Center 44 Website
Version 0.5

This is a sample proposal written and submitted for a project I did in 2008.

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Version History

REVISION CHART			
Version	**Author(s)**	**Description of Version**	**Date Completed**
0.5	MTF	Initial SOW Description	March 7, 2008

Document Owner

The primary contact for questions regarding this document is:

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Document Approval

Document Name: Center 44 Website

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Prepared by: Jeffery L. Boverman

Approval: _____

Name and Organization

Concurrence: _____

Name and Organization

1 Introduction

This proposal is the top level controlling document for the software development lifecycle.

1.1 Purpose of this document

This document provides general and specific scope of work (SOW) for the Center 44 Website project.

1.2 Deliverables

Outline the key deliverables and provide a delivery milestone schedule where appropriate.

Deliverable	Responsibility	Start Date	End Date
Database Design and Web Framework	MTF		
Site Design, Graphics, and UI Interfaces	JB		
Administration Tools	MTF		
Core Website Functionality, Initial Launch of Site (PHASE I Complete)	MTF/JB		
Additional Website Functionality (PHASE II Complete)	MTF/JB		

Table 1 — Deliverables

1.3 Scope

Project will develop, design and implement a multi-functional website to facilitate the online sale of antiques and interior design items for Center 44. Core functionality will include:

1. Site Security

2. User Profiles (store owner, customer, administration, super-user)

3. Product search

4. Product selection

5. Sales coordination

6. Site will NOT support online commerce, but will enable users to identify and place item on-hold for purchase

1.4 Reference Materials

This plan and project is based on a list of capabilities and design criteria supplied to Boverman Design by Chris Cooney and partners of Center 44. Document is filed as *project_description.doc* dated 02/28/08. (see attachment #

1.5 Relationship to Other Plans

- *project_description.doc* dated 02/28/08

1.6 Key Stakeholders

Outline the project's key stakeholders, for example:

- Chris Cooney, Center 44 representative

1.7 Points of Contact

Chris Cooney, 212-450-1605, ccooney@euescreengems.com

1.8 Methodology, Tools, and Techniques

Site will be produced using programming tools to include ColdFusion, SQL, HTML, Java, and JavaScript. Other tools will be employed to convert existing information (i.e. QuickBooks), image viewing, CMS, search, email, notifications (i.e. cell phone, fax, etc.) and SEO. These tools will be described in a specific Technology Approach document that will be produced before project initiation.

1.9 Policies, Directives and Procedures

No work will initiated until a signed contract has been drawn and accepted by both parties to include project description, schedule and budget.

No obligations or work will be done until a mutual agreement for that work has been signed by Boverman Design and Center 44

All work will be approved by Center 44 and Boverman Design.

Boverman Design
Jeffery L. Boverman, principal
Mathew Ford, principal

Center 44
Chris Cooney, principal

All work will be specified as to scope, schedule and cost in writing before that work will be initiated.

All changes will be mutually agreed to by both parties for time-to-implement and cost

All technologies are under the sole direction of Boverman Design.

All project requirements are the sole responsibility of Center 44

Boverman Design maintains sole ownership of any, and all, customer code and database routines developed for this project, and reserve the rights to reuse that code for any current or new client or project.

2 Management Structure

A list of personnel will be created before work is initiated to establish approval for all work. Signatures will be required for all work done including changes, revisions and modifications to the primary Project Document

2.1 Project Lifecycle

Project will be divided into the following structure

1. Create and approve a detailed Statement of Work (SOW) for all website functions and capabilities

2. Create a Project Plan to detail all activities, schedules and costs

3. Create a Production Website and a Development Website. Development website will be used to provide a test-bed for design, site technologies and client review before material are released to Production Website

