

Cityscapes project proposal

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Project Overview

The CityScapes website is a marketing tool to present designs and products to potential buyers. It can be accessed using a mobile device, laptop, or desktop computer running Windows, Mac, or Linux. The site should function normally using any modern web browser, Chrome, Firefox, and Microsoft Edge, as well as mobile browsers Safari, Android Chrome, etc.

The current CityScapes website is based on WordPress. This presents a security risk to business assets as well as to the company. Defacing the WordPress site would damage the company's image and decrease sales. Additionally, the convoluted user interface provided by WordPress' content management system creates unnecessary complexity to workflow and future generations of the sales and marketing teams. Content cannot be easily modified, the administrator must have a deep understanding of HTML and CSS to make changes without "breaking" something else.

The product "builder" is a feature that allows a user to change options on their product to see how it might look with different colors and textures. The builder is mostly complete for the Envisor product, but it lacks renderings for other products. The builder loads static images every time an option is selected, it scrolls with the page awkwardly making it hard to see the color and material options on some devices.

Project motivation

All of these problems will be addressed and more in this project proposal. This proposal is based primarily on three specific communications that I consider the meat of priorities.

"

So here are a few priorities off the top of my head. Envisor is our biggest seller right now by far. Very profitable. It's the most complete section of the overall CityScapes site, so it gets the most attention. Once we make sure Envisor doesn't need any more refinement, we will move on to Covrit. Covrit has many arms so to speak. One of the biggest sellers are dumpster surrounds. We need a marketing campaign that focuses on Dumpster Surrounds and ToughGate. Better website tools to show off the product. I'm still not happy with the create your own dumpster tool. It's functionality is not perfect. The website needs better drawings. The photo gallery doesn't work right and there are many photos missing. Next up will be NatureScreen and Planx. NatureScreen is a huge upcoming product line. The basics there are wall mounted and post mounted versions. The rest of the stuff like lighting and odd shapes are lower in importance. That's enough for now. Much more to say when you visit.

"

And previously:

"

We only offer a few colors on the Planx standard products. Not all 15 or whatever. Envisor has all of those colors and we offer custom on many products. I'm not even sure what those colors are. I think we go 5 colors on Planx. But just because it might show them all right now we don't really want to offer all those colors. We have about 30 plank colors as well but we aren't going to stock them all. We will probably go with 4 post colors and 5 plank colors and call them Quick Ship. Others will be custom with 4-6 week delivery.

"

"

We have three web areas of concern. Fixing the technical glitches and building better user friendly versions of the information that's currently in the websites. Then we need to add more content on many of the products. Some of the products don't even show 10% of what we have to offer. And third is to create sell sites and marketing channels to sell more product. A fourth and so on project is to add the newest product lines that aren't even on the website at all. There are so many areas not even represented it's kind of sad. But business is really good and I cannot complain. I just have so many things that need attention.

"

Definitions

Since all readers might not be familiar with technical definitions, it is important to conform to all the definitions listed here. This should be comprehensive enough to provide minimum understanding to all readers.

Client	This refers to the company contracting this agreement. This may also refer to a users browser, but for the purpose of this document, client will solely refer to CityScapes.
Web browser	A computer application that allows a user to access the internet and visit web pages.
Page	A single addressable unit with a specific goal or message to relay to the user.
VueJs	A web platform used to render HTML/CSS web pages.
Serverless architecture	A design where a page can be presented without the need for a backend server, minimizing maintenance and maximizing uptime/availability.
HTML/CSS	Web technology used to present a beautiful/color user experience through a web browser. This is the core of everything that is displayed on the web.
Javascript	A computer language that is interpreted by the user's web browser to provide interaction controls and communicate with various services.
WebGL	A graphical language and technology used to render 3D animations.
Proof of concept	A task or set of tasks that prove the capabilities of HTML/CSS/Javascript and web browser technologies. A proof of concept is a preliminary expense to test the viability of a new feature. If a proof of concept is not completed there is minimal time and effort lost.
Task	A single unit of work, a task has a minimum estimated time restriction of 1 hour and a maximum restriction of 8 hours. Anything shorter than 1 hour is assumed to take 1 hour. Any task longer than 8 hours is assumed to take longer than 1 full work day and should be broken up into multiple tasks.
User story	A user story describes a specific interaction between a customer using the web page and a specific outcome. I.e. "As a user, I should be able to

