(logo of your client if permitted to use)
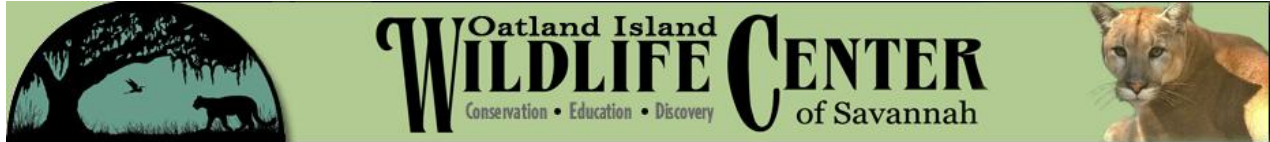
Oatland Island Wildlife Center
Savannah Zoo Web Design

Prepared by:

PXY Design   Version 1.0   PXY Design
                        May 3, 2017   3515 Montgomery St,
                                             Savannah, GA USA
                                             31405

Contents

Savannah Zoo   Consultant, Client Confidential

1.0   Revision History

Revision	Section	Description	Editor	Date
1.0		Original document	PWH	May 4, 2017

2.0   Project Overview

Oatland Island Wildlife Center is seeking to redesign a new Web presence. This Web presence provides the customers of Oatland Island Wildlife Center with updated information and visual appealing design, as well as other services and benefits available through the company. The goals of the online Web presence are to eliminate the amount of text, make it more visual engaging, add more multimedia on web page, and attract more visitors go to the Oatland Island Wildlife Center by browsing the website.

3.0   Project Approach

PXY Design has identified a standard process for project success with our clients. Although each of these phases may not be applicable to [Project Title], the entire process is defined as follows:

The ORASDCTIE Process™ is PXY Design's in-house methodology for ensuring success across the board for all initiatives. By utilizing ORASDCTIE, PXY Design has a proven set of guidelines for working closely with clients and users to reliably maintain and exceed delivery expectations.

O – Observe. We dedicate observation to answering five questions, which include who are the customers, what is the popular animal and, when is the most popular time to visit, how they find this place, and why they visit Oatland Island Wildlife Center.

R – Research. We gather first-hand information before we start to design. We have three important steps for research. Firstly, interview the customers in order to find their needs or problems when they visit the website or prepare to go to the zoo. Secondly, analyze competitors, learn the service or product they provided in their websites. At last, talk to the crew and experts who work in the zoo, get information about what challenge they have at hand and find opportunities to improve.

A – Analysis. We work closely with all the information we collected from your experts and users to define the requirements for building the project correctly.

S – Synthesis. We synthesis of users' needs, technology trends, and business needs. We have information structure based on all the data we collected from the observation and the research.

D – Design. Through design process, we use card sorting to create the categories for the website, rebranding the logo, draw sketch to show the layout, and taking the high-quality photos for the website. Using software and multimedia to create high-fidelity prototype. At the same time, it requires the communication with your team.

C – Content. Content strategy is the foundation for the content design in order to improve the searching rank and bring more visitors by the keywords and content in the website.

T – Test. We require an extra set of eyes—from our own testing team and from your designated user group to perform goal-based testing. This additional round of testing helps ensure that as few stones as possible are left unturned in order to deliver a project that has been rigorously evaluated from multiple levels.

I – Iterate. The Iterate phase is repeated throughout the entire lifecycle of the project. We move as quickly as possible to bring the project to life, and this often requires creating multiple iterations in rapid timelines. This requires direct and timely involvement from you and your dedicated resources. The end result is the product you've specified—and helped to create.

E – Enable. Upon successful completion of the eight previous phases and your signed approval, we will enable the solution and take it live.

The ORASDCTIE Process™ doesn't end there. After project completion, we regularly communicate with our clients. We will continue to gauge your satisfaction levels, understand your changing goals or project enhancements, and assist you in defining the best approach for the future development of your project.

4.0   Scope of Work

We were approached by Oatland Island Wildlife Center to provide all services required to build website for Savannah Zoo.

PXY Design will focus solely on the User Experience and User Interface Design Aspects of the Oatland Island Wildlife Center's website.

Oatland Island Wildlife Center will provide detailed feedback on all aspects of website for Savannah Zoo in accordance to the Project Plan.

5.0   Assumptions

It is necessary that Oatland Island Wildlife Center provide the following assets and resources. An inability to provide these assets and resources in a timely and complete manner may contribute to the unsuccessful or delayed delivery of this project.

The following assets and resources are expected:

- Timely access to all required Oatland Island Wildlife Center employees.
- Timely access to all required assets of the website for Savannah Zoo in current state, including any source files, if available.
- Content, as required and including but not limited to copy, imagery, audio, etc. for any aspect of the website.

6.0 Deliverables

PXY Design provides a variety of deliverables throughout the course of a project. For Oatland Island Wildlife Center, we have identified the following deliverables:

1. Background Summary:
Oatland Island Wildlife Center of Savannah is a nonprofit organization and the home to more than 150 animals from 50 different species. They provide gusts with memorable experiences to help them make stronger connections to the nature world.

Strengths
Oatland Island Wildlife Center of Savannah belongs to Savannah-Chatham County Public School System(SCCPSS). It has tight relationship with many schools in Savannah. It provides a way to advocate the prestigious and spreading of Oatland Island Wildlife.
The ticket price is cheap.
It has original animals in Savannah and even Georgia.
It has own teaching program for kids.

Weaknesses
It lacks of the communication with the potential customers through social media.
Visitors may get outdated information from Google, Yelp or TripAdvisor.

