

6.18.2008

**Website Proposal
UCAN**



Overview

OrangeCoat has an unrequited love for the entrepreneur. We try to work with as many entrepreneurs and organizations that promote entrepreneurship as makes financial sense. The list is so long and the passion so strong we created a section of our website dedicated to this market.

(<http://www.orangecoat.com/work/services/entrepreneurs>)

We say all this, to say this- we want to help UCAN succeed in any way possible. We want to be part of the team that helps this network flourish and profit. Great things and great companies are going to emerge from this network and we want to help make that happen.

With all that said, we've put together a bit of menu proposal. It starts with the basics of the front end marketing website and gives a price to associate with that project. Beyond that we mention many of future features needed for the site and give a price estimate for that work.

We worked the proposal and workflow this way to ensure that we get a goal one of a new marketing website handled first. And that we give an idea of both the price and process of adding the extra functionality to site later.

If any part of the proposal needs to be explained in more detail, please feel free to call or email at any time.

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The Marketing Website

All sites created by OrangeCoat include three major steps; the design, development and site creation.

Design

The OrangeCoat design process begins with creating Photoshop mock ups to help decide on an overall site design and marketing message. Three design prototypes are created of which UCAN selects one as the design direction. Revisions will be made to that design and then UCAN selects a final design. For a site of the size and needs of UCAN two major design factors drive the design.

Simple

The key to any professional website is to let the content wow the user and not overpower them with the design. With this in mind, OrangeCoat will create a design that is simple, clean, and professional. Great pictures, compelling copy, and well designed graphics will be the stars of this website's design.

Usable

“Information architecture” is the industry buzz word. What that means is the website navigation is easy to use because it is intuitive for the user. Making sure that everything is easy to find and where it should be is job number one.

A usable website also lays out content in a way that is easy to interact with and read. To help achieve all these goals OrangeCoat designs using Cascading Style Sheets (CSS) and (x)HTML 1.0 strict standards. Using these standards allows for quicker page loads and helps to ensure the site displays properly on the widest range of web browsers.

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Programming

Content Management

With site growth and flexibility as two major concerns of the site, Drupal will be used as the Content Management System (CMS). Each page on the website as well as the news, file upload, and user management sections of the site will all be run within this CMS. Drupal is helpful in three major areas.

Growth

With Drupal site growth is easy to handle. New pages and sections are created through the administrative panel. This greatly reduces the amount of overhead for web growth and helps to ensure a more uniform web presence. In addition to easy content growth- functional growth is managed inside the Drupal framework. This includes the improvement of the base user features to meet the needs of UCAN.

Management

One of the most important advantages to using the Drupal software is the management capabilities the software provides. For starters, UCAN is able to edit all the content in the website quickly and easily without the need to know HTML or Contribute.

All changes can be made through the same administrative panel mentioned above. Beyond that, Drupal allows for individual user to be created and managed through the administrative area. Each user will be assigned an individual User Name and Password and with this will be able to login to password protected areas of the site.

Flexibility

Drupal provides the ultimate in programming flexibility. Any additions to the core

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functionality of the software is easy to achieve. The possibilities of additional functional aspect are very much limitless.

Simply put through this CMS, UCAN will be able to:

- Add, edit and delete content pages
- Add, edit and delete news stories
- Upload and post files
- Provide a password protected section of the site

Site Creation

Section and Page Creation

What separates a good site from a great site is the attention to detail on each and every page. The design and development described above is the site framework. However, creating each page is a task unto itself and it is one OrangeCoat takes seriously.

Section and page creation includes creating the proper look for each major section of the site and laying out the content in an attractive and easy to read manner. Moreover, it includes creating the proper side-bar items and designs as well as making call-out boxes and call-to-action boxes. In short, site creation is creating each page with a purpose in mind and designing and programming the proper elements to achieve that purpose. The major sections for the UCAN site include:

- Home
- About
- Potential Investors
- Entrepreneurs
- Contact
- User login section

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The Next Step:

Step one of the project created a strong foundation. UCAN will have a professional marketing image to the world and thanks to developing the site in the Drupal CMS many of the base functions of user management will be in place. The next step is to upgrade these base user management features to make it easier for UCAN to communicate and manage group communications.

There are two sections to this user management section.

1. The handling of UCAN members

The UCAN member portion of the website would handle everything from

- Submission of member survey
- Creation of new member
- Email alerts to certain members to review company submissions
- Emailing the entire member database for in certain cases.
- The ability for the entire database to review submissions and download documents

2. The handling of potential companies

The potential companies section would include

- Submissions of executive summaries
- Databasing of company contact information
- Storing of executive summaries for review by UCAN members



Pricing

Base Marketing site

Design	\$3,000.00
<ul style="list-style-type: none">• Design Mock Ups• (x)HTML• Cascading Style Sheets	
Development	\$3,600.00
<ul style="list-style-type: none">• Drupal Implementation• PHP Customization• Form Creation• News Section	
Site Creation	\$1,200.00
<ul style="list-style-type: none">• 6 major sections	
Total:	\$7,800.00

User management section

Estimate of \$7,000 to \$14,000.00

Payment Terms:

All Terms are Payment Due in 30 days

¼: Up Front

¼: Upon Design Approval

¼: At Beta Testing

¼: At Site Launch

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Conclusion

We look forward for to the chance to create this site and thank you for opportunity to quote the project. If you have any questions, feel free to call Adam Gautsch at 864-335-9161.