

Design Service for Weebly

Service Description and Expectations

September 2010

Design Service for Weebly: Description

If no custom design features are requested, the Design Service for Weebly package includes the following elements:

Service Element	Included
Pages: Up to 5 Included	✓ Standard
Design Consultation: Up to 2 hours of one-on-one time. Designer remains engaged to complete their work.	✓ Standard
Custom Design: Background, Header, Navigation, Colors, Page Layout	✓ Standard
Pre-Production Review and Approval of All Pages	✓ Standard
Custom Theme and Web Pages Built and Installed in Weebly Directory of Your Hosting Account	✓ Standard
Custom Features (if Purchased) Built and Installed in Custom Theme and/or Web Pages	✓ Standard
Review, Comment, and Minor Adjustments to Custom Theme and Page Layouts	✓ Standard
Sample Content (Images, Text, Graphics, Products) Added to Achieve Approved Design	✓ Standard
Dedicated Project Team	✓ Standard
Free Weebly Premium Services for 1 Year - \$99 Savings	✓ Standard
30 Day Warranty Against Bugs or Defects On All Custom Design Work	✓ Standard
Ongoing Support of Weebly Application	✓ Standard

Design Service for Weebly: Meet Your Team



Project Manager

Your project manager is your primary point of contact throughout the project, and is responsible for making sure everything comes together to complete your project – on time and exceeding expectations. Please contact your project manager with any questions or concerns.

Designer

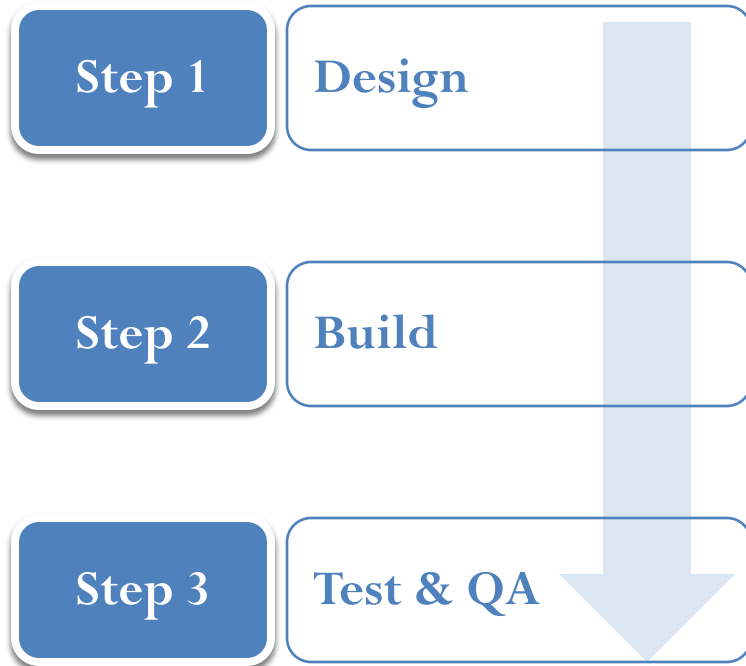
The role of the designer is to translate your vision for your website into something that we can build. Your designer is experienced, creative, professional, and they know what works and what doesn't work on a website. Take advantage of their experience.

Other Possible Team Members

Your project manager and designer will be most visible, you may interact with others from our team. If you need help writing compelling website content, we have writers on staff. We also employ experienced developers and engineers to implement, test, and deploy the website we build together.

Once we conduct our initial kickoff meeting, you will receive contact information for your project manager, designer, and any other resources assigned to your production team.

High-Level Website Design Process: Overview



We have simplified our website design process into three (3) primary steps, and have assigned a project manager to guide you through each step.

On the pages that follow, an explanation of each step will be provided, as well as an estimate of the time each step should take to complete, and anything we need from you.

High-Level Website Design Process: Design

Project Kickoff



Your Project Manager will contact you to discuss the project scope, timeline, expectations, and to set up design consultation.