4. Site Design (HTML, CSS, Graphics)

   Graphics/Images (estimate)
   CSS Template
   Home Page
   General Admin Tool Page (look and feel)
   2nd Tier Pages
           Contact Page
           Grouping Pages Downs (Dealer, Period, Category, New Items)
           Product List
           Item Search Page
           MyCenter44 Page
           Privacy Page
           SiteMap
   3rd tier pages
           Product Detail Page
           Dealer Info Page
           MyCenter44 Sub Page
   Mobile/iPhone Pages (Safari-compatible)
   UI Review/Recommendations
   Email Templates/Wording/HTML
   Initial Content Population

5. Create a Home Page ("store front")

6. Create Administration Tools and Content Management System
    - Store owner (add an item)
    - Center 44 financial
    - Center 44 administrative personnel (approve listing, add, delete, etc)
    - Customer Search
    - Customer communications (to Center 44 and to customer's client)

7. Database design
    - Initial Schema development
    - Deployment Scripts & Documentation
    - Revisions through Project

8. Web Development
    - Framework
    - Content Management Tool
    - Security
    - Back-end Administration tools
        - Dealer Management Tool (Center 44)
        - Dealer Tool (dealers use)
                - Dealer Booth Information/details
                - Item Search and Listings
                - Item Edit/Management/Photo Upload
                - Workflow process to Photo Editor/Content Reviewer
                - Workflow process to Language Translators
        - Photo editor/ Content Reviewer Queue Work Pages
        - **Quickbooks Export (??? Unsure of what is involved)**

9. Front End Integration
    - Tie-In to Design HTML & CMS (Home, 2nd tier, 3rd tier pages)
    - CMS Tie In and Language/Currency Skinning
    - SEO Design/URL Rewrite planning & scripting
    - Product Pages
        - General/Advanced Search
        - Grouping Drill Downs (Dealer, Period, Category, New Items)
        - Product Detail Page (visitor aware)

10. Visitor Tools
    - General MyCenter44 sign-up
    - Favorites Tracker (Dealers/Cats/Periods/etc)
    - Curio Cabinet (shopping cart, "price alert" notify, etc.)
    - Friends (friend list, invite-a-friend, product email-a-friend)
    - General Settings (Notification Prefs, Personal Info, etc)
    - Contact Dealer Functionality (tied to products?)

11. Simplified "iPhone"-type site (Icon-driven)
    - Home Page
    - Grouping Drill Down Pages
    - Product Lists & Product View
    - MyCenter44 (simplified)

12. Site Testing, Training (train the trainer), Review

13. Site Deployment to Production

2.2 Roles and Responsibilities

Name	Role	Start Date	End Date
Jeff Boverman	Project Manager, Lead Web Designer	TBD	
Mathew Ford	Web Developer & Data Architect	TBD	
	Center 44 Project Sponsor		
TBD	Center 44 Photographer/Content Mgr		
TBD	Center 44 Trainer/Liaison with Tenants		

Table 2 — Roles and Responsibilities

The following roles are essential for large projects and will need definition before project initiation:

- Project Sponsor
- Project Review Group
- Project Manager: Jeffery L. Boverman/Mathew Ford, Boverman Design
- Project Team Member

Project Sponsor

The primary responsibilities of the Project Sponsor are to:

- Approve any changes in scope
- Authorize the provision of funds / resources (internal or external)
- Coordinate the participation of business resource (if required)
- Determine the conditions under which the project must proceed
- Ensure that all business risks are identified and managed
- Ensure that project objectives remain consistent with the overall business objectives
- Identify the business requirements for the project
- Provide final acceptance of the solution upon project completion
- Provide the final approval of the project plan and quality plan
- Resolve issues that have been escalated
- Review progress towards achievement of project objectives
- Review the status of risks
- Set the high level direction of the project

Project Manager

The Project manager provides the focal point for the involvement of all 3rd party vendors (where applicable) in the successful delivery of the project. The primary responsibilities of the Project Manager are to:

- Document the project plan and quality plan
- Ensure compliance with the processes and standards identified by the project quality plan
- Ensure that all required resources are assigned to the project and clearly tasked
- Implement the following project processes; quality / risk / change / issue / financial management
- Make adjustments to the plan as necessary, in order to provide a complete picture of the progress of the project, at any time
- Manage assigned resources according to the defined scope of the project
- Manage day-to-day issues
- Monitor actual progress against the project plan
- Perform a periodic review of the risk and issues logs in conjunction with the Project Review Group
- Provide input to the project review group as necessary

