ESTIMATE

INFO Website Design Doc. Version 1.0 2018.01.26	Document Revisions
	2020.02.10
	Document Brief
	I am creating an app that will provide customers of Hopper's Cakes with a fun and visually inspiring way to effortlessly find and purchase personalized gifts (cupcakes). Customers will be able to quickly drag and drop items from the outside of the screen to a cupcake architect (interactive cartoon cupcake assistant) at center screen. You will be able to visually track your progress along the way, as the "cupcake assistant" will visually reflect your choices. This process will be designed to be user friendly, intuitive, and very easy to navigate. It will be colorful, engaging, and feature an incredibly visually and aesthetically pleasing design that will captivate users.
TO CLIENT / FUNDING BODY / PRO BONO	Project Description
	For this project… The finished product will be a functional app including 2 screens. A Creator Screen (where the cupcake is decorated), and a checkout screen where you will pay for your purchase. The cupcake in the MVP will visually reflect the choices made, but not be a talkative assistant. The MVP will be functional, with a focus on visual and operational simplicity and efficiency. If time permits we will include an update to the Cupcake Assistant, in which he will become fully interactive, talk to customers to provide direction as well as advertise current specials and deals, and increase the quality of user experience. This will be embedded in the existing "creator interface". If time permits, we will also include a log in/sign up page (another screen) where users will be able to create a profile which will result in the accumulation of points that can be used for discounts od admission to special contests. Finally, if time permits we will add an additional screen featuring an animation of ongoing order progress. Customers will be able to see the progress of their order/delivery. This screen will automatically pop up when the order is complete to show that the order has been received and is in progress.
FROM Caleb Richardson	Timeline
	Launch date: August 30, 2021.
	Risk Assessment

Risk assessment identifies areas of concern in a project. Though I offer line item estimates for tasks, areas of risk are flagged for possible budget increases and timeline changes.

Core Logic
All custom work with this level of complexity is an area of risk, as it represents unknowns on many levels. At the start of work, as far as possible, the complete logic flow for the system will be mapped out. Any omissions, special cases, or later changes will likely impact subsequent work.

Pricing and Scope of Work

The standard rate for design, site development, implementation and maintenance work is $XX per hour, and time assigned to the tasks delineated below reflect all time involved in the developer's completion of the task, including meetings, coordination, communications and development time. Rates are subject to change and are normally adjusted yearly. The client will always be notified of the relevant rates and hourly estimates prior to commencing work on a given task. When an overage of more than 25% will occur for a task, WEB will first obtain approval from the client before proceeding.

The tasks detailed below constitute the scope of work. Additions or notifications to the scope of work will incur additional expense and require additional time.

Ownership

The work product within the scope of this project will consist of the customization of existing software and the creation of new software for use by the client, as well as template code and custom configuration for the chosen platform. CLIENT will retain ownership of the template code and configuration. WEB will retain ownership of the software that is created and customized. In addition, WEB hereby grants to CLIENT a worldwide, perpetual, non-transferable, royalty free and fully paid up license to use the software it creates and customizes for this project.

Billing

WEB requires a 25% deposit on this contract cost prior to commencing work. This deposit is retained to service cash flow needs, and will not be billed against as payment for costs until the project has reached 75% completion.

WEB will bill twice monthly throughout the life of the project. Invoices are due net 30. Once an invoice is overdue, WEB will charge 5% interest per month until the balance is paid.

Confidentiality / Non-disclosure

	Neither party shall copy, use, or disclose any Confidential Information of the other except as reasonably required to perform its duties hereunder, and shall only disclose such information to those employees, subcontractors, and agents that have a 'need to know' such information to perform their duties.
	Termination
	This agreement terminates under the following conditions. a) Completion of the tasks described in this Agreement; b) Cancellation of Agreement by either client or WEB with cause with 5 days written notice.
	In the event that the agreement is terminated, WEB will be paid for the percentage of work completed up to that point within 30 days. Any deposits previously received exceeding the amount due to WEB will be returned to the client within 30 days.
	Reference
	Client agrees to allow WEB to reference the project in marketing materials, website promotions &c without prior approval.
	Disclaimer
	Except as set forth in this Agreement, the services and works furnished under this Agreement are provided on an 'as is' basis, without any warranties or representations express, implied or statutory including, without limitation, warranties of quality, title, non-infringement, merchantability or fitness for a particular purpose. Nore are any warranties created by a course of dealing, course of performance or trade usage. The foregoing exclusions and disclaimers are an essential part of this contract and formed the basis for determining the price charged for developer content.
	Signatures
	_____, for CLIENT
	_____, for Caleb Richardson

	Task	Hrs		Subtotal
Project Management / Account Management	Ongoing management and oversight of the project that aids in staying on-budget and on-schedule as well as ensuring clear paths of communication for all parties.	46.86		$1759.40
	Planning documents, client relations			
UX Design	Conduct all research and provide recommendations to ensure the product meets the user needs.	63.25		$2,846.25
	User interviews, need statements, user personas, usability testing			
Copywriting / Marketing	Gather and edit existing relevant copy, draft and finalize all additional written deliverables for the project, and gather graphic content. Design, develop and implement marketing strategies for a variety of platforms.	21.85		$764.75
	Search engine optimization Marketing analytics			
Design	Design and implement all visual assets utilized in the development of the project. This includes illustrations, design comprehensives, and a style guide based on a produced design system as well as the final assets to be used in development.	111		$6,105.00
	Research, style guide, design comps			
Development	Implementing structural requirements required to turn the Designer's comprehensives into a functional mobile app, as well as the deployment of those apps to their final hosting platforms.	137.4		$8,244.00
	Quality assurance testing			
TOTAL		**380.36**		**$18,914.40**