Example Project: BrainLeaf Sales Site

🕐 PROJECT TIME & COST

Project is billable at a task hourly rate

HOURS	COST
151	**$17,003.00**

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 DESCRIPTION

This is a template being designed to show what is in the BrainLeaf Sales site.

Example Project: BrainLeaf Sales Site

PROJECT SCOPE | Hours: 151 Cost: $17,003

I. Header / Footer

Description:

The header and footer of this site remain the same on all pages and sections except for within the application itself. Once the user logs in, the navigation will then change to the application navigation.

Notes:

Hours for building this area are taken into account within the project setup portion of this project.

I.1. Header

Description:

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

I.1.A. Main Navigation

Description:

- Tour
- Features
- Pricing
- Blog
- Apply for Beta - button

Notes:

The apply for beta item is a button on the right hand side of the page, not as part of the inline navigation.

I.2. Footer

I.2.a. Sign Up For Beta Bar

Description:

Button / link to sign up for beta page:http://brainleaf.com/blog/signup/

Full width button that takes user to beta sign up page. On rollover, transition to 'sign up now' text.

I.2.A. Full Site Navigation

Description:

- Home / Tour
- Features
- Pricing
- Blog
- Sign up for Beta

I.2.b. Copyright Information

Description:

© 2014 BrainLeaf Inc.

I.2.B. Social Media Icons

Description:

- Facebook - https://www.facebook.com/brainleaf
- Twitter - https://twitter.com/BrainLeafit
- Google+ - https://plus.google.com/+BrainleafProject/posts

Notes:

Each item is represented by an icon.

Terms And Conditions

Description:

Text about our terms and conditions.

Notes:

This page will be turned back on once we turn on the eCommerce system.

II. Features   Hours: 24.50   Cost: $2,752.50

Description:

The goal of the features page is to inform users about all the features that BrainLeaf offers in a short, succinct, easily consumable list.

Tasks:

Design - Composition	$120/hr	5 hrs	$600.00
Content Generation	$120/hr	5 hrs	$600.00

II.a. Page Header   Hours: 0.25   Cost: $22.50

Description:

Text: "Accurately scope your projects"

Tasks:

Coding - HTML / CSS	$90/hr	0.25 hrs	$22.50

II.b. Promotional Image Rotator   Hours: 5.63   Cost: $675.00

Description:

Promotional image rotator will include on each image:

Notes:

Six slides with pictures and text provided by the client will be turned into

- Photo or image
- dots representing each image
- Title & Description

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 3 slides.

Images will transition from one to another by sliding left or right. The accompanying text will slide along with the image. No other animation will be done.

slides.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.

Tasks:

Design - Composition	$120/hr	3 hrs	$360.00
Coding - HTML / CSS	$120/hr	0.5 hrs	$60.00
Programming - CMS Integration	$120/hr	1 hrs	$120.00
Testing & Debugging - %	25%	1.13 hrs	$135.00

II.1. Features Navigation Hours: 1.00   Cost: $90.00

Description:

Features navigation:

- Project Scoping
- Easy to Use Templates
- Template Management System
- Estimate Details
- Tasks
- People
- Hours
- File Storage
- Wireframes and Images
- Exporting/Printing
- Archive

Notes:

Features navigation floats on the left side of the page. As the user scrolls down the page, the navigation will not scroll down with them, but will stay at the top of the page.

Tasks:

Coding - HTML / CSS	$90/hr	1 hrs	$90.00

II.c. Page Header And Subheader

Description:

Header: All of your scoping, pricing, and projects in one place.

Text: BrainLeaf helps you accurately and quickly estimate your projects, keeps you from going over budget, and improves your understanding of what you are really sell and how long it will take. Know when you're going to be on budget, under budget, or over budget before you get started.

Button: Try BrainLeaf for Free / link to Apply for Beta Page

II.d. Features Listing	Hours: 2.00	Cost: $180.00

Description:

Each of the features in the Features navigation will be represented by:

- Header
- Text
- Image

Tasks:

Coding - HTML / CSS	$90/hr	2 hrs	$180.00

II.2. Beta Now Open Lightbox	Hours: 5.63	Cost: $585.00

Description:

When the page first loads, the BrainLeaf Beta Lightbox will open and must be closed in order for a user to see the rest of the page. This lightbox will consist of:

- graphic title - "BrainLeaf Beta now open"
- Text
- Apply for the Free Beta button - links to apply for beta page.

Tasks:

Coding - HTML / CSS	$90/hr	2 hrs	$180.00
Content Generation	$120/hr	0.75 hrs	$90.00
Design - Composition	$120/hr	1 hrs	$120.00
Testing & Debugging - %	20%	0.75 hrs	$78.00
Collaboration - %	30%	1.13 hrs	$117.00

III. Home / Tour	Hours: 74.58	Cost: $8,521.50

Description:

The goal of the home page at this point is to entice users to sign up for a beta account so that we can see how users will use the system. This flows into the first goal of the system, get 1000 non-paying users.

Notes:

This page has the title home / tour because when the user first comes to the website they are taken to the top of this page, but when they click the 'tour' button

III.1. Project Wide Tasks — Hours: 66.08 — Cost: $7,569.00

Description:

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

III.1.A. Planning And Information Architecture Development — Hours: 10.00 — Cost: $1,200.00

Description:

- Gather project specifications
- Research any 3rd party systems needed
- Look into other integrations
- Write up the project information architecture
- Review all items above with client, and get a sign off from the client on work
- Search Engine strategy planning.

Notes:

This time does not include all the time spent on Social Media planning, other marketing, etc. It was just the time to build the website.

Tasks:

Information Architecture Planning and Consultation	$120/hr	10 hrs	$1,200.00

III.1.B. Concept Design — Hours: 29.33 — Cost: $3,519.00

Description:

Concept design generally falls into the first draft for the home page, but if it is being done separately, account for it in this time block. This time block may also include building a style guide for the rest of the project.

Tasks:

Design - Composition	$120/hr	12 hrs	$1,440.00
Collaboration	30%	4.80 hrs	$576.00
Client meeting / discovery	$120/hr	4 hrs	$480.00

III.1.B.i. Promotional Image Rotator — Hours: 8.53 — Cost: $1,023.00

Description:

Images will transition from one to another by having one fade in while the other fades out. This can be done by either waiting for the image to change out or by clicking on the 3 main titles. Titles include:

- Project Scoping
- Time Estimates & Pricing
- Manage Expectations

Promotional image rotator will include on each image:

- Photo or image
- Title
- Description
- Call to action button

Notes:

Three slides with pictures and text provided by the client will be turned into slides.Site admin cannot use the CMS to edit the images, titles, text, and call to action. All changes must be done via editing the HTML directly.

Tasks:

Design - Composition	$120/hr	3 hrs	$360.00
Coding - HTML / CSS	$120/hr	0.5 hrs	$60.00
Programming - CMS Integration	$120/hr	1 hrs	$120.00
Testing & Debugging - %	25%	1.38 hrs	$165.00
Content Generation	$120/hr	1 hrs	$120.00
Collaboration - %	30%	1.65 hrs	$198.00

III.1.C. HTML Framework Setup / Coding
Hours: 17.00   **Cost: $1,680.00**

Description:

After the initial concept has been designed and approved, build out the initial style sheet for this design. This also includes coding a style sheet for standard HTML elements for the project.

Tasks:

Coding - HTML / CSS	$90/hr	12 hrs	$1,080.00
Mobile Responsive Tweaks	$120/hr	5 hrs	$600.00

III.1.D. Serving Environment Setup — Hours: 1.00 — Cost: $120.00

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

Tasks:

Systems setup	$120/hr	1 hrs	$120.00

III.1.E. Code Repository Setup — Hours: 1.00 — Cost: $120.00

Description:

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

Tasks:

Systems setup	$120/hr	1 hrs	$120.00

III.1.F. Project Launch — Hours: 7.75 — Cost: $930.00

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	$120/hr	1.75 hrs	$210.00

III.1.F.I. Run Critical Systems Testing Protocols — Hours: 6.00 — Cost: $720.00

Description:

Critical systems testing protocols are different for every project, so this portion will have to be

fully determined when the project is almost done.

Tasks:

Project Launch	$120/hr	6 hrs	$720.00

III.a. Sign Up For Beta Bar — Hours: 0.50 — Cost: $45.00

Description:

Button / link to sign up for beta page:
http://brainleaf.com/blog/signup/

Full width button that takes user to beta sign up page.
On rollover, transition to 'sign up now' text.

Notes:

This exact same bar exists on the footer of the website.

Tasks:

Coding - HTML / CSS	$90/hr	0.5 hrs	$45.00

III.b. Take The Tour Button / Link — Hours: 0.50 — Cost: $52.50

Description:

Arrow and link that gently scrolls user down the the 'tour' part of the home page.

Tasks:

Design - Composition	$120/hr	0.25 hrs	$30.00
Coding - HTML / CSS	$90/hr	0.25 hrs	$22.50

III.c. Scope Projects Quickly — Hours: 2.50 — Cost: $285.00

Description:

Image, header, text, and bullet points with icons that explain how projects are scoped quickly and easily.

Header: Scope your projects quickly using prebuilt templates and wireframes

Image: Scoping system page.

Text: Drag a full project template into the document, build a site with modules, or start with an empty canvas. All site templates and section modules come with recommeded hours, pre-built wireframes, and estimated costs.

Bullet 1: Not sure about our templates? You can make your own for your usual projects and systems.

Bullet 2: Write up projects structrually or as epics and user stories.

Bullet 3: Deactivate sections for future implementation, or as just a reminder.

Bullet 4: Modify our recommended hours per section as you need.

Tasks:

Design - Composition	$120/hr	1.25 hrs	$150.00
Coding - HTML / CSS	$90/hr	0.5 hrs	$45.00
Content Generation	$120/hr	0.75 hrs	$90.00

III.d. Manage Templates — Hours: 2.50 — Cost: $285.00

Description:

Image, header, text, and bullet points with icons that explain how projects are scoped quickly and easily.

Header: Manage your templates & streamline your estimates.

Image: Screenshot from templates page

Text: Stop writing estimates from scratch every time! Now you can write up an estimate one time, and use it exactly the way you want over and over. Edit pricing per client or per estimate whenever you want.

Bullet 1: Create estimates, templates, and wireframes and reuse them over and over.

Bullet 2: BrainLeaf templates are also available for a lot of the items that are used regularly.

Bullet 3: Build something amazing and want to share it? Now you can post your template for everyone on the system to use!

Tasks:

Design - Composition	$120/hr	1.25 hrs	$150.00
Coding - HTML / CSS	$90/hr	0.5 hrs	$45.00
Content Generation	$120/hr	0.75 hrs	$90.00

III.e. Set Up Pricing — Hours: 2.50 — Cost: $285.00

Description:

Image, header, text, and bullet points with icons that explain how projects are scoped quickly and easily.

Header: Set up pricing the way you want.

Image: Screenshot from estimate details page.

Text: No matter how you set up your pricing model, we can generally accommodate it. From value based pricing to hourly, hourly by task to hourly by person, our system can plan your hours out for you.

Bullet 1: Task categories can be set up to encompass all different task types for time management & tracking systems.

Bullet 2: Want to just see if your flat fee, value-based pricing is going to cover costs? Enter the price and see how your estimations measure up.

Bullet 3: Task based or person based pricing and budget setup.

Tasks:

Design - Composition	$120/hr	1.25 hrs	$150.00
Coding - HTML / CSS	$90/hr	0.5 hrs	$45.00
Content Generation	$120/hr	0.75 hrs	$90.00

IV. Pricing	**Hours: 51.88**	**Cost: $5,730.00**

Tasks:

Design - Composition	$120/hr	6.5 hrs	$780.00
Coding - HTML / CSS	$90/hr	4 hrs	$360.00
Collaboration - %	30%	4.05 hrs	$450.00
Content Generation	$120/hr	3 hrs	$360.00
Testing & Debugging - %	20%	2.70 hrs	$300.00

IV.a. Pricing By Month And By Year Slider	**Hours: 5.63**	**Cost: $675.00**

Description:

Header text: Simple, flexible, easy pricing.

Three pricing boxes, each will have:

- title
- $/month
- # of projects
- # of team members

Notes:

Three slides with pictures and text provided by the client will be turned into slides.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.

- amount of storage space

Month / Year slider slides from month to year and shows the user the cost for buying per year or per month. By moving the slider, the prices in each box change to represent that method's pricing.

Tasks:

Design - Composition	**$120**/hr	3 hrs	$360.00
Coding - HTML / CSS	**$120**/hr	0.5 hrs	$60.00
Programming - CMS Integration	**$120**/hr	1 hrs	$120.00
Testing & Debugging - %	**25**%	1.13 hrs	$135.00

IV.b. Enterprise Edition Text	**Hours: 21.50**	**Cost: $2,340.00**

Description:

Text:"Need more? contact us about our enterprise edition"

Tasks:

Coding - HTML / CSS	**$90**/hr	0.25 hrs	$22.50

IV.b.A. Blog	**Hours: 21.25**	**Cost: $2,317.50**

Description:

The blog page is a standard blog with some additional information at the top of the page.

Blog System: Wordpress

Tasks:

Design - Composition	**$120**/hr	4 hrs	$480.00
Programming - CMS Integration	**$120**/hr	5 hrs	$600.00
Content Generation	**$120**/hr	1.5 hrs	$180.00

IV.b.A.i. Page Header	**Hours: 3.00**	**Cost: $270.00**

Description:

Top header: What really matters is living well

Subheader: Sometimes life is a little harder than it needs to be. Let's see if we can make it a little

easier.

Text (3 columns):

- **Column 1:** Business can be hard sometimes. Sometimes it can be harder than it really needs to be. Throughout the last twelve years, we struggled to manage our processes, manage our clients, keep ourselves profitable, and sometimes just get by. That is, until we understood how to manage people, processes, and business, then it all started to turn around.
- **Column 2:** Over the years, we met so many other developers and designers that struggled time and time and time again with the same exact issues. Sometimes we'd say to ourselves "at least we're not alone". Well, if you're having problems with clients, deliverables, management, money, and so much more, we promise, you're not alone.
- **Column 3:** So what are we doing about it? The system we're building is developed just for developers and designers, by developers and designers to help you work on the things you really want, and love, to do. Best of all, if you use the systems we provided, you should (at least the vast majority of the time) be profitable and be able to live without all the stress.

Page description header: News, updates, bloggish stuff, but mostly selfies.

Tasks:

Coding - HTML / CSS	$90/hr	3 hrs	$270.00

IV.b.A.I. Newsletter Signup	**Hours: 0.50**	**Cost: $45.00**

Description:

Text: When is that next release coming out? What's in it? How can they make my life even easier? What is the funniest cat video today? Get it all here.

Email Form Field

Submit button: "Get Connected"

Tasks:

Coding - HTML / CSS	$90/hr	0.5 hrs	$45.00

IV.b.A.ii. Blog Listing	**Hours: 4.00**	**Cost: $450.00**

Description:

List of blog articles. Up to 10 articles on the page before pagination appears.

- title / link to article
- posted by [name here] at [time and date]
- featured image / link to
- truncated text

- categories list - user can click on a category and see all items in that category.
- tags list - user can click on tags list and see all items with that tag

Tasks:

Coding - HTML / CSS	**$90**/hr	1 hrs	$90.00
Programming - CMS Integration	**$120**/hr	3 hrs	$360.00

IV.b.A.iii. Categories Listing	**Hours: 0.50**	**Cost: $45.00**

Description:

Header: Tags

List of all categories used. Each item to have:

- name
- link to list of all items in that category

Notes:

The header text "Tags" is a misnomer, but it was requested instead of "Categories"

Tasks:

Coding - HTML / CSS	**$90**/hr	0.5 hrs	$45.00

IV.b.A.II. Social Media Icons	**Hours: 0.50**	**Cost: $45.00**

Description:

Header: Contact Us
List of Social Media Icons / links to those platforms:

- Facebook
- Twitter
- Google+

Tasks:

Coding - HTML / CSS	**$90**/hr	0.5 hrs	$45.00

IV.b.A.iv. Pagination	**Hours: 0.25**	**Cost: $22.50**

Description:

- List of pages
- next page button - if needed
- previous page button - if needed

Notes:

The page that the user is 'on' will be highlighted.

Tasks:

Coding - HTML / CSS	$90/hr	0.25 hrs	$22.50

IV.b.A.III. Blog Profile | Hours: 2.00 | Cost: $180.00

Description:

This is the full blog article. The url of this item will be put together using the easy to understand url titles and the page will incorporate thorough SEO capabilities in the admin area of the system.

Tasks:

Coding - HTML / CSS	$90/hr	1.5 hrs	$135.00

IV.b.A.III.a. Article Information

Description:

- title
- posted by [name here] at [time and date]
- featured image / link to
- full article text and images
- categories list - user can click on a category and see all items in that category.
- tags list - user can click on tags list and see all items with that tag

IV.b.A.III.b. Categories List

Description:

Header: Tags

List of all categories used. Each item to have:

- name
- link to list of all items in that category

Notes:

The header text "Tags" is a misnomer, but it was requested instead of "Categories"

IV.b.A.III.c. Leave A Reply | Hours: 0.50 | Cost: $45.00

Description:

Header: Leave a reply

Comment box

Post comment button

Notes:

All comments must be moderated before they can be posted to the website. All moderation is done through management system noted above.

Tasks:

| Coding - HTML / CSS | $90/hr | 0.5 hrs | $45.00 |

IV.c. General Information

Description:

Get started in 72 seconds

Try BrainLeaf for free / link to signup for beta page.

Questions: phone number

IV.1. Beta Now Open Lightbox   Hours: 0.50   Cost: $45.00

Description:

When the page first loads, the BrainLeaf Beta Lightbox will open and must be closed in order for a user to see the rest of the page. This lightbox will consist of:

- graphic title - "BrainLeaf Beta now open"
- Text
- Apply for the Free Beta button - links to apply for beta page.

Tasks:

| Coding - HTML / CSS | $90/hr | 0.5 hrs | $45.00 |

IV.d. Plan Specifics   Hours: 0.50   Cost: $45.00

Description:

Table of specifics about the different plans for BrainLeaf

Tasks:

| Coding - HTML / CSS | $90/hr | 0.5 hrs | $45.00 |

IV.e. Common Questions   Hours: 0.50   Cost: $45.00

Description:

Grid view of questions. Each item to have:

- title
- text

Tasks:

Coding - HTML / CSS	$90/hr	0.5 hrs	$45.00

IV.2. Apply For Beta	**Hours: 3.00**	**Cost: $330.00**

Description:

The apply for beta page sends an email to the site admin informing them of a new applicant. All applicants are manually entered into the mailing system initially.

Header: BrainLeaf, apply today for the BrainLeaf Beta

Form:

- name
- email
- phone
- role
- apply for beta button.

Tasks:

Design - Composition	$120/hr	1 hrs	$120.00
Coding - HTML / CSS	$90/hr	1 hrs	$90.00
Programming - CMS Integration	$120/hr	1 hrs	$120.00