

SYMBOSO

Society for Veterinary Epidemiology and Preventive Medicine

Website Development Proposal

Client: SVEPM

Delivered on: November 16, 2022

Submitted by: Ricardo Ramalho, SYMBOSO

CONTEXT

This document aims to present a proposal for SYMBSO development services of an Engineering and Design solution for a Website, following the request of SVEMP.

1 Current Scenario

Institutional Website at <https://www.svepm.org.uk/>

- Content Management by CMS
- Publishing of Committee's information:
 - News, Events, Conferences
- Membership and Contact information
- Abstracts Submission
- Internal Area for executive members
 - Documental Repository

2 Problem

- Outdated Layout and Technology
 - Static content
 - Difficult to manage the website content
- Third-Party dependency on content changes
- Maintenance
- Manual workflow

3 Our Solution

- New Frontend Website
 - Most recent Web Technologies
 - UI/UX Design
 - Responsive layout
 - Mobility
 - Membership Payments
- New Internal Area
 - Doc Repository
 - Membership Management
 - Payment Tracking
- CMS- Headless Content Management
 - Wordpress platform
 - Frontend content changes for non developer
 - User Management
- Security
- Technical Support

4 Impact

- New Website Design
- Pleasant User Experience
- Content management independency
- Keeping the Website updated easily
- Membership Management
- Functional Documental Repository

GOALS

The current proposal aims to detail the process, requirements and value of creating a new website, in order to respond to all SVPEM's expressed needs.

SYMBO's solution focuses on the following major goals:

- To Rebuild the SVPEM's Website using the most recent technology stack
- To Redesign the current User Interface based on the best practices
- To Improve User Experience
 - Responsiveness and Mobility
- To Deliver a Frontend content management new feature, via Wordpress CMS
 - It allows non-developer users to change page content, articles, news and visual items.
 - User Management
 - Roles and Permissions
- To Develop a new internal Area
 - Membership Management
 - Payment Recording and Tracking
 - Document Repository
 - Document/Assets management
 - Download/Upload
- To Provide Technical and Functional Support
- To Guarantee Data Security and Safety

SCOPE

This section is intended to describe the proposed implementation process of the SVPEM's Website.

Services Characterization:

In order to achieve all the define goals, the following services are to be considered:

- Analysis and Requirements Gathering
- Web Design
 - Design and Concept of new User Interface and User Experience
 - UI/UX mocking
- Software Development
 - Setup Wordpress CMS platform
 - Administration areas
 - Setup themes, plugins and gateways
 - Frontend Website custom development over Wordpress platform
 - Web Pages
 - Internal Area
 - Registration/Payment forms
 - Payment Gateway Integration ex. Stripe
- Hosting Management
 - Setup servers and storage
 - Domain assignment
 - SSL Certificate
 - System Deployment
- Data Import
 - Data structure analysis
 - Users
 - Memberships
 - Abstracts
 - Documents
 - Frontend content
 - Written content, multimedia.
 - Scripting

- Key-Users Training
- Technical Support
- Maintenance

Analysis and Requirements Gathering

The first step is to fully understand the functional requirements that are behind current needs. What are the SVPEM expectations and how the new Website will improve the daily workflow of the organization. In this phase of the project are expected to occur some briefing meetings, that will be used as the foundation for the Design and Concept phases.

Web Design

This service is responsible for conceptualizing the new User Interface and User Experience. The structure and major lines of the visual aspect are defined based on requirements gathering and prior briefings. It will be develop the corresponding UI Mockups and Iconography taking in consideration the following guidelines:

1. Mobile First - Thinking in mobility and how the system behaves when is executed from smart devices.
2. Responsiveness - How User interface adapts to the available resolution and screen size (desktop, tablet and mobile)
3. Usability - Simple and Friendly User Interface.

The mockups and the visual elements should be validated by SVEPM

Software Development

Once the design is approved, the SYMBSO will start building the frontend Website namely all the HTML5, CSS, PHP and Javascript files. The development will be divided in two major frontlines, the development of the frontend Website over a custom theme and the development of the administration areas in Wordpress platform.

