Home Drug Testing Kit
New Web site

July 29, 2013

1. **Objective**. The objective of this document is to provide an overview of the project and define the project goals.
2. **Project overview**
   The purpose of this project is to redesign Home Drug Testing Kit website so that it has a professional look with current technologies supporting it's graphics and interactivity built on the Wordpress Content Management System. Also, to transfer the e-commerce system to a Wordpress friendly format including the shopping cart experience.

3. **Project format**

   3.1. **Project commencement**.

   3.2. **Analysis** Effort in this phase will focus on gathering and validating requirements for the specific conference types, and to conceive a viable interface to facilitate the user experience.

   3.3. **Design** Effort in this phase will consist of creating the look and feel of the visual hierarchy including color scheme, layout, font formats, imagery and business identity. This also includes the user interface design.

   3.4. **Development** In this phase, we will produce the code and database structures necessary for the system to perform according to Home Drug Testing Kit requirements and our design specifications.

   3.5. **System testing** Although unit testing, integration testing and regression testing will be performed on code throughout the development process, effort in this phase will focus on rigorous system testing including platform integration

3.6. **Implementation Support** This phase entails a 'warranty' period of support to handle any emergencies that arise dealing with agreed project deliverables stated below. This is not construed to be a maintenance agreement, but rather an acknowledgement that, despite the best Quality Assurance efforts throughout the project, unforeseen circumstances can necessitate immediate modifications to correct deficiencies. Additionally, Home Drug Testing Kit personnel will be trained during this phase.

4. **Project deliverables**.

4.1. **Requirements** The requirements details the 'whats' of the system –***what*** the site is required to do. The following is a list according the understanding of PS Design Photography based on existing communications. ***This document is the basis for the design, and will require careful review and approval by*** **Home Drug Testing Kit.**

4.1.1. Custom theme design

4.1.2. Content Management System

4.1.3. Ecommerce

4.1.3.1. Shopping Cart

4.1.3.1.1. Accounts

4.1.3.1.2. Purchaser sessions

4.1.3.1.3. Continue shopping

4.1.3.1.4. Checkout

4.1.3.1.5. Order confirmation email (review order details) and shipping tracking number email

4.1.3.1.6. Customized product order

4.1.3.1.7. Able to accept Visa, MC, Discover, American Express, Google Wallet and Paypal - CC and Debit

4.1.3.1.8. Sales, promotion promotions

4.1.3.1.9. Shipping options such as United States Postal Service, FedEx and UPS

4.1.3.2. Set up payment gateway

4.1.3.3. Set up SSL

4.1.3.4. Featured Product

4.1.3.5. Shipping cost per product

4.1.4. Contact form process

4.1.5. Content – 21 pages (any additional pages may be subject to initialization fee, however may vary due to design specifications)

4.1.6. Mobile device plugin

4.1.7. Downloadable customer database – sortable by name (first and last), city, state, product ordered, zip-code, phone number and date (MM/DD/YYYY)

5. **Change management**. The change management process acknowledges the reality that it is virtually impossible to identify ***all*** the customer's requirements, and produce software that ***perfectly*** meets the customer's requirements, within the scope of the contract.

5.1. **Baselines**. The baselines for identifying changes are the contract during the Analysis phase, System Testing and Installation/Implementation Support phases. Scope creep may occur after three design proposals are not accepted.

5.2. **Changes**. Changes are defined in this context as departures from the baseline, necessitated by unforeseen technical limitations, or new or enhanced customer requirements. Home Drug Testing Kit must propose changes in writing, and we will jointly evaluate them to determine if they are within the scope of the contract.

6. **Compensation**

6.1. Fees are Based on Price List

6.2. PS DESIGN PHOTOGRAPHY will be compensated for its services in the amount of $ xxx.xx payable upon completion of the project within the aforementioned guidelines, and a deposit of $xxxx.xx due when design comps are reviewed. Final number is subject to change if more pages are needed than initially foreseen.

6.3. Maintenance will be set at $60 an hour after the site has completed the development phase and officially launched. **This amount is subject to change by industry standards.**

Amanda Beihl
Owner, Home Drug Testing Kit

08-10-2013
Date

Peter Strand
PS DESIGN PHOTOGRAPHY Project Coordinator

2231 N. Chelton Rd
Colorado Springs, CO 80909

July 29, 2013
Date