COMPANY WEBSITE DEVELOPMENT

Project Overview and Objectives

Development of an interactive website that can help any company or business to improve its e-presence on the Web and be able to communicate easily and effectively its mission, goals, products and/or services etc. to reach maximum customers number.

Increasingly, people are viewing the web on a variety of devices tablets and smart phones. If your website doesn't support those devices additionally to the desktop, this can negatively affect how users interact with your business. The site may load slowly, the layout is fixed and awkward to navigate and you may end up with a frustrated user and losing out a valuable business opportunities. ADHENE team can turn this problem around using responsive design. **Main components will be resumed with the info-graphic below:**

Features and Pricing

Price	Basic Features
440$	About Company
	Location and Address
	Contact Info
	Social Media Integration
	Domain Registration + Hosting + 5 Email Addresses + 5 GB/month Storage
	1 Year Maintenance
440$	Total

Price	Additional Features
150 $	Services
150 $	Products
100$	News
70$	Clients
200$	Documents
50$	Partners
50 $	Team
100 $	Email Inbox
100 $	Jobs
40 $	Friendly Locations
50$	Quotation Demand
1060$	Total

Timeframe

To complete the work outlined in the project scope, we'll need approximately 4 to **6 weeks** from the project start date based on customer choice detailed in the timeline diagrams shown below.

We need to clarify that our timeline is affected by the client interaction level and its feedback reception on each milestone.

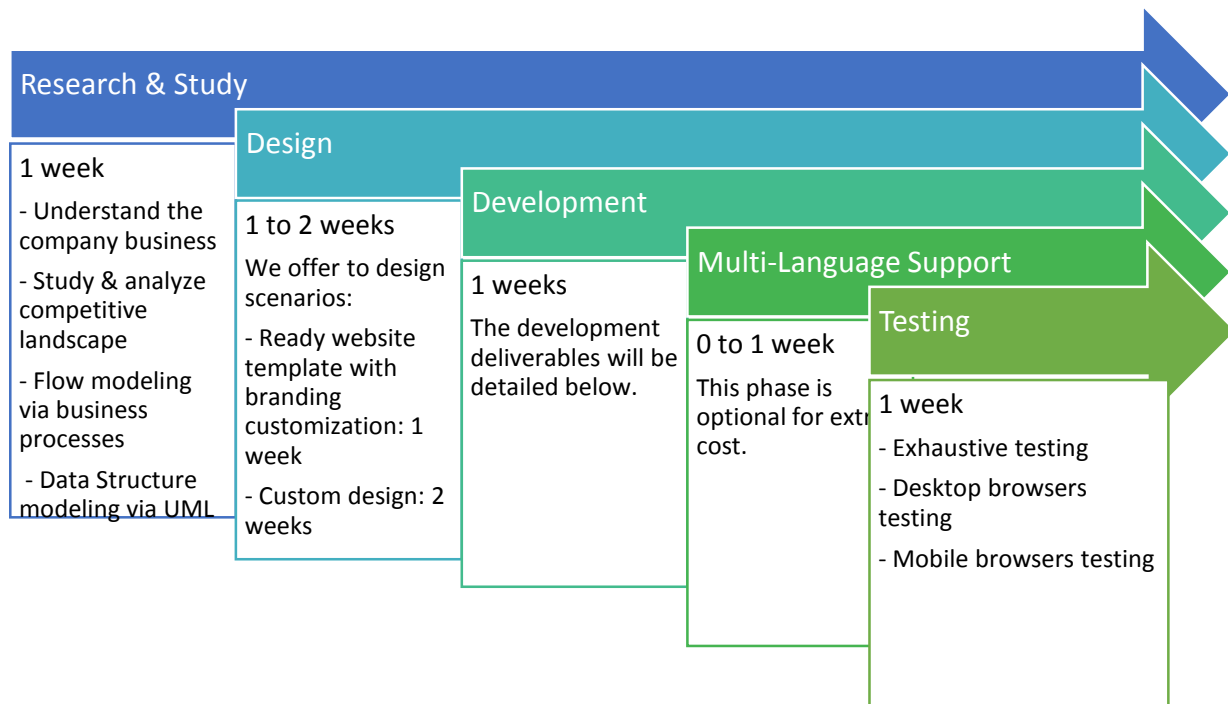Upon signing the proposal we are prepared to start work immediately.