	contact support.” or “As a user, I should be able to select a color for support posts on the product.”
Milestone	A multitude of tasks and user stories that have a deliverable asset to the client. This is a concrete measurement of work that is payable. Outputs from milestones will be the sole property of the client to duplicate or reimplement in any way. More of this is described under the Agreement section.
Host	A company responsible for delivering and rendering HTML/CSS/Javascript pages so that the client doesn’t need to maintain responsibility.
Operational cost	An ongoing expense to the client in order to serve existing content.
Maintenance cost	An annual cost to the client for maintaining content, adding additional content, fixing bugs, and making modifications to web pages.
Agile	Agile is a software/product development methodology that allows for rapidly changing direction due to small task iterations. What the direction of the client or company changes, tasks can be assigned without detriment to overall project goals.
Velocity	Another agile related term. Velocity in physics is Speed with a direction. Speed is distance divided by time, and the direction it towards a milestone. Distance is determined by how many tasks are completed, divide that by the time it takes to complete.
Meta-tag	Important for functioning SEO, meta-tagging is a specific HTML directive that instructs search engines on how to categorize the web page. This is useful for making content searchable.
Open-source	Software that is freely available for reuse and can be modified in any way to fit the needs of the client. Comes with no warranty or guarantees.

Specification

Work completed, deliverables have been met

Work currently engaged

This is a technical specification of the activities that will be performed to satisfy a marketing need for a feature rich product website.

In lieu of an hourly wage, each page will be priced as well as an estimation of hours of work. In the Analysis section, pages and milestones delivery dates will be estimated.

The price of each page is an annual cost for maintenance. The price may decrease if tasks cannot fill the estimated hourly estimate, however, the annual cost will not exceed the price of the page. More of this is discussed in the Agreement section. The website has a 10 year support warranty. Reusable elements can affect the price of on going work.

Milestone - Current marketing analysis

Payment - One-time - \$300 - At delivery

Deliverables - A list of "design bugs" on the current marketing site, and some examples of how this project aims to fix them.

Time estimate - 4 hours

Tasks

Screenshot pages with design problems

Describe each page in a separate document

Deliver document with first Invoice

Milestone - Project proposal development

Payment - One-time - \$200 - At delivery

Deliverables - A PDF of the project specification with pricing and timeline estimates.

Time estimate - 8 hours - 2 days

Tasks

Create rough draft of proposal of expectations

Discuss particulars with company employees; marketing, sales, manufacturing, C-levels

Finalize project proposal

Milestone - VueJs shell with consistent menus

Payment - One-time - \$1,600 - At delivery

Deliverables

Access to a Github repository with all code changes and history of changes.

A free or monthly paid hosted web page accessible publicly from web browser or mobile.

A consistent menu with stub pages where content can be added, including some titles to distinguish between stub pages.

Time estimate - 16 hours - 2 weeks

Tasks

Learn to use VueJs

Install and build project from a VueJs boilerplate template

Design a menu consistent with existing product marketing material or to convey understanding of marketing goals and known user stories. I.e. "As a user, I should be able to contact support" translates to adding a "Contact Us" option to the menu so that a contact form can be implemented later in this contract.

Create a Github repository for code history.

Upload the prototype to a public host such as Firebase.

Provide a year of support, changes to basic layout, content, working, menus, logos, as a part of the high level framing around the implemented web pages described below.

Milestone - Proof of concept product rendering

Payment - One-time - \$1,600 - At delivery

Deliverables

A single page app that renders the **client's** product in 3D.

Ability to select a different material or texture and apply the color to the 3D model.

Time estimate - 24 hours - 3 weeks

Tasks

Learn to use three.js

Integrate three.js with VueJs app.

Export product rendering to Collada DAE compatible with the three.js collada loader.

Create color options to change the 3D rendering after it is loaded in the app context.

Upload new prototype to ensure materials still render in the hosted environment.

