

# Initial Website Scope of Work

---

5/30/19

**PREPARED FOR**

***PORTALS***

Website Redesign

***PORTALS***

448 South Hill Street Ste. 1018, Los Angeles, CA, 90013

# Purpose

PORTALS is seeking to develop a website to explain what they do to current and potential clients, investors, and the general public. The website will be completed in two phases - the first phase will be a foundational website which will include a home page, about page, news section, and methods of contact. It will be technically basic, but will serve as a foundation for the second phase. The second phase will include increasingly technical art and development; it will be comparable to other websites as listed and discussed in the previous Mood Board & Web Exploration document.

## **Estimated Completion Date**

June 25th, 2019

## **Developer & Designer**

Kyle Michel

## **Anticipated Technologies**

Javascript, jQuery, HTML, CSS, SQL, CMS (to be determined)

## **Contact**

kjmichel@usc.edu  
+1 719-244-2557

## **PORTALS**

448 South Hill Street Ste. 1018, Los Angeles, CA, 90013

# Stage 1: Exploration

The purpose of Stage 1 is to explore the state of contemporary web design and define a brand tone for PORTALS through mood boards and brainstorming exercises.

## Sub-tasks

Create mood boards and web exploration PDF document

Review document with Juan and other stakeholders

Establish brand tone, audience, and general aesthetic direction

## Duration

5 days

## Deliverables

Mood boards and site exploration/analysis document (to be reviewed by Juan and others)

# Stage 2: Wireframes

At the beginning of stage 2, we should have a decent idea of what we want the website to look and feel like. With this information, I will begin wireframing the UI with little detail.

## Sub-tasks

Create wireframes for each page that will be developed in Sketch

Review wireframes with Juan and other stakeholders

Establish general layout patterns, margins, and content placement

## Duration

2 days

## Deliverables

Wireframe PDF documents

## PORTALS

448 South Hill Street Ste. 1018, Los Angeles, CA, 90013

## Stage 3: Mockups

Stage 3 will build upon the wireframes from Stage 2 and will focus on mocking up various elements and pages of the website in Sketch.

### Sub-tasks

Create UI mockups that will serve as a guide for the actual development of the website, including logos, color palettes, and as much content as possible

Review mockups with Juan and other stakeholders. After review, there will be a two day period to make adjustments and finalize the mockups

In addition, during this stage we will finalize the creative assets, artwork, and (3D models?) required

### Duration

6 days

### Deliverables

PDF mockups

## Stage 4: Initial Development

At this point, we should have all approval and plans in place to actually begin coding the website itself. I will be building it on a local host server.

### Sub-tasks

Begin coding website, including finalizing tech stack, creating foundational elements of the website (footer, containers, header, navigation), and preparing for the creation of main pages

### Duration

3 days

### Deliverables

Live demo of built components and explanation of tech stack

### PORTALS

448 South Hill Street Ste. 1018, Los Angeles, CA, 90013

## Stage 5: Main pages

With foundational web elements in place, this stage will focus on actually coding out the homepage and about page for the initial website.

### Sub-tasks

Create home page and about page for desktop (mobile responsiveness during this stage if there is time)

Monitor the status of all creative assets - likely will not be ready by this time

Will be followed by a meeting to review and critique

### Duration

3 days

### Deliverables

Live demo of pages

## Stage 6: Secondary pages

Stage 6 focuses on developing secondary pages, such as a contact page, careers page, investment page, lightweight portfolio, and others (TBD).

### Sub-tasks

Code all secondary pages

Implement mobile responsiveness

### Duration

3 days

### Deliverables

Live demo of pages

### PORTALS

448 South Hill Street Ste. 1018, Los Angeles, CA, 90013

## Stage 6: Cleanup

After the pages are built out, I'll focus on any improvements, bugs, and alterations that are required before launch

### Sub-tasks

Get the site ready for launch, including fixing all critiques (will be syncing with Juan regularly)

Implement technologies such as Facebook Pixel, Google Analytics, and any other APIs/integrations

Ensure the website performs well on all devices

### Duration

3 days

### Deliverables

The finished initial website

## Stage 7: Implementation

Once the site is approved by all stakeholders, I will upload it to the server and launch it

### Sub-tasks

Optimize loading speed and file sizes

Gain access to server on which the website will be hosted

SEO optimization

### Duration

2 days

### Deliverables

Uploaded initial website

### PORTALS

448 South Hill Street Ste. 1018, Los Angeles, CA, 90013

# Stages 8-?: Secondary website

The steps required for the secondary website will rely heavily on what is accomplished and created during steps 1-7

## **Sub-tasks**

Create and implement plan for an enhanced, increasingly interactive version of the initial website

## **Duration**

3-4 weeks

## **Deliverables**

The finished secondary website

## **PORTALS**

448 South Hill Street Ste. 1018, Los Angeles, CA, 90013