

Web Site Redesign Proposal For First AmeriCalTrust Bancorp

Prepare By Linda Jiang

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533 Grove Street East Barrie, ON L4M 5Z3

Telephone: (705) 770-0855

Email: duoduo45@hotmail.com

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First AmeriCaliTrust Bancorp ("FACT Bancorp")
1170 Market Street
San Francisco, CA 94102

Attention: Jane Doe

Dear Jane Doe,

I am a recent graduate of Georgian College's Web Design and Development Program. I am interested in your company's website redesign project.

I am knowledgeable in Web Programming, Web Standard and Web Design. I am also trained and particularly interested in the areas of E-commerce, Web Content Management and Web Marketing. I am anxious to share my enthusiasm with your company on your website redesign project.

I am particularly proud of having earned honors recognition throughout my program. I have further advanced my skills utilizing my strong time management and organizational abilities and my excellence in these areas will be a benefit to your company.

I am confident that I have developed the skills and attitudes necessary to successfully handle your company website redesign project. I am certain to redesign a great website for your company.

Please feel free to contact me at duoduo45@hotmail.com or (705) 770-0855 to discuss more detail.

Sincerely,

Hui (Linda) Jiang
/hj
Enclosure.

Project Overview

First AmeriCaliTrust Bancorp ("FACT Bancorp") is a leading bank in California, with over 40 branch offices statewide. Currently, the primary marketing vehicle is the company web site www.factbancorp.com, which is brochure-ware site offering information about the company services (deposits, lending, investments, business banking). This web site only offers static information about the company services and products.

The goals of the redesigned site are:

- To maintain effective ongoing communication with existing customers
- To attract new customers by providing methods of opening bank accounts online
- To promote and sell new programs and service offerings
- To add to functionality to allow users to open accounts online
- To be conjunct with a third-party online banking company and give users access to online banking.

My proposal includes the ideas for implementation, a project development timeline, a rough cost estimate and a project terms and conditions. All your requirements will be met in my proposal. I will follow our timeline strictly and promise to have the entire project completed and live on time.

Project Details

The project details provide an item-by-item description of each element you require.

1) Graphic/layout design and development:

Your company already has a corporate style guide that specifies corporate colors, font treatment, and logo usage, so I will base my redesign on this corporate style. All graphic or layout design and development will make the redesigned site feel professional, trustworthy and established. The redesigned site will also give the user the sense that the site is easy to use, contains clear descriptions and showcases good services and personalized attention. I will use the CSS instead of the table to redesign the layout. This will keep bandwidth issues to a minimum for modem users and website budget to a minimum for your company.

2) Database development:

www.factbancorp.com is hosted at SuperDuper ISP in Anytown, CA. The operating system is Linux BlueShoe 4.1, using Iroquois 6.0 server software. The development language is PHP, and it has access to an Oracle database. As a developer, I will use PHP to write all elements that require database connectivity, which will offer more security for your website.

3) **Static content pages:**

As per your requirements, the static content pages will include the following sections. All static content pages will be XHTML 1.0, which is the web standard of World Wide Web Consortium recommendation.

- **About Us:** Company Background, Board Members, Press Releases (from database), Annual Reports (downloadable PDF), Jobs (from database), Community Activity
- **Banking Services:** Business Services, Personal Services, Investment Services
- **Investor Information:** Annual Reports (same as in "About Us"), Investor Kit (downloadable PDF)
- **Contact Us:** Feedback form, Branch Locations, Contact Information

I will develop all the existing content files, PDF, graphics, corporate branding kit and any other source files you offer to fit on the web.

4) **Database design and development:**

The explanation of the following elements require database connectivity:

For Online Deposit Account Application:

I will use XHTML code to write an application form that will be on a secure server. After users fill out an application form, I will use the JavaScript to check each section of the application and ensure that the required fields are completed. The PHP code will add the completed form to a database and the system will send an email the appropriate person at

the bank. The bank staff will use CMS (Content Management System) administrative tool to manage applications.

For Job Applications:

I will create a database table that will be required for the job listings. The database table will store all information about job offerings. I will use PHP and XHTML to write a search tool. Users will be able to use a search tool to search job postings by location, title, or keyword, and then they will be able to send their resumé to a job opening. The CMS (Content Management System) administrative tool will be able to create, add, edit or remove jobs as needed for HR staff.

For Press Releases:

All Press Releases will be stored in database. Bank staff will use CMS (Content Management System) administrative tool to add, edit, or remove press releases retrieved from database as needed.

5) Interactive elements:

Feedback Forms:

As per your requirements, I will create a feedback form to allow users to send email to bank staff. The feedback form won't use the database.

For the Search function:

I will choose one of types of search engine to use on redesign site.

For administrative tools:

I will use a unique Content Management System that I programmed in PHP and released to the Open Source Community. The Content Management System is easy to use to maintain an active and updated presence on the Internet and is easy for your own company management to use.

6) Media:

Although your target audiences tend to be upper-middle class professionals with a fair knowledge of computers, as you mentioned, plug-ins should only be used to enhance functionality, such as for downloadable PDF documents.

7) Maintenance:

Although bank staff members will maintain some sections of the redesigned site through the CMS (Content Management System) administrative tools, I will still supply ongoing maintenance of other content on the redesigned site. In order to minimize inconsistency in look, feel and functionality for your company, I will choose to maintenance your redesigned site by weekly or monthly.

I will create the "look-and-feel" of the site, including the design, navigation and the subsequent site production (turning pages into XHTML), as well as integration of any third-party segments such as online banking.

