Statement of Work

Date	October 25, 2014
Client	Smithville Bowling
Job Name	Update Smithville Bowling's Web Site
Requested by	Jon Smith, Owner and Operator of Smithville Bowling, LLC.
From	Alice Uhl

Summary

The stakeholder, Smithville Bowling, has requested for a Web Development Team to construct a website for their business. The purpose of this website is to promote the business' presence and update their website to attract more customers. The content for the website will be presented and displayed in a well-organized manner with an intuitive interface.

Project Scope

On December 09, 2014, the Web Development Team will develop and publish a new website design for Smithville Bowling. This website will present and display content for Smithville Bowling in an organized manner. The purpose of this website is to promote Smithville Bowling's presence and to update their website to attract more customers.

Deliverables:
Update Smithville Bowling's website with a new color palette and layout.
- Layout: The website will be updated with a fresh, clean, and modern appearance that provides its patrons and new visitors with an intuitive interface. The current navigation and pages will be redesigned to provide a clutter-free and organized appearance. Images and videos will be ADA accessible.
- Color palette: The color palette of the website will mimic the overall colors of Smithville Bowling. The chosen colors for the background and fonts will include contrasting colors for ease of readability.

The Smithville Bowling's contact information (operating hours, address, telephone number, email) will be presented at the header and footer of each page on the website. The Smithville Bowling logo will be located at the top of the website.

Smithville Bowling's Web pages will consist of:
    Home Page
    This page will focus on an intuitive navigation system for visitors and patrons.
- Brief introduction about Smithville Bowling
- Hours of Operation
- Social Media contact information and icons
- Embedded map with Smithville Bowling's location illustrated
- Video about Smithville Bowling (with captions and audio to comply with ADA guidelines)

<u>About Smithville Bowling</u>
This page will contain:
- History of Smithville Bowling
- Photo Gallery
- Video Gallery

<u>Contact</u>
This page will include:
- Contact information (operating hours, address, telephone number, email)
- Map with directions from I-5 and I-405 (North and South) and bus routes
- Social Media information with corresponding social media image icons.

<u>Rates</u>
This page will contain:
- Rates and Hours
- Themed nights
- Discounts and special offers

<u>Events</u>
This page will contain:
- Rates (party, corporate)
- Parties (group, birthday, corporate)
- Catering (rates, menu, services) (link to Catering in Food and Drinks page)

<u>Food and Drinks</u>
This page will include:
- Hours
- Menus (regular, late-night)
- Catering (menu, services, rates, (link to Catering in Events page)

<u>Fundraisers</u>
This page will include:
- Upcoming fundraisers
- Previous fundraisers
- List of Donors

<u>Testimonials</u>
This page will include:
- Testimonials
- Form where visitors and patrons can leave any comments (These comments can be reviewed before being published on the site)

Schedule

Task	Finish Date
Plan layout, color palette, and appearance	10/27/2014
Design and create three mockup designs to present to Jon Smith	11/03/2014
Second interview with Jon Smith about mockup designs	11/05/2014
Receive approval from Jon Smith on mockup design	11/12/2014
Receive any content that will be in the website from Jon Smith	11/17/2014
Create Home page	11/18/2014
Create About Smithville Bowling page	11/19/2014
Create Contact page	11/20/2014
Create Rates page	11/21/2014
Create Events page	11/24/2014
Create Food and Drinks page	11/25/2014
Create Fundraisers page	11/26/2014
Create Testimonials page	12/01/2014
Make sure website complies with deliverables	12/03/2014
Purchase domain and hosting	12/03/2014
Third interview with Jon Smith on finalized website	12/05/2014
Upload website and test website on multiple browsers	12/09/2014
Publish website	12/09/2014

Pricing

All costs listed below are based on the scope and assumptions included in this Statement of Work.

Item		Price	Cost Structure
Agency fee:		$ 500.00	Fixed fee basis
Out Of Pocket fees:			Time and materials basis
	Domain Name	$20.00	
	Hosting Service	$30.00	
	Hourly Rate: $20/hr	$2560.00	
TOTAL		**$3,110.00**	

The following is the payment schedule.

Invoice Date	Invoice Amount
11/03/2014	$500.00 – Agency Fee
12/09/2014	$2610.00 – Final Completion Fee

Key Assumptions

This agreement is based on the following assumptions.

- The price of the domain and hosting service does not change.
- Stakeholder stays within the project scope.
- Stakeholder communication fits scheduled deadlines.

Acceptance

The client named below verifies that the terms of this Statement of Work is acceptable. The parties hereto are each acting with proper authority by their respective companies.

Night Developers	Smithville Bowling, LLC.
Company name	Company name
Alice Uhl	Jon Smith
Full name	Full name
Web Project Manager	Operator and Owner
Title	Title
Alice Uhl	Jon Smith
Signature	Signature
October 25,2014	October 25,2014
Date	Date