Milestone - Photo gallery initial design

Payment - One-time - \$2,000 - At delivery

Deliverables - A new photo gallery design that has a unique URL for each photo. This would allow photos to be shared with proper meta-tag information.

Time estimate - 8 hours - 1 week

Tasks

Create a list of thumbnail images.

Create a full page view of images with a unique URL for each image.

Create navigation that allows closing the full page image and returning to the gallery.

A year of support updating the photo gallery included.

Milestone - Photo gallery maintenance

Payment - Annually - \$2,000 - Up-front 1 year after initial gallery delivery

Deliverables - An updated list of photos provided by the client. The photos are added to the relevant page's HTML. In necessary, photo thumbs will be paginated showing 16 or 24 photo thumbs per page. A continuous scrolling feature is also available.

Time estimate - 8 hours - 1 week

Tasks

Import new photos.

SEO meta-tag targeting for individual photos.

Paginate photos if there are too many photos to present at a time.

Milestone - Photo gallery workflow management

Payment - One-time - \$4,000 - At delivery

Deliverables

Working with marketing/sales team to integrate photos with the gallery page as a part of an automated process.

Upload and generate photo HTML automatically through a "photo delivery system" using a gateway such as Email, a Github directory, Dropbox, or federated shared drive and relevant scripts.

Time estimate - 40 hours - 1 month

Tasks

Consult with marketing and sales teams to determine which photos are relevant to the salable product/products.

Create an interface for accepting new photos in to the photo gallery page. WordPress requires a lot of pointing and clicking for example. This task aims to reduce the management time of adding new photos, cropping, resizing, etc.

Create necessary scripts for generating new photo thumbs and uploading the new content to the VueJs app.

Milestone - Envisor product page

Payment - One-time - \$8,000 - Half up front and half at delivery

Deliverables

A loaded 3D model (from a CAD provided by the client) with color/material selection.

A features page showcasing top level requirements/benefits applications, partners (for the client's product).

A photo gallery with relevant photos and filters.

A downloads page for product brochures, CAD, drawings and technical specifications in PDF format. (existing download content provided by the client)

A full year of support in modifying the design aesthetics of the product page such as CSS styles, wording and spelling updates, featured photo changes, layout tweaks, file download versioning.
Note - Design changes should not exceed the time estimate in total number of work hours spent.

Time estimate - 80 hours - 2 months

Tasks

Using the proof-of-concept detailed in this specification. Display a 3D model of the desired product.

Cityscapes manufactures a pre-formed thermoplastic panel for enclosing rooftop mechanical equipment. The end product fits a wide variety of RTU's (rooftop unit), HVAC units, chillers and air handlers. Atlatl will create a product wheel as a support model. This product wheel will show different manufacturer's products. The user will have the ability to select a unit and scale it to size as a first step. Next, the user will begin configuring Cityscapes equipment screens.

The user will have the ability to select existing equipment-Manufacturer, Model #'s.

The next selection will be style:

- Canted or Vertical

Next the user will have the ability to select panel design.

- Wide Rib, Batten, Louver, Pan, Brick

Next the user will have the ability to select top trim design.

- Cove, Alamo, Step 1, Step 2, Flat

The panels are available in 5 standard sizes and the user will have the ability to configure and scale each panel. Also, the user will have the ability to graphically show or slide the side-to-side panels. The user will have the ability to select color from a color wheel provided by Cityscapes.

Copy some existing descriptive text from the current marketing site. Work with the team to agree on design and wording changes.

Collect all downloadable content from the client to provide in a preferred way.

Collect all photo gallery images for versioning and attributing in the new gallery specified earlier in this project.

Provide a year up updates to minor layout, wording, colors, versioned content provided by the client.

Milestone - Covrit product page

Payment - One-time - \$7,000 - Half up front and half at delivery (13% discount due to reusable content from Envisor project)

Deliverables - Same as Envisor page but using product content provided by the client relevant to the Covrit product.

Time estimate - 80 hours - 2 months

Tasks

Same as Envisor product tasks except using material provided by the client related to the Covrit product.