Research & Study

1 week

- Understand the company business
- Study & analyze competitive landscape
- Flow modeling via business processes
- Data Structure modeling via UML

Design

1 to 2 weeks

We offer to design scenarios:

- Ready website template with branding customization: 1 week
- Custom design: 2 weeks

Development

1 weeks

The development deliverables will be detailed below.

Multi-Language Support

0 to 1 week

This phase is optional for extr cost.

Testing

1 week

- Exhaustive testing
- Desktop browsers testing
- Mobile browsers testing

Figure 1. Project Timeline

For more details about the development phases invoked, please continue reading the next section:

Research & Study

The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behavior, and how your website factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving

forward with just the right recommendations for the design and development of your new responsive website.

Deliverables

- Functional & non-functional requirements list

- Blue print of business process via BPMN standard (Business Process Modeling Notation)

- Data structure diagrams via UML (Unified Modeling Language)

Design

We offer two design scenario as detailed below. We'll present designs with two rounds of feedback before the client final approval. We'll also design it responsively so the site scales down on mobile devices, making it easy for people to buy regardless of what kind of device they're using.

Ready Website Template

We offer to customize a pre-made template design of our collection with the client branding colors and photographs. This scenario will give us an up and running website with shorter development time and lower budget. But we need to clarify that this web design isn't completely unique for the client and may be used by other sites. If the client like to have his own and unique design, we need to go the custom design scenario.

Custom Design

For some clients, the cost of a having a custom and unique web site designed is worth the steeper cost. This scenario is more adaptable to the client needs but it costs a lot higher and needs longer development time.

Deliverables

Temporary online link to the adapted template to help us leading the customization and/or the design phase smoothly with our client.

Development

ADHENE adopts the agile and iterative development process and the test-driven approach. This methodology focuses on delivering Value to the customer as fast as possible with minimum time waste and changes impact by dividing the project into many functional and tested deliverables ready for the end user.

We use Java as server side programming language; HTML5, CSS3 and JQUERY as client side.

Testing

Our QA department will test the site across different browsers (Firefox, Chrome, Safari, and Internet Explorer 9+) and mobile devices (iOS, android smartphones and tablets). Any bugs that arise from this testing will be fixed prior to launch.

Extra Services

Text Content

Writing or inputting any text copy is not included in this contract. If you'd like us to write new content or input text for you, we're happy to provide a separate estimate for that.

Photographs

You'll need to supply graphic files to us in an editable, vector digital format. Photographs must be in a high resolution digital format. If you'd like us to search for photographs for you, we can provide a separate estimate for that. Cost of buying stock photographs or a photo shoot is not included in this contract.

Multi Language Support

Setting up a multilingual site may be a good way to attract new customers to the business. But launching a site that offers multiple language support requires more development effort and time so an extra cost will be added to each additional language. It also require the content translation.

MAINTENANCE

Our team is available to help with any issues or queries. Tele Maintenance plan is available to help solve problems instantly from distance.

A yearly maintenance contract will have place after the site is launched to assist with any further support issues that arise. The maintenance fee includes domain registration and hosting renewal (It covers only the basic hosting plan, any additional hosting fee will be charged to the client).

Monthly Analytics Reports

We can provide monthly analytics reports to track and report website traffic, in order to further improve your site conversion.

Please be Aware about:

CHANGES AND REVISIONS

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or make decisions later when you might be better informed. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for to cover the additional work.

