E-Learning Web Site Development Proposal Phase 1 Details

Scope:

E-Learning software: moodle.
- By the end of phase 1 moodle will be installed and configured as per your requirements.
- We begin testing the configuration by creating courses.
- Ascertain what modules are needed.

Company information and credentials: html pages
The "intro section" can be seen as a wrapper for moodle, but its purpose is to establish our company as a legitimate player in the online educational marketplace.
- Company name, logo and mission ready for outside review.
- The design and layout created and reviewed. (goal: inspire confidence and convert visitors to buyers).
- The content for second level site pages are created and reviewed (goal: well written, accurate and stand up to corporate scrutiny.) Second level pages listed in tasks section, below. This is the minimum configuration to launch.
- Marketing plan drafted for review.

We will have a serviceable company website with e-learning software ready for review.

Target Markets:

Provide Subject Area Knowledge (tutoring):
- Educate students who have problems with a particular subject. They can brush up on an entire semester, or gain enough knowledge to skip a prerequisite.
- Give adults changing careers the skills they need for today's jobs.
- Offer courses that will jump start newly hired employees.

Become an Employer Resource:
- Extend employee knowledge in a timely manner. Set up custom courses.
- A support for employees as they take on additional roles and responsibilities. Give employees the type of training that will allow them to function well in any environment. (create generalist/troubleshooter)
- Help employers create a workforce "knowledge base" among their employees. Create a virtual "on demand" educational model that can move quickly.
- Build employer relationships and create courses that anticipate needs.
- Keep ahead of most accredited schools by covering technologies, practices and policies too new for academic programs and curricula.

Tasks:

E-Learning software chosen: moodle.
The physical installation can be done in a few days with the ISP's help on the server end and a hookup with the database.
- Installation and configuration
- Set themes, styles and all the configuration options.
- Link to database and set permissions.
- Prepare program for instructor use.

Company information and credentials:
- Prepare logo designs and company names for review.
- Create "look and feel" of marketing materials and website, choose color palette, visual theme and introductory strategy for launch.
- Write website/marketing copy for the following sections (ready at end of phase 1):
  1. Introduction and mission statement
  2. Instructor bios or history that establishes company credentials
  3. Benefits , Educational subject areas and custom courses
  4. Landing pages (mini-site for marketing) for markets we want to target. (an online brochure that you can use for prospecting)
- Design and code the previous sections, including graphics, icons and photos.

Time and Compensation:

Timeframe:
- Allow 6-8 weeks, and refine the schedule as we hit benchmarks. I assume that you will be available to answer questions and review information.
- Billable hours: between ___ and ___ hours over ___ weeks.

Compensation:
- Compensation methodology: Divide total into biweekly or benchmark payments.

Adjustments:
Unknown factors included in timeframe, but not in billable hours (i.e. tasks not anticipated and scope creep beyond hours estimated):
- Necessary tasks in the company's "shell pages" that relate to new business.
- Research necessary to write and design website.
- Excessive iterations of logo design, content changes and site changes.
- Recourse: If project is not proceeding as scheduled by the first benchmark, scope will be reviewed and modified to satisfy all parties.

Agreements:

Developer sets benchmarks and provides weekly reports. Phase 1 to begin:
Start Date:_____ Payments of _____ every _____

Project will begin with signed agreement and initial payment of_____