- Report and escalate project risks and issues as appropriate
- Report project status and performance (with respect to schedule, cost, quality and risk)

Project Team Member

A Project Team member undertakes all tasks necessary in order to design, develop, test and implement the final solution. The primary responsibilities of a project team member are to:

- Maintain a library of all documentation relating to the execution of allocated tasks
- Track progress of the execution of tasks and report to the project manager on a weekly basis
- Undertake all tasks allocated by the Project Manager (as per the Project Plan)

2.3 Problem Escalation

The process used to identify, escalate, and resolve problems. The severity of the problem dictates who will be responsible for resolving the problem and the time allowed for resolution.

- **Project Manager —** resolves conflicts that concern functional aspects of the application.

- **Project Owner —** resolves conflicts concerning new policies/procedures that must be implemented.

- **System Owner —** resolves conflict concerning project scope, scheduling, or funding issues.

2.4 Reporting

Problem reports will be compiled by Boverman Design and reported to Center 44 for resolution

2.4.1 Status Reports

Before project initiation a timeline of activities will be created and regular reporting will be made to Center 44 by Boverman Design

2.5 Assumptions

Identify all assumptions regarding the project plan.

Ref	Assumption	Impact
1.	Project will be phased implementation	Deliverables are tiered to functionality. Biggest, most important first.
2.	Dealers input their own information	CMS and administrative controls
3	Search	Multiple search functionality; keyword, pull-down and free-form
4	SEO	Underlying functionality programmed into site
5	Database functionality	Underlying control mechanism
6	Site design based on client requirements and input	Site will be designed to customer specifications
7	Site will NOT provide online commerce	Site WILL track customer orders, but all financial transactions will be conducted in "traditional" manner

Table 3 — Assumptions

2.6 Constraints

Identify any business or technology constraints that may impact the project plan, e.g. resources, schedules, or budgetary issues.

Ref	Constraint	Action
1.	QuickBooks integration	Client to specify use and expectations of product integration
2.	Hosting Costs	No estimate will be provided for recurring hosting costs until an estimate of storage and bandwidth has been determined

2.7 Acquisition Plan

No additional resource acquisitions are expected, but in the event that any hardware or software requirements are identified a mutual agreement will be made before acquisition.

2.8 Communication Plan

Weekly phone meetings are required throughout the project and will be scheduled by the Project Manager based on participant availability. Participants are expected to be available for entire meeting and expected to have access to a computer with a web browser and internet access for cases where a demo or review of system is desired.

2.9 Startup

Start of the project will commence with the mutually agreed-to date put forward by Project Manager and Project Sponsor.

2.10 Closeout

Closure of the project occurs when the site is promoted "live" and accessible via the internet by public visitors. Upon closure, a period of 90 days begins in which any identified system bugs will be fixed at no charge.

2.11 Sign-Off Criteria

Identify the individuals authorized to sign off the plan.

Name	Role	Signature	Date
	Center 44 Project Sponsor		
Jeff Boverman	Project Manager		

Table 4 — Sign-off Criteria

3 Planning and Control

Boverman Design will be responsible for providing a comprehensive plan to include schedule and cost of all project activities

3.1 Estimate

A detailed cost estimate will be provided to Center 44 for approval before any work is imitated.

3.1.1 Estimated Cost Analysis

Costing of work is done under the following guideline

1. Design, graphic and HTML work $45/hr

2. Database, programming and backend $125/hr

3.2 Resource Identification

All resources including personnel, software, hardware and hosting will be named before work is intiated

3.2.1 Staff

Project Manager will provide identification of employee and contract resources currently working on project, including tasks and timelines to complete tasks, as requested by client. Additional external resources will be obtained as required and coordinated by Project Manager.

3.2.2 Time

Planned timelines for this project span April 20, 2008 through July 31, 2008.

