

Barrons Rental Center Website

PROJECT SCOPE SUMMARY



PROJECT TIME & COST

HOURS
47.320

COST
\$0.00

Project is billable at a flat fee

Note: Project hours above are an estimate and may not represent the actual number of hours or cost it will take to complete this project.

Project flat rate: \$0.00

PROJECT DESCRIPTION

This is the scope of work for the Barron's website.

Barrons Rental Center Website

PROJECT SCOPE | Hours: 47.320 Cost: \$0.00

BARRONS

0 NOTES (Notes)

Description:

Based on Classic Party Rentals: <https://classicpartyrentals.co...>

Existing Site: <http://www.barronsrental.com/?...>

1 Project Wide Tasks And Notes (Task)

Description:

This is a list of tasks needed to build a website that is not built on a pre-existing theme. These are the items that have to be done to get the project started and to launch the system.

0 Project Setup (Task)

Description:

This is a list of tasks related to setting up the project on internal and sometimes external systems and to prepare the team to work on the project.

Notes:

The time for this item may change drastically based on the client.

0 Planning And Information Architecture Development (Planning)

Description:

- Gather project specifications
- Write up the project information architecture
- Review all items above with client, and get a sign off from the client on work

Tasks:

Information Architecture

2 hrs

Planning and Consultation

1 Client communications and project management tools

setup (Task)

Description:

Set up project in Freedcamp and potentially JIRA.

Tasks:

Systems setup

1 hrs

2 Write full project plan in Project Management Tool and assign tasks (Task)

Description:

Set up tasks, deadlines, planning, Gantt charts, etc. for the initiation of the project.

Tasks:

Systems setup

4 hrs

3 Code Repository Setup (Task)

Description:

- Set up code repository
- Set up skeleton directory structure
- Commit and push code frameworks and other dependencies
- Invite or add users

Code repository location: BitBucket.com

Tasks:

Systems setup

1 hrs

4 Serving Environment Setup (Task)

Description:

- Initiate hosting environments for build and for live areas
- Set up and distribute user permissions, usernames and passwords
- Inform all team members of new environments

Hosting Company: Digital Ocean - digitalocean.com

Tasks:

Systems setup

0.5 hrs

5 CMS, Plugins, And Widgets (Feature)**Description:**

The Content Management System (CMS), system plugins, and widgets purchased or used are listed below.

Notes:

When using widgets on a website, no liability for the long-term use of these items will be applied to the developer. Breaks will happen and fixes must be applied. Fees may apply to fix items in the future.

0 Content Management System (Feature)**Description:**

Wordpress - <http://wordpress.org/>

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of [plugins](#) and [themes](#) available to transform your site into almost [anything you can imagine](#). Over 60 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.

Notes:

Cost: Free

Tasks:

Systems setup

1 hrs

1 Akismet (Feature)**Description:**

Use: To protect blog from comment and trackback spam.

URL: <http://akismet.com/>

Notes:

Cost: Free

2 TypeFrom (Feature)

Description:

Use: Form building system for contact forms and patient forms

URL: <https://www.typeform.com>

Tasks:

Systems setup

1 hrs

3 Wordfence (Feature)**Description:**

Use: Wordpress security

URL: <https://www.wordfence.com/>

Notes:

Basic System Cost: FreePremium
System - 2 years: \$187

Tasks:

Systems setup

1 hrs

4 Yoast (Feature)**Description:**

Use: SEO plugin

URL: <https://yoast.com/>

Notes:

Basic System Cost: Free

Tasks:

Systems setup

0.5 hrs

5 SiteMap Plugin (Feature)**Description:**

Use: Sitemap plugin

URL:
<https://www.google.com/webmasters/tools/home?hl=en&pli=1>

Notes:

Basic System Cost: Free

Tasks:

Systems setup

0.5 hrs

1 Concept Design - Theme-based design (Task)

Description:

The theme-based design process includes the following steps and processes:

1. Produce a creative brief.
2. Create a mood board for the project.
3. Based on the creative brief we will work with your team to identify a premium theme based design to build on
4. Our design team will customize the theme within theme standards to meet design requirements
5. If requests for theme modifications go outside of theme constraints, changes will be charged at project hourly rate.

Notes:

Because this is a template based design. The concept design time will be allocated to finding the right template for this client.

Tasks:

Client meeting / discovery	2 hrs
Design - Composition	4 hrs
Project Consultation	3 hrs

2 Pre-launch Site Check (Task)

Description:

This is a list of checks to be completed before the website can be marked completed.

