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ATRIUM SALON WEB SITE PROPOSAL

***Proposal for Web site design, coding,
maintenance, training, and support***

Prepared for Atrium Salon

August 8, 2008

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Overview

This document proposes a scope of work, general schedule, and cost estimates for developing, maintaining, and supporting a Web site for Atrium Salon.

General Project Description

The proposal describes a Web site development project for Atrium Salon. Initially, the Atrium Salon Web site will include:

- Standard static Web pages
- Individual photographs and photographs that are part of one or more image galleries
- Simple form-based mechanisms by which site visitors can contact Atrium Salon.
- Atrium Salon logo and branding elements
- Simple animations as visual flourishes, where desired
- Downloadable pages in Adobe Acrobat (PDF) format
- Email-based newsletter archive

Project Goals & Non-Goals

Based on initial discussion with Atrium Salon, the following goals and non-goals of the Atrium Salon Web site are described below.

Goals

The current goals of the Atrium Salon Web site include:

- Make information about Atrium Salon services, mission, contacts, location, and special offers easily available to current and potential customers
- Bring Atrium Salon up to par with competitors and with regard to customer expectations
- Enable customers to download and print documents such as coupons and special offers
- Provide “before and after” or feature galleries of Atrium Salon's work
- Enable customer referrals and simple form-based requests for information
- Offer a subscription-based email newsletter

Non-Goals

The current non-goals of the Atrium Salon Web site include:

- Provide an e-commerce based product or gift certificate store
- Develop animations or movies longer than a few seconds
- Develop a database of clients or products

These goals and non-goals may change as the project evolves.

Categories of Work

The following table describes the categories of work relevant to the development, maintenance and support of Web sites in general. A ☒ indicates that the particular category is included in the scope of this proposal.

Category	Description	<input checked="" type="checkbox"/>
Initial Consultation	Discuss business model, site goals, general strategy	<input checked="" type="checkbox"/>
Domain Name Registration	Research and register site domain name	<input checked="" type="checkbox"/>
Establish Web Host Provider	Establish account with a Web host provider	<input checked="" type="checkbox"/>
Establish e-Commerce Provider	Establish account with an e-commerce provider	<input type="checkbox"/>
Initial Content Development	Determine general site content, develop first draft	<input checked="" type="checkbox"/>
Final Content Development	Develop iterative and final, publishable versions of site	<input checked="" type="checkbox"/>
Animation and Multimedia	Develop animation and multimedia content	<input type="checkbox"/>
Ongoing Site Maintenance	Ongoing incremental updates to content, general tweaks	<input checked="" type="checkbox"/>
Structural Site Maintenance	Major structural changes to site sections and pages	<input checked="" type="checkbox"/>
Marketing and Promotion	Develop promotion strategy, register with search engines	<input checked="" type="checkbox"/>
Logos and Branding	Develop logo(s), define branding	<input checked="" type="checkbox"/>
Photography and Illustration	Develop photographic and illustration content	<input checked="" type="checkbox"/>
Email newsletter	Develop subscription-based email newsletter	<input checked="" type="checkbox"/>
Training	Training for using site features, development tools	<input checked="" type="checkbox"/>
Support	Technical support beyond Web host provider support	<input checked="" type="checkbox"/>

The specifics of each of these categories are explained later in this document.

Required Versus Optional Work

All work proposed in this document is negotiable, but generally speaking, the work described here can be divided into two categories:

- **Required** – Work required to get a basic site up and running; for example, domain registration, Web host provider setup, initial, text-based content creation, and instructions for performing simple site maintenance tasks.
- **Optional** – Work beyond the basics that gives a site its “personality” and more advanced features; for example, graphics, photos, animations, visual theme development, logos and branding, and programmatic features such as contact forms. This category, as proposed here, also includes ancillary work such as email newsletter development and more advanced training.