Frontend Website

The frontend Website will embed all the interaction with the end users, regardless of them being readers, members or administrators. The solution will be developed using one of the most popular Content Management System, Wordpress.

Take in consideration the membership program and the corresponding payment method (Credit Card), the system will integrate with the most used e-commerce plugin called WooCommerce. It guarantees a safe and reliable integration with payment gateways like Stripe, Paypal and others.

Content Management

The backend access, as mentioned in the previous sections, will be provided by Wordpress Platform. The user in charge to manage the Website content will be able to use the standard structure from the Wordpress platform.

System Structure

The system development will be divided in 2 access points

- CMS backend
 - Setup of Wordpress platform
 - Overall configurations
 - Repositories, Themes, Plugins and Gateways
 - Customization of Administration Pages
 - User, Roles and Permissions management
- Frontend Website
 - Frontend's Webpages development using a custom theme
 - Home Page -Dynamic content, multimedia carrousel.
 - About Us - Mission, History, Organization member description.
 - Membership - Membership details and download forms
 - Conferences - Next conferences, Meetings Calendar, Related Programs Documents, Posters, Awards and Proceedings
 - Contact - Contact information and form
 - Join us - Membership online form with credi credit card payment integration
 - Login Page - Login Form and Password recover form.
 - Internal Area Webpages development
 - Support for different access levels
 - Admin and Normal User
 - Pages
 - Profile details page
 - Payment page
 - Personal Payments

- Development of Payment Reminders by email
- Society members (Admin Level)
- Documents page
 - Search and filter stationary documents
 - By Rubric (Members, Committee, Meeting Minutes)
 - Different documents access levels
 - Members
 - Committee Members
 - Upload/Download documents
- Private Article Submission Form
 - Submitted Articles Area
- Abstracts Page (Admin Level)
 - Search, filter and download submitted abstracts documents for conferences
 - Individual article validation by a super user

Hosting Management

Once the Website is developed, it is necessary to get it available over the Internet. The SYMBSO will be responsible of find a Hosting solution (Ex.: Microsoft Azure, Hostinger, Bluehost) that includes:

- Web Server
- Database Server
 - Data and Large Files
- SSL Certificate
- Domain Management
- Automatic Backups

The developed solution will be deployed to the selected hosting.

Data Import

Taking in account the value of current data and files presented in today's SVEPM's Website, we recommend importing that data following this next steps:

- Perform a data structure analysis in order to define which information should be retrieved and how. Possible targets:

- Users, User Roles, Access Levels, Membership Details, Abstracts, Documents
- Prepare and run script files to import data from the original database to the newer.
- Retrieve and populate the current written data and multimedia in Headless CMS backend site.

Key-Users Training

We recommend a few hours of training for those that will manage the frontend Website content via Wordpress if they don't had experiences with the platform.

Maintenance

The maintenance service guarantees a constant maintenance of the Website, according to the following conditions:

- HelpDesk - SYMBSO will provide a direct contact channel that could be used by SVEPM to report issues and questions related with the implemented software.
- General Fixes and Software Modifications in case of failures, malfunction or legal demands related with the provided Software
- Software Updates when needed to maintain the correct software functioning.
- Keep production environment working correctly over contracted web hosting service.

TIMELINE

To achieve all the goals and complete the mentioned scope SYMBSO will need approximately 13 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal we are prepared to start work on the arranged date.

Phase	Week
Analysis and Requirements Gathering	1-2
Web Design - Briefings and Conceptualization	3
Web Design - Mocking and Prototyping	4-5
Wordpress, Woocommerce Setup	6
Software Development - Frontend	7-11
Data Import	12
Key-User Training	13

TIMELINE

INVESTMENT

In this document's section we'll detail the budget for the SVEPM's Website development services. It was estimated based on the scope of services described earlier in this proposal.