0 Check all pages built against architecture (Task)

Tasks:

Testing & Debugging - hrs	1 hrs
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1 Mobile Responsive Checked in Andriod and iOS (Task)

Tasks:

Testing & Debugging - hrs

1 hrs

2 Cross Browser Compatibility Check (Task)

Description:

Check on:

- Chrome
- Firefox
- MS Edge
- Safari

Tasks:

Testing & Debugging - hrs

2 hrs

3 Speed Check (Task)

Description:

<https://developers.google.com/speed/pagespeed/insights/>

Tasks:

Testing & Debugging - hrs

0.5 hrs

4 Google Webmaster Tools Added (Task)

Description:

<https://www.google.com/webmasters/tools/home?hl=en&pli=1>

Tasks:

Systems setup

0.5 hrs

5 Sitemap Added (Task)

Description:

<https://wordpress.org/plugins/google-sitemap-generator/>

6 Google Analytics Added (Task)

Description:

Add client's email as main account, then add JHMG user as our account.

Tasks:

Systems setup **0.75 hrs**

7 Robots.txt - ok to be searched (Task)

Tasks:

Systems setup **0.12 hrs**

8 SEO Checks (Task)

Description:

Check to make sure no broken links and site is looking good.

- <https://www.google.com/webmasters/tools/home?hl=en&pli=1>
 - <https://www.found.co.uk/seo-tool/>
-

Tasks:

Systems setup **0.25 hrs**

3 Project Launch (Task)

Description:

- Migrate DNS
- Manage / migrate MX records if necessary
- Push files to live environment
- Run critical systems testing protocols

Notes:

Running critical systems testing protocols is project dependant

Tasks:

Project Launch **2 hrs**

0 Post Launch Systems

Check (Testing)

Description:

Critical systems testing protocols are different for every project, so this portion may need to be fully determined when the project is almost completed.

Tasks:

Testing & Debugging - hrs

1.5 hrs

4 Mobile Responsive Design

Modifications (Task)

Description:

This line item is a general amount allocated to mobile responsiveness. It is an additional percentage that is based on the size of the project (25% X project hours).

This item is time allotted to ensuring the system looks good on mobile devices and works correctly. The framework noted above (Foundation) is a mobile responsive framework and automatically provides for mobile responsiveness, however not all items need to be shown on a mobile device some need to be turned off, edited, or otherwise changed to make sure that certain areas work on a mobile device. Additionally, certain areas of the site may need to be turned off completely as they will not show on a mobile device without completely rebuilding them. These areas have been noted in corresponding the 'Section Notes' areas.

Mobile responsiveness may be removed, however the addition of this item substantially contributes to the success of the project. Here is a great example of this:

<http://venturebeat.com/2014/08/03/responsive-desig...>

Tasks:

Mobile Responsive Tweaks

4 hrs

5 Search Engine Optimization -

Basic Setup (Notes)

Description:

Basic Search Engine Optimization is in the project build. This portion of the project will include:

- Basic keyword research
- Addition of meta data to each page in the website

From within Wordpress there are methods to add page keywords, descriptions, and other meta-data, but the actual research into what these keywords and descriptions which you may use to edit at any time.

Substantial additional SEO and marketing services are available and can be added as an additional project/contract.

Tasks:

Content Entry & Formatting

3 hrs

6 Project Management (Task)**Description:**

Project Management time is based on the total hours in the project.

What is Project Management? Per the Wikipedia:

Project management is the discipline of initiating, planning, executing, controlling, and closing the [work](#) of a [team](#) to achieve specific goals and meet specific success criteria. A [project](#) is a temporary endeavor designed to produce a unique product, service or result with a defined beginning and end (usually time-constrained, and often constrained by funding or [deliverable](#)) undertaken to meet unique goals and objectives, typically to bring about beneficial change or added value.^{[1][2]} The temporary nature of projects stands in contrast with [business as usual \(or operations\)](#),^[3] which are repetitive, permanent, or semi-permanent functional activities to produce products or services. In practice, the [management](#) of such distinct production approaches requires the development of distinct technical skills and management strategies.^[4]

Notes:

SALES NOTE: If you increase or decrease the cost of the project, be sure to change this item! It is 20% of the project hours.

7 Content Move (Task)**Description:**

About 215 products currently on the website.

With this quote, we will NOT be doing the content move of the products. We will create the product pages, and give you the tools to enter the products, but Barron's will be responsible for entering content per product.

We will enter 3 products and train users on how to enter more.

Notes:

SALES NOTE: If you increase or decrease the cost of the project, be sure to change this item! It is 20% of the project hours.