Timeline (April 1 – October 1)

Implementation

April 1 – April 8

- Site map
- Wireframe
- File Structure

Makeup development and approval

April 9 – April 16

- Change all makeup to XHTML

Site template development

April 17- April 30

- Graphic design, development and approval
- Layout design, development and approval

Content development and approval (Static)

May 1 – May 31

- About Us: Company Background, Board Members, Annual Reports (downloadable PDF), Community Activity
- Banking Services: Business Services, Personal Services, and Investment Services
- Investor Information: Annual Reports (same as in "About Us"),
- Contact Us: Branch Locations, Contact Information

Database design and development

June 1 – July 31

- Database development
- For Online Deposit Account Application
- For Job Applications
- For Press Releases
- Feedback Forms
- For the Search function
- For administrative tools
- Database approval

Other

August 1 – August 21

- To be conjunct with a third-party online banking company.

User testing

August 22 – August 31

- Website usability testing

Revision of sections of the site

September 1 – September 14

- According the user testing to revise the website function

Final User testing

September 15 – September 21

- Final website usability testing

Final revision of sections of the site

September 22 – September 30

- According the user testing to finally revise the website function

The entire project completed and lived

October 1

Website document clean up

October 1 – October 7

Maintenance

ongoing

Project Costing:

I. Maximum Cost Summary

Maximum Cost Summary (includes all services you need in proposal)

Item	Price
Graphic and Layout Design	\$1000.00
Web Development	\$20000.00
Maintenance Plans	\$10000.00
Other Functions	\$2000.00
Total	\$33000.00

II. Graphic and Layout Design (\$500.00)

Original bullets, bars, navigations, and background design and develop.

III. Web Development

Main Content Pages

Standard web pages contain up to 500 words of text and cost \$50.00. If words exceed 500 on a single web page, a commensurate web page fee will be added.

A. Feedback/Comments (\$80.00)

Email form forwarded to staff person email address

B. Website Search (\$50.00)

Search engine for the website

Database Content Pages

Standard database web pages contain one main table in the database and cost \$80.00.

A. Web-based Application Forms

Option 1: Web based (HTML) printable applications (\$100.00 each)

Option 2: Portable Document Format (PDF) printable applications (\$30.00 each)

B. CMS (Content Management System)

Basic CMS: the package allows you to edit portions of your website pages (\$2000).

Advance CMS: the package allows you to create and manage entire web pages and image libraries (\$4000).

Professional CMS: the package is a complete database driven, multi-user CMS product (\$8000).

IV. Maintenance Plans

All fees are based on a monthly billing cycle.

	Monthly	Bi-Weekly	Weekly	Daily
Updates	\$110.00	\$130.00	\$150.00	\$300.00

V. Other functions

To be conjunct with a third-party online banking company (\$1000)

Terms and Conditions

1. Completion Date.

First AmeriCaliTrust Bancorp and Linda Jiang must work together to complete the web design project in a timely manner. We agree to work expeditiously to complete the web design project no later than 30 days after First AmeriCaliTrust has submitted all necessary materials. If First AmeriCaliTrust does not supply Linda Jiang with complete text and graphic content for this web design project within 45 days of the date this agreement was signed, the entire amount of the agreement becomes due and payable. If First AmeriCaliTrust still has not submitted all the required contents within 60 days after signing this agreement, an additional continuation fee of 15% of the total agreement price will be assessed for each month until the web design project is published or First AmeriCaliTrust cancels the web design project in writing.

2. Project Delivery.

The web site design project will be published to First AmeriCaliTrust hosting service upon receipt of the second payment or delivered via diskette upon receipt of full payment. First AmeriCaliTrust understands that Linda Jiang does not provide any hosting services in connection with this web design project. The client agrees to select a hosting service that allows Linda Jiang full access to First AmeriCaliTrust account via FTP. First AmeriCaliTrust will be solely responsible for all hosting service charges.

3. Web Design Project Copyright.

Linda Jiang owns the copyright to the finished web design site produced by Linda Jiang. First AmeriCaliTrust will be assigned rights to use the web design project as a web site, once final payment under this agreement and any additional charges incurred have been paid. Rights to photos, graphics and source code, work-up files and computer programs are specifically not transferred to First AmeriCaliTrust, and remain the property of their respective owners. Linda Jiang retains the right to display graphics and other web design elements as examples of their work in their respective portfolios. All web design projects will contain a copyright/legal page with a link to Linda Jiang portfolio web site.

4. Payments.

Payments must be made promptly based on the schedule below. Delinquent bills will be assessed a \$15 charge if payment is not received within 10 days of the due date. If an amount remains delinquent 30 days after its due date, an additional 5% penalty will be added for each month of delinquency. Linda Jiang reserves the right to remove any web design project from viewing on the Internet until final payment is made. In case collection proves necessary, First AmeriCaliTrust agrees to pay all fees incurred by that process. This agreement becomes effective only when signed by Linda Jiang. Please pay on time. Adding of Meta Tags (Description and Keywords) and the submission of the web design project to Web Search engines and updating only occur after the full final payment is made. All payments will be made in Canada \$ funds.

5. This Agreement

This agreement constitutes the sole agreement between Linda Jiang and First AmeriCaliTrust regarding this web design project. Any additional work not specified in this contract must be authorized by a written request. All prices specified in this contract will be honored for 3 months after both parties sign this contract. Continued services after that time will require a new agreement.

Appreciation

Thank you for spending such quality time to review this proposal. I appreciate you considering me for this opportunity. I would like to meet with you to discuss the options described.