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## WEB DESIGN TENDER DOCUMENT AND CONTRACT

### **Client:**

Soccer Elite FA

### **Prepared for:**

Lee Spiller & Tony Browne

### **Prepared by:**

Alex Collins, Ether Creative Ltd

## GOALS & OBJECTIVES

To provide Soccer Elite a website that not only acts as a front facing marketing and information based tool but also to manage online sales and back office administration of courses. It must equip the SEFA team with viable solutions to the raised issues of cutting down administration, creating a user friendly environment for their customers and a system which can handle and grow with their own rate of growth.

## WEBSITE SPECIFICATION

The way we see this is probably slightly different to a conventional Ecommerce website setup. As your offerings at this stage are based around courses/activities/fixtures etc it makes sense for that to be the central and defining role of the site. Looking at the structure everything revolves around a course, for example; Saturday academy will have payment associated with it, the players that are attending, the coach(es) that will be running it, the session sheets for that session and then the photos of that afterwards. You can see that all the major touch points we talked about revolve predominantly around the course - it is the central defining factor if you will.

This in mind the first stage of the backend build will be constructing a comprehensive course management system whereby you can assign everything from privilege card discount, to player level eligibility, to assigned coaches to price, date etc.

Once you have the course in place all the other aspect fall into place around that.

## COURSES/CLASSES/EVENTS/SESSIONS

You will be able to add a new course with the following criteria (open to addition if deemed necessary)

- Name
- Location
- Date/Times
- Multiple Dates and times (if for example is many days over a period of time)
- Capacity
- Price
- Privilege card discount
- Coaches
- Session Sheets
- Notes

## USER SYSTEM

### **Regular Users and Transactions**

Regular users will have access to the site and be able to navigate the information. They will also be able to make bookings. For succinct linkage between everything I would recommend the transaction works like this:

#### **If player is already with SEFA:**

Choose course/activity

At time of purchase user is asked to input a 'Player ID'

When transaction is complete the course(s) purchased will be linked to the player and added to their purchase history and their name added to the course register.

The buyer will receive all the regular post transaction info (receipt etc)

#### **If player is new to SEFA:**

Choose course/activity

At time of purchase the purchaser will be asked to register the player as a 'New SEFA player'. The system will assign a player ID to the player and send an email to SEFA to let them know of the new player sign up, they will then approve access to player area.

Transaction will continue and the player will be assigned to the course.

The buyer will receive all the regular post transaction info (receipt etc)

### **Players**

Players will have access to a special area where they can manage their profile. They will also be able to look at the courses they have attended in the past. They will also have access to the profiles of other players who have attended the course they have.

### **Privilege Card Holders**

Will be able to book under the same principles as regular users, however will receive a discount on designated products

## PLAYER PROFILE

The player profile will be an area where players can log in and look at the courses they're booked into as well as manage their profile. They will also be able to look at the profiles of other players who share the same course credentials.

*Let me know if there are any other specific requirements for this area*

## COACH AREA

All Coaches will have a login. When a course/activity is created you will be able to assign a coach to that course/activity - that will then show up in their 'diary'. This will ensure the coaches itinerary's are filled automatically with all the courses they need to be working on.

You will be able to retrospectively add/remove coaches from courses.

Admins will be able to view all coach info, whereas individual coaches will only be able to see their own information. They will be able to access the courses they are assigned to and print a list of names and the session sheets attached to that.

## DIGITAL PHOTOS

Photos will revolve around the courses, you will be able to select a course that has happened historically and add a 'gallery' to that course. Will have the option to upload in batch and individually.

When the images are uploaded the files will automatically be duplicated one going off to a secure server at full resolution the other will be downsized and watermarked to prevent the photos from being taken without

purchase. Photos will only be able to be purchased by the player and parents of player that are linked directly to the course.

## SESSION SHEETS

SEFA coaches and admins to have the ability to add and amend session sheets. You can also add master sheets to be downloaded and edited rather than having the files on the computer - means all session sheets are accessible by all coaches at all times.

## CUSTOM FORM BUILDER

Ability to design and insert custom forms to the site.