Tasks:

Content Generation

4 hrs

2 Website Architecture (View)

0 Header / Footer (Section)

Description:

Pricing for the header and footer design, coding, and programming are a part of the concept design and HTML Framework set up and coding, except for the 'get a consultation' lightbox and form.

0 Header (Section)

Description:

The header of the page is a 'sticky' navigation that stays at the top of the screen as the user scrolls down.

Header area will have:

- Logo / link to home page
- Phone number
- Main Navigation
- Get a consultation button / link to open get a consultation lightbox
- Send us an email / link to contact page

Notes:

The header remains the same on every page in order to ensure the user can always find their way around the website.

0 Main Navigation (Navigation)

Description:

- Home
- Products
 - Product Main Category (ie. Parties & Events)
 - Product Secondary category (Table Settings)
 - Product tertiary category (Dishware & China)
 - Product Profile
 - Get a Quote
- Inspiration & Planning
- Consultation
 - Consultation Request
 - Guides (category in blog - optional)
- Contact
 - Location

0 Products Dropdown (Navigation)

Description:

All items in Alphabetical order

Subnav 1: Parties and Events - each item to have:
Title / link to subcategory page.

Subnav 2: Equipment Rentals - each item to have:
Title / link to subcategory page.

Notes:

When user clicks on the products page, a sub-navigation will display with both sets of product categories for each different area (parties/events and equipment).

1 Footer (Section)

Tasks:

1 hrs

0 Contact Info (Feature)

Description:

- Phone
- Address
- Get a consultation button / opens consultation lightbox

1 Full Site Navigation (Navigation)

Description:

- Home
- Services
 - Page for each service
- Treatments
 - Page for each treatment
- Products
 - Page for each product
- Gallery
- Company - main page is blog
 - Staff
 - Testimonials

- Contact

2 Copyright Information (Feature)

Description:

Copyright 2014 Company name

3 Social Media Icons (Social Media)

Description:

- Facebook
- Twitter
- LinkedIn
- Pinterest
- Instagram
- any others

Notes:

Each icon links to it's corresponding platform.

1 Home Page (Page)

Description:

Page Goals:

- Drive user to main call to action button
- Inform user of choices

Notes:

Initial composition design time is included in the concept design for this project.

0 Promotional Image Rotator (Element)

Description:

Promotional image rotator will include on each image:

- Photo or image
- Next/Back buttons
- Description
- Call to action button

On the right and left sides of this area there will be next and back buttons in the shape of arrows that navigate through the 2 slides.

Images will transition from one to another by having one fade in while the other fades out. No other animation will be done.

Notes:

Two slides with pictures and text provided by the client will be turned into slides. Slide 1: Events and Weddings Slide 2: Equipment Rentals Once the slider has been completed, the client may use the CMS to edit the images, titles, text, and call to action button as needed. Mobile Responsive Item: Promotional Rotator may be modified or removed in some situations.

Tasks:

Coding - HTML / CSS **0.5 hrs**

Programming - CMS Integration **0.5 hrs**

1 Company Tag Line / Description (Element)

Description:

Once sentence explanation of what the company does.

Tasks:

Coding - HTML / CSS **0.25 hrs**

2 Customer Testimonials (Element)

Description:

- Header
 - Testimonial
 - Customer Name
 - Optional Image
-

Tasks:

Coding - HTML / CSS **0.25 hrs**

3 Categorized Product Category List (List)

Description:

List of top level categories for each main area (Weddings/Events and Equipment Rentals)

- Image / link to product category or profile page
 - Title / link to product category or profile page
 - Text about service / link to product category or profile page
-

Tasks:

Programming - CMS Integration **0.25 hrs**

2 Products (Page)

Description:

No products page, just a dropdown menu that will take users to the main category pages (ie. Equipment Rental) and show links to all subcategory pages (ie. table settings).

Notes:

IMPORTANT NOTE: There are product profile pages that need to be accessed from the second level, and others from the third level. For example, on tables we have: Events & Parties (Main Category) > Tables (Secondary Category) > 42" Pedestal Tables (Product Profile). Other times it is more levels, like with table settings: Events & Parties (Main Category) > Table settings (Secondary Category) > Dishware (Tertiary Category) > China Mug (Product Profile)

0 Main Category Page (2 main categories) (Page)

Description:

Page Goals:

- Drive user to main call to action button
- Inform user of choices

Notes:

Initial composition design time is included in the concept design for this project.