3.2.3 Cost

Cost of this project is $79,500, of which 25% is due and payable upon start of project, 50% due and payable upon completion of Phase I (core functionality is delivered and site is live), and 25% due and payable upon completion of Phase II (secondary project tasks are completed and integrated into production web site).

3.3 Infrastructure

Development environment will consist of a shared hosting environment, hosted with Ayera Technologies (www.ayera.com), and include a Microsoft Windows 2003 based server, IIS6 Web Server, ColdFusion 8 Enterprise application engine, and a Microsoft SQL Server 2005 database. Web Server will be hosted on a high speed internet connection at Ayera's Modesto, California datacenter.

Deployment/Production environment will consist of:

1. A shared hosting web server running the IIS 6 and ColdFusion 8 for the web site, connected via 100Mbs or Gigabit Ethernet to the backbone network. OS will be Windows 2003 Server or later, applied with appropriate security lockdown measures and vendor software patches.

2. A separate shared hosting database server running Microsoft SQL Server 2005, connected via Gigabit Ethernet to the same backbone network as the web server. OS will be Windows 2003 Server or later, applied with appropriate security lockdown measures and vendor software patches.

3. Warm standby servers where web site files and databases are copied to nightly, to act as a failover in case of a primary web server failure. Estimated time to restore service not to exceed 1 hour, with a maximum potential data loss of 24 hours. OS will be Windows 2003 Server or later, applied with appropriate security lockdown measures and vendor software patches.

4. A separate (common) enterprise mail server in which email generated from the web site may be relayed through.

5. Redundant Enterprise-class firewalls will be in place with minimum ports opened to servers for proper function and maintenance of web site.

3.4 Resource Requirements

Client will be required to have Windows PC computers for project review, site administration and control dedicated to Center 44's website

Master Schedule

Provide a master schedule with the deliverables planned for each stage in the project lifecycle and their respective planned completion dates will be provided upon contract award to Boverman Design

Stage	Stage Completion Date	Deliverable	Deliverable Completion Date
Planning		Quality Assurance Plan	
		Project Plan	
Requirements Definition		Draft Requirements Specification	
		Capacity Planning	
		Project Test Plan	
		Acceptance Test Plan (draft)	
		Requirements Specification (final)	
Design		Design Specification (draft)	
		Integration Test Plan	
		Draft Training Plan	
		Configuration Management Plan	
		Acquisition Plan	
		Program Specifications	
		Data Dictionary	
		Design Specification (final)	
Programming		Software	
		Installation Plan	
		System Test Plan	
		User Guide	
		Operating Documentation	
Integration & Testing		Test Reports	
		Installation Plan (final)	
		Acceptance Test Plan (final)	
		Training Plan (final)	
		Preacceptance Checklist	
Installation & Acceptance		Maintenance Plan	
		Operational System	
		Acceptance Test Report	

Table 5 — Master Schedule

4 Project Success Criteria

The success of this project is based on continuous communication and the ability to determine strategies, plans and solutions in "real Time". All delays in project direction, or approvals could result in cost escalation and schedule slip.

4.1 Project Milestones

A series of milestones will be tied to the Project Plan upon contract award

Plan ID	Milestone No.	Description	Milestone Date

Table 6 — Milestones

4.2 Approval Process

All work, revisions, site modifications and additions will be specified in writing and approved for cost and schedule by Center 44 and Boverman Design

5 Supporting Plans

Describe other supporting plans.

5.1 Project Management Plan

The Project Management Plan that is used to identify and organize project artifacts, change control, builds, and release processes. The different components of project management plan can be divided into separate plans.

5.2 Testing Plan

A Test Plan document will be used to plan and track test activities, including testing and de-bugging

5.3 Deployment Plan

System will not be deployed until Center 44 is thoroughly trained in all administrative and local maintenance procedures

5.4 Maintenance Plan

Database and site server-side maintenance will be provided under a separate maintenance contract with Boverman Design

5.5 Staff Development Plan

Training and other staff activities will be provided and are included in this proposal