## ACTIVITY LOGS

Admins will be able to view activity on the following areas:

- Courses
- Players and the courses they're on
- Session Sheet creation/editing
- Coaches and what they have updated
- Add Notes to players profiles

## FEES

Item	Cost
Core Website Rebuild	£2000 +VAT
Digital Photo Ecommerce	£480 +VAT
Integrating Merchant Services	£480 +VAT
Inclusion of Activity Logs to site	£360 +VAT
Course/Academy Management	£360 +VAT
Ecommerce for Courses (PayPal)	£360 +VAT
Coach Management Calendar	£240 +VAT
Coach Management Area	£240 +VAT
Session Sheet Management	£240 +VAT
Custom Form Builder	£120 +VAT
Printed Register	£120 +VAT
<b>Total (inc VAT):</b>	<b>£6000</b>

## DELIVERY DATES AND PAYMENT

Estimated delivery on the site comprising of the core site rebuild will be the end of the week beginning 19th of September. Absolute delivery date will be calculated based on acceptance of the contract in full and inclusive of all said fee items above, this taken into account the final estimated delivery will be the final week in October. Work will not begin on items excluding 'Core website Rebuild' until at least 75% of the balance of the 'Core Website Rebuild' is paid, after which the remaining areas will be addressed. Additional

invoices of 50% of the post core website rebuild balance will be issued for these works after two weeks 25% upon completion and a further 25% after a 2 week snagging period.

## CONTRACT

This AGREEMENT is dated and in effect as of the 16th September, 2011, between Soccer Elite FA, hereafter referred to as "Client" and Ether Creative, hereafter referred to as "Consultant". This agreement is with respect to the re-design of (Company Name's) website, hereinafter referred to as the "Work." Whereas, Consultant is a professional web designer of good standing; Whereas, Client wishes Consultant to create certain Work described more fully herein; and Whereas, Consultant wishes to create such Work; Now, therefore, in consideration of the foregoing premises and the mutual covenants hereinafter set forth and other valuable considerations, the parties hereto agree as follows:

### CONFIDENTIALITY:

The Client and Consultant may disclose confidential information one to the other to facilitate work under this Agreement. Such information shall be so identified in writing at the time of its transmittal, and shall be safeguarded and not disclosed to third parties by the receiving party. Confidential information shall not include information that:

1. is already known to the party to which it is disclosed;
2. is or becomes part of the public domain without breach of this Agreement;
3. is obtained from third parties, which have no obligations to keep confidential to the parties to this Agreement.

### DESCRIPTION OF WORK:

A separate Proposal above will describe the Work that is required of Consultant for the Client.

### PAYMENT SCHEDULE:

The full length of this contract is as follows:

Starting date is 1st Day of September, 2011 and estimated completion date is 31st day of October, 2011 for the total amount of £6,000.

Client shall pay Consultant in fixed stage payments on delivery of the work agreed above in the delivery dates and payment.

### DUE DATES:

Consultant agrees to deliver samples of design on dates as agreed upon in the Proposal. Consultant will make every effort to meet agreed upon due dates. The Client should be aware that failure to submit required information or materials may cause subsequent delays in the production. Client delays could result in significant delays in delivery of finished work.

### FEES & ADDITIONAL SERVICES:

Changes in client input or direction or excessive changes will be charged at £25 per hour. Any work the Client wishes Consultant to create, which is not specified in the SOLUTION section of this agreement, will be considered an additional service. Such Work shall require a separate Agreement and payment separate from and above that specified in this Agreement.

### EXPENSES:

Client agrees to reimburse Consultant for any of the following expenses necessary in completion of the Work: (e.g. Fonts, Props, Research, Software, Stock photography, Travel, Telephone Consultation) the Consultant will advise Client of these charges before incurring.

### ASSIGNMENT OF WORK:

Consultant reserves the right to assign other designers or subcontractors to the Work to ensure quality and on-time completion.

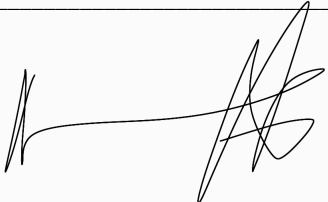
### TERMINATION:

Either party may terminate this Agreement by giving 30 days written notice to the other of such termination. In the event that Work is postponed or terminated at the request of the Client, Consultant shall have the right to bill pro rata for work completed through the date of that request, while reserving all rights under this Agreement. If additional payment is due, this shall be payable within thirty days of the Client's written notification to stop work. In the event of termination, the Client shall also pay any expenses incurred by Consultant and the Consultant shall own all rights to the Work. The Client shall assume responsibility for all collection of legal fees necessitated by default in payment.

The Client and Consultant are independent parties and nothing in this Agreement shall constitute either party as the employer, principal or partner of or joint venture with the other party. This Agreement shall be governed by and construed in accordance with the laws of United Kingdom applicable therein.

The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

On behalf of Client \_\_\_\_\_ Date \_\_\_\_\_

A handwritten signature in black ink, appearing to read 'Alex Collins', is written over a light grey rectangular background. The signature is fluid and cursive.

On behalf of Consultant \_\_\_\_\_ Date 15/09/2011

Signed on Behalf of Ether Creative Ltd 15/09/2011  
Alex Collins  
Creative Director  
Mobile: 07843665390  
Tel: 0208 1234 134