



Client: Jeff Bell Photography / Aquatech
Presented By: Tim Diefenbach
Pertaining to: Web Site Design & Development
Date: July 27, 2009



SUMMARY

As a result of our initial meeting, we understand the main objective of the Aquatech website is to provide the highest degree of information and marketability for their line of photography products, while presenting an intuitive interface for visitors to easily find what they are looking for and learn about the Aquatech company. The site should be easy to navigate, visually appealing, and should present its information on a professional level consistent with the Aquatech company and its products.

GRAPHIC DESIGN

Jeff Bell Photography will be designing and providing the mockups for the new website, and once approved, the chosen design will be used to develop the new website.

INTERNET SITE

The following describes pages on the "public" side of the website, where visitors would learn about Aquatech and search for product information. Many pages have content and functionality that is controlled through an administration system, and these operations are defined in the section titled "Site Administration" later in the proposal.

Home Page

The home page will be the main starting point of the site, and will include a brief introduction on Aquatech and their products to ensure keyword and content indexing by search engines. The home page will also feature a slideshow for products and images, which will be controlled through the administrative functions (any number of images can be defined for use on this slideshow).

Contact Us

This page will contain all Aquatech contact information for their main offices, as well as a contact form that will automatically email the contents (name, subject, email, contact information, message, etc) to the designated email addresses. Included here will be a link to the Find-a-Dealer page.

About Us

Here the visitor will find information about the Aquatech company and history (or any other content desired), and admin tools will allow this to be updated at any time with images and text when appropriate.

Find a Dealer

This section of the site will allow the visitor to easily search for dealer in their area by choosing a state and viewing the resulting map (integrated with Google) of the resulting dealers. Included will be Dealer name, address, phone, fax, email, website, etc.

Rental Info