0 Promotional Image Rotator (Element)

Description:

Promotional image rotator will include on each image:

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Tasks:

Coding - HTML / CSS

0.5 hrs

Programming - CMS Integration

0.5 hrs**1 Company Tag Line /
Description** (Element)**Description:**

Once sentence explanation of what the company does.

Tasks:

Coding - HTML / CSS

0.25 hrs**2 Customer Testimonials** (Element)**Description:**

- Header
- Testimonial
- Customer Name
- Optional Image

Tasks:

Coding - HTML / CSS

0.25 hrs**3 Categorized Product Category
List** (List)**Description:**

List of top level categories for the appropriate main area - Weddings/Events or Equipment Rentals

- Image / link to product category or profile page
- Title / link to product category or profile page
- Text about service / link to product category or profile page

Tasks:

Programming - CMS Integration

0.25 hrs

1 Sub Category Page (Page)

Description:

List of top level categories for the appropriate main area - Weddings/Events or Equipment Rentals

- *Image / link to product category or profile page*
- *Title / link to product category or profile page*
- *Text about service / link to product category or profile page*

2 Tertiary Category (Page)

Description:

List of top level categories for the appropriate main area - Weddings/Events or Equipment Rentals

- *Image / link to product category or profile page*
- *Title / link to product category or profile page*
- *Text about service / link to product category or profile page*

3 Product Profile Page (Page)

Description:

Page will have:

Product Info

- Product title
- Product Image - large
- Gallery of product images - on click replaces main image
- 'Magnifier' feature that enables user to rollover area and view zoomed perspective.
- Description - paragraph
- Details - ie. color, material, code?

Ordering

- Quantity - entry
- Add to cart - button

Related products

- list of items that other customers who rented this item also rented.

Categories Subnavigation - list of all other product categories within this main category.

0 Blank Card (Page)

1 Blank Card (Page)

2 Blank Card (Page)

3 Inspiration and Planning (Page)

Description:

List of 'case studies'. Each item to have:

- Image / link to case study page
- Title / link to case study page
- text / link to case study page

Text about inspiration and planning. Potentially link to Pinterest boards, blogs or the company blog, and other information on planning.

0 Case Study Page (Page)

Description:

- Title
- Venue
- Photo Gallery - as large size image as possible - full screen maybe
- Text about the event or case study

Notes:

May change the name to Featured Events or something like that..

1 Blank Card (Page)

4 Consultation Request (Page)

Description:

- Text about why to use this company
- Consultation Form:
 - Event Details:
 - Type of event - drop down
 - Estimated Guest Count
 - Event planner / caterer
 - Event Date
 - Event time
 - Deliver Service - drop down

- Equipment needs

- Venue Details:

- Venue Name
- Address 1
- Address 2
- City
- State - drop down
- Zip

- Contact Info:

- name
- company
- address 1
- address 2
- city
- state
- zip
- email
- phone
- how should we contact you? - Phone or Email

- other comments
- submit button

Tasks:

Programming - CMS Integration **0.5 hrs**

Testing & Debugging - % (20%) **0.1 hrs**

5 Company (Page)

Description:

Paragraph about about the company:

- Header
- text about company
- Image of full staff / link to staff page

- link to see all staff

0 News / Blog List (Feature)

Description:

Each news or blog article will have:

- square thumbnail image created from the article main image.
- title of article / link to profile page
- date posted
- truncated article text

Notes:

Showing up to 5 entries.

1 Staff Listing (Page)

Description:

List of staff members in a grid view. Each staff member will have:

- Image
- first and last names
- title

All items above link to staff member profile.

0 Staff Member Profile (Page)

Description:

This can be a page or lightbox. Each staff member page or lightbox will have:

- first and last names
- title
- large image
- bio - just text

The user can also move from one staff member to another from this area.

- next button - takes user to next staff member
- previous button - takes user to previous staff member

If the user comes to the last staff member, and the press the next button, they will be taken back to the first staff member.

6 Contact (Page)

Description:

The contact page allows users to find contact information, reach the business through a contact form, and to find the location of the business.

0 Contact Info (Feature)

Description:

- Phone
- Fax
- Address
- link to google maps with this location marked

1 Contact Form (Form)

Description:

Form Fields:

- name
- email
- phone number
- comments
- submit button

Notes:

Form will send email to client. All emails will be kept in database as well and will be viewable from admin area of Wordpress.

2 Google Map (Map)

Description:

Large map on the page with the location marked as a pin on the map.

3 Social Media Icons (Social Media)

Description:

Icons / links to social media platforms:

- Facebook
- LinkedIn
- Twitter

Notes:

These are not share icons, they are links to the pages for this organization's social media platforms.