SW - Behavioral Health Workforce Development Initiative

Title	SW - Behavioral Health Workforce Development Initiative
Date	05/10/2021
Related Project	SW Behavioral Health Workforce Development Initiative
Status	Pending (Out to Client)
Description	Thank you for the opportunity to present the following estimate. If you have any questions, please contact your Account Manager or designer/developer. We look forward to working with you! This estimate is valid for 90 days from the date specified above.

Planning

- Initial kickoff meeting with client to refine new site layout and structure based on client concepts
- Development of conceptual wireframes for homepage, internal content page and two additional custom layouts (e.g., landing pages, content listings)
- Definition of dynamic content areas
- Development of strategic plan for website development environment (development server)
- Also included are additional followup meetings to review additional client provided content and progress of site development

Planning Hours Minimum	8
Planning Hours Maximum	12
Planning Estimate Minimum	912.00
Planning Estimate Maximum	1,368.00

Setup

- Install MySQL database
- Install CMS (WordPress)
- Prepare development environment for content work
- Install and configure required plugins, modules and base themes
- Install additional libraries as needed (e.g., Javascript or icon libraries)
- Create roles and permissions and add users to site

Setup Hours Minimum	10
Setup Hours Maximum	12

Setup Estimate Minimum   1,140.00

Setup Estimate Maximum   1,368.00

Design

- Branding with a new site name treatment and custom header and footer
- Custom home page design
- Navigation treatment, including additional sub-menus as needed
- Additional block elements and buttons
- Two custom secondary (landing) page layouts and a basic content page
- Once a design direction is chosen we include 2-3 rounds of refinement

Design Hours Minimum   50

Design Hours Maximum   60

Design Estimate Minimum   4,750.00

Design Estimate Maximum   5,700.00

Structuring

- Build out templates and content pages for final site with PHP/HTML
- Build required site menus (easy to navigate to areas)
- Build custom content/post types and views/displays
- Develop widgets and blocks for homepage and content pages (e.g., slideshows, news, events, publications, etc)
- Build custom modules/plugins as needed

Structuring Hours Minimum   35

Structuring Hours Maximum   45

Structuring Estimate Minimum   3,990.00

Structuring Estimate Maximum   5,130.00

Theming

- Modify and expand/override base theme styles to align with chosen design mockups
- Write CSS and Javascript for custom elements (buttons, widgets, interactive objects)
- Process (crop, upload and place) images for headers/footers and landing pages

- Theme elements generated by 3rd party plugins to align with design mockups

Theming Hours Minimum	35
Theming Hours Maximum	45
Theming Estimate Minimum	3,990.00
Theming Estimate Maximum	5,130.00
Testing/QA	Testing to ensure site's integrity on all popular web browsers and screen sizes/mobile devices.
Testing Hours Minimum	15
Testing Hours Maximum	20
Testing Estimate Minimum	1,710.00
Testing Estimate Maximum	2,280.00
Optional/Additional Costs	**Site Production** Enter in static and dynamic content (pages and custom content types) using content provided by client. Up to 15 pages for initial launch of the site
Additional Hours Minimum	25
Additional Hours Maximum	30
Additional Estimate Minimum	2,850
Additional Estimate Maximum	3,420
TOTAL HOURS MINIMUM	178
TOTAL HOURS MAXIMUM	224
TOTAL ESTIMATE	19,342.00

MINIMUM

TOTAL ESTIMATE   24,396.00
MAXIMUM

Fineprint   Website projects with costs of $10,000 or more will be assessed for an incremental billing process. A schedule of billing and project milestones will be provided before work starts.

Note – Creative Communications cannot pre-bill for any design and/or web work. We can only bill for the work we have already accomplished. Please plan accordingly if you have a budget nearing its fiscal end.

The following services are not included in the estimate presented: development of information architecture & sitemap, copywriting, copyediting, proofreading, illustration, and photography, CMS training. We do not provide fallbacks or support for old versions of Internet Explorer (IE 10 or less).