

LEADSMODE

Web **Redesign** **Proposal**

Prepared by	LEADSMODE Digital
Division	Digital Asset Management & Marketing
Version	1.0.0
Client	GIOVANNA'S DELI
Project Name	GD-101-Web Redesign
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Overview

This web redesign proposal is intended to serve as a legal binding agreement between **LEADSMODE DIGITAL** (Service Provider) and **GIOVANNA'S DELI** (Client) collectively known as the "parties".

Client has agreed to permit the service provider to design, develop and deploy a new website according to the scope of work outlined in this document.

The service provider is interested in undertaking such work and both parties mutually desire to set and agree to the terms and conditions contained in this document.

Introduction

LEADSMODE Digital is a leading digital agency specialized in providing full cycle digital asset management, software development and online marketing to businesses, brands and individuals. Our primary focus is to nurture and boost our clients' perception from their customers point of view and ensure that the demands of their customers are captured and converted to revenue.

Our team consists of UX/UI engineers, software engineers, content creators and marketing professionals working together to exceed our clients' expectations.

About this document

This document contains the scope of work required for this project. It outlines the deliverables, methods, project requirements, tools and technology to be used throughout the project.

Estimated Timeline

4 Weeks

Estimated Cost

\$5,250 only

Deliverables

Web App

Our Approach and Methodology

Leadsmode is built around Kanban and Agile development methodology. This methodology allows us to break big tasks into small components (atoms). We combine these small components to form a slightly bigger component library (molecules). We then use the molecules to develop Organisms which can then be turned into pages on a mobile or web application.

Our approach to each project is a true collaboration in ideation - the process of creating new Ideas throughout the project. We offer our expertise and guidance whenever needed to ensure that the entire process is as smooth and enjoyable as possible. Our commitment to quality is with you from concept through to post implementation support so you can sleep well both during and after the development process. We believe the ideation process begins the moment we connect with our clients. Our goal is to provide strategies and solutions that go beyond the expected. To make sure we deliver, we embrace the ideation process and through this, listen hard to our clients' goals.

Scope of work

LEADSMODE will work with GIOVANNA'S DELI through the discovery, planning, design and production process to achieve a desirable result for both parties.

Our process is broken down into two phases. The first phase will allow us to capture design and development features precisely, choose the right technology integration specifics, and prioritize the features optimally to guarantee GIOVANNA'S DELI is satisfied with our service.

Phase 1

- Planning
- Information Architecture
- Wireframes
- Technical System Design

Phase 2

- Graphic and User Interface Design
- Content Creation
- Implementation
- Testing
- Training and Documentation
- Launch
- Post Launch Support and Maintenance

Planning

During the planning process, LEADSMODE will work with GIOVANNA'S DELI stakeholders on information gathering and capturing client expectations within the scope of this project.

During this phase, we will perform site analytics for the existing site which will help inform our decisions on the new site in terms of security, design, usability, SEO and general functionality. We will send GIOVANNA'S DELI a properly outlined document containing all the possible features and functions the new site should have and how they will be implemented, along with qualitative analysis of our discoveries with strong recommendations that will be communicated through our information architecture and wireframes.

The data gathered from this phase will be used later to inform the choices we will make in terms of graphics, content, functions, features and web technologies.

Information Architecture

LEADSMODE will work to further define and refine GIOVANNA'S DELI information architecture. Our focus in this phase is to make content easily navigable. LEADSMODE works cooperatively with our clients to help them define their information architecture so that users can find information/functions quickly and easily. Our goal is to limit to three or less the number of "clicks" users must perform to reach their first destination on the site.

Wireframes

LEADSMODE's goal is to make sure we document the necessary details to make a project functionally accurate in the annotated wireframes we produce. However, it can be difficult to focus people on function instead of design. As such, we focus on producing wireframes that are quick to build and look good, but that aren't over designed, so we can keep our audience focused on the functional specification. This process enables us to get feedback early on in the project by doing quick wireframes. One benefit of this wireframing process is that it helps prevent going down the wrong path and requiring expensive rework late in the process. The process also creates a detailed blueprint of how the system should behave to guide our programmers.

