. **Artwork and licensing ownership**: Client and company both agree that they own all artwork that was used to produce the work.
16. **Laws of the Commonwealth of Massachusetts**: For dispute purposes, the client understands that the laws of the Commonwealth of Massachusetts will be utilized.
17. **American arbitration association**: Client agrees to use the American arbitration association for any disputes that arise.
18. **Confidentiality**: The client organization and all information and material will be treated confidential. All reasonable efforts will be taken to safeguard that confidential information.

Flowchart