Design Meeting



You will meet with the designer via phone for about 1 hour to talk about the project, concepts, your vision, etc. We listen first, then get to work.

The designer will take the information they've learned and create a mockup of the main design, and the layout of each page purchased, and present them to you for review and comment. Capturing your vision on paper.

Please review the mockups and correct as needed (limiting review cycles to 2).

The designer will implement your changes and present a final mockup for your approval. Once we have your approval, we begin building.

Estimated time to complete:
~ 1 -2 Weeks

High-Level Website Design Process: Build



Initial Build: We use the mockups approved in the previous step to build the custom theme, graphics, apply the layout to each page in scope, implement commerce products (if applicable), and develop any custom functionality. Once we're done, we set a site-wide password, publish the website, and turn it over to you for review and comment.

Review and Comment: You will have seen and approved the final version of the website as a mockup, but this is the first time as a functioning website. Please review, make comments, and provide them to your project manager. Your project manager will ensure the changes are made in a timely manner. *Please note, we cannot 'start over' or make major changes to the design once it has been approved, as such only minor adjustments are expected.*

Final Review: Once you have had a chance to review the website and make comments, we will make the changes which can be implemented and notify you when they are complete. No further structural modifications can be made at this time.

Estimated time to complete:
~ 1 - 2 Weeks

Important Note:

If you have personalized content available, please advise your project manager, we'll get it added to your website.

High-Level Website Design Process: Test & QA

With the design and build steps complete, the final test and quality assurance phase begins with three unique sets of activity:

Functional Testing

- Testing all standard and custom development work completed to ensure everything works as expected.
- Employ a standard methodology of more than 30 tests to ensure security, performance, and functionality.

Visual Inspection

- The website certainly has to function as expected, but it must also be visually appealing. We inspect text, images, video, products, spelling, grammar, etc., to ensure that all elements look professional.
- Last chance to provide personalized content – sample content used if personal content not provided.

Customer Handoff

- Once all testing and inspection is complete, we ensure the site-wide password is set, re-publish, and hand over the completed website to you.
- We also take this opportunity to provide training to you to update the content sections of your new website. Weebly makes it extremely easy to update a website.

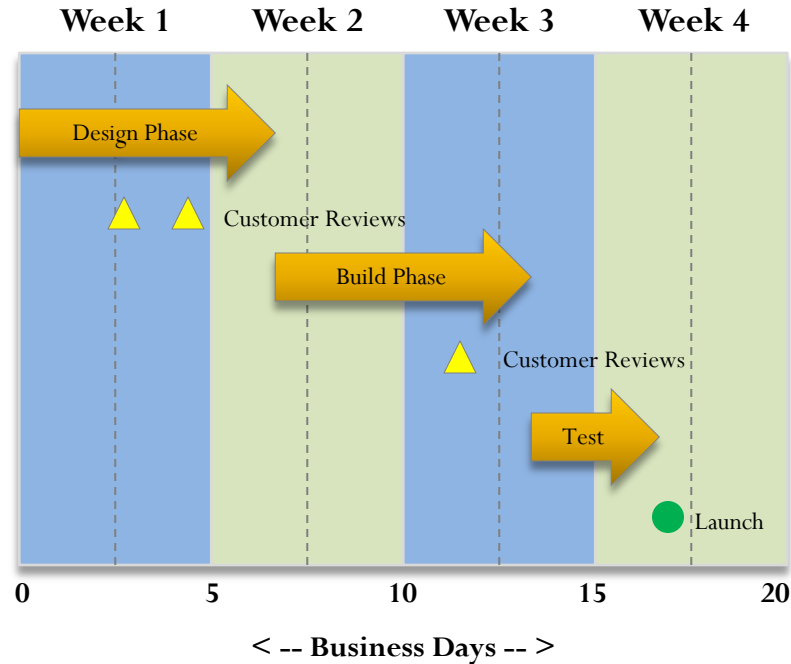
Estimated time to complete:
~ 2 – 3 Days

Important Note:

When we hand over the website to you for testing, or at the end of the project, we set a site-wide password. This allows us to publish the website without making it available to the rest of the Internet. You will have to either remove the password or select the pages to be protected after the site is complete.

