Giant Peach

Raw Health
— Project Scope

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Raw Health

Based on all of the information gathered from the Requirements Gathering meeting we've pulled together an overview of the project detailing what needs to be included within the scope of the project, and the associated costs, time frames and next steps.

Please double check that any functionality discussed at your initial Sales meetings, or any features from your current site that you'd like on the new site, are documented here as anything not detailed in this document is currently out of the scope of the project, but we want to be as flexible as we can, so if there's something that you'd like that wasn't agreed at project outset (and therefore detailed below) let us know.

Once the site has been built, it will be fully tested by Giant Peach before being handed over to you to test and populate.

When the testing phase is complete, the site can be made live – this will take approximately 1 day and the site will be hosted on your server.

All pages on the site will have standard Google Analytics tracking code, once the site is live, which will track the usage of the site. This allows you to see how many people visit your site, how many of them are unique and how many returning, most popular pages and what kind of devices people are using to look at your site*.

If you have an existing Google Analytics account, for which you are the owner then we will re-use the same code from your current site, which will provide a continuation of the tracking from the old site to the new. If your account is part of a shared account we strongly recommend setting up a new account – whilst we won't be able to transfer historic data across, it will ensure that you own your account moving forward.

*Google Analytics can only track where website users permissions allow this

Sitemap

- **Home**
- **Raw Food Mission**
- **Products**
- **Recipes**
- **Blog**
- **Stockists**
- **Careers**
- **Contact**
- **Trade Enquiries**

Functionality

Home Page

Where the design allows, you will be able to manage images, links and text on the home page - the content of the page will be defined and agreed during the design/HTML build phase.

Here's a breakdown of your home page hierarchy;

- Header including;
  - Company logo
  - Navigation
- Sliding/rotating banner with image, caption and button
- Recipes
- Text and image sections
- Instagram Feed
- Newsletter Sign Up
- Footer

Pages

The page manager allows you to:

- Add 'standard text' pages to sit within certain areas of the site
- Remove pages
- Re-order pages
- Delete pages

You will be able to edit the text on these pages and:

- Add a banner image
- Format the text: heading styles, bold, italics, bullet points and quote blocks
- Embed images within the text
- Embed YouTube videos into the text
- Insert text links to web pages and documents

Banners

Your design will determine which pages have banners and you can create a banner to show on these pages which allows you to:

- Add an image
- Add a caption, that will sit on top of the banner
- Link (will appear as a button)
- Edit & delete banners

Raw Food Mission

Where the design allows, you will be able to manage images, links and text on the Mission page - the content of the page will be defined and agreed during the design/HTML build phase.

You will be able to add:

- Banner
- Title that will sit above the banner
- Images & Captions
- Contact CTA

We'll use a method known as 'Flexible Content' to manage this page to give you greater control of the images and text. This should allow us to give you the best control of the content while keeping the design of the page as close to the agreed layout as possible.

Category Manager

You will be able to create Product Categories, which can be accessed directly from the navigation (as a dropdown).

Each Category page will have space for a banner image and a short overview as well as a list of all products within the category.

On the front end, the category page will show a gallery of products matching the category selected.

Each product will show the following
- Image
- Product name
- 'View Product' click through

Product Manager

You will be able to create Products within the CMS and choose which categories they belong to.

Each product can have the following information:
- Product Name
- Sub-title
- Weight
- Category
- Image
- Description
- Product Ingredients
- Nutritional Information
- Allergen Information

From this page the customer will be able to:
- View Online Stockist
- Request to become a Stockist
- Share product – via social media and email
- View related recipes

Recipes

Recipes can be uploaded to the website, on the front end these will show in a grid. You will have the ability to add, remove and re-order the recipes, and the order in which they display on the website will be determined by where they are set in the CMS. All recipes can have:

- Title
- Thumbnail (list/grid) image
- Banner image
- Category

- Method (instructions)
- Ingredients list
- Serving Size
- Related Products

The text within an article can be styled as detailed in the Text Editor section above.

Recipes can be assigned to categories as well if required, which are managed via the CMS too. On the front end, visitors to the site can filter recipes using these categories. All categories can be managed via the CMS, and they can be added or deleted at any time, only categories that contain recipes will be visible to the visitor to filter by.

All recipes can be shared via the front end by potential users by using the relevant social buttons.

It will also be possible for users on the front end to rate a recipe, leaving a mark out of 5. To do this they will be required to leave their name and a valid email address.

Blog / Community

Blog posts can be added to the site, and will show in date order with the most recently added article showing first. All blog posts will have:

- Title
- Date
- Thumbnail (list/grid) image
- Banner image
- Category
- Full Article

The text within an article can be styled as detailed in the Text Editor section above. As such, you will also be able to embed images and videos into the article itself.

Articles can be assigned to categories as well if required, which are managed via the CMS too. On the front end, visitors to the site can filter articles using these categories. All categories can be managed via the CMS, and they can be added or deleted at any time, only categories that contain articles will be visible to the visitor to filter by.

All articles can be shared via the front end by potential users by using the relevant social buttons.

Stockists

By default, this area of the site will show all stockists listed alphabetically. You can refine the list by searching by town or post code to show the 8 nearest results based on your location.

Each stockist will be able to have:

- Stockist Name
- Website
- Telephone Number
- Address
- Post code
- Photo (optional)
- Email address

Careers

You will be able to add vacancies to the site with the following information:

- Job Title
- Department
- Closing Date
- Description
    o Job specific details such as salary, hours, etc. can be covered here, you will also be able to add a link to the full job description

Once the position is filled you will be able to manually hide or delete the vacancy in the CMS.

