

Bigfoot Donuts ESTIMATE

INFO App Design Doc. Version 1.0 2022.11.21	Document Revisions
	2022.##.##
	Document Brief
	This document serves as an estimate for the creation of a unique web application that will serve as a platform for consumers to order custom donuts from the client, Bigfoot Donuts.
TO CLIENT / FUNDING BODY / PRO BONO	Project Description
	For this project the proposed product is the AI-esthetic Donut Creator which is a web application available on the Bigfoot Donuts website. The purpose is to generate a donut or a box of donuts that perfectly encapsulates the style and aesthetic of an individual. The first screen is the app start where the consumer can upload a photo that they think encapsulates the person they are trying to purchase for and/or write a short description of the person that will trigger keywords attached to specific donuts. The second screen is where the consumer fills out a short questionnaire. The third page is where the consumer will pick out how many donuts they want to generate for their end product. The fourth page is the donuts that are generated from the filled-out questionnaire, with pictures of the proposed styles, the proposed flavours, a short description, and the option to add them to the consumers cart for purchase. The fifth page is the official checkout screen where the consumer can choose delivery or pick up. They can see the donuts in their cart. They also have access to their account so they can save orders, store payments, and more. The sixth screen shows previous orders where you can save clients, friends or family for future orders. Additional Features that will be added if time permits include: 1. A re-order feature - this will be embedded on page six, where you can save orders, see previous orders, and repeat previous orders to easily re-create past successful gift boxes. 2. A "Baker's Choice" button - a button that allows the consumer to easily reach the checkout page by selecting "Baker's Choice". This button will auto-fill and AI-generate the remainder of the customization process to bring the consumer quickly and easily to the checkout page. This will be embedded onto the first and second pages of the web app.

	3. Donut-themed loading and progress page- this will be added as a screen in the application between existing screens. The idea is that the order progress screen and loading screen will have a loading donut, filling out as the order progresses. This could be added on to create similar animations and themed assets for the rest of the application.
FROM Setting Sun Creative	Timeline
	Launch date: April 30, 2023.
	Risk Assessment
	Risk assessment identifies areas of concern in a project. Though I offer line item estimates for tasks, areas of risk are flagged for possible budget increases and timeline changes. <u>Core Logic</u> All custom work with this level of complexity is an area of risk, as it represents unknowns on many levels. At the start of work, as far as possible, the complete logic flow for the system will be mapped out. Any omissions, special cases, or later changes will likely impact subsequent work.
	Pricing and Scope of Work
	The standard rate for design, site development, implementation and maintenance work is \$115 per hour, and time assigned to the tasks delineated below reflect all time involved in the developer's completion of the task, including meetings, coordination, communications, and development time. Rates are subject to change and are normally adjusted yearly. The client will always be notified of the relevant rates and hourly estimates prior to commencing work on a given task. When an overage of more than 25% will occur for a task, Setting Sun Creative will first obtain approval from the client before proceeding. The tasks detailed below constitute the scope of work. Additions or notifications to the scope of work will incur additional expenses and require additional time.
	Ownership
	The work product within the scope of this project will consist of the customization of existing software and the creation of new software for use by the client, as well as template code and custom configuration for the chosen platform. Bigfoot Donuts will retain ownership of the template code and configuration. Setting Sun Creative will retain ownership of the software that is created and customized. In addition, Setting Sun Creative hereby grants to Bigfoot Donuts a worldwide,

	perpetual, non-transferable, royalty free and fully paid up license to use the software it creates and customizes for this project.
	Billing
	Setting Sun Creative requires a 25% deposit on this contract cost prior to commencing work. This deposit is retained to service cash flow needs, and will not be billed against as payment for costs until the project has reached 75% completion. Setting Sun Creative will bill twice monthly throughout the life of the project. Invoices are due net 30. Once an invoice is overdue, Setting Sun Creative will charge 5% interest per month until the balance is paid.
	Confidentiality / Non-disclosure
	Neither party shall copy, use, or disclose any Confidential Information of the other except as reasonably required to perform its duties hereunder, and shall only disclose such information to those employees, subcontractors, and agents that have a 'need to know' such information to perform their duties.
	Termination
	This agreement terminates under the following conditions. a) Completion of the tasks described in this Agreement; b) Cancellation of Agreement by either client or Setting Sun Creative with cause with 5 days written notice. In the event that the agreement is terminated, Setting Sun Creative will be paid for the percentage of work completed up to that point within 30 days. Any deposits previously received exceeding the amount due to Setting Sun Creative will be returned to the client within 30 days.
	Reference
	Client agrees to allow Setting Sun Creative to reference the project in marketing materials, website promotions without prior approval.
	Disclaimer
	Except as set forth in this Agreement, the services and works furnished under this

	Agreement are provided on an 'as is' basis, without any warranties or representations express, implied or statutory including, without limitation, warranties of quality, title, non-infringement, merchantability or fitness for a particular purpose. Nor are any warranties created by a course of dealing, course of performance or trade usage. The foregoing exclusions and disclaimers are an essential part of this contract and formed the basis for determining the price charged for developer content.
	Signatures
	_____, for CLIENT
	_____, for Setting Sun Creative

	Task	Hrs	Subtotal
Project Management / Account Management	Ongoing management and oversight of the project that aids in staying on-budget and on-schedule as well as ensuring clear paths of communication for all parties.	46.86	\$1,759.4
	Planning documents, client relations		
UX Design	Conduct all research and provide recommendations to ensure the product meets the user needs.	69	\$3,105.00
	User interviews, need statements, user personas, usability testing		
Copywriting / Marketing	Gather and edit existing relevant copy, draft and finalize all additional written deliverables for the project, and gather graphic content.	46	\$1,610.00
	Design, develop and implement marketing strategies for a variety of platforms.		

	Search engine optimization Marketing analytics			
Design	Design and implement all visual assets utilized in the development of the project. This includes illustrations, design comprehensives, and a style guide based on a produced design system as well as the final assets to be used in development.	111		\$6,105.00
	Research, style guide, design comps			
Development	Implementing structural requirements required to turn the Designer's comprehensives into a functional mobile app, as well as the deployment of those apps to their final hosting platforms.	137.4		\$8,244.00
	Quality assurance testing			
TOTAL		410.26		\$20,823.40