

Project Estimate Worksheet (PEW) February 26, 2024

Our process is simple:

- 1 Fill out the Project Estimate Worksheet (PEW)
 - *Speak to us live at 972-754-3495 for assistance in filling out this form.*
 - *Send completed form to jackier@hotandmobile.com (We will review your answers, set a price and send a copy back to you for your signature.)*
- 2 Review our copy, sign, and return it back to jackier@hotandmobile.com.
 - Sign Page 6
 - If using Adobe Writer Professional, we accept Adobe digital signatures.
 - We will send you a signed copy of this project approval form along with an invoice for your project deposit.
- 3 Make Check* or Credit Card Payment (PayPal)

MAKE CHECKS PAYABLE TO:

Jacqueline Robinson Lawson
1703 Linwood Avenue
East Point, Georgia 30344

*Checks take a minimum of 10 days to process before start of project. Credit Card payments are immediate with Paypal. You may be asked to make a one-time setup of a Paypal account. ALL INVOICES ARE DUE UPON RECEIPT, unless negotiated otherwise.

IMPORTANT: This worksheet is designed to facilitate the successful development of your web or print design project. It provides a means for you to clearly develop and communicate the content and functionality required on your website and, specifications for printed marketing documents. **Repeat clients only need to fill out some of the basic information once.** Be sure to keep a copy for project discussions.

A signed copy of this Project Estimate Worksheet will serve as our Project Quote valid for 60 days. Should you select Jackie Robinson to be your 'agency on record' for web services, or print graphics by making your cash or credit card payment, this Project Estimate Worksheet will become the Project Development Agreement and will provide a basis for our Project Development Plan.

A. Company and Project Information

Organization: _____ Contact: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

How soon you anticipate starting this project? ASAP Within 30 days 60 days 90 days or more
(NOTE: The project will not start until after the receipt of payment either by check (10 day processing time) or credit card.)

This project is for what type of organization:

- Small Business- Products
- Corporation - Products
- Non-Profit Group
- Small Business - Services
- Corporation - Services
- Government (any)
- Private Individual
- Membership Organization
- Educational Institution

Your target audience for the material will be: (please rank in order of significance)

- Private Individuals
- Businesses
- Specific Profession
- Consumers
- Corporate Employees
- Specific Industry
- Faculty
- Students
- Members

B. Marketing Brand Style Desired:

- Conservative
- Traditional/Corporate
- Contemporary
- Artsy/Creative
- Jazzy/Sophisticated

Images:

Web (can be Low Resolution graphics 72 - 150 dpi, prefer High Resolution as described above)

- I will provide them
- I will provide some specific images
- Use stock images

Scanning Required: #_____ hard copy photos, etc. that are to be scanned for this project.

What are your Company Colors?

Primary _____ Secondary _____ Accent color _____

Logo

Do you have a company logo? Yes No Do you want us to create One? Yes No

Format of your logo file? Clipart low res. .jpg / .gif / .bmp high res. .jpg, gif .tiff / .eps / .psd / .ai

C. Content

- Do you have the content (text and photos) for this project already compiled? Yes No
- Do you need the help of a Web Site Content Writer Yes No
- Do you want us to develop a marketing tag line to go with your logo? Yes No

D. Web Item Selections and Options

Do you have a site name now? Yes No If No...

Do you have a web site now? Yes No If Yes...

Hosting Information:

I have a web name: www. _____ How many pages is your current site? __
 Web Host _____ (Godaddy, I&I, Hostgator, or Other)

We need Jackie Robinson to:

- Recommend an appropriate web host
- Document hosting requirements
- Review current host
- Setup/configure new domain services
- Tell me what I need to setup
- Review existing setup
- Recommend site names
- Site Name/Host Renewal Reminder
- Recommend Images

New Site

- Is this a New Web Site
- Add to Site
- How many pages do you want? Less than 20 Pages 21- 40 Pages 41-75 Pages 75 or more
- Do you have the content written? Yes No Do you need help with content? Yes No

Redesign Site

- Redesign an Existing Site

My site:

- Has Never Been Published
- Is Developed But Not Published
- Published
- Purpose of redesign: _____
- I want a specific background/style. I want a specific feature not listed here

Reference website /materials (I saw and really liked the web sites listed below.)

