



Project Scope Document (Sample)

Project: “Sharing our Mission and Attracting Commitment”

This document outlines the project scope agreed upon by Diving Board and Well-Organized Organization and is what Well-Organized Organization will receive in return for the agreed price in the attached “Invoice.”

Client: Well-Organized Organization

Date: 9/16/2011

Transaction ID: 20###

Any elements, element details, and additions to the scope of the project not detailed below are not included in the total project price and will have to be negotiated separately from this project.

Project Purpose and Expected Outcomes:

The purpose of “Sharing our Mission and Attracting Commitment” is to implement the below project elements into a new custom website so that Well-Organized Organization can better save time and effort in their role of increasing visibility. The website is to serve as a centralized location for communication while successfully and concisely sharing the mission of Well-Organized Organization to potential funders and partners so the influence of Well-Organized Organization is strengthened now and in the future. The custom website will be built with longevity and grow capacity in mind, so new program information and event information can easily be added and rearranged on the website, saving time and money.

Visuals:

All elements are to complement the current Well-Organized Organization logo and present a crisp, professional feel with simple navigation and strong content organization as the main objective. Secondly, the visuals will be designed to display a tasteful touch of creativity in order to stay true to the style of Well-Organized Organization.

Content Limitations:

The website will not have more than:

- 9 main navigational sections
- 30 total static pages
- 50 photos

Project Element Descriptions (1-6)

1. Custom visual design: Diving Board will design the website to be visually appealing and include navigation that best suits the content of the website so users can find the information they are looking for in the fewest clicks possible.

2. Programming: Diving Board will work with local Nashville partner, Sitemason, to bring the latest content management system technology to the website so updates to the site are as easy as making changes to a Microsoft Word document. No HTML knowledge will be required to change text in different parts of the website and changes can be made from any computer with Internet access. The website will be designed so content and style can be separately accessed by the proper party so simple and more complex updates to the site in the future will be as seamless as possible, saving money and unneeded hassle.

3. Central illustration of mission statement: Diving Board will ensure Well-Organized Organization is sharing its mission in a centralized location online via visual and creative means so visitors are more likely to become invested in Well-Organized Organization. Diving Board will work with an independent contractor to bring the following mission statement to life in simple story form:

“Well-Organized Organization promotes arts, education and the creative power in people with disabilities, thereby improving the quality of life for all people in Tennessee.”

The illustration will be the focal point of the home page to initially draw people into the content of the website, and to stay true to the creativity advocated by Well-Organized Organization.

4. Accessibility features: Diving Board will make sure content is designed so people with disabilities can access the information as easily as possible. This will include, “skip to content” links, text alternatives to images, well organized content, and options to increase font size.

5. Content migration: The content migration cost is based on the time it will take Diving Board to migrate the content provided by Well-Organized Organization into the newly designed website once the structure is set in place.

6. Photography: Diving Board will send a photographer to the Oct. 26 Wild Horse Event to ensure the spirit of Well-Organized Organization is captured in a professional way online. Selected photos from the photo shoot will be used on the website in conjunction with photos provided by Well-Organized Organization.

Foreseen Recurring Costs:

- \$30 to \$50 per month paid to Sitemason for website hosting and content management upkeep.
- \$20 to \$35 per year for domain registration to Sitemason or 3rd party.

Definitions:

“Content” as mentioned in this “Scope Document” and the attached “Invoice” refers to all the content that will eventually be placed into the website during construction of the website. These could include, but are not limited to: photos, text, and instructions on how elements are to appear or be organized. The project soft launch is to be completed by Diving Board seven weeks from the date Diving Board receives all “content” from Well-Organized Organization.

Maintenance Costs:

Diving Board is not responsible for any additional maintenance costs that Well-Organized Organization may pay as a result of expanded services while working with Diving Board, or at any other time. These costs include, but are not limited to: hosting costs, domain registration costs, content management system costs, and email marketing costs. Diving Board will not make any edits to project elements after a week of the soft launch, and only if the changes are within the scope of project as defined by Diving Board.

Copyright/Company Information

Diving Board is Nathan T. Baker, Sole Proprietor. All design and structural elements are copyrighted by Nathan T. Baker and all “content” is copyright by Diving Board’s clients. All Rights Reserved. Any strategic partners used during production are independent contractors.

Attached: “Invoice”