

Project Proposal

FUZION

Clothing Boutique Website

Tyler Boddy



Project Introduction

Designer: Tyler Boddy

Client: Sean Bowman and Peter Robinson of
Fuzion Clothing Boutique
3120 State St # A
Santa Barbara, CA 93105

Origin of Website Assignment

I introduced the idea of creating a website for two business partners who are also friends of mine who recently opened a new clothing store, Fuzion, located in Santa Barbara. I explained how it would be beneficial for me as a student to work with a functional business when designing a website. And, since I created a logo for the clients business recently which the clients liked and used, I felt they would be satisfied with my future designs. Since I am a novice web designer, at most, I offered to create the site for free as long as additional fees needed such as web hosting and photographic services were paid for. We discussed the complexity, size, and potential of the site I was capable of creating. I explained the assignment description to the clients and the requirements of the site. I explained the time needed to create the site, which will be complete by December 10th 2007.

The clients and I discussed what kind of site in which they envisioned, and what they would like to see on the store's webpage. The client's main Goal for a webpage would be to encourage users to visit the client's store location and purchase product. The website will function as a form of advertisement through search engine optimization as well as providing the URL on business cards and future advertisements.

I asked the clients to research websites and collect ideas for layouts that we could look at together. I also asked the clients to gather store info such as; a list of products and brand names carried by the clients business, hours of operation, and other vital information I will need to structure the majority of the content of the site. We planned on meeting again soon to make some sketches and exchange ideas. The clients agreed to my terms and were more than happy to meet with my needs, such as gathering store information, and paying necessary fees needed in order to host the website and gather images.

Client's goals and needs for site:

To promote a larger client base by advertising the website on promotional handouts, newsprint adds, links in other websites, and business cards and utilize search engine optimization. The website will also act as an outlet for retail company promoters to view an overview of the client's shop and become interested in selling product at the client's business. Because of the popularity

of online shopping, the website will encourage users to visit the client's location of business and buy product from the client. Therefore, the website will provide minimal links to retail supplier's online shopping sites.

Target audience:

The target audience will be mostly young adults both male and female and extend to middle age adults. The target audience will be located in the US and focused within California and surrounding states. The audience should be interested in fashion and "street" style.

Expectations of Audience:

The expectation of the audience will be to become interested in visiting the store location and purchasing product from the client's business. The expectation of retail supplier audience will be to become interested in selling product at store location.

Project Description

I, the consultant, will provide the Client with a standard operational website. This site will include the following elements and content;

- Five pages including homepage
- An average of two graphics per page
- An average of three rollovers per page
- Links to desired sites (up to 5 per page)
- Search engine optimization
- One special feature i.e. multimedia such as flash or video

Requirements of the client include;

- All photographs used in site
- Continual cost of hosting services
- All textual content
- Current list of products carried, and clients current contact information

Site Content

Homepage

- Menu bar
- Banner
- Links to sub pages; 1.clothes & accessories, 2. About us, 3. Location, 4. Contact info
- Small rollover images found on linked sub pages