Project Resources

Scott and Paula Fordin will provide the following:

- **Required Tasks:**
 - Assistance with domain name registration
 - Assistance with Web host provider account establishment
 - Visual, layout, and information design
 - Content development and coding
 - Basic training and site support
- **Optional Tasks:**
 - Logos, graphics, branding, illustration, animation, and photography
 - Structural site maintenance
 - e-Commerce host select (if/when applicable)
 - Email newsletter development and coding
 - Intermediate/advanced training

Scott and Paula Fordin will *not* provide the following at this time:

- Billing management for domain registrar, Web host provider, or e-commerce provider, when applicable
- Basic, ongoing site maintenance
- User or product database development

These resources may change as the project evolves.

Site Content Design

The Atrium Salon Web site will be HTML-based, and may include some simple Adobe Flash animations as graphical flourishes. Downloadable documents will be provided in Adobe Acrobat (PDF) format. Photographs, where applicable, will be provided in JPG format. Other graphics will be provided in JPG, PNG, or GIF format, as appropriate.

Target Audience

The target audience for the Atrium Salon Web site is mostly females between the ages of 20 and 60 years old, located in or around the Nashua area. Atrium Salon services are provided on-site, so offering e-commerce features is not a significant requirement at this time. Physical handicaps (visual or motor impairments) are not anticipated to be a particular issue for the customer base.

General Site Features

The Atrium Salon Web site will provide static (fixed content) pages, downloadable PDF pages, individual photos, one or more photo galleries, and a simple contact form through which site visitors can request additional information or contact from an Atrium Salon representative.

Special Considerations

No special features, such as enhanced handicap accessibility, advanced multimedia content, site hardening, individualized user accounts, or a database backend are anticipated.

Site Creation and Maintenance

The Atrium Salon Web site will be authored in Macromedia Dreamweaver, though any standard Web editing tool can be used for site updates and maintenance. Site graphics, including photographs, will be developed using Adobe Photoshop. Illustrations, where applicable, will be developed using Adobe Illustrator. All graphics will be provided in either JPG, PNG, or GIF formats, depending on their use.

Content will be developed and backed up offsite in the Online Help and/or Atrium Salon offices, and will be uploaded to the Atrium Salon Web host by means of simple FTP transfer.

Site Creation Phases

In general, after the initial client consultation, domain name registration, and hosting provider selection, the Web site creation process can be divided into two categories:

- **Initial Content Development** – The developer works with the client to determine the general site content structure and layout, and then deliver a first rough draft of the site.
- **Final Content Development** – The developer works with the client through a series of revisions, design tweaks and enhancements, until a final, publishable version of the site is delivered.

Site Maintenance Phases

After a Web site is published, site maintenance can be divided into two general categories:

- **Ongoing Site Maintenance** – Ongoing, incremental updates to site pages; for example, posting news items, special offer announcements, schedule changes, adding entries to a staff directory, and updating links to downloadable documents. This category can also include minor tweaks to site colors, graphics, layout, and general bug fixes. Much of this kind of maintenance can be performed by Atrium Salon staff.
- **Structural Site Maintenance** – Major changes to the site content or layout, or adding new programmatic features (like contact forms, user accounts, and database engines) to the site; for example, adding entirely new pages or categories of pages, rebuilding image galleries, adding new programmatic components, or drastically redesigning the site content structure or layout. This kind of maintenance is typically performed by the site developer.

Domain Name Registration

Domain name registration has already been completed. The domain registrar is godaddy.com, and the domain name is salonatrium.com.

Web Host Provider

The Web host provider is still TBD. Scott and/or Paula will work with Atrium Salon to recommend and assist the establishment of an appropriate Web host provider account.

E-commerce Provider

No e-commerce features are currently planned, so no e-commerce provider is required at this time. This may eventually change, however, so further discussion may be at that time.

User Account Management

No individual site user accounts other than those required by the site authors or maintainers are planned at this time.

Scott and Paula Fordin will assist in the initial creation of domain (*user_name@salonatrium.com*) email accounts.

