Way Back Inn
Tonya Ward
Program Manager
PO Box 621 Renton WA , 98057

Project Proposal

A. Project Description

Web 210 group, the Vendor, has been asked by Tonya Ward of the non profit organization Way Back Inn, to redesign and redevelop the website for the organization. This project is intended to improve upon the overall look and functionality of the current website. The end product will be a more visually appealing site, that has high usability and functionality. This will be done using the following requirements:

1.   Design: Redesign of the website that directly coincides with the mission and goals of Way Back Inn.

2.   Technology: Implementation of a Content Management System (CMS) powered by WordPress as to allow the Client to update and manage their own content.

B. Functional Requirements

This project will be produced by the Web 210 group with the following functional requirements:

1.   Home Page Slider: Rotating picture banner on the home page showing pictures that represent families and volunteers at Way Back Inn.

2.   Members login: A login que for members that will allow access to particular parts of the site that won't be publicly available.

3.   Donations/Volunteering: A button on the homepage that will redirect users to a form to fill out.

4.   Testimonials slider: A sidebar slider that displays families testimonials and auto scrolls.

5.   Advertisements: Advertisement tabs/pictures that when clicked link to said product page.

6.   Contact form: A basic php contact form.

7.   Responsive Design: A website design that renders correctly on a variety of mobile devices.

8.   Social networking links

C. Content Requirements

This Project will be produced by the Web 210 group with the following content requirements:

1.   Website Imaging: This project will incorporate the Way Back Inn logo and web design specifications as supplied by the client.

2.   Photographic Images: Photos for this project will be supplied to and or will be chosen by the Web 210 group to be incorporated into the design of this project. The client will be responsible for approval and license of each photograph.

3.   Written Copy: Written information for this project will be incorporated into the project by the client via a Content Management System (CMS).

D. Technology Requirements

This project will be produced by the Web 210 group with the following technology requirements:

1.   Markup Code: This project will be written in valid HTML5 markup that adheres to the standards set forth by the W3C.

2.   Presentation Code: The presentation code for this project will be cascading style sheets (CSS). The code will adhere to the standards put forth by the W3C.

3.   Client-Side Scripting: Client-Side Scripting code for this project will be written in Javascript as to control website item applications.

4.   Server-Side Scripting: Server-Side Scripting code for this project will be written in PHP as to control elements that interact with the server and database component.

5.   Database Component: Database components for this project will be written in MySQL as to control functionality that stores and retrieves content data.

E. Project Phases

This project will be produced by the Web 210 group as described in the following phases:

1. **Discovery**: The Web 210 group will meet with the Client to clarify objectives, identify preferences, discuss goals, and analyze overall needs for this project.

2. **Content Audit**: The Web 210 group will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for this project.

3. **Information Architecture**: The Web 210 group will create an information architecture to describe how the structure of the (website) content will be presented based on data collected during the Discovery and Content Audit phases of this project for the Client's review, approval and sign off.

4. **Content Design**: The Web 210 group will create and present a (wireframe) content design study for all in scope pages that will illustrate blocks of content, navigational schemas and user functionality that will adhere to the information architecture of this project for the Client's review, approval and sign off.

5. **Visual Design**: The Web 210 group will create and present a visual design study consisting of at least three initial visual design concepts that incorporate the Content Requirements in the manner as stated above for all in-scope pages of this project for the Client's review, approval and sign off.

6. **Production & Development**: The Web 210 group will be responsible for producing this project on the Group One development server with the Content and Technology Requirements in the manner as stated above for all in-scope pages of this project for the Client's review, approval and sign off.

7. **Testing**: The Web 210 group will be responsible for testing all website pages as to ensure functionality across multiple platforms and browsers for all in-scope pages of this project for the Client's review, approval and sign off.

8. **Style Guides**: The Web 210 group will be responsible for producing design style guides for all in-scope pages of this project for the Client's review, approval and sign off.

9. **Launch**: The Web 210 group will be responsible for launching this project to the Client's server space.

F. Rights of Usage

Rights of usage for this project described as follows:

1.   The Client is granted usage rights of this project as designed and produced by the Web 210 group via the World Wide Web.

2.   The Web 210 group reserves the right to use design and development elements of this project as case study and training materials.

G. Project Terms

The Client, will adhere to terms for this project described as follows:

1.   All project code written by the vendor will remain property of the vendor and will be able to be used as a portfolio piece for the vendor.

2.   The Client is granted usage rights of this project as produced and developed by the vendor to be used via the World Wide Web only.

3.   Fees are to incorporate terms of this proposal only and will be billed as a "pro-bono" project

4.   Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of Seattle Central College.

5.   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 this project may be cancelled.

6.   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 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 Web 210 group.

Name: _____ Date: _____
Tonya Ward, www.way-back-inn.org/
Renton, WA

Name: _____ Date: _____

Name: _____ Date: _____

Name: _____ Date: _____

Name: _____ Date: _____

Max Kvern, Milana, Gebrehiwet, Evan Smyth
Seattle Central College