

WEBSITE DEVELOPMENT & MAINTENANCE PROPOSAL

TRAVEL FOOD SERVICES

Prepared for: Travel Food Services

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March 28th 2024

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INTRODUCTION

PURPOSE

This document is a proposal from Interactive Avenues Pvt. Ltd. (IA) to Travel Food Service in response to the proposal request for re-design and re-development of their current website (travelfoodservices.com) along with the website maintenance.

Our role in this engagement is as follows:

- Strategy & concept
- System architecture, project planning, etc.
- Visual design, information architecture, etc.
- UI development (responsive)
- Functionality development
- Component development
- Content re-purposing/editing
- Asset creation
- Page configuration & content population
- Quality analysis
- UAT & Go-live support

This proposal is valid until Month April 31st, 2024.

PROJECT APPROACH

Interactive Avenues has a well-defined iterative development methodology (SAEP) for implementing projects of this scale that works as an agile approach within the waterfall method to especially manage the dynamics of creativity and its impact on a project working alongside a partner.

Stages # 1 & 2 strictly follow waterfall methodology, and stages #3-4 follow agile methodology.

Every project typically comprises of the following stages:

Stage #1: Strategy & Planning

Stage #2: Execution

Stage #3: Production

Stage #4: UAT & Go-live

Quality Control, UAT & Go Live become integral parts of each of the stages with the definition of Go Live changing from handover to the next stage to actual go live depending on the nature of the deliverable. These stages along with the deliverables, milestones and dependencies will be elaborated in further detail in the sections below.

SCOPE OF WORK

WEBSITE DESIGN & DEVELOPMENT

Activity Stream	Activity Details	Deliverables
Strategy & Planning		
	Stakeholder Meetings	MoM - Expectations & KPIs
	Requirement Documentation & Project Plan	Strategy, Approach & Project Plan Approvals
Architecture	Lead Design	Home page, key inside screen and non-functionality screen.
Execution		
	Visual Design	6 Lead templates and 6 Minor Templates
	Responsive UI development	Maximum 10 templates/15 -20 components
	HTML Unit Testing	Yes
Production		
	Responsive HTML development	Adaptation of remaining templates
	Functionality Development	CMS to manage the website content
	Component Development	Yes
	Content Population	English Only

Activity Stream	Activity Details	Deliverables
	SEO/Analytics recommendation incorporation	No
Quality Control		
	Cross -browser & Device Testing	Yes
	Usability Testing/ Content Proofread	Yes
	Functionality Testing	Yes
	Defect Fixing	Yes
Acceptance		
	Acceptance Testing Support	Yes
	Defect Fixing (if any)	Yes
	Website Hosting Support	Yes
	Go-live Support	Yes

WEBSITE MODULES/FEATURES

- **Backend**
 - CMS: Drupal 10 (Latest version)
 - Programming Language: PHP 8 (Latest version)
 - Database: MySQL 8 (Latest version)
 - Operating System: Linux – Centos / Ubuntu Latest
 - Email API integration.
- **Frontend**
 - Home
 - About Us
 - Overview
 - Awards & Accolades
 - Our Expertise
 - Partners & Collaboration
 - Our Growth Story
 - Sustainability
 - The TFS Story
 - Testimonials
 - Management Corner
 - Our Services
 - Restaurant Management
 - Airport Lounge Management
 - Food Court Services
 - Our Presence
 - India
 - Europe
 - Dubai
 - Newsroom
 - Latest Updates
 - Media Coverage
 - Blogs
 - Gallery
 - Careers
 - Help & Support

WEBSITE MAINTENANCE

The monthly website maintenance scope will include the following:

Activity	Short description
Pages & Asset Creation	
Static image/banner creation	
Static image/banner adapts	
Icon creation	
Static page creation	New pages will be created using the existing templates
Content Update	
Website content updates	Content to be provided by Travel Food Services Group
Project information updates	Details to be provided by Travel Food Services
New project page creation using existing template	
Image/banner/icon	Assets to be provided by Travel Food Services Group
Uploading and Linking Of PDF/Doc/Video Files	PDFs/Docs/Video file to be provided by Travel Food Services
General content correction across the website	
Image optimization	
On-page SEO recommendation implementation	
Technical support	
Functionality review & fixes	
UI fixes	
Broken links clean-up	
Page level optimization	

POST-DELIVERY WARRANTY/ DEFECT LIABILITY PERIOD

Interactive Avenues shall provide 2 weeks of warranty for technical support post-final delivery of the website Go-Live. The warranty will cover only technical support/bug fixing and updates, no new feature is included in the scope of the warranty.

Any new requirement will be considered as a CHANGE REQUEST during the warranty period and will be charged at actuals, upon mutual agreement between the Parties. The warranty period will begin from the Go-Live date of the Website.

