

IBSwebpro Web Design Services

eCommerce Website Design Projects



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Description of Services

Our eCommerce Website design projects are ideal for businesses with a strong desire to sell products online.

The following eCommerce plans are available:

1. **e-Commerce** – 5 page web site with template layout, contact form and shopping cart with up to 20 products added for the customer.
2. **Custom e-Commerce** – 5 page web site with custom layout, contact form, shopping cart with up to 20 products added and custom logo design.

The Anatomy of a Website

Sample Website Layout

The image shows a sample eCommerce website layout for 'Clothes Store'. The layout includes a header with the logo and navigation menu, a main content area with a featured image and text, a sidebar with categories and information, a product grid, and a footer with a product advertisement. Callout boxes point to specific elements:

- Header area with your logo added
- Navigation, page creation, and linking, including shopping cart and checkout
- Your text/images go here
- List of your product categories
- Product display – more details when clicked
- Link to custom data form

This sample shows one possible scenario for building a Website. Many other sample layouts are available for your selection, as well as color choices, logo development options, flash and other animation options. We provide a robust package of standard components to build a high quality, professional looking Website to represent your

business online. Please see below for a full list of standard offer elements, and feel free to speak with your account manager or project manager for any optional components or service plans you may want to consider.

We Provide the Following

Offer Element	Standard Offering
Website Development Platform	OSCommerce
Layout Options	Standard or Custom
Layout Revisions (Custom Only)	1
Website Pages	Up to 5
Products Added	Up to 20
Payment Gateway	PayPal or 2checkout
Data Capture Form	1
Logo Design	Included with Custom, additional for Standard
Shopping Cart Setup	Included
Review and Comment Cycles	1
Warranty	30 Days
Project Support (Manager, Designer)	Included
Test and QA	Included
Completion Checklist	Included
Ongoing Website Maintenance	Plans Available
Optional Components	Available
Editable Items	See Below
See below for a more detailed description of services provided	

The Underlying Website Development Platform

Our standard platform is OSCommerce (www.oscommerce.org). OSCommerce is a robust and highly supportable framework for e-commerce websites.

We can also develop using platforms such as ZenCart, but this may incur an additional cost to implement.

The Layout Itself

The layout is the look and feel of the Website. We maintain a library of over 20 standard e-commerce layout options which are all available and included in the package. If you have a unique vision for your Website which cannot be accommodated by a layout from our library, we can develop a custom layout to meet your needs. Custom layout projects are not included as standard, and would incur an additional cost to develop.

- Other important considerations:
 - Please consider your layout choices carefully. Once the layout has been chosen and development work has begun, we cannot start over with a new layout without incurring an additional expense.
 - You can make minor changes to standard layout choices to customize the color scheme to match your company’s brand or simply to choose the color you like.
 - Custom layout development. We elicit your requirements and desires before we begin development, and will provide a draft based on your requirements and **one (1)** major revision to

the layout when a custom layout package is purchased. Additional revision requests may incur additional costs.

Creation and implementation of up to five (5) Website pages

We provide the following services:

- Page creation and naming
- Application of selected layout and color scheme to each page
- Integration of navigation, internal and external linking for all pages
- Implementation of your content (text, images, video)
- Up to one hour of graphic design work to adjust customer provided images or other provided graphics, as well as to search for image suggestions
- We'll upload your logo if you give it to us
- Test and QA
- *Additional pages can be developed and integrated upon request for an additional fee.*

Please note, as you are the expert in your field, we rely on you to provide us with the text, images, and/or video for your Website. We can provide assistance to help write content if requested, which will incur an additional fee.

Addition of up to Twenty (20) Products

We will add up to 20 products to the site. We would need the following information:

- Product Name
- Product Description
- Product Price
- Product Image

If additional products need to be added, we offer various options for adding those to your site.

Payment Gateway

The following payment gateways are supported:

- PayPal
- 2Checkout
- Authorize.net

If other payment gateways are required, it may incur an additional cost to set up.

