

# Statement of Work



## Introduction

This document outlines the project plan for the redesign and redevelopment of the Good Software website. The project aims to enhance the website's usability, visual appeal, and functionality to better reflect the Good Software brand and improve the user experience.

## Purpose and Objectives

The purpose of this project is to collaborate with a contractor to deliver a modern, user-friendly, and fully responsive website that aligns with Good Software's brand values. The key objectives are:

- **Objective 1:** Improve website aesthetics with a clean, professional design.
- **Objective 2:** Increase user engagement and conversion rates through enhanced usability.
- **Objective 3:** Optimize the website for search engines and improve load times.
- **Objective 4:** Ensure compatibility across major browsers and devices.

## Project Scope

The scope of this project includes the complete redesign and redevelopment of the Good Software website. This involves:

- **Discovery Phase:** Conducting research, gathering requirements, and defining user personas.
- **Design Phase:** Developing wireframes, mockups, and style guides.
- **Development Phase:** Building out the website using [insert tech stack, e.g., "WordPress and custom HTML/CSS"].
- **Testing and QA:** Conducting thorough testing to ensure responsiveness, speed, and functionality.
- **Launch:** Deploying the new site and ensuring all elements are functional.

	Deliverable	Estimated Delivery Date	Cost
1	<b>Website Design Mockups:</b> Initial designs for approval before development.	31 Jan 2025	\$800
2	<b>Fully Developed Website:</b> A live, functional website meeting project specifications.	12 Mar 2025	\$5,000

	Deliverable	Estimated Delivery Date	Cost
3	<b>Project Documentation:</b> Style guides, user manual, and any relevant technical documentation.	20 Mar 2025	\$500

## Out of Scope

This project does not include:

- Development of a mobile app or features outside of the core website.
- Content creation beyond provided materials (e.g., blog posts or custom imagery).

## Tasks

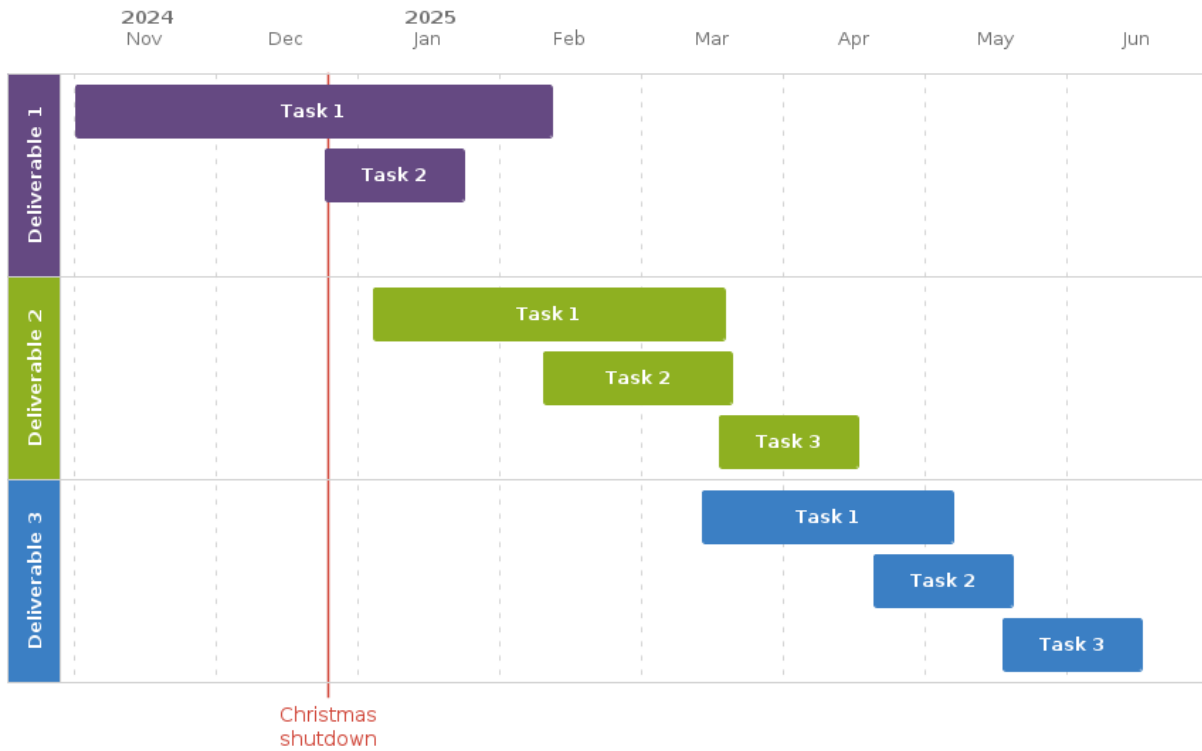
Breakdown of the tasks which need to be completed as part of this project:

Deliverable	Tasks
Website Design Mockups	<input type="checkbox"/> Conduct discovery workshop <input type="checkbox"/> Develop user personas <input type="checkbox"/> Create high-quality mockups
Fully developed website	<input type="checkbox"/> Set up dev environment <input type="checkbox"/> Front-end development <input type="checkbox"/> Back-end integrations <input type="checkbox"/> Testing and QA <input type="checkbox"/> Optimize for SEO
Project documentation	<input type="checkbox"/> Create style guide <input type="checkbox"/> Develop user manual <input type="checkbox"/> Write technical specifications <input type="checkbox"/> Handover and support plan

## Location

Project work will primarily take place remotely. In-person meetings, if required, will be conducted at Good Software's office located in Stuttgart, Germany.

# Schedule



# Pricing

Payment terms and schedule for payment:

Deliverable	Price	Payment due date
Website Design Mockups	\$800	28 Feb 2025
Fully developed website	\$5,000	30 Apr 2025
Project documentation	\$500	30 Dec 2024

# Resources

The following resources are involved in the project:

1. **Project Manager:** Maggie - Good Software.
2. **Lead Designer:** Conrad - Contractor.
3. **Front-End Developer:** Aziza - Contractor.
4. **QA Specialist:** Erika - Contractor.

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