ERRORS

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

Charges for Services Performed

Functionality or feature requests above and beyond those listed in the budget and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended.
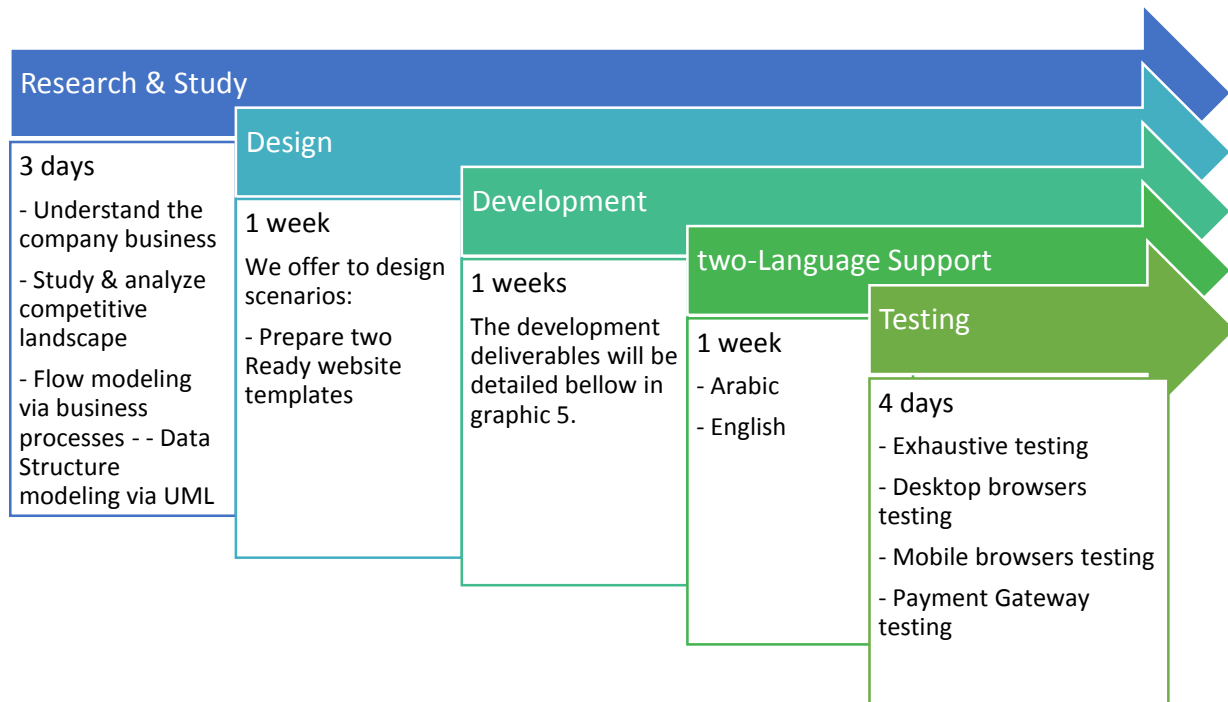
Confidentiality

ADHENE acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by ADHENE on behalf of client or disclosed by client to ADHENE.

Recommendations

- Our client must read the proposal carefully and make sure that he understands all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship;

- If our client has any questions at all we're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together with our client;

- Once our client feels confident about everything and he is ready to move forward, please contact us on our website. We'll contact you shortly to sort out next steps and get the project rolling;

- If you'd like to speak to us by phone, don't hesitate to call +961 6 435 755.

First time Development Timeframe (for INTERNAL USE ONLY: COST PERSPECTIVE)

To complete the work outlined in the project scope for the first time, means building project platform for future generic use when a website is demanded for any company or business, we'll need approximately 4 **weeks** from the project start.

Research & Study

3 days

- Understand the company business

- Study & analyze competitive landscape

- Flow modeling via business processes - - Data Structure modeling via UML

Design

1 week

We offer to design scenarios:

- Prepare two Ready website templates

Development

1 weeks

The development deliverables will be detailed bellow in graphic 5.

two-Language Support

1 week

- Arabic

- English

Testing

4 days

- Exhaustive testing

- Desktop browsers testing

- Mobile browsers testing

- Payment Gateway testing

The development phase will be detailed in the diagram below:

Project Start Date: Saturday 24/04/2015

Human Resources:

- 1 Dedicated Developer

- 1 Support Developer

Materials:

- AMAZON Data Hosting Account: 2 $

- HEROKU Application Hosting: 0 $

- Two website templates from our collections : 0$