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**Proposal for the design, build and hosting of a
website for Domus Design Architects**

11th June 2010

Our reference: 9602B

About Internet Creation Ltd

Internet Creation Ltd is a dynamic, forward thinking company; our business is based around our fundamental policy of providing the best personal service available in the web design industry.

All this is underpinned by providing the highest quality of product, giving our clients a complete end-to-end solution and the best possible value for money.

Since the company was formed in 2000, Internet Creation Ltd has expanded to offer complete web solutions and web marketing services to businesses throughout the country. Internet Creation Ltd is operated by a team whose combined experience of web design, technical ability, sales and marketing, gives you a first class, efficient and personal service.

Technical Services required by Domus Design Architects.

Any web development work will meet agreed standards of quality with particular emphasis on user experience, including usability. Accessibility is also very important and we endeavour to design and present your website in a way that is accessible to all users of the internet. These standards are set by W3C and we work to WCAG 2.0 accessibility guidelines to priority 2, where appropriate.

Technology

- ▶ The static part of your website design and construction will be a fully bespoke construction from an original design.
- ▶ Website written in compliant XHTML with cascading style sheets.
- ▶ Any dynamic pages will be written in PHP and use a mySQL database where necessary (enquiry forms, subscriptions, login areas, etc.)
- ▶ Your website can be hosted on one of our dedicated Linux servers which have been sourced from some of the leading hosting companies in the country.
- ▶ Any animation required will be created in Adobe Flash and After Effects.

Quality Assurance

Your website will be tested for performance in the following areas during the development phase: design, colour contrasting, coding, structural integrity, load, download times, cross browser and screen compatibility. Our QA team will also conduct complete pre-delivery testing including the user experience testing below. Despite thorough testing it is always recommended to have a soft launch of a website to iron out any issues.

User Experience Testing

We will construct the website ensuring that it complies with W3C® WCAG 2.0 and section 508 accessibility guidelines to AA standard (priority 2). This means that your website can be read by screen readers and other technologies. It also means that colour blind people can view colour contrasts. People using screen readers will also be able to navigate and read the website.

We would conduct various focus groups and user experience studies (this includes usability studies) in order to develop and evolve the optimum design in terms of functionality and aesthetics. All this would be to your approval.

It is important that visitors to the website will be able to view it as it was intended to be seen, no matter what browser or computer platform they use. Most websites are constructed nowadays to be seen on wider screens. We would recommend optimizing for a 1024x768 pixel screen resolution.

Website Analytics

We make extensive use of Google analytics for our current customers and can set up all the necessary goals, report regularly and make recommendations on the results.

Quotation

Website design and build

Creation of website which includes:

- ▶ Full design service proofed at all stages by you – based on a similar layout to the existing website.
- ▶ Content presented in useable manor – to contain:
 - Text, graphics and images.
 - All static pages as required as well as privacy policy, accessibility, 404 error page.
- ▶ Use of Flash where appropriate to enhance the design without distracting from the objective of the website.
- ▶ Project galleries for each business area with thumbnails and descriptions.
- ▶ Strong images to promote the 4 main business areas:
Newbuild; Refurbishments; Extensions; Conversions
- ▶ Descriptions and images can be controlled by you via a password protected admin area. (This spec is based on being able to integrate Slideshow Pro (or similar) into the website design.
- ▶ Enquiry Form
- ▶ All graphic design required for the website as required and creation of all coding.
- ▶ Fully accessible and useable website testing against industry standards as stated.
- ▶ Creation of general site structure based on approved design.
- ▶ Accessibility and usability will conform to industry guidelines.
- ▶ Convert website to fully compliant XHTML/CSS (this is the coding language used).

£ 680.00

Bespoke Content Management System (CMS)

There are two levels to the CMS below. This will allow you to change the content of the website without any technical knowledge.

Basic:

- ▶ Password protected admin area.
- ▶ Completely intuitive interface.
- ▶ Add, edit or delete the text throughout the website.
- ▶ Add/remove images, downloads etc and change text styles via an editor which functions similar to Microsoft Word.
- ▶ Upload documents for download on your website, e.g. PDF documents.
- ▶ Add/remove images, downloads etc and change text styles via a WYSIWYG editor

£ 600.00

Annual Hosting and Email Services

- ▶ Full email services on your domain name – including control panel and webmail.
- ▶ Renewal of domain name.
- ▶ Website hosted on a Linux dedicated server.
- ▶ Full nightly back-up of database and website to remote location.
- ▶ Virus checking software on server.

£ 120.00 per annum

Payment Terms and Notes

- ▶ All prices are exclusive of the current rate of VAT.
- ▶ Commencement of work is subject to a 30% deposit paid within 7 days of commission. This will be the starting point of the estimated timescales above.
- ▶ A further 20% payment will be required once the design has been signed off, paid within 7 days.
- ▶ After completion of the entire project we will invoice the outstanding balance, which is payable within 14 days. As a special arrangement we will allow you to make the final balance payment in three interest free instalments.
- ▶ Should the agreed launch date exceed the deadline by two weeks or more and Internet Creation have completed production of the website as far as possible, we reserve the right to invoice you for the final balance in the cases listed below. The website will of course be completed as originally agreed.
 - ▶ When a static website is completed and we are awaiting content
 - ▶ Where an e-commerce site is being built and waiting to be populated by the client
 - ▶ Where we have built a content management system and the content still has to be added by the client.
- ▶ Agreement to accept these terms and conditions is automatically made when you pay the deposit.
- ▶ Any additional design work after it's been signed off will be chargeable at our hourly rate. Internet Creation Ltd charge £50 per hour if any additional work that falls out with.
- ▶ Any further additions to the specification stated on this quotation will be quoted for separately, alternatively added to this quotation and re-issued.

Any additional design work after it's been signed off will be chargeable at our hourly rate. Internet Creation Ltd charge £50 per hour if any additional work that falls out with.

For and on behalf of Internet Creation Ltd.

Mike Sutherland
Creative/Technical Director