Shopping Cart Setup

We will do the following:

- Add up to 20 products
- Set up payment gateway
- Configure flat shipping rates (external shipping calculators such as UPS, USPS, and FedEx are extra)
- Set up tax rates (up to 5 states)

Data Capture Form

Even Websites that don't offer anything for sale directly from the Website itself should be viewed as a sales channel. Highly productive Websites do a good job of requesting and receiving information from visitors, and a data capture form is a substantial tool in that regard. The specifics of what we provide are:

- Development of one (1) custom data capture form.
- Five to ten data capture fields plus a comments box. Best practices for form development say the fewer fields the better if you want someone to complete the form and give you their personal information.
- We'll set up the form to send responses to two (2) email addresses.
- Integration of the form onto the page of your choice (the home page is best, unless you're running advertising to direct customers to a different page).
- Integration of form fields with customer database or CRM is not included as part of the standard level of service.

Logo Design

Custom e-Commerce plans include the development of a custom logo for the customer. We gather design ideas from you, then provide 2 logo options to choose from. You select the option you prefer, and get one (1) design revision. Additional revision requests may incur additional costs.

Review and Comment Cycles

During the early stages of the project we've talked a number of times to discuss what you'd like to build, but really don't get to see anything until a review and comment cycle. Our approach is to take the time up front to best understand what you want before we begin building, both to make sure that you do indeed get what you want, as well as to minimize costly revisions. We provide one (1) revision and comment cycle during the development phase of your project (excluding custom layout plans). During the review and comment cycles, you can:

- Review the entire site and make sure it meets with your expectations. We expect to get most things right and have to make reasonably small changes based on this review. Please provide a **BULK** list of changes to your Project Manager.

Will you ever say no to a change request? It's best for us to just address this topic up front so we're all on the same page. It's not a simple yes or no answer to this question, unfortunately. We try our best to accommodate change requests where possible, but may also require that repeated requests for small or larger changes be handled once the main Web site project is complete, and maintenance has begun. In most cases this is a fixed price project, which includes a fixed amount of development labor, and once this labor allocation is exhausted, we will have to table further requests and discuss the best approach for managing any remaining change requests as part of your maintenance plan, or through a change order.

Warranty

We view a Website as the representation of your online business. As your business changes, your Website should change as well. Our warranty is not meant to address this type of evolutionary change. Rather, we provide a 30 day warranty to address problems such as bugs, typos, broken images, broken links, non functioning scripts, etc.

Project Support

We provide the following resources to each Website design project:

- Design Coordinator. The Design Coordinator is the individual on our team who assigns resources and is likely the first person you may hear from to schedule a welcome call.

- Client Coordinator. **The Client Coordinator is your day-to-day project manager**. The Client Coordinator will deliver your welcome call; work with you to provide the content and other important items which allow the design process to move forward.
- Designer. The designer is both the technical and creative side of the project. The designer owns the task of turning your dreams into reality, and will actually build and test your Website. Note, we may assign more than one designer to your project based on workload, technical specialty, and other factors.
- Marketing Program Manager. The Marketing Program Manager or MPM is usually assigned if there is a second phase to your project to begin marketing your Website to generate customers or visitors.

When is the Website design project considered done?

We use the following criteria to determine when the development portion is considered complete:

- Development and implementation of design selection or custom design choices is complete, this includes custom color choices and any logos we've designed for you.
- Development and implementation of all Web pages purchased as part of the project are complete.
- All starter content for your pages (if made available to us) has been placed on your site.
- All online contact forms purchased have been implemented.
- The online store has been implemented (if applicable).
- Any custom options purchased have been implemented.
- All major graphic design work (headers, footers, backgrounds, etc) has been completed.
- All hyper linking and navigation has been completed.
- All back-end coding has been completed.
- You've had three opportunities to review and make comments to your Web site project.
- We've tested everything and fixed any known bugs.
- We've moved all necessary files to the appropriate directory within your hosting account and have published your Web site.

Editable Items

For e-commerce Web site packages, customers may edit the following items:

1. 1 revision of design elements – design final once 1 revision is complete (Custom layout only)
2. Layout color – limit 3 colors used
3. Page names
4. Images used in header and footer or menu items (replacement images only). Graphic work included
5. Content including page copy and images on pages
6. Fields (required and optional) for custom contact form
7. Email address of contact form
8. Product categories
9. Product details (name, description, price, image)

Any additional changes or functionality may incur an additional cost.