

PROPOSAL FOR REDESIGNING THE DMT CONSULTANTS AND WCJC WEBSITES

OCTOBER 2012



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1. Introduction

Overview

This document presents a proposal to Dorothy Tuma hereafter referred to as “the Client” prepared by New Wave Technologies Ltd, hereafter referred to as “NWT” or “the consultant”, for redesigning and developing the client’s websites.

Project Objectives

New Wave Technologies will;

- a. Assess and establish the requirements for the proposed redesign to meet today’s minimum website requirements.
- b. Prepare the necessary designs and prototypes of the project putting in consideration the nature of the client’s operations.
- c. Implement the websites to agreed designs and prototypes within the agreed time and budget
- d. Provide training on the use of the website Content Management System and offer support to the client for a period of 2 months.

Our Representatives on the project

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2. Methodology

We therefore propose dynamic websites with;

<p>DMT Consultants</p>	<ol style="list-style-type: none"> 1. <i>A well designed homepage with visually appealing graphics and professionally laid out content to be easy on the eye of the website user.</i> 2. <i>We want to ensure that there is as limited scrolling as possible</i> 3. <i>All of the client's thematic areas e.g. corporate info, services and specialties, publications, partners, clientele, updates and news, documents, social media links, location details, etc</i> 4. <i>A concise but well-presented layout of the client's products and services with a blend of quality imagery and graphic representation</i> 5. <i>A home page that is appealing to look at and with as few layers of information as possible to enable the visitors get information with as few clicks as possible.</i> 6. <i>Search engine optimization (SEO); we shall follow Google's conventions on SEO for all pages on the website such as meta-descriptions, alternative text for images, etc. Although as the CMS will be directly managed by the client, content editors and managers will be required to ensure that the content being added on the website is relevant to the page to optimize the pages for effective search. We shall emphasize the use of clean URLs to quicken the page indexing process and relevance of content to search engines</i> 7. <i>Search capabilities using key words or phrasing that will identify content from throughout site. The website will have site wide search functionality</i> 8. <i>No inconsistencies, e.g. capitalization, untitled pages, content alignment, etc</i> 9. <i>No requirement for plug-ins as a default. It will be built on simple HTML, PHP and CSS and yet robust enough to meet all set requirements.</i> 10. <i>Security that cannot easily be manipulated by hackers or virus attacks</i> 11. <i>A webmail link and interface to allow members easily access their emails from time to time.</i> 12. <i>A well designed site navigation that eases finding of information on the website</i>
<p>WCJC</p>	<ol style="list-style-type: none"> 1. <i>A well designed homepage with visually appealing graphics and professionally laid out content to be easy on the eye of the website user.</i> 2. <i>All of the client's thematic areas e.g. projects, reports, updates and news, documents, plugged in blog, careers/volunteers' module, galleries, social media links, etc</i> 3. <i>A home page that is appealing to look at and with as few layers of information as possible to enable the visitors get information with as few clicks as possible.</i>

	<ol style="list-style-type: none"> 4. <i>Search engine optimization (SEO); we shall follow Google's conventions on SEO for all pages on the website such as meta-descriptions, alternative text for images, etc. Although as the CMS will be directly managed by the client, content editors and managers will be required to ensure that the content being added on the website is relevant to the page to optimize the pages for effective search. We shall emphasize the use of clean URLs to quicken the page indexing process and relevance of content to search engines</i> 5. <i>Search capabilities using key words or phrasing that will identify content from throughout site. The website will have site wide search functionality</i> 6. <i>A donations module (However the client is responsible for setting up the payment gateway)</i> 7. <i>No inconsistencies, e.g. capitalization, untitled pages, content alignment, etc</i> 8. <i>No requirement for plug-ins as a default. It will be built on simple HTML, PHP and CSS and yet robust enough to meet all set requirements.</i> 9. <i>Security that cannot easily be manipulated by hackers or virus attacks</i> 10. <i>A webmail link and interface to allow members easily access their emails from time to time.</i> 11. <i>A well designed site navigation that eases finding of information on the website</i>
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The use of graphics will be minimized not to take more than 40% of the total page space. When inevitable, large images will be sliced into smaller ones which will quickly download. Images will be optimized into 256 Web Colour Joint Photographic Experts Group (.JPEG), Graphics Interchange Format (.GIF) or Portable Network Graphics (.PNG) format. This will ensure easy download of site pages by minimizing use of large graphics, optimizing all graphics and documents for smaller file size.