Clothes & accessories page

- Logos of current clothing lines carried in store

- Pictures of product in store

About us page

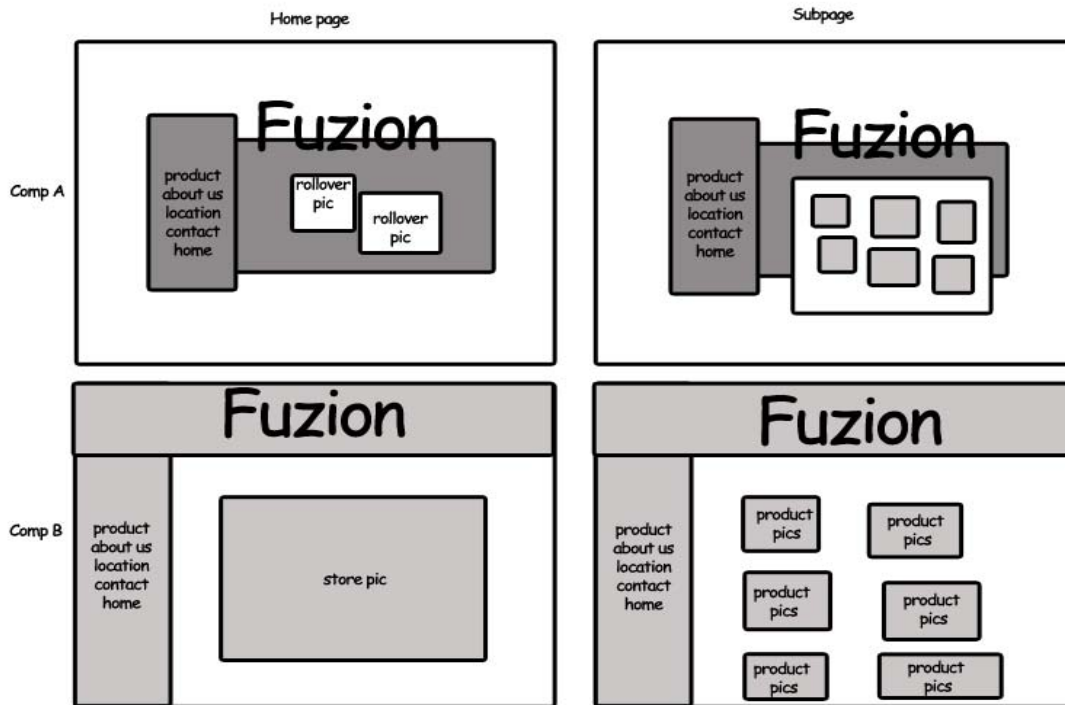
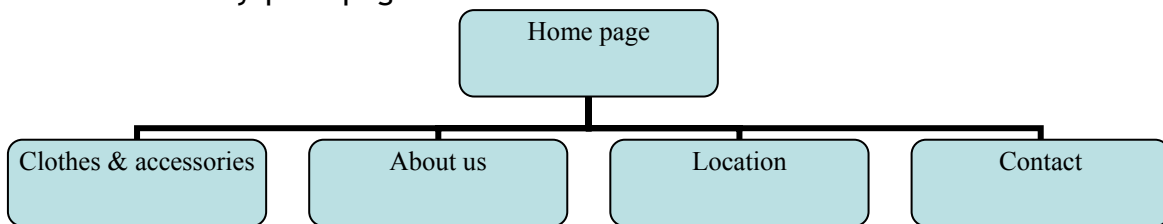
- Brief description of store including hours of operation
- A brief description of store and owners
- Possible pictures of current employees

Location page

- A graphic map showing location
- Link to google maps
- Address

Contact page

- Buyer contact information for retailer sellers
- Store phone number
- Clients personal contact information: email, phone, store address
- Link to myspace page



Work Schedule

WEEK 1 & 2: 9/2 - 9/15

- Consult clients
- Brainstorm basic function of site and site navigation
- Research web design formats
- Research web hosting services
- Complete webpage planning assignment
- Complete summary of meeting with client assignment
- Find domain name

WEEK: 2 & 3: 9/16 - 9/29

- Sketch site diagrams
- Request clients graphics and text content
- Request design composition ideas, i.e. color choices, font, site navigation style
- Start on the two required conceptual ideas for site design

WEEK 3 & 4: 9/30 - 10/6

- Consult client. Review comp ideas graphics and text presented by client
- Continue working on comps
- Design site diagram flowchart
- Complete project proposal and submit via webct (due date: 10/1)

WEEK 5 & 6: 9/30 - 10/13

- Complete comps

WEEK 7 & 8: 10/14 - 10/ 27

- **Submit 2 comps via webct (due date: 10/15)**
- Present comps to client
- Design home page based on clients suggested comp preference.
- Start sub pages

WEEK 9 & 10: 10/28 - 11/10

- Complete first sub page
- Start designs of remaining four sub pages
- Organize and gather required items for progress report
- Start navigation bar rollovers designs

- Start required advanced web feature such as flash or imbedded video.
- Consult with client on progress

WEEK 11 & 12: 11/11 - 11/24

- **Submit progress report via webct (due date: 11/12)**
- Continue work on sub pages
- Continue on navigation bar rollovers
- Continue on advanced web feature
- Consult with client on progress

WEEK 13 & 14: 11/25 - 12/1

- Complete website including rollovers flash
- Submit to host service for test
- Work out any problems
- Consult with client on final outcome

WEEK 15 & 16: 12/2 - 12/10

- Make final any required changes after presenting client with final website
- **Submit website URL via webct (due date: 12/10)**

Web Site Design Contract

Due to the circumstances of the website being a school project, the only contract was a verbal agreement that the Clients will pay at the very least \$19.95 to Tango Web Hosting for setup and a minimal agreement of three months of hosting at a fee of \$9.95 per month.