Opportunities
Utilize social media and multimedia to improve the interaction with customers.
Visualize the unimportant content.
Open the online shop to improve the sales of the tickets.
Attract more visitors from other countries and cities to go to Savannah.
The best place to spend family time in Savannah.

Threats
The constraints from the SCCPSS, including it can only include 3 sub-menus on the website.
The frequency of visit this place is very limited. Most of them revisit this place because of the kids.

2. Overview:
The project is to rebrand Oatland Island Wildlife Center to Savannah Zoo and redesign

the website. We design the User Experience and User Interface for the new website.

3. Drivers:

Our main goals for this project are to let user achieve their goals much easier and with a positive experience after using the website, attract more visitors from all over the world to find this website and finally visit this place. Visitors can explore special festivals and events in the zoo and become engaged in it by browsing the website. Seek more investment by the website.

4. Audience: Who are we talking to? What do they think of us? Why should they care?

5. Competitors: San Diego Zoo(http://zoo.sandiegozoo.org/) is one of the most popular zoo in the world. Their mission is to save the worldwide species and inspiring passion for nature. The big differences between Oatland Island Wildlife Center are the price of the tickets is much higher and they don't have the original species which can only live in Savannah or Georgia.

Atlanta Zoo(https://zooatlanta.org/) is located in Atlanta, it has almost the same animals with Oatland Island Wildlife Center. The differences between are Savannah is a famous tourist city in U.S. and the best place for the family time in historical Savannah is Oatland Island Wildlife Center. It's also near Tybee Island and will attract some visitors when they went to the beach.

Forsyth Park is the top family friendly place in Savannah, it also provides the playground for kids. The differences between them are the Oatland Island Wildlife Center is the place for learn animals and get experience with nature environment and species. Visitors who went to Forsyth Park are still have reason to go to the zoo.

6. Visuals: We are developing new images for the high-quality appearance on the website. We still need photographs from the special festivals, events, and education in order to show the visitors excited emotions and engagement with the zoo.

7. Details: This project last for 10 weeks. The deadline in on 31 May, 2017.

8. People: We report the final project to the director or the employees in Oatland Island Wildlife Center. PXY Design work extensively with Eric Swanson, the Naturalist in Oatland Island Wildlife Center, by providing the basic information we need to design the website.

7.0   Ownership and rights

Creative Commons (http://creativecommons.org/about/licenses) provides easy-to-understand explanations of a variety of license types that you might make use of, but those are only a small subset of the licensing world. If you find yourself in a situation where you are getting into very detailed and specific needs, it is always best to contact a copyright attorney to assist you in creating the best possible solution.

8.0   Additional costs and fees

In the event that outside resources are required (such as content, imagery, fonts, etc.), these shall be identified, approved by and billed to Oatland Island Wildlife Center. In addition, PXY Design can provide hosting services to our clients with very low overhead. We provide hosting services—including configurable, Web-based e-mail—starting as low as $25 per month, with a $25 setup fee. In the event that Oatland Island Wildlife Center would like to purchase a "maintenance" package, PXY Design will work to create a package that is mutually agreeable and beneficial to both parties.

9.0   Project pricing

PXY Design has proposed multiple estimates for Oatland Island Wildlife Center, in order to provide the best possible options for your immediate and/or future needs. PXY Design makes the assumption that all content will be provided by Oatland Island Wildlife Center. In the event that PXY Design is requested to provide content services, the estimates will need to be redefined.

PXY Design's estimates allow for flexibility from a cost and needs perspective. The estimates are as follows:

Estimate 1
PXY Design estimates that the Savannah Zoo Website for Oatland Island Wildlife Center, without any interactive content…

How do you determine your billing rate? Research what others are charging, for comparison, by locating salary surveys and contractor rates. For example, organizations such as the Information Architecture Institute (www.iainstitute.org), AIGA (www.aiga.com), Coroflot (www.coroflot.com), and the talent agency Aquent (www.aquent.com) perform salary and contractor rate surveys.

10.0   Payment schedule

PXY Design typical payment schedule is to receive a retainer fee of XX% of the total estimated price of the project prior to commencement.

PXY Design shall submit invoices on the 1st and 15th of every month; payment is due in full within 14 days.

Upon completion of the project, PXY Design shall deliver all work product to Oatland Island Wildlife Center. Once the materials are satisfactorily approved, PXY Design shall refund any payment excess remaining from the retainer or PXY Design shall submit a final invoice for amounts not covered by the retainer.

Note: If Savannah Zoo Website is placed on hold for a period of more than 14 days with no work progress made, PXY Design shall submit a final invoice for any fees not covered by the retainer and shall be provided with the right of first refusal in the event that the project is reopened.

11.0   Acknowledgement and sign-off

This proposal is acknowledged and agreed in its entirety by Oatland Island Wildlife Center. This proposal must be signed and dated by an authorized representative of Oatland Island Wildlife Center in order to be in effect. Alternately, a signed purchase order referencing this proposal will constitute acceptance in place of this signed document (provided, however, that any preprinted terms on such purchase order shall be considered null and void and of no effect). This proposal constitutes the entire agreement between the parties with respect to the subject matter of this proposal. This proposal merges and supersedes all prior oral or written agreements, discussions, negotiations, commitments, writings, or understandings. This includes without limitation any representations contained in any sales literature, brochures, or other written descriptive or advertising material and is the complete and exclusive statement of the terms of the parties' agreement. Each of the parties acknowledges and agrees that in executing this proposal it has not relied upon, and it expressly disclaims any reliance upon, any representation or statement not set forth herein or in the Agreement.

[CLIENT NAME]   [CONSULTANT NAME]

_____   _____
Signature   Signature

_____   _____
Printed Name   Printed Name

_____   _____
Title   Title

_____   _____
Date   Date