SCOPE ASSUMPTIONS

1. The following desktop browser's last 3 stable releases would be supported:
 - a. Firefox
 - b. Chrome
 - c. Microsoft Edge
 - d. Safari (for Mac)
2. The latest three stable releases of native browsers for mobile devices will be supported
 - a. Android
 - b. IOS
3. Content authoring will be done via web browsers only.
4. UAT support has been assumed at 2 weeks
5. Warranty (technical support and bug fixing only) has been assumed at 30 days
6. Architecture, design changes, content architecture, content re-writing/ re-purposing post-approval shall be treated out of scope
7. SSL certificate cost is out of scope
8. For all third-party integrations, like payment gateway, CRM, etc., API needs to be provided by the Travel Food Services /Third-party vendor that can be integrated on an **AS IS** basis. Any customization required would be treated as out of scope
9. Any third-party tools/ content/ images/ videos to be implemented on the website need to be provided by Travel Food Services or authorize IA to procure and bill the same to the Travel Food Services team on actuals + 15% agency commission basis
10. Hosting details for staging and live server should be provided by Travel Food Services Content creation and image sourcing/videos are considered out of scope; Travel Food Services team to share all the images/videos in the required format (JPG/PNG/MP4 hi-resolution) before the commencement of the project; content re-purposing is part of the scope and source content to be provided by Travel Food Services
11. 10 unique component design/UI development and up to 6 lead templates have been assumed as part of the SoW. Any additional design templates required during the course of the project would be considered out of scope and will be billed to Travel Food Services on actual effort
12. Only English-language website is assumed as part of SoW, including linking of multi-lingual/international websites. Multi-language website development and content translation are considered out of scope
13. The source code and all open files of the visual designs will be the property of the Travel Food Services post-full and final payment
14. All requirements will be documented and presented to Travel Food Services for approvals

15. System Development will start after sign-off on the requirements and advance payments as per terms & conditions as the case may be
16. A minimum of 2 working weeks is required for Project Kick-Off for team allocation and internal processes
17. The structural requirement for the website will be as per the wireframes/ sitemap/ navigation system designed by IA & approved by Travel Food Services
18. The cost does not include CMS license/hosting charges.
19. Working hours will be 10 am - 6 pm on business days (defined by the official gazette)
20. Server maintenance will be considered out of scope
21. Anything not covered and not mentioned in the "Scope & Assumptions" tabs hereunder Activity List for each deliverable.

COMMERCIALS

WEBSITE DEVELOPMENT COST - ONE TIME

Activity	Details	Costs (INR)
Creative Strategy, Approach & Concept Development	Requirement Definition, Creative Strategy, Approach & Concept Development, Content Requirements Plan, Project Planning, etc.	2,35,000
Architecture & Visual Design	UI/ UX Architecture - Sitemap, Wireframe, Key Template Visual Design, Content Matrix, etc.	2,10,000
Execution	Visual Design, Content Re-purposing, Content Template, UI development etc.	6,65,000
Production	CMS definition and template integration, Functionality development, Asset creation, Content population, etc.	9,80,000
Quality Control, UAT & Go Live Support	Quality analysis – cross browser testing, multi devise/OS testing, UAT feedback incorporation and hosting & go live support	4,25,000
Sub-Total		25,15,000

TIMELINE

- 2 months*

WEBSITE RETAINER COMMERCIAL

Activity		Costs/year (In INR)
Website maintenance	40 Hours/ Month;(1,00,000 per month)	12,00,000

OUT OF SCOPE

- All the content required for website development will be provided by Travel Food Services Group
- Post site delivery any update on site will be charged separately on actuals.
- Booking Lounge, payment gateway and E-commerce functionality
- Consumer Portal is not factored in the scope.
- External project micro-site is not factored in the scope.
- The above rates mentioned are exclusive of all Taxes.

PAYMENT TERMS

Payment Milestone	% Due
Contract Sign-Off	25%
Creative Concept & Lead Design Approval	25%
UAT Delivery	35%
Go Live or 2 weeks from UAT delivery (Whichever is earlier)	15%

- Payment to be made in the favour of “M/s Interactive Avenues Pvt. Ltd.”
- Payment for retainer services to be paid at the starting of every month.
- Any additional effort over and above 40 man-hours will be billed at actuals at INR 3000/hour.
- Unutilized hours won't be carried forward in the next month
- All invoices would be due 7 days from date of delivery of the Invoice.
- Post the launch of the website, alteration in templates / design will be treated as separate change request which will cost separately.
- The cost is for the entire project as per the scope currently estimated.
- A working day would include more than 4 hours per day spent on the project.
- Days where less than 4 hours are spent on the project would not be billed.

- A man-day rate of INR 18,000/- would be applied for any additional effort; to be billed to Travel Food Services Group for work outside the SoW and details assumptions mentioned in this sheet.
- Cost does not include applicable taxes.
- Cost does not include the purchase of any software, paid open-source plug-ins, server space, applications, etc. that are required as a unique requirement for this project. Any such purchase by Interactive Avenues will be charged on actuals + 17.5% handling charges + applicable taxes.
- Cost does not include purchase of copy-righted images. Any images that cannot be provided by Travel Food Services Group and are required to be purchased by Interactive Avenues; will be charged on actuals + 17.5% handling charges + applicable taxes.
- All travel, lodging and boarding cost required during the project execution will be billed to Travel Food Services Group on actuals.
- Cost does not include hosting and server cost.