- 1 _____ 4 _____
- 2 _____ 5 _____
- 3 _____ 6 _____

Web Ready Options: 5 Page Web Site 10 Page Web Site Call for Consultation

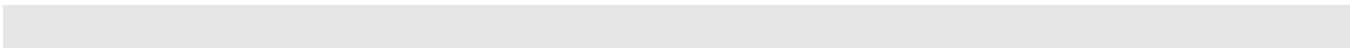
Web Options:

General Content and Features:		
<input type="checkbox"/> Company Information	<input type="checkbox"/> Feedback/Request Form	<input type="checkbox"/> (OTHER)
<input type="checkbox"/> Product/Services (#pages_____)	<input type="checkbox"/> Calendar/Event Schedule	<input type="checkbox"/> Splash Page
<input type="checkbox"/> Testimonials/References	<input type="checkbox"/> Newsletter/Feature Article	<input type="checkbox"/> Search This Site Form
<input type="checkbox"/> Related Links Page	<input type="checkbox"/> Staff/Bio (#pages_____)	<input type="checkbox"/> Press/Announcements
Special Pages and Features:		
<input type="checkbox"/> Automation/Scripting	<input type="checkbox"/> Message Board / Forum	<input type="checkbox"/> Registration / Application
<input type="checkbox"/> Email Group / List Service	<input type="checkbox"/> Password Security/Login Page	<input type="checkbox"/> Survey or Quiz
<input type="checkbox"/> Chat Room	<input type="checkbox"/> File Download Space	<input type="checkbox"/> Audio/Video Content
<input type="checkbox"/> Slideshow/Presentation	<input type="checkbox"/> File Upload Form	<input type="checkbox"/> Image Effects / Animation
<input type="checkbox"/> Site / Page Popup Message	<input type="checkbox"/> Podcast Content	<input type="checkbox"/> Directory/Database Search
<input type="checkbox"/> Other	<input type="checkbox"/> Image Gallery	<input type="checkbox"/> Content Writer
Database and Commerce		

Online Database		
<input type="checkbox"/> Create a new database for online use	<input type="checkbox"/> Publish an existing database to the web.	<input type="checkbox"/> "Live" search/viewing of data on web pages.
<input type="checkbox"/> "Live" update/collection of database info from the web.	<input type="checkbox"/> The database must synchronize to a PC database	<input type="checkbox"/> The database will only be used on the web.
E-Commerce:		
<input type="checkbox"/> I will need online ordering / shopping cart	<input type="checkbox"/> I will need online credit card processing	<input type="checkbox"/> I have pictures for the estore items
<input type="checkbox"/> I will need pictures scanned	<input type="checkbox"/> I do not have images or pictures	
Third Party Software / Services		
<input type="checkbox"/> News (RSS) or Text-based Service	List _____	
<input type="checkbox"/> Video, MultiMedia or Postcasting Service	List _____	
<input type="checkbox"/> Database or other Interactive Service	List _____	
Other:		

Please provide specific instructions or requirements for any items or options quoted.

Please be as specific and descriptive as possible, we will develop your project based on the information in this Worksheet and information augmented through email follow-up if necessary.



E. Proposed Project Cost (FOR OFFICE USE ONLY)

Phase I - Development:	\$100/page	Phase II – Maintenance 6-month minimum (Optional):	\$250.00
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Estimated Web Pages	21-40	Consultation Fee	\$0.00
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Logo (Please confirm)	\$100	Consultation Fee	\$0.00
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Logo CopyRight	\$350	Project Total	
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Deposit

Balance Due at deliverable

Click here to enter text.

RIGHTS TRANSFERRED

The Designer transfers to the Client the following exclusive rights of usage:

Title or Product Name:

Category of Use:

Medium of Use:

Edition:

Geographic Area:

Time Period:

Any usage rights not exclusively transferred are reserved to the Designer. Usage beyond that granted to the Client herein shall require payment of a mutually agreed-upon additional fee subject to all terms. Any transfer of rights is conditional upon receipt of full payment.

F. Consented and agreed to:

Jackie Robinson:

Designer's Signature/Date

Client:

Authorized Signature/Date

Client's Name and Title (Please print, thank you.)

Email Address

Telephone:

SUMMARY

By your signature on this page, you authorize Jackie Robinson to proceed with the development of your project. Upon receipt of the minimum deposit required by check or Paypal (preferred method), the project is added to the firm's project development work queue. You will receive a confirmation email, an Adobe Digital Signature signed copy of this Project Estimate Worksheet, and an invoice for your payment, along with further instructions on how to access your account. Thank you.