We shall implement tracking software on the websites to produce user defined site log reports; a tool to help the client better understand and measure web visitor behaviour and improve website performance and availability specifically considering the following; Web traffic analysis, Path analysis, Visitor trends, Page views, Entry pages, Top pages, Exit pages, Page – length of stay, Technical analysis: browsers and platforms.

The Content Management System

Generally websites are as good as their content management systems. Effective content management systems enable website administrators to publish and manage website resources creatively. We have developed a number of highly effective and user-friendly content management systems.

We shall develop a fully logical content management systems for both websites, i.e. functionality to enable management of the different modules i.e. manage stories, categories of content, news, downloads, audio and video samples, important links, services, user management, etc complete with a (What-you-see-is-what-you-get) WYSIWYG content editor.

The different users of the system will access only specific closed areas of the website.

Maintain cross-platform, cross-browser compatibility so that the web site is accessible from a variety of different environments

Prior to deployment and in all testing phases, the websites will be tested for compatibility with major browsers i.e. Internet explorer, Mozilla Firefox, Google Chrome, Opera and Netscape.

Ensure a consistent visual image on the modified site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques

We propose to use modern web design tools to deliver appealing and user-friendly websites. The websites will have the following attractive attributes:

- Appealing and professional style
- Consistent overall layout
- Consistent look and feel
- Rational space usage – easy to navigate
- Not too many graphics; therefore easy to load and suitable for the slow internet speeds in Uganda.

The interface will be developed using XHTML, CSS, together with web 2.0 graphics to give it a desirable aesthetic touch. The interface will be kept as simple as possible to enable a shorter learning curve and easy navigation. JavaScript will be used for data validation and dialog boxes

whereas AJAX and XML will be used for dynamic loading of pages. PHP will be used for the CGI scripts, and MySQL will be used for the database.

Training, testing and commissioning

Training

We will carry out practical training for the relevant client staff to ensure that they can use the website resources and keep it up-to-date on an ongoing basis. There will be separate training modules for technical staff (Administrators) and other users. We will also develop user manuals for client reference.

We shall provide a training plan for technical maintenance of sites by the in-house team, preferable training in Web 2.0 tools and user guides and manuals for future administration of the sites.

Testing, deployment and commissioning

The websites will be deployed to a live area determined by the client after a series of testing i.e. stress and user acceptance testing. Since both websites are already hosted, we shall hand over the files to the client's host to have them uploaded.

Duration of the assignment

The redesign and development component will be completed within 1.5 Months upon signing of contract.

3. Maintenance and technical support

Our standard terms of business provide one year's warranty against any website or software malfunction. In addition we are available to sign more extensive support contracts with our clients which usually involve working together with the clients' staff to actualize the website development objectives. During the support period we ensure that the client realizes the objectives of developing the websites, and often carry out several enhancements to ensure that the websites meet their ongoing objectives.

Financial Proposal



New Wave Technologies Ltd.
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P. O. Box 24159
Kampala, Uganda
info@newwavetech.co.ug

Quotation

TIN # 1000292703

INVOICE # 301001
DATE: 30TH OCTOBER, 2012

Invoice:

DMT Consultants
Kampala-Uganda

QUANTITY	DESCRIPTION	UNIT PRICE (UGX)	TOTAL (UGX)
1	DMT Dynamic Website Development Services - Supply 3 mockups - 1.5 months of development - Includes training and 2 month support - Payment in 2 Installments	1,800,000	1,800,000
1	DMT Static Website Development Services - Supply 1 mockup - 1 month of development	700,000	700,000
1	WCJC Dynamic Website Development Services - Supply 2 mockups - 1.5 months of development - Includes training and 2 month support - Payment in 5 Installments	1,500,000	1,500,000
1	WCJC Static Website Development Services - Supply 1 mockup - 1 month of development	700,000	700,000

NOTE:

- **Payment Terms: 50% on inception, 50% on delivery OR as specified in proposal**
- Make payments in favor of "New Wave Technologies Ltd."
- The prevailing exchange rates on the date noted above apply
- All prices exclusive of VAT unless otherwise stated
- If you have any questions concerning this invoice, contact: Email: info@newwavetech.co.ug, Tel: 0414-389220

THANK YOU FOR YOUR BUSINESS!