DESCRIPTION	PRICE	QTY	SUBTOTAL
Analysis and Requirements Gathering Software requirements specification			€200
Web Design Concept, Design, Mocking and Iconography			€3,600
Wordpress, Woocommerce Setup Setup platform, plugins, gateways. Development of Administration pages.			€1,000
Software Development - Frontend Build new Wordpress Website based on a custom theme using HTML5, CSS, PHP and Javascript files			€3,600
Data Import Data structure analysis, data migration and scripting			€200
Hosting Setup and Deployment			€300
<input checked="" type="checkbox"/> Key-Users Training (optional) Backend training	€25	8	€200

DESCRIPTION	PRICE	QTY	SUBTOTAL
Maintenance Services 5 Years Plan (Annual, first included) Helpdesk, Software fixes and updates			€400 /year
Total Per Year			€400
Total			€9,100
Recurring Details			
Annual Payment: Maintenance Services 5 Years Plan (Annual, first included)			€400
Included as One-Time:			€0

Credit Card Payments Feature Fees

The investment table is not considering possible fees using payment gateways.

Other Services

The following services will be directly acquired to providers in name of SVEPM. Pricing is variable and may be different upon the contract signing.

Note: Hosting prices could vary if an upgrade to meet their requirements is needed, based on the current usage (number of visits, usage data storage, etc). The pricing listed bellow is an estimation based on the current money conversion rate.

DESCRIPTION	PRICE	QTY	SUBTOTAL
Hostinger - Server Hosting - Business Plan Web Hosting, Storage, Database, Email Account, Daily Backups, 99.9% Uptime, SSL			€119.88/year
Azure Blob Storage 1 TB of Storage for Large Objects, 10x 10000 W/R Operations			€23/month
Domain svepm.org.uk			€10.99/year
Total Per Month			€23
Total Per Year			€130.87
Total			€153.87
Recurring Details			
Annual Payment: Hostinger - Server Hosting - Business Plan			€119.88
Included as One-Time: 1 Year			€119.88
Monthly Payment: Azure Blob Storage			€23
Included as One-Time: 1 Month			€23
Annual Payment: Domain svepm.org.uk			€10.99
Included as One-Time: 1 Year			€10.99

WHY US?

At SYMBSO we're passionate about the challenges we face. We're always seeking for the best solution to solve a problem using the right technology. We have 10 years of experience in Software Development, Web design and develop from scratch. Combining elements, we create the perfect symbiosis to offer our customers a unique system experience.

Our main goal is to achieve a complete understanding of our client needs. Only by following this moto, is possible to develop a fitted solution.

We are a multidisciplinary team, as we've established rich and straight partnerships that brings value to each component of our deliverables. We trust our product UI/UX Design to Playdust.



WHY US?

CONTRACT

Date: November 16, 2022

Between SYMBSO, and, SVEPM

SVEPM is hiring SYMBSO to design and develop a new web site for an estimated total price of **€9,253.87** * as outlined in our previous correspondence.

*VAT is added to the value based on the current date.

1.0 SERVICES RENDERED

1.1 DESIGN

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. They are iteratively and uses predominantly HTML and CSS, so there's no time wasted on mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (colour, texture and typography.)

During the Design stage you will have the opportunity to review our work and provide feedback.

This scope of services doesn't include:

- Buying typographic fonts
- Images from online repositories
- Web templates
- Rental of images and/or animations
- Translations, photographic production, image processing, video capture, 3D's, pre-production, illustrations, technical execution projects and the insertion of content on the website

1.2 TEXT CONTENT

Writing or inputting any text copy is not included in this contract. If you'd like us to write new content or input text for you, we're happy to provide a separate estimate for that.

1.3 PHOTOGRAPHS

You'll need to supply graphic files to us in an editable, vector digital format. Photographs must be in a high resolution digital. If you choose to buy stock photographs, we can suggest stock libraries and style of photography/images. If you'd like us to search for photographs for you, we can provide a separate estimate for that. Cost of buying stock photographs or a photo shoot is not included in this contract.