Product Configurator Module needs to render detail associated with 3-Models # 1100 Series (#1111, #1111W and #1123) and 3-Models # 1300 Series (#1313, #1313W and #1327). The following elements are configurable:

- Depth, Width and Height (feet)
- Panel Styles
- Gate Styles (2 Collections): Park Collection and Innova Collection
- Caps and Rails: Standard Hip Cap, Shallow Hip Cap, Mortarboard Cap, Boxed Top Rail, Cove Top Rail, Roman Ogee Top Rail

Milestone - Toughgate product page

Payment - One-time - \$6,000 - Half up front and half at delivery (15% discount due to reusable content from Covrit product)

Deliverables - Same as Envisor page but using product content provided by the client relevant to the Toughgate product.

Time estimate - 80 hours - 2 months

Tasks

Same as Envisor product tasks except using material provided by the client related to the Toughgate product.

Product Configurator Module needs to render detail associated with Covrit gates and the following configurable elements:

- Height: 2' to 14'
- Width: 2' to 10'; wider gates are available and support structures (runner wheels or track mounting) would be modeled once gate is wider than 10'
- Panel Style: Park Collection - Madison, Mission, Redondo, Sequoia and Muir Woods; Innova Collection - Canby, Flagstaff, Avon, Richland and Potomac
- Colors: Acaia, Brownstone, Clay, Fawn, Redland rose, Slate gray, White, Cedar, and Redwood

Milestone - Naturescreen product page

Payment - One-time - \$5,000 - Half up front and half at delivery (17% discount due to reusable content from Covrit, Envisor, and ToughGate products)

Deliverables - Same as Envisor page but using product content provided by the client relevant to the Naturescreen product.

Time estimate - 80 hours - 2 months

Tasks

Same as Envisor product tasks except using material provided by the client related to the Toughgate product.

Product Configurator Module needs to render detail associated with Covrit walls and posts including the following configurable elements:

- Height: 2' to 14"
- Width: 2' to 6'
- Styles: Clapboard, Clapboard with Brick, Board and Batten, Board and Batten with Brick, Louver, Classic Brick, Rustic Stone and Ipe
- Colors: Alabaster, Almond, Cypress moss, Forest green, Khaki, Mansard brown, Oyster, Putty, Rancho red, Sagebrush, Shadow gray, Slate gray and Ipe

Milestone - Planx product page

Payment - One-time - \$4,000 - Half up front and half at delivery (20% discount due to reusable content from Covrit, Envisor, Naturescreen, and ToughGate products)

Deliverables - Same as Envisor page but using product content provided by the client relevant to the Naturescreen product.

Time estimate - 80 hours - 2 months

Tasks

Same as Envisor product tasks except using material provided by the client related to the Toughgate product.

Product Configurator Module will model (static) the following accessories that can be added to Planx planter.

- Bollards and Sleeves
- Caps and Rails
- Drop Pins
- Handles
- Hinges
- Latches
- Colors: black, dark bronze and white

Milestone - ToughCrate product page

Payment - One-time - \$8,000 - Half up front and half at delivery

Deliverables

Same as Envisor page but using product content provided by the client relevant to the Naturescreen product.

Modified CAD drawings including configurable options.

Time estimate - 80 hours - 2 months

Tasks

Same as Envisor product tasks except using material provided by the client related to the Toughgate product.

Wheels that roll the entire crate and they also have feet that you can ratchet down and the wheels come up.

Milestone - PatioVisionHD product page

Payment - One-time - \$8,000 - Half up front and half at delivery

Deliverables - Same as Envisor page but using product content provided by the client relevant to the Naturescreen product.

Modified CAD drawings including configurable options.

Time estimate - 80 hours - 2 months

Tasks

Same as Envisor product tasks except using material provided by the client related to the Toughgate product.

Style / color options for PatioVisionHD and accessories / enhancements.

Milestone - Brochures

Payment - One-time - \$1,000 - At delivery

Deliverables

A tabbed page showing the downloadable PDF files (provided by the client) for each product.

A years support for updating content.

Time estimate - 4 hours - 2 days

Tasks

Collect existing brochure PDF files.

Design tabbed layout for each product.

Milestone - Downloads

Payment - One-time - \$1,000 - At delivery

Deliverables - A cohesive user experience for user access to design documentation pertaining to the client's products.

