

The project scope

Project: [project name]

Reference: [ACME-SCOPE-01]

Version: 1.0

Date: [date]

Client: [company name], [address]

Prepared by: [your agency], [address]

Approver for this project: [name], [title], [email]

1. BACKGROUND

1.1 [Client] is replacing a [n]-page website that no longer reflects the current service offering and cannot be edited without developer help.

1.2 The objective of this project is a site [client] can edit internally, covering the nine page types in section 2.1, launched by [date].

1.3 This document defines the work. Fees, payment terms and ownership are in the signed agreement dated [date], to which this scope is attached.

2. DELIVERABLES

2.1 Sitemap and wireframes for nine page templates: home, services index, service detail, case study index, case study detail, about, contact, journal index, journal article. Delivered as one linked prototype.

Done when: the prototype covers all nine templates at desktop and mobile widths and [approver] has approved it in writing.

Revisions: two rounds.

2.2 Visual design for the same nine templates, plus a one-page style sheet covering type, color, spacing and button states.

Done when: all nine designs and the style sheet are delivered and [approver] has approved them in writing.

Revisions: two rounds.

2.3 Front-end build of the nine templates in [platform], adapting to screens from 360px to 1440px wide.

Done when: every template renders as designed in the current and previous versions of Chrome, Safari, Firefox and Edge on [platform] staging.

Revisions: one round of build corrections.

2.4 Migration of 24 existing pages, using text and images supplied by [client] in the migration sheet we provide.

Done when: all 24 pages exist on staging with the supplied content in place.

Revisions: one round of corrections.

2.5 One recorded 90-minute training session for up to six people, plus a written editor guide of no more than ten pages.

Done when: the session has run and the guide has been delivered.

3. NOT INCLUDED, AND WHAT EACH COSTS

3.1 Page templates beyond the nine in 2.1 are \$1,800 each and add four business days to the schedule.

3.2 Copywriting isn't included. We build from text [client] supplies. Copy for all nine templates is available at \$4,500.

3.3 A third and any later round of revisions on 2.1 or 2.2 is billed at \$150 an hour, quoted and approved in writing before we start.

3.4 Migrating pages beyond the 24 in 2.4 is \$95 per page.

3.5 Ecommerce, gated member areas, and any payment, booking or CRM integration aren't included. We quote these separately.

3.6 Photography, video, illustration and stock licensing aren't included.

3.7 Third-party plugin, theme and platform license fees are billed at cost.

3.8 Hosting, domain administration and post-launch maintenance aren't included. A maintenance retainer starts at \$850 a month.

3.9 We build the nine templates in 2.1 to the accessibility standard named in [appendix A]. Auditing or correcting pages we didn't build isn't included. A full-site audit is \$3,200.

3.10 Translation and localization aren't included.

3.11 SEO strategy, keyword research and content planning aren't included beyond the page titles and descriptions for the 24 pages in 2.4.

4. ASSUMPTIONS

4.1 Final text for all nine templates reaches us in one document by [date].

4.2 [Approver] is the only person whose written approval we act on, and consolidates feedback from everyone else before sending it.

4.3 Feedback on each deliverable arrives in one document within five business days of delivery.

4.4 [Client] provides platform admin access, analytics access and DNS access by [date].

4.5 Logo files, brand fonts and existing brand guidelines are available in usable formats at kickoff.

4.6 If any assumption in this section turns out to be wrong, section 6 applies to the work needed to deal with it.

5. SCHEDULE

Kickoff: [date]. Nine working weeks.

Wireframes delivered: end of week two.

Designs delivered: end of week five.

Build complete on staging: end of week eight.

Migration, training and launch: week nine.

Every date after a late approval moves business day for business day, and approved changes move the dates by the amount stated in the approval.

6. CHANGES TO THIS SCOPE

6.1 Anything not written in section 2 is a change, however it arrives, including email, a call, a message or a comment on a design file.

6.2 We reply within two business days with the work involved, the price, and the effect on the dates in section 5.

6.3 Work on a change starts when [approver] replies in writing that they accept the price and the new date. A verbal yes doesn't start work.

6.4 Items priced in section 3 use the prices stated there, so no re-quote is needed and we confirm the schedule effect only.

6.5 Each approved change is appended to this document as a numbered revision, and the version number in the header goes up by one.

7. ACCEPTANCE

7.1 A deliverable in section 2 is accepted when [approver] approves it in writing, or five business days after delivery if no written objection has arrived.

7.2 An objection has to name the deliverable and the specific items that don't meet the "done when" line for it.

7.3 Acceptance of a deliverable closes the revision rounds attached to it. Later changes to an accepted deliverable are handled under section 6.

8. APPROVAL

Total fee for the work in section 2: \$32,000, per the agreement in 1.3.

For [client]: _____ Date: _____

For [your agency]: _____ Date: _____