

Project Estimate

Date: [DATE]
From: [NAME], Creative Services
To: [NAME], [CLIENT UNIT]
CC: [NAMES]

Re: Estimate for [NAME OF THE WEBSITE], [FilemakerPro Project Number, if available]

Creative Services is pleased to provide this estimate for the creation of the [UNIT NAME] website in the Drupal content management system. The following outlines the scope of services and responsibilities.

Creative Services will:

- Review existing website usability, functionality, content, and user experience
- Hold a consultation meeting on architecture and content preparation with client
- Provide an analysis of existing site and any analytics and develop information architecture for new site (up to three rounds of revisions)
- Provide guidance to client on developing web script
- Copy text from client's existing site into a MS Word document for use as the initial manuscript from which client will work (if needed); provide guidance to client on developing web script; and rewrite content based on updated and approved copy to be provided by the client
- Make template recommendations based on client site needs, and mockup of certain types of pages in site (e.g., homepage and up to 4 individual pages)
- Build initial site structure, including setting up a development site and populating it with temporary homepage content and up to 5 pages of site content for training purposes.
- Conduct user training (one to two sessions) on Drupal content management system and provide reference document
- Assist client with site buildout, creating any pages with high complexity or requiring custom programming, and being available to support client as they work on build
- Resize 10 to 20 images from existing photo archives
- Proofread one round of the website
- Make the site live, which includes moving site to the live server and checking links
- Provide ongoing "help desk" support on the site and assist the client by troubleshooting any site problems/concerns
- Work with client to secure necessary domain names

Client will:

- Provide the site content (work off the text from the existing site and/or develop a new web script)
- Build the site pages after receiving training (Client has option for one person to work in our web lab under Creative Services supervision as a way to improve the client's skill in using the system)
- Review and approve the site for the content freeze state (one week's time before site can go live)

Total: [AMOUNT HERE]

This project estimate does not include custom programming, which can be estimated if deemed necessary.

Purchase Order Instructions: *If your unit would like to move forward with this project, we will provide a Memorandum of Agreement, for your approval and signature, and [UNIT NAME] may submit an IPO to University Relations through RIAS for the total project amount of [AMOUNT HERE] using supplier number 1760, description of goods: [PROJECT NAME], and project number: [FILEMAKER PROJECT NUMBER].*

This estimate is formulated on the basis of the current scope and requirements of the project and calculated to the best of our ability. If the scope of the project changes or is delayed by the client, the project costs may be adjusted accordingly. If you have any questions, please contact me at 848-445-XXXX or XXXXXX@ur.rutgers.edu.