Design Service for Weebly: Timeline

In general, the time it takes to complete the entire process should be approximately three weeks – but every project is a little bit different.



The project plan to the left should always be considered tentative, and is not a firm commitment. You should always verify the estimated completion date with your project manager. Many factors can impact the delivery schedule, including:

- **Project complexity.** If there is a lot of custom work, naturally this will take longer to complete.
- **Availability.** We make every effort to be on time for meetings and to complete assigned work on a timely basis. We ask the same of you.
- **Rework.** We ask you to approve the design before the build phase can begin. Significant late stage rework can be costly in terms of time and money.
- **Upgrades.** We're happy to provide you with additional work, but please be aware that it will likely impact the schedule for completion.

Design Service for Weebly: Completion

We believe that setting the right expectations from the beginning is crucial to the successful completion of the project, and to ensure your satisfaction and enjoyment of this process. To help set the right expectations, please see our project completion criteria below.

1. Mockups representing the global design elements , individual page layouts, and any optional service components have been approved by you.
2. All design (standard and custom) work has been completed and presented to you for review and approval.
3. Custom designed theme has been installed in your Weebly account.
4. All website pages in scope have been built using sample content to match approved mockups.
5. If copywriting services were purchased in conjunction with website design services, the approved copy will be added to your new website.
6. All functional, performance, and visual tests and inspections have been completed and any issues corrected.
7. The website has been published with a site-wide password set, and turned over to you.
8. A final walkthrough has been offered.

Third-Party Applications in Weebly

The Weebly Drag-and-Drop builder makes a number of third-party applications available to you, including:

Applications that
Add Functionality to
your Website



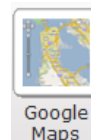
Nabble
Forums



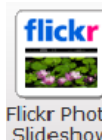
Online
Bookings



SiteLock



Google
Maps



Flickr Photo
Slideshow

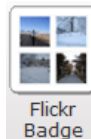


YouTube
Video

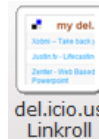
Applications that
Add Functionality to
your Blog



Twitter
Badge



Flickr
Badge



del.icio.us
Linkroll



LinkedIn
Button

While we can add these elements to your website, they all require some action on your part before they will function properly. In most cases the action required is setting up a personal account or providing personal account credentials.

eCommerce Services

The Weebly Drag-and-Drop builder also makes it very easy to sell products or services online, without the need for a separate shopping cart application. As part of the Design Service for Weebly, we will:

1. Add the products and/or services you wish to sell to it's appropriate website page. Maximum of 20 per page or 100 per 5 page website design.
2. Add the appropriate images and text associated with each product (if provided – sample content used otherwise).

Things you should be aware of:

1. Weebly allows 1 image per product 'block'. There are, however, options to overcome this obstacle.
2. Google Checkout and Paypal are the only merchant gateways available within the Weebly application. You must sign up for the merchant account, we can't do this for you.

Additional Costs:

1. Weebly eCommerce carries an additional cost of \$29.95 per year.
2. Both Google Checkout and PayPal charge transaction fee's to accept cards:
 - A minimum fee per transaction, and
 - A percentage of the transaction, which varies based on the dollar volume of transactions.

Personal Content

The images, text, video, products, (personal content) that fill your website are just as important as how it looks and functions. We approach personal content as follows:

The website home page to the right is a great example of the work our experienced designers can do for your website, most of which would be included at no additional cost. This example contains sample content:

- Sample header
- Sample (optional) logo
- Sample images
- Sample text

We try hard to get to know your business and your needs, but don't know it as well as you do. As such we need you to provide us with the content that best represents your business – your pitch to your customers - we will add it to your new website.

If you can't provide personal content during the normal course of the project development, we will add sample content, and teach you how to add your own content when it's available – Weebly makes it very easy!