Time estimate - 4 hours - 2 days

Tasks

Collect existing brochure PDF files.

Design tabbed layout for each product.

Milestone - About us

Payment - One-time - \$1,000 - At delivery

Deliverables - Descriptions of C and D level management and company history displayed on a web page.

Time estimate - 4 hours - 2 days

Tasks

Write copy for company history.

Review management biographies.

Design a cohesive layout for display company information.

Milestone - Contact us

Payment - One-time - \$1,000 - At delivery

Deliverables - Descriptions of C and D level management and company history.

Time estimate - 4 hours - 2 days

Tasks

Write copy for company contact.

Establish a point of contact for customer inquiries.

Allow use to submit sales inquiries from the web page directly to the correct point of contact within the client company.

Milestone - Blog initial design

Milestone - Blog workflow management

Deliverables

Delivery method for Blog updates via Email, Markdown, etc with or without subcontracted content writing.

Milestone - Brand discoverability and publishing

Deliverables

Registration with multiple search engines.

Multi-branded mirroring for A/B testing target markets.

Marketing goals established over social media and existing product delivery pipelines.

Milestone - Site searching feature

Milestone - FAQ page

Payment - One-time - \$1,000 - At delivery

Deliverables

A tabbed page showing frequently asked questions..

A years support for updating content.

Time estimate - 4 hours - 2 days

Tasks

Collect existing FAQ from support team.

Design tabbed layout for each product.

Add links for each product to navigate directly to relevant FAQs.

Milestone - Warranty page

Payment - One-time - \$1,000 - At delivery

Deliverables

A tabbed page showing the downloadable PDF files (provided by the client) for each product.

A years support for updating content.

Time estimate - 4 hours - 2 days

Tasks

Collect existing brochure PDF files.

Design tabbed layout for each product.

Milestone - Payment page

Payment - One-time - \$14,000 - Half up front and half at delivery

Deliverables

Product quoting

Ability to accept payment for an order from customers

Integration with corporate bank account for accepting payments with the appropriate rates defined by the client existing financial institutions.

Time estimate - 80 hours - 2 months

Tasks

Use a bank API to authorize payments at a standard rate.

Submit the order from a customer to an existing ERP system.

Provide accurate pricing to the customer on the webpage.

Analysis

Risks

This documents assumes all product content has already or will be generated by a design team hired by the client; unless otherwise stated in the milestone description.

As discussed in detail in the deliverable from the marketing analysis, it is assumed there is something to gain by fixing the issues outlined in a separate document.

It is also assumed the existing marketing site is not currently used for lead generation, or the generated leads are infrequent, or the leads are not being properly tracked. This issue is addressed in the final project task of configuring site analytics and establishing marketing goals.

If these assumptions are correct and everything goes perfectly according to plan, the total cost of this new marketing site will pay for itself within 1 year after construction in lead generation.

\$100,000 - the total cost of developing this 3D marketing site

\$7,500 for 5 years of coverage (\$1500 annually)

\$350 spent per customer

286 sales from leads generated from something the customer saw on the product site

28,600 targeted leads at a 1% conversion rate

\$7,800 in marketing costs = 22 customers orders???

TODO: EBITDA graph

This project proposal does not include SRP or ERP integrations. This doesn't not include any CRM or CMS streamlining features unless otherwise specified by an individual milestone.

These features are boring, they are not intended for use by the customer, no one in the client company will use them once they are built. This is actually a \$25,000 savings.

The client assumes all of these risks.

Timeline

Due to the nature of Agile, priorities can change. This could take 6 to 18 months. The time estimate is somewhat meaningless until a velocity can be determined.

TODO: add project management milestone timeline tree with dependencies, 6 months, 1 year, and 18 months versions

This information available in other formats such as Microsoft Project or various online project management tools given the client distributes authority or licenses.

Time splitting will be used so that maintenance task do not impede developing new features or completing agreed agreed upon milestones. Maintenance and new development is split 40% to 60% respectively. Task points / hours will not exceed 40 per week. Hours spent on maintenance will not exceed the estimated hours.