Marketing and Promotion

Marketing and promotion of the Atrium Salon Web site falls into the following categories:

- Logos and branding; performed by Scott and Paula Fordin in collaboration with Atrium Salon staff
- Search engine registration; performed by Scott and Paula Fordin

Email Newsletter

An email newsletter will be initially coded and implemented by Scott and Paula Fordin. Ongoing edits and reissues of the newsletter will be performed by Atrium Salon staff. As with other roles in this proposal, these roles can be changed as desired by Atrium Salon.

Site Content Outline

Site content is TBD based on further consultation with Atrium Salon. General page categories anticipated thus far are described below.

Home Page

General site introduction; explanations of services offered, main business “message” and goals, salon location, breaking news and offers, newsletter subscription and archive links, and explanations of site layout.

Mission Statement

Atrium Salon mission statement and goals, salon history, links to staff pages.

Services

Detailed explanations of services offered.

Staff Pages

Biographical information about salon staff.

Contact Page

How to reach Atrium Salon, including simple contact request form linked to domain email account, driving directions, etc.

Galleries

“Before and after” photo galleries, other galleries of work, equipment, facilities, etc.

News and Promotions

Links to coupons, special promotions, important news.

Newsletter Archives

Links to past issues of newsletter, plus subscribe/unsubscribe request form.

Site Graphics

The Atrium Salon logo and branding strategy is still TBD.

Logos and Branding

Scott and Paula Fordin can develop a logo for Atrium Salon, if desired, and can assist in the branding strategies, including trademarking of Atrium Salon slogans and a developing a consistent visual theme that can be used across all marketing collateral.

Visual Theme

The visual theme for the Atrium Salon Web site will be developed iteratively as part of the site content creation process.

Animation and Multimedia

No significant animation or multimedia features are anticipated, although small (shorter than a few seconds) Flash animations may be used as visual flourishes.

Photography and Illustration

No significant illustration needs are anticipated. Photographs are anticipated in both individual locations and as part of photo galleries. Photographs will be provided by Atrium Salon and/or Scott and Paula Fordin, as desired.

Training and Support

It is anticipated that training and support will be useful in three general areas:

- General domain and Web host management
- Site maintenance and updates
- Newsletter editing and dissemination

Training Options

Training can be provided onsite or in the local (within 25 miles of Nashua) area, as desired.

Support Options

Support can be provided over the phone, onsite, or in the local area, as desired. Support is offered for general site maintenance, page creating, software tools, and basic domain and Web host management. Support offerings are not meant to supplant those provided by the domain registrar or Web host provider. For example, Scott and Paula Fordin do not physically own the server machines used by the Web host provider, so there is a limit to how much support we can provide if their servers go down.

Time and Cost Estimates

The remainder of this document provides estimates for the time and cost required to complete the required and optional tasks described in this proposal. **These estimates are subject to change and negotiation.**

Pricing Guidelines

Services are priced on an hourly basis at the flat rate of US \$50/hour. Please note that this is a reduced price for Atrium Salon, and is significantly lower than the usual rates for corporate clients. Prices are negotiable.

Required Tasks

Estimated durations and costs for the **required** tasks described in this document are listed below.

Task	Hours	Rate (hr.)	Cost
Initial Consultation	1	\$50	No Charge
Domain Name Registration	1	\$50	No Charge
Establish Web Host Provider	1	\$50	No Charge
Initial Content Development	18	\$50	\$900
Final Content Development	20	\$50	\$1,000
Ongoing Site Maintenance	TBD	\$50	TBD
Basic Training	2	\$50	No Charge
Total	43		\$1,900

Optional Tasks

Estimated durations and costs for the **optional** tasks described in this document are listed below.

Task	Hours	Rate (hr.)	Cost
Establish e-Commerce Provider	TBD	\$50	TBD
Animation and Multimedia	TBD	\$50	TBD
Structural Site Maintenance	TBD	\$50	TBD
Marketing and Promotion	4	\$50	\$200
Logos and Branding	6	\$50	\$300
Photography and Illustration	10	\$50	\$500
Email newsletter	8	\$50	\$400
Additional Training	6	\$50	\$300
Ongoing Technical Support	TBD	\$50	TBD
Total	34		\$1,700