Sample Website Home Page



Optional Services

In addition to our 5 page Design Service for Weebly, we offer a number of optional services to enhance the look or the functionality of your new or existing Weebly-based website.



Custom Header

A header is the first thing site visitors see — you'll want yours to stand out! Let us create a unique and personal header that is consistent with the overall look and feel of your site.



Copywriting Services

What a website says is just as important as how it looks. Ultimately, it's your message that matters! Let our professional copywriters deliver an engaging and effective message for your site.



3rd Party Design Theme

If you find a template online that you'd like to use for your site, we will implement it for you! We can adjust most templates so that they can be used like any other Drag & Drop Builder theme.



Custom Logo

A logo is an important visual element of any brand — if designed well, it's what site visitors will remember most. So don't forget it! Let us design a custom logo that truly represents your brand, and makes your site memorable.



Additional Website Pages

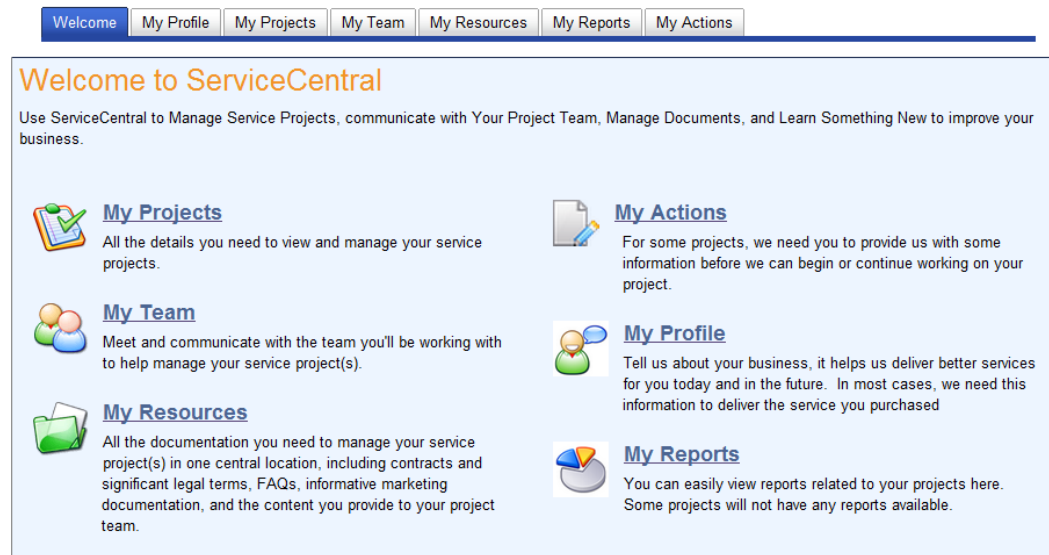
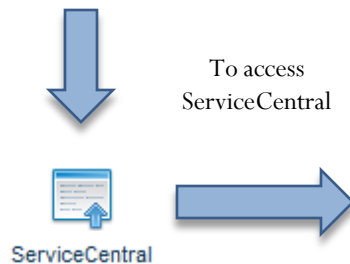
Need to expand your already existing Drag & Drop Builder website? Looking to keep what you have, but add some more? We can help! We'll design up to 5 new pages for your website.

If you are interested in any of these optional services, please speak with your project manager for details and pricing.

Tracking Progress

We like it when our customers know how their project is progressing, and we've built a tool to make it easier to track your progress, it's called ServiceCentral.

From your Hosting Control Panel, click this icon (Marketing Services section).



ServiceCentral is a one-stop-shop to track the activity related to your project or projects, communicate with and transfer files to your project team.

The 'My Projects' tab is the place to start.

Summary

Thank you for placing your trust in us to build your new website, you've made the right decision!

The process of building a website is both exciting and at times a bit stressful until you know everything is done the way you want.

We hope that this document will help shed some light on the way we approach the website design and development process, and encourage you to ask any questions you may have.