

Spotlight Design

Proguard Storage – Phone Automated Billing System

CLIENT: Ten Yad

PROJECT: “Bridal Shower” campaign website

DATE: April 2013

SPOTLIGHT DESIGN

Prepared for Ten Yad

Hi Shainy,

Thank you for bringing us this project, it sounds like an excellent campaign for this time of year and we believe it can be a huge success. I have reviewed the requirements, discussed the concepts and implementation with my designers and programmers and I feel confident that we can get it done right and on target for the campaign goals.

As you have seen first-hand from the many projects we have done, we believe we are the right choice to guide this project from concept through launch. Our experienced team looks forward to working together with you on this project.

In the following page we’ve outlined a breakdown of the project phases and our estimated price to complete them. Our estimates are ranged based on project experience and given as ball park figures. Actual time spent will be billed.

We look forward to working together with you.

We can be reached at 718-493-2866 from 9am–5pm (9–1pm on Fri.)

Thank you,

Zalman Stock

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Design \$1,500 Range

- Working of the illustrations from Anita we will design a one page site (though the checkout will be separate pages).
- 2/3 of the top half of the page will contain the campaign title and the promo video of the campaign. Behind the video—which become visible when the video is done—will be an illustration of a smiling Kallah, gift in hand and a blurb describing the campaign. The other 1/3 will contain some graphical treatment showing how many kallahs are sponsored and how many still need sponsors.
- The bottom half of the page will contain the main “shopping” graphic and a dynamic shopping cart
- The main graphic will contain illustrations of all the items and their price. Hovering or clicking on each item will show the user how many were sponsored are how many are still needed, and an ‘add to cart’ button with qty.
- Adding the item to cart will add that item to the stack piling up on side.
- User can then checkout using standard cart/checkout pages (with design matching the theme of this site.
- OPTION (+\$450): We can show the % that is sponsored for each kallah. (% equal to number items needed for that kallah, irrespective of dollar value.)

Programming and Development \$1,850 Range

- We will set up a new site under TenYad.org
- We will set up a Database for the shower gifts and allow for each to have a quantity needed. Each will also have fields for quantity sold online and quantity sold offline. (This last field will allow you to manipulate the numbers that are displayed on the site.)
- There will be an Admin page that allows you to control the product info and download the (MS Access) DB.

Test, troubleshoot and launch \$300 range

Additionalals TBD

We will be working with you after the launch to be sure everything is running smoothly and we will be here to help if adjustments are needed.

TOTAL COSTS

Project Costs	\$3,650 – \$4,100 Range
<i>Shluchim Discount (10%)</i>	<i>included in cost estimate</i>
Retainer	\$2,000
Balance	3 weekly installments

Please review this estimate and let us know if you any questions or comments. We will get your project into the pipeline as soon as we get a go ahead.

TERMS

All creative time will be billed at \$100 per hour, Programming at \$125 and project Management at \$150. The amount of time a job will actually take is based on specific design direction as well as the feedback we get from you and the amount of modifications we make from our original design concept. The estimate above reflects our experience with similar projects.

Additional materials, changes, and services outside of those listed above, will be billed at respective hourly rates. Expenses will be billed separately. Any expense over \$250 will be presented for approval.

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