The following is an example of a formal legal contract used by professional web designers and is included for assignment purposes only.

This AGREEMENT is dated and in effect as of the _____, _____, between Sean Bowman and Peter Robinson of Fuzion Clothing Boutique, hereafter referred to as "Client" and I, Tyler Boddy hereafter referred to as "Consultant." This agreement is with respect to the re-design of Company Name's website, hereinafter referred to as the "Work." Whereas, Consultant is a professional web designer of good standing; Whereas, Client wishes Consultant to create certain Work described more fully herein; and Whereas, Consultant wishes to create such Work; Now, therefore, in consideration of the foregoing premises and the mutual covenants hereinafter set forth and other valuable considerations, the parties hereto agree as follows:

CONFIDENTIALITY:

The Client and Consultant may disclose confidential information one to the other to facilitate work under this Agreement. Such information shall be so identified in writing at the time of its transmittal, and shall be safeguarded and not disclosed to third parties by the receiving party. Confidential information shall not include information that:

- . is already known to the party to which it is disclosed;
- . is or becomes part of the public domain without breach of this Agreement;
- . is obtained from third parties, which have no obligations to keep confidential to the parties to this Agreement.

DESCRIPTION OF WORK:

A separate Proposal will describe the Work that is required of Consultant for the Client.

PAYMENT SCHEDULE:

The full length of this contract is as follows:

Starting date is the 9th day of September, 2007 and estimated completion date is the 10th day of December 2007 for the total amount of \$0.

Client shall pay Consultant \$0, as a deposit for project commencement.

The balance of \$0 is due on completion date, and prior to file relinquishment, or upload and/or assembly of website on Client's web server.

DUE DATES:

Consultant agrees to deliver samples of design on dates as agreed upon in the Proposal. Consultant will make every effort to meet agreed upon due dates. The Client should be aware that failure to submit required information or materials may cause subsequent delays in the production. Client delays could result in significant delays in delivery of finished work.

FEES & ADDITIONAL SERVICES:

Any work the Client wishes Consultant to create, which is not specified in the [DESCRIPTION](#) section of this agreement, or in the attached Proposal will be considered an additional service. Such Work shall require a separate Agreement and payment separate from and above that specified in this Agreement.

EXPENSES:

Client agrees to reimburse Consultant for any of the following expenses necessary in completion of the Work: (e.g. Fonts, Messengers, Proofs, Props, Research, Shipping, Software, Stock photography, Telephone Consultation)

ASSIGNMENT OF WORK:

Consultant reserves the right to assign other designers or subcontractors to the Work to ensure quality and on-time completion.

RESERVATION OF RIGHTS:

All rights not expressly granted hereunder are reserved to Consultant, including but not limited to all rights in sketches, comps, or other preliminary materials.

PERMISSIONS AND RELEASES:

The Client agrees to indemnify and hold harmless Consultant against any and all claims, costs, and expenses, including attorney's fees, due to materials included in the Work at the request of the Client for which no copyright permission or previous release was requested or uses which exceed the uses allowed pursuant to a permission or release.

PUBLICATION:

The Client may publish or disclose information regarding the Work and shall acknowledge the support of Consultant in all such publications. The Client will not use the name of Consultant, in any advertising or publicity without the prior written approval from the Consultant. The Consultant will not use the name of Client, in any advertising or publicity without the prior written approval from the Client.

COPYRIGHT NOTICE:

Copyright is in Consultant's name. Upon completion of Work, the copyright will only be released to the Client upon the Consultant's signing of the

Release of Copyright.

TERMINATION:

Either party may terminate this Agreement by giving 30 days written notice to the other of such termination. In the event that Work is postponed or terminated at the request of the Client, Consultant shall have the right to bill pro rata for work completed through the date of that request, while reserving all rights under this Agreement. If additional payment is due, this shall be payable within thirty days of the Client's written notification to stop work. In the event of termination, the Client shall also pay any expenses incurred by Consultant and the Consultant shall own all rights to the Work. The Client shall assume responsibility for all collection of legal fees necessitated by default in payment.

The Client and Consultant are independent parties and nothing in this Agreement shall constitute either party as the employer, principal or partner of or joint venture with the other party. Neither the Client nor Consultant has any authority to assume or create any obligation or liability, either express or implied, on behalf of the other.

This Agreement shall be governed by and construed in accordance with the laws of _____ applicable therein.

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

On behalf of the Client: _____ Date

On behalf of Consultant: _____ Date