1.4 HTML, CSS AND JAVASCRIPT

We deliver templates developed from HTML5 markup, CSS2.1 + 3 stylesheets for styling and unobtrusive Javascript for feature detection, poly-fills and behaviours.

1.5 BROWSER TESTING

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.

1.6 DESKTOP AND MOBILE BROWSER TESTING

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), and Mozilla Firefox.

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in:

- iOS >= 15: Safari
- Android >= 11: Google Chrome, Firefox

1.7 MAINTENANCE

It's our responsibility to take care of the developed software. During the maintenance contract period (5 years plan) the SYMBSO will provide software support and the corresponding updates in order to keep the system well-functioning.

New software changes that don't belong neither to regulation changes nor bug fixing will be considered and budgeted separately.

1.7.1 TECHNICAL SUPPORT

The SYMBSO will provide an dedicated channel to receive questions and issues that might occur during the system usage. Our company does not provide web hosting support services. Said services will be contracted directly from a dedicated Web Hosting Company. We are not responsible for technical issues related with the hostage service.

1.8 CHANGES AND REVISIONS

We know from experience that fixed-price contracts might not seem beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or make decisions later when you might be better informed. The price at the beginning of this contract is based on the workload estimation and the time we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for to cover the additional work.

1.9 ERRORS

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

2.0 MUTUAL COOPERATION

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

3.0 CHARGES FOR SERVICES PERFORMED

Functionality or feature requests above and beyond those listed in the investment and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of SYMBSO.

4.0 TERMS OF PAYMENT

4.1 BILLING SCHEDULE

We're sure you understand how important it is to a small business like ours, that payments are guaranteed when we deliver the invoices to you. This contract includes the following payment schedule.

The total budget for this project: €9,253.87*

*VAT is added to the value based on the current date.

SYMBSO will invoice SVEPM :

- 20% at contract signing
- 20% at mockups presentation
- 40% at Website demonstration
- 20% at Website go live

4.2 CLIENT AGREEMENT TO PAY

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 5 days payment terms. In the event payment is not made within 5 day, SYMBSO reserves the right to stop work until payment is received.

4.3 COLLECTION COSTS

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

5.0 CANCELLATION OF PLANS

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

6.0 RESPONSIBILITIES OF SYMBSO AND SVEPM

6.1 SYMBSO'S RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

6.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them. We'll own the unique combination of these elements that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

6.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

7.0 CONFIDENTIALITY

SYMBSO acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by SYMBSO on behalf of SVEPM or disclosed by SVEPM to SYMBSO.

8.0 TERM AND TERMINATION

8.1 PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

This Agreement shall become effective as of December 05, 2022 and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

This Agreement shall become effective as of December 05, 2022 and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

8.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

8.3 PAYMENT FOR NON-CANCELABLE MATERIALS?

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the SVEPM, that any such materials and services, are non cancelable.

8.4 MATERIALS UNPAID FOR

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

8.5 TRANSFER OF MATERIALS

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by SVEPM to SYMBSO, SYMBSO shall transfer, assign and make available to SVEPM all property and materials in its possession or control belonging to SVEPM. SVEPM agrees to pay for all costs associated with the transfer of materials.

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by SVEPM to SYMBSO, SYMBSO shall transfer, assign and make available to SVEPM all property and materials in its possession or control belonging to SVEPM. SVEPM agrees to pay for all costs associated with the transfer of materials.

GENERAL PROVISIONS

9.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance to portuguese legislation.

9.2 REPRESENTATIONS AND WARRANTIES

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

9.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

STATEMENT OF WORK AND CONTRACT

9.4 SEVERABILITY

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

Egil Fischer, to accept this contract, click the Accept button and sign at the prompt. You will be emailed a copy for your records

SIGNATURE

Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.

If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.

1. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
2. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
3. We'll email you a separate copy of the signed contract for your records.
4. If you'd like to speak to us by phone, don't hesitate to call +351912151470


2022-12-05 13:33:37 (MET)

Egil Fischer, SVEPM


2022-12-05 16:25:20 (MET)

Ricardo Ramalho, SYMBSO

SIGNATURE