Agreement

Proprietary Rights

Each Party retains its rights to its proprietary data and information shared with the other Party in connection with this Agreement. Each Party shall hold such proprietary data and information of the other Party in strict confidence and shall not disclose it to third parties or use it for any purpose other than as contemplated by this Agreement. All provisions related to each Party's proprietary rights and confidentiality obligations will survive termination, of any nature, of this Agreement.

All materials and assets intended for use on the deliverables are 100%. There is no such thing as intellectual property. Github repositories are open to the public. All software created is open source and available for duplications, mixing, and matching. This is the natural of the internet and this project.

Relationship of Parties

The relationship is that of customer (referred to as client in this document) and independent contractor. Neither Party is an agent or representative of the other and nothing in this Agreement is intended to create such a relationship nor shall it be construed to do so.

Miscellaneous

Litigation

The state and federal courts shall be the exclusive forums for all litigation or other proceedings initiated by either Party under or in connection with this Agreement or the subject matter hereof. Each Party consents to the jurisdiction of such courts and agrees to that venue.

Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of South Carolina without regard to the choice of law or conflict of laws rules of the State of South Carolina or any other jurisdiction.

Integration

This Agreement, along with any Attachments, constitutes the entire agreement between the Parties with respect to the subject matter hereof, and supersedes all previous understandings and agreements between the Parties, whether oral or written. In the event of any conflict between this document and any Addendum that may be executed after this document, the Addendum shall have priority and control for all purposes. Each Party acknowledges and represents that in entering into this Agreement it has not relied on any representation, assertion, guarantee, warranty, undertaking, collateral contract or other assurance of the other Party or any other person or entity separate from this Agreement. Each Party hereby waives all rights and remedies, at law or in equity, now existing or hereafter arising out of such Party's reliance on any such representation, assertion, guarantee, warranty, undertaking, collateral contract or other assurance.

Travel

Proposal price includes two (2) visits by Principal Consultant to client's facilities during the course of the engagement. Additional visits must be approved by client (Discovery Coordinator) and all travel expenses associated with additional visits will be passed through to the client at cost.

Severability

The illegality, invalidity or unenforceability of any provision of this Agreement shall not render illegal, invalid or unenforceable the remainder of this Agreement, whether in whole or in part. Neither Party's waiver of any breach by the other Party shall constitute a waiver of any other breach, including without limitation a future breach of the same obligation. No Party's forbearance as to any right or remedy in any particular case shall constitute a forbearance as to any other right or remedy, or as to any future case involving the same right or remedy.

Services

Consulting services will be provided to the client for 1 year after the first deliverable such that time permits according to the time-splitting schedule and not exceeding the time estimate in hours for each related milestone.

A development server will be provided by the developer. Any changes made to this copy of the configuration will be to the specification of the project and will be included in the new release of the website. This server may be less reliable than the current hosting company, but will still be made available to the client.

Regular meetings will be scheduled to review the progress on the project and make minor, detailed changes to the original specification. The developer will be available by phone or e-mail at any time during business hours; however, either party may request to schedule a

meeting at other times.

The developer will have access to the required services that are currently in place for the purpose of completing the tasks outlined by the project specification in Part 1 and 2. All credentials required for the project will be kept confidential, and will be discarded at the end of the project.

Timeline

Each milestone includes an estimated time-frame and development. Milestones are listed in order of importance. The order of milestones may change in accordance with the time-splitting framework discussed earlier.

In the event of an unforeseen complication with the project, including but not limited to, hardware failure, data loss or corruption that requires referring to an older backup of the project, a new project completion date will be agreed upon.

Billing

Payment requirements are listed with each milestone but include partial or full payment up front, full payment at delivery, or recurring payment for continued years of supporting maintenance tasks.

Payments for completed work should be made at two week intervals that are scheduled before the start of the project.

Signatures

Items provided by	Detailed deliverables for each completed milestone.
Project delivery date	6 to 18 months from contract initiation and the first billable invoice.
Total payments due	\$100,000 for all project milestones, \$1,500 estimated annual hosting and maintenance costs.
Contractor	Client
Print name: Sign name: Date:	Print name: Sign name: Date: