

# <project name> Response to RFP

|  |          |
|--|----------|
| <b>1. INTRODUCTION.....</b>  | <b>2</b> |
| <b>2. PROJECT PROPOSAL .....</b>                                     | <b>2</b> |
| 2.1 PROJECT REQUIREMENTS .....                                       | 2        |
| 2.1.1 <i>Reference Documentation</i> .....                           | 2        |
| 2.1.2 <i>Description</i> .....                                       | 2        |
| 2.2 DESIGN GUIDELINES .....  | 2        |
| 2.3 TECHNICAL PROPOSAL.....  | 3        |
| 2.3.1 <i>Environment</i> .....                                       | 3        |
| 2.3.2 <i>Assumptions on features included in this proposal</i> ..... | 3        |
| 2.3.3 <i>Features which are NOT included</i> .....                   | 5        |
| <b>3. PRICE.....</b>   | <b>6</b> |
| <b>4. GENERAL ASSUMPTIONS, TERMS AND CONDITIONS OF SALE.....</b>     | <b>7</b> |
| <b>5. AGREEMENT TO PROCEED .....</b>                                 | <b>8</b> |

# 1. Introduction

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This document is supplied by Standupweb as a response to the RFP from <client name> to develop ...

The information in this document, and in the included supplementary documents (see Appendix), are a detailed overview of Standupweb's role and responsibilities for developing, integrating, and deploying the final solution, as well as projected costs, a list of project considerations that require further technical exploration, and a phased project delivery plan.

The included effort estimation plans serve as the SOW that defines the project deliverables and features.

# 2. Project Proposal

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## 2.1 Project Requirements

### 2.1.1 Reference Documentation

[1] ...

[2] ...

### 2.1.2 Description

...

## 2.2 Design guidelines

What are you aiming for? Help us give direction to the website

| The complete set of 118 Product Reaction Cards |              |                 |              |                  |
|--|--------------|-----------------|--------------|------------------|
| Accessible                                     | Creative     | Fast            | Meaningful   | Slow             |
| Advanced                                       | Customizable | Flexible        | Motivating   | Sophisticated    |
| Annoying                                       | Cutting edge | Fragile         | Not Secure   | Stable           |
| Appealing                                      | Dated        | Fresh           | Not Valuable | Sterile          |
| Approachable                                   | Desirable    | Friendly        | Novel        | Stimulating      |
| Attractive                                     | Difficult    | Frustrating     | Old          | Straight Forward |
| Boring   | Disconnected | Fun             | Optimistic   | Stressful        |
| Business-like                                  | Disruptive   | Gets in the way | Ordinary     | Time-consuming   |

|               |              |                  |              |                |
|---------------|--------------|------------------|--------------|----------------|
| Busy          | Distracting  | Hard to Use      | Organized    | Time-Saving    |
| Calm          | Dull         | Helpful          | Overbearing  | Too Technical  |
| Clean         | Easy to use  | High quality     | Overwhelming | Trustworthy    |
| Clear         | Effective    | Impersonal       | Patronizing  | Unapproachable |
| Collaborative | Efficient    | Impressive       | Personal     | Unattractive   |
| Comfortable   | Effortless   | Incomprehensible | Poor quality | Uncontrollable |
| Compatible    | Empowering   | Inconsistent     | Powerful     | Unconventional |
| Compelling    | Energetic    | Ineffective      | Predictable  | Understandable |
| Complex       | Engaging     | Innovative       | Professional | Undesirable    |
| Comprehensive | Entertaining | Inspiring        | Relevant     | Unpredictable  |
| Confident     | Enthusiastic | Integrated       | Reliable     | Unrefined      |
| Confusing     | Essential    | Intimidating     | Responsive   | Usable         |
| Connected     | Exceptional  | Intuitive        | Rigid        | Useful         |
| Consistent    | Exciting     | Inviting         | Satisfying   | Valuable       |
| Controllable  | Expected     | Irrelevant       | Secure       |                |
| Convenient    | Familiar     | Low Maintenance  | Simplistic   |                |

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## 2.3 Technical Proposal

### 2.3.1 Environment

Client-side technologies: HTML4, CSS2.1, JavaScript (Mootools library and open source components)

Server-side technologies: PHP/mysql

CMS

### 2.3.2 Assumptions on features included in this proposal

### 2.3.2.1 Typography and layout

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1. Check for hard-coded links to staging domain (i.e. ensure all links will change to 'live' URL/domain when site is launched)
2. Ensure no test content on site
3. Check how important pages (e.g. content items) print
4. For re-designs, ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing
5. Check all 'Hidden Copy' (e.g. alt text, transcriptions, text in JavaScript functions)
6. Create a favicon

### 2.3.2.2 Standard and validation

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1. The site will be horizontally centered inside the browser window
2. Accessibility: No use of HTML table (unless strictly necessary) and coherent architecture of the HTML page, including relevant naming of the ID and alt tags
3. JavaScript validated: Uses of the Mootools framework for all Javascript, ensuring cross-browser compatibility and code efficiency. All javascript code will be certified error and warning free by using firebug development tool
4. Check for canonical domain issues (e.g. variations in links to <http://site.com>  
http://www.site.com http://www.site.com/index.html should be reduced to a consistent style)
6. Ensure content is marked-up semantically/correctly (<h1>, etc.)
7. W3C compliance: HTML validation
9. W3C compliance: CSS validation

### 2.3.2.3 Optimization

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1. Check image optimization
2. Check and implement caching where necessary
3. Check total page size/download time
4. Minify/compress static (JavaScript/HTML/CSS) files
5. Optimize CSS: use short image paths; make full-use cascading nature of CSS, etc.
6. Site performance will be checked to attain at least grade C according to YSlow

#### 2.3.2.4 SEO

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1. Submit to search engines
2. Check page titles and keywords are relevant

#### 2.3.2.5 Functional Testing

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1. Testing environment: PC Windows: IE6, IE7, Firefox 3; Mac: Safari, Firefox 3
2. Optimized for 1024 x 768 screen resolution
3. Test all forms
4. Check all external links are valid

### **2.3.3 Features which are NOT included**

#### 2.3.3.1 SEO and analytics

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1. Setup a google analytics
2. Create sitemap.xml to ease referencing the site for google
3. Create a robots.txt to avoid bad bots

#### 2.3.3.2 Functional Testing

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1. Test without JavaScript, Flash, and other plug-ins

#### 2.3.3.3 Marketing

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1. Setup PPC/Google adwords
2. Check formatting of site results in SERPs (Search Engine Result Page)

### 3. Price

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| Task                               | Details   | Price |
|------------------------------------|---|-------|
| DESIGN                             |   |       |
| Home page                          |   |       |
| Section 1                          |   |       |
| Section 2                          |   |       |
| Section 3                          |   |       |
| Section 4                          |   |       |
| 2 rounds of review                 |   |       |
| Design Price                       |   |       |
| IMPLEMENTATION                     |   |       |
| Home page                          | Header, footer, menu, main style and content area |       |
| Section 1                          |   |       |
| Section 2                          |   |       |
| Section 3                          |   |       |
| Section 4                          |   |       |
| Effect: Slide menu                 |   |       |
| Effect: Custom scrollbar           |   |       |
| Effect: Fadeout fadein transitions |   |       |
| Optimization: Load time            |   |       |
| Search Engine Optimization         |   |       |
| Installation                       |   |       |
| 2 rounds of reviews                |   |       |
| Project management                 |   |       |
| Implementation price               |   |       |
| <b>Total</b>                       |   |       |

## 4. General Assumptions, terms and conditions of sale

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1. standupweb provides graphic layouts (PSD files).
2. This estimation is for 1 languages: English
3. Over cost for this project may be re-estimated as requirements are refined, once project starts. Every effort will be taken to keep as close to the quoted cost as possible.
4. <client name> will host the application in their infrastructure and provide support to install and maintain the application.
5. The foregoing estimates are fixed price quotes based on the assumptions contained herein, and based on the inputs received. Should this project assumptions change and/or the project complexity increase, there may be need to for Standupweb to work with <client name> to develop a change order adequate to satisfy both parties and the difference in work. Such change order may be an approved revision to this document.
6. Standupweb will use his development environment for coding.
7. Standupweb will provide the staging environment for any review.
8. If scope creep occurs, in the form of additional pages, increase in copy volume, increase in UI and/or functional complexities, increase in number of meetings, etc., then Standupweb will work with <client name> to determine the fastest turnaround time possible to meet the scope creep. In other words, any scope creep will likely mean an increase to the project timing and cost will occur and it will be incumbent upon <client name> to work out the details with Standupweb.
9. Standupweb shall only use open source products for web development.
10. Standupweb shall permit 30 calendar days for warranty bug reporting. During this time, <client name> and the client may report bugs. Standupweb will only resolve those bugs that align with the approved <client name> delivered assets.
11. Payment is due 15 (fifteen) days from Standupweb's invoice date. All past due accounts are subject, without any prior formal notice, to a finance charge of 1 ¼ % per month, 15% per annum, or the maximum amount permitted under the laws governing this document if less than 15%.
12. Payment terms are subject to Standupweb credit approval. Standupweb may change credit or payment terms at any time when, in Standupweb's opinion, the Customer's financial condition, previous payment record, or the nature of the Customer's relationship with Standupweb so warrants.
13. Standupweb may discontinue performance if the Customer fails to pay any sum due, or fails to perform under this or any other Standupweb agreement.

## 5. Agreement to Proceed

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If this project quotation is acceptable to <client name>, please have your Finance generate a PO, sign and send to Standupweb per the foregoing directions. This Quotation Agreement to Proceed, needs to be signed and dated below and a signed electronic copy emailed to [me@standupweb.net](mailto:me@standupweb.net), then contact Stanislas Duprey (646-400-8475) to discuss: project start, and the terms for invoicing this project, as necessary.

*Thank you for partnering with Standupweb.*

### AGREEMENT TO PROCEED PER QUOTE

|               |       |                  |       |
|---------------|-------|------------------|-------|
| _____         | _____ | _____            | _____ |
| <client name> | Date  | Standupweb       | Date  |
| _____         | _____ | _____            | _____ |
| Print Name    | Title | Stanislas Duprey | CEO   |