

Website Application Design and Build

*Statement of work
Version 1.0*



Dev.IT.Out Contacts

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1 Introduction

This is a SOW for “Customer” to engage Dev.IT.Out to provide fix price solution for Website Design and Build. The document describes the key aspects of the service: skills, technologies, feasibility, key activities and pricing, as well as the methodologies, work methods and roles that will be used by Dev.IT.Out to deliver the agreed deliverables while ensuring high quality of the Customer.

1.1 Company overview

Dev.IT.Out offers Israeli engineering talent managed with American professionalism and standards. Our primary point of contact, who is a project manager, is located in Los Angeles, CA. We maintain an ongoing close relationship with our experienced software development team to ensure we continually stay on track with all our projects.

American Professionalism

- American work culture, quality standards and ethics
- Clear communication and common work ethic
- Results-driven oriented

Israeli know-how

- Efficient software development using Agile methodologies
- Outstanding Israeli engineers expert with expertise in a range of technologies
- Outstanding performance/cost ratio

1.2 Professional Skills

We specializes in development of web-based enterprise applications in C# ASP.NET, BI, JavaScript and a variety of open source technologies, as well as developing software for mobile platforms such as iPhone, Windows Mobile, Symbian and others. Our successful track record includes GUI development, server side programming, and database development on top of Microsoft technologies.

1.3 Sample Work

Interactive Websites & Products:

<http://www.cbtpal.com>

<http://ami.mobix.com/mdm>

<http://supercode.co.il/>

<http://supercode.co.il/admin>

<http://sponsoredlistings.ask.com/setmeup>

<http://support.timetoknow.org>

iPhone:

<http://www.cuin.co.il/ui/pages/main/welcome.aspx>

Designed Websites:

http://www.mhcolor.com/main_en.html

<http://www.librus.com/main.html>

<http://www.welnerwines.com/>

http://www.welnerjewellery.com/main_en.html

<http://www.villamaroc.co.il/>

2 Scope

Dev.IT.Out will work in collaboration with the customer's team members to design and implement the new website. Dev.IT.Out has performed a preliminary analysis of the project and this Statement of Work is based on that analysis.

The following section provides a summary of the project scope as documented by the customer in appendix A – Project 11 Requirement Listing.

2.1 In Scope

The scope of Dev.IT.Out's engagement in this project as given below:

- Take an existing stock monitoring Excel application and convert it into a user friendly web application.
- The foundation of the application will be built around a Microsoft .NET application called Durados. Which is Dev.IT.Out's customized proprietary application.
 - Durados will be used because it will cut down on the application development time while still creating a customized application to meet the user's needs.
 - Durados allows important data from any database or spreadsheet to be imported and then managed by users using a customized user-friendly interface.
- Full graphic design of the website up to 2 iterations
- Design and build the following functionality:
 - The development of a log in system.
 - Ensure users can retrieve lost passwords.
 - Users will be able to save web site preferences.
 - User specific stock information can be updated at a user's specified time frame.
 - System will be able to recognize certain criteria requirements to display the following:

- Visual notification to users within the web application such as a pop up menu or a sound notification.
- Email notifications. The criteria requirements will be specified by the subject matter specialists.
- Data list pages will be updated by looking at data stored in the database or retrieve data from outside data services.
- Ticker information can be updated from a central live data source.
- Downloaded ticker information will utilize formulas to display to the user. The data will be adjusted based on the user's time zone.
- Information can be downloaded based on a user's determined time interval.
- User-friendly interface that will allow user to be able to show specified columns for the different stock tickers.
 - User's display preference will be automatically saved so that the same views will be displayed when logged in at a later date.
- Internationalization / localization support (English, Spanish)

2.2 Out of Scope

The following are out of scope of Dev.IT.Out's engagement:

- Logo design (will be provide by customer)
- Content of the pages, graphics and images (will be provide by customer)
- Creation / generation of reports
- Providing an online help facility
- Production support for non-bug related issues
- Hosting services, Domain name & Hardware

3 Project Stages and Deliverables

The deliveries and milestones are based on the short project description. The timeline does not factor external constraints or the availability of the customer for feedback and comments.

Deliverables	Acceptance Criteria	Dev.IT.Out Deliverable Duration
Requirements gathering	<ul style="list-style-type: none"> Complete requirements documentation Phases prioritizing 	1 Week
Website design & Layout	<ul style="list-style-type: none"> Complete website design Present acceptable template across all pages Website sitemap 	1 Week
Coding & Unit Testing	<ul style="list-style-type: none"> Complete all coding with no outstanding critical and major issues Complete the full graphics design of the website 	4 Weeks
Deployment & Production support	<ul style="list-style-type: none"> Deploy to final production server Support production issues 	

4 Project Review Processes

Dev.IT.Out and Customer will each provide contact person. Weekly phone meetings will be held to discuss:

1. Progress against the plan
2. Key issues that need to be resolved & risks
3. Technical overview of major components when required

5 Change Control

A change may be initiated by both Customer and Dev.IT.Out. The change control process might be triggered because of change in scope/requirements or also to address issues that will arise during the project development. In the event of a project change, the Dev.IT.Out project manager will estimate the schedule, effort and wherever applicable cost impact of the change and communicate the same to the customer's project coordinator. If the change is approved and the approval is documented in writing, it will be implemented and the necessary adjustments to the project plan will be made.

6 General Assumptions

The following assumptions have been made for this project:

1. The proposal does not include H/W & 3rd party S/W licenses.
2. Any changes to the scope, schedule, effort, resources, or costs will be handled via Dev.IT.Out and customer change control process.
3. The start date of the service will depend on the approval date of this SOW.

7 Pricing and Financial Terms

The fees to complete this fixed price engagement are estimated at \$X,XXX. The total implementation can be done in approximately 6 weeks period.

Fees and expenses will be invoiced to Customer as follows:

- 30% on SOW signoff
- 70% on successful production deployment

8 Expiration

The level of effort and price presented in this document shall remain valid for a period of sixty (60) days until signed or otherwise noted. All services described in this Statement of Work must be used within 12 months from date of signature to avoid expiration.

9 Third Parties

Dev.IT.Out may utilize third party resources to complete some or all of the work associated with this engagement.

10 Appendix A – Project 21 Requirement Listing

Project Description

Our firm has created a stock monitoring spreadsheet in Microsoft Excel 2003 that we need “converted” into a web application, with a few additional features programmed in. The application should have a simple user-friendly look for non-technical users. Any proprietary formulas and algorithms required for the proper functioning of the application will be provided. Both a front-end web user interface and database server back-end need to be created. Back-end server systems provider is TBD.

Basic Application Overview

The current Excel spreadsheet monitors a list of user inputted stock tickers and downloads company specific information (e.g. current stock price, current volume traded, etc.) from a public online data source using web queries. This information is then updated at a user specified time interval (e.g. 5 seconds). Concurrently, this information is used in various cells, using various proprietary formulas/algorithms and VBA macros, to produce various pieces of information such as stock price buy/sell levels, etc. When certain resulting criteria are met, a visual notification is displayed as well as an optional email notification is sent to a user specified email address with various pieces of information from the spreadsheet.

Compatibility Requirements

Operating systems: Windows (XP SP3, Vista SP2, 7), Mac (OS X v10.4.8)

Browsers: Internet Explorer 7+, Firefox 3+, Safari 3+

Structural Requirements

Front-end: Must be user friendly and interactive. Some of the required pages include a login page, account settings, dynamically/continuously updated data list pages which pull information from user data stored in back-end as well as other online data services, amongst others.

Back-end: Needs to store user login information, user data/lists, and a few other basic data items.

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Partial Operational Requirements

- The program should be able to accept a list of approximately 100 manually entered (or copy/pasted from Excel or text file) stock tickers.
- Download ticker specific information from an online data source. It currently uses an established public market data source. However, the option to link in a central live data source would be optimal.
- Use downloaded information with formulas/algorithms to generate output. Some data needs to be adjusted based on the user’s time zone in accordance with open market trading hours.
- Able to auto-update (download information & run formulas/algorithms) all information at a user determined time interval.
- All download/update/formula/algorithm processes should execute quickly and efficiently.
- Send an email notification when certain information criteria are met. If necessary, use

SMTP server used by user's Outlook program or web based service (e.g. Gmail, Yahoo, MSN, Hotmail, AOL, etc.) if user provides necessary login information.

- Create a pop-up and sound notification when certain information criteria are met.
- Ability to show/hide various columns of information for the list of stock tickers.
- The ability to save the user's displayed/current information (e.g. stock tickers, stock prices, etc.) to the back-end database when shutting down so as not to lose the information.

Estimated Project Duration

Duration of project: Until completion within a short time frame. However, further ongoing participation for continued development after completion (minor upgrades, bug fixes, etc.) on a part-time basis would be required as well.

Proposal Content

All proposals must include the following:

1. Firm name, address, phone, fax and e-mail.
2. Describe your understanding of the project and what is required.
3. Describe which programming language/systems (e.g. Java, PHP, Ajax, Silverlight, etc.) you would use and why they would be the preferred/optimal choice.
4. Describe your relevant background and experience for this project.
5. Sample program/work sample which demonstrates your ability of developing a program such as the one described in this RFP.
6. Provide your post-project availability to provide continued development on this project, such as bug fixes, minor enhancements, etc.
7. Provide contact information for 2 references which we may contact regarding your work.
8. Provide a timeline and proposed budget that is consistent with the information provided in this RFP.