Sherrod Ware
Liliane Haas
Kayla Kang
Alec Martin
Han Wang

DESIDERATA RESCUE
Project Proposal

A. Project Description

Desiderata Rescue, the Client, has asked the Web Team, Sherrod Ware (Web Designer), Liliane Haas (Web Designer), Kayla Kang (Web Designer), Alec Martin (Web Developer) and Han Wang (Web Developer), to produce and develop a new responsive and functional website to be viewed publicly via the world wide.

Said Project is intended to build a new website for Desiderata Rescue. It will showcase the mission and services of Desiderata Rescue with the following requirements:

1. **Design**: Creation of an on-brand website design representative of the mission and services of Desiderata Rescue.
2. **Technology:** Implementation of the Content Management System (CMS) powered by WordPress as to all the Client to update and manage their own content.

B. Functional Requirements

Said Project will be produced by the Web Team with the following functional requirements:
1. **Home Page Slider**: A rotating banner on the front page to highlight animals (dogs and cats) available for adoption and fostering.
2. **Search:** Ability to search the site (workers, animals, breeds, etc.)
3. **Donation button:** Donations will be done through the external PayPal site.

4. **Social media buttons:** Buttons linked to the Client's Facebook and Instagram account.

5. **Press:** A page for news and events. Users will able to sign up for a newsletter through their emails.

6. **Responsive Design**: Create a website design that renders correctly on (a series of) mobile devices.

7. **Forms:** The site will contain forms so that potential adopters and fosters will be able to submit their application online.

C. Content Requirements

Said project will be produced by the Web Team with the following content requirements:

1. **Brand Imaging**: Said project will incorporate branding for Desiderata Rescue, the team may provide a slight branding for the business that will serve as a platform for the beginning of your professional branding.

2. **Photographic Imaging**: Photos for said project will be supplied to and or chosen by the Web Team to be incorporated into the design of said Project. The Client will be responsible for approval and license of each photograph.

3. **Written Content**: The written info for said project will be incorporated into the project by the client via a Content Management System (CMS/Wordpress).

D. Technology Requirements

Desiderata Rescue Project will be produced by Seattle Central College web development and design team with the following technology requirements:

1. **Markup Code:** Markup code for Desiderata Rescue Project will be written in valid HTML5 as to control the structure of website components. Desiderata Rescue markup code will adhere to standards as set forth by the W3C.

2. **Presentation Code:** Presentation code for Desiderata Rescue Project will be written with Cascading Style Sheets(CSS) as to control the design and layout of the website components. Desiderata Rescue Presentation code will adhere to standards as set forth by the W3C.
3. **Client-Side Scripting:** Client-Side Scripting code for Desiderata Rescue Project will be written in Javascript as to control website item applications.
4. **Server-Side Scripting:** Server-Side Scripting code for Desiderata Rescue Project will be written in PHP as to control elements that interact with the server and database component.
5. **Database Component:** Database components for said Project will be written in MySQL as to control functionality that stores and retrieves content data.

E. <u>Project Phases</u>

The website will be produced by the Web Team as described in the following phases:

1. **Discovery:** The Web Team will meet with the Client to clarify objectives, identify preferences, discuss goals, and analyze overall needs for the project.
2. **Content Audit:** The Web Team will organize a content audit as to determine how present and potential written and visual content will satisfy user needs to be assessed during the discovery phase.
3. **Information Architecture:** The Web Team will create an information architecture based on collected data from the Discovery and Content Audit phases. It will be will be contingent on the Client's review, approval, and signed-off on.
4. **Content Design:** The Web Team will create a (wireframes) content design study for all in-scope pages that will illustrate blocks of content, navigational schemas and user functionality which will adhere to the information architecture of the Project already approved by the client.

5. **Visual Design:** The Web Team will create a visual design study consisting of at least three initial visual design concepts that incorporate the Content Requirements into the content design of the Project for the Client's review, approval, and signed-off on.
6. **Development:** The Web Team will develop the website and content management system with the requirements in the manner as stated above for the Client's review, approval, and signed-off on.
7. **Testing:** The Web Team will test all website pages in order to ensure functionality across multiple platforms and browsers for all in-scope pages of said Project for the Client's review, approval and signed-off on.
8. **Launch:** The Web Team will be responsible for launching the new website to the Client's server space.

F. Rights of Usage

The Client will adhere to rights of usage for said Project described as follows:

1. All project code written by the Web Team will remain the property of the Web Team and will be able to be used as a portfolio piece for the Web Team.
2. The Client is granted usage rights of said Project as produced and developed by the Web Team to be used via the World Wide Web only.

G. Project Fees

The Client will adhere to fees for said Project described as follows:

1. Fees are to incorporate terms of said proposal only and will be billed as a "Pro-Bono" project.
2. Any other Web Team fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected Web Team and are not the responsibility of Seattle Central Community College.

H. Project Responsibilities

The Client will adhere to responsibilities for said Project described as follows:

1. The Client is expected to participate and be available for review and approval of all project deliverables, as described in the project phases section, according to the proposed schedule. If at any time the Project is delayed or halted by the Client, including but not limited to phase acceptance delay longer than 7 days, work on said project may be canceled.
2. The Client is to understand that this is a class project that is being worked on by students as a learning experience. A reasonable attempt will be made by both instructors of the class and students enrolled in the class to complete the project in a professional and timely manner. However, Seattle Central Community College cannot guarantee nor be responsible for the quality of work produced in this class.

I. Project Approval

By signing this document, this Project Proposal is considered "agreed upon" by the Client and the Web Team.

Name: _____ Date: _____

Kadee Gray (Desiderata Rescue)

Name: _____ Date: _____

Sherrod Ware (Web Designer)

Name: _____ Date: _____

Liliane Haas (Web Designer)

Name: _____ Date: _____

Kayla Kang (Web Designer)

Name: _____ Date: _____

Alec Martin (Web Developer)

Name: _____ Date: _____

Han Wang (Web Developer)