Technical System Design

The functional requirements are compiled during the technical system design phase of the project, and LEADSMODE uses them to choose the best technologies to implement. In order to ensure that the system architecture is one that is scalable, our technology selection process takes into account anticipated future needs of the website.

Graphic and User Interface Design

Once we have the new information architecture, wireframes and technical system design in place, we will proceed to develop GIOVANNA'S DELI Brand assets and templates for the website. We will discuss content curation and present possible themes we will use for this project.

To produce a distinctive and effective design, LEADSMODE will build a number of designs for the new website and collaborate with GIOVANNA'S DELI through a number of rounds of modifications. Usability will be prioritized, but this design will also give GIOVANNA'S DELI a stylish online presence.

LEADSMODE recognizes the need of developing a modern, professional responsive website optimized for mobile, desktop, tablets and all devices. For GIOVANNA'S DELI, LEADSMODE will concentrate on creating a website design that stands out more, communicates clearly, and is ultimately memorable to the users.

Content Creation

As soon as feasible during this procedure, GIOVANNA'S DELI should start creating any new content or changing any existing content. The establishment of the "content classes" for the website will be a crucial step in this process. "blog," "services," "portfolio" are a few examples of content classes. We must determine a list of fields or attributes for each sort of material. A simple blog piece, for instance, might comprise a title, subhead, byline, body content, and the date and time of publishing.

LEADSMODE is available to offer content creation (photography, videography, graphics and more) services for your website and social media outside the scope of this project.

Implementation

Development Environment

To facilitate the rapid development and deployment of a GIOVANNA'S DELI website, LEADSMODE sets up a development server and uses a version control system for all programming code. LEADSMODE uses our proprietary hardware and software to create this robust development environment.

The LEADSMODE development team automates version control and configuration management using the Subversion (SVN) version control system. Version control is used by LEADSMODE to optimize workflow, protect data during rapid development, boost communication among developers, improve product quality, and save time by increasing productivity and lowering the risk that bugs will be introduced into the system.

Programming, Customization and Templating

In this phase, LEADSMODE adapts the basic techniques chosen in the design phase. This includes custom programming. In addition, at this stage we combine graphic design with functionality by creating models. For example, LEADSMODE uses Cascading Style Sheets (CSS) to separate the underlying data structure from the presentation. Developing websites in CSS also allows for faster page loading, compatibility with multiple platforms and devices, and better page control.

Search Engine Optimization

We will work with you to improve your website SEO. SEO is crucial because it makes your website more visible, and that means more traffic and more opportunities to convert prospects into customers. We will deduce your current ranking on multiple search engines and ensure that we preserve all legacy links while introducing new strategic links and backlinks on your website.

Testing

We'll ensure that your website is compatible with the majority of the browsers and devices, We'll perform penetration testing to confirm the website is secure and bug free while ensuring that the features, functionality and aesthetics are preserved.

Training and Documentation

We will work with you to ensure that members of your team understand how the content management system works and are conversant with utilizing the system fully. We offer 10 cumulative hours of training post launch. We're available to continue supporting your team members through the comprehensive documentation we provide on a retainer fee.

Hosting

LEADSMODE works with third party vendors to provide hosting services to its clients. Our clients have direct relationships with these vendors, however we can manage the relationship with the hosting company on behalf of our clients for a retainer fee. We typically advise clients to purchase a managed hosting package. Dedicated or virtualized server environments are both eligible for managed hosting. Customers that choose managed hosting may count on the hosting company to handle the network, hardware, and software stack infrastructure around-the-clock as part of the hosting fees.

Launch

LEADSMODE collaborates with our clients to guarantee a successful launch. We create a thorough launch plan that specifies each stage and the people in charge of it. This procedure will be tested to make sure that the stages are followed exactly. The likelihood that an unforeseen circumstance may arise and cause a process disruption is reduced by this strategy. If a problem prevents the launch from going as planned, we also prepare for rollback as a backup. Our aim is to make sure that the website(s) launches smoothly.

Post Launch Support and Maintenance

LEADSMODE offers continuous assistance for many of our clients' online pages, and it is able to offer the same high level of support to GIOVANNA'S DELI. LEADSMODE takes great pleasure in being able to offer prompt service to our clients at a retainer fee.

Technical Specifications

1. Security

Cryptography

We will use cryptography to construct and analyze protocols that prevent third parties or an unauthorized entity from gaining access to the content on the platform.

Source Code Obfuscation

The source code that will be accessible by anyone outside Leadsmode Digital or your organization will be changed in a way such that it confuses the person who tries to read it. It will create meaningless characters throughout the code.

Authentication and authorization systems

This is considered one of the most important steps towards application security as it combines features like privacy, session management, identity management, and device security.

Secure Database

After code obfuscation, we will ensure the database is safe and inaccessible to unauthorized individuals.

Secure Communication

Communication and interaction within the application will be secured using Secure Socket Layer (SSL).

Server-side Led

We will ensure that only the authorized server can send information to the application and not vice-versa. This will help us eradicate malicious code injections.

2. Programming Languages / Technology Stack

Javascript

Javascript (JS) is a scripting language, primarily used on the Web. It is used to enhance pages. JavaScript is an interpreted language. Thus, it doesn't need to be compiled. JavaScript renders web and mobile pages in an interactive and dynamic fashion.

MySQL

MYSQL is a relational database with a layered kind of architecture. The layers of the architecture include a server resource end at the middle, the storage engine at the bottom, and the client-end or query execution end at the top. It's a three-layered architecture database system.

NodeJS

Node.js is an open-source, cross-platform, JavaScript runtime environment that executes JavaScript code outside of a browser. Node.js lets us use JavaScript to run server-side scripts in order to produce dynamic web page content before the page is sent to the user's web browser.

PHP

PHP is a script language and interpreter that is freely available and used primarily on Linux Web servers. PHP executes on the server, while a comparable alternative, JavaScript, executes

on the client.

3. Git

BitBucket

Bitbucket is a system for hosting version control repositories owned by Atlassian. Version Control Systems are tools which help manage the code for a project as it changes over time. They allow past versions of the project to be saved in case new changes break things.

4. Hosting

Cloud VPS

Amazon Web Services (AWS) is a comprehensive, evolving cloud computing platform provided by Amazon.

5. Staging

Heroku

Heroku is a cloud platform that lets companies build, deliver, monitor and scale apps — we're the fastest way to go from idea to URL, bypassing all those infrastructure headaches.

6. Methodology

Agile

Agile methodology is a practice that promotes continuous iteration of development and testing throughout the software development life cycle of the project.

7. Documentation

Best Practice

All our codes are documented for the sake of continuity by us or any third-party developer.

Cost Breakdown

Item	Deliverable	Duration	Cost (\$)
Planning, Ideation & Wireframes	Web Link	1 week	1,000.00
Website Design	Web Link	1 week	1,000.00
Frontend Development	Web Link	1 week	1,650.00
Backend Development, Testing & Launch	Web Link	1 week	1,600.00
Total		4 weeks	5,250.00

Payment Terms

LEADMODE Digital accepts direct deposits and is flexible depending on the preference of the client. Payment will be made in project phases as stated below.

Phase	Terms & Milestone	Due Date	%	Amount Due (\$)
Phase 1	Initiation	Week 1	50%	2,625.00
Phase 2	Website design complete	Week 3	25%	1,312.50
Phase 3	Website Launch	Week 4	25%	1,312.50
Bank: J.P Morgan Chase Route Number: 021100361 Account Number: 899580689		LEADSMODE LLC Office 7, 1492 High Ridge Road, Stamford, CT, 06903.		

Termination

The client may terminate this digital marketing platform service agreement at any time by providing written notice via email or certified mail to the service provider 30 days before the effective date. The service provider may cancel this agreement in the same manner if necessary.

If this agreement is terminated by the service provider, the service provider is responsible for the delivery of the stated service for 15 days after the client has received the notice of termination at no cost to the client.

If this agreement is terminated by the client, the client shall pay all outstanding fees as described by the service provider.

Acceptance

By signing below, both parties hereby enter into a binding online content management and marketing service agreement with each other.

Name

Name

Signature & Date

Signature & Date

LEADSMODE DIGITAL LLC

GIOVANNA'S DELI