On the Careers page clicking the 'Current Openings' button will scroll the user down to the jobs listed.

On the specific Job page clicking the 'Apply Online' button will scroll the user down to the Apply.

It will be possible to apply online for a job, which will capture:

- Name*
- Email*
- Telephone number*
- CV upload*
- Covering letter upload
- Message

This comes through as an email and the candidate details (minus attachments) will be stored in the CMS too – the email address to which this comes can be set via the CMS.

Attachments will not be stored within the CMS due to data protection and should be saved from the email.

The form will have a hidden feature to minimise the impact of Spam.

Contact

You will be able to add a banner image and caption. This page will contain a short amount of editable text and your address and contact details.

There will also be a data capture form, which will capture the following information:

- Name*
- Email*
- Telephone
- Subject
- Message*

* Mandatory fields

The details captured will be emailed to you once submitted, as well as being stored within the CMS - the email address to which these are sent can be managed via the CMS

The form will have a hidden feature to minimise the impact of Spam.

Trade Enquiries

Trade enquiries will be directed to use a specific form throughout the website.

The form will capture the following information:

- Name*
- Email Address*
- Company Name*
- Position Held
- Subject

- Telephone*
- Address*
- Message*
- Newsletter opt-in

* Mandatory fields

The details captured will be emailed to you once submitted, as well as being stored within the CMS - the email address to which these are sent can be managed via the CMS.

The form will have a hidden feature to minimise the impact of Spam.

Site Search

There will be an on-site Search which will search for words or word strings that have an exact match to on page content and the results will be displayed in a list of page links, separated into the relevant site sections (the pages listed will be links through to that page).

You will be able to add specific hidden search terms and phrases against each page/ item on the site to ensure that the page shows for alternative results that aren't necessarily covered in the on-page content.

Additional Services

Photography

You've got photography included to capture Lifestyle Photography for Home page and Product Category page (8) banner images, as part this you will get:

- 1 day shooting
- Post production window
- Selected composited images (x8)
- All images taken (un-edited)

You'll get 2 revisions of any work carried out within your post production window, we'll do our best to fit in any smaller amendments that fall outside

of these revisions but after that we'll have to quote on any additional, larger amendments.

Population

We will also assist in the population of the website as part of our testing, we'll populate around 60-70%, which will include the following pages:

- Home
- Raw Food Mission
- Product Categories
- Products
- X3 Blog posts

Copywriting & Proofreading

We will be offering a copywriting service for the following pages:

- Home
- Raw Food Mission
- Product Categories
- X3 Blog posts

As part of this service we will also proofread the entire site prior to launch. Once this has been done any other content added to the site will need to be checked by the Raw Health team.

Costs & Services

Project Costs

Deposit – 30%	£4794.00 + VAT	Paid
2nd instalment – 30%	£4794.00 + VAT	Issued - design sign off (26th May)
3rd instalment – 30%	£4794.00 + VAT	Issued - build completion (16th June)
Final instalment – 10%	£1658.00 + VAT	Issued – CMS handover (17th July)

The dotted line

I can confirm that I understand that the above comprises the scope of this project, and anything outside of this scope, or failure to provide the pre-requisites may results in additional costs being occurred.

Name ....

Signed on behalf of
Raw Health ....

Date ....

Out of Scope

Throughout the project, we'll talk about different ideas, design and functionality. To make us as transparent as possible, listed below is our current understanding of what is out of scope of the current project. If this doesn't match up with what you currently understand please let us know.

E-Commerce & Online Checkout

Although the site will act as a brochure displaying all of the products Raw Health have to offer it will not be possible for consumers to order products or check out online.

Automatic post to social (Facebook, Twitter, Linked In, etc)

When an article, page or project is published on the site it will not automatically post to any of your social channels. From experience, it is best to manage social posting through a dedicated application such as Buffer or Hootsuite, which allow for a more targeted approach and greater flexibility.

Additional Information

Photographs and/or Graphics

You should supply photographs in a high-resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries.

HTML, CSS and JavaScript

We deliver templates developed from HTML5 markup, CSS2.1 + 3 stylesheets for styling and unobtrusive Javascript for feature detection, poly-fills and behaviours.

Desktop browser testing

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), Mozilla Firefox and Opera. We don't support Internet Explorer 10 and below for Windows and we won't test in other older browsers unless you specify otherwise. If you need an enhanced design for an older browser, we can provide a quote estimate for that.

Browser testing

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.

Mobile browser testing

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using.

We test our work in:

- iOS: Safari, Google Chrome
- Android: Google Chrome, Firefox

We currently don't test Blackberry OS or Blackberry QNX, Opera Mobile, Symbian or other mobile browsers. If you need us to test using these, we can provide a separate quote for that.

We cannot give any guarantees that your website will be perfect in each browser, as testing on simulators rather than actual mobile devices can give

varying results, and the speed of which browsers and mobile software changes would make it near impossible to keep track and test everything. We of course, aim to make sure that the website is accessible as possible.

Integrations

If your website build involves integrating with a third-party API, plugin or extension, it is very important that we are made aware at the earliest possibility opportunity as this could lead to delays in your website launching. Three is definitely a crowd when it comes to 3rd party integrations especially when we have not worked with the company in the past or fully integrated and tested the plugin before.

Content management system (CMS) training

We will provide training and documentation on how to use and operate your Shop and CMS. We are happy to provide additional help via Basecamp, email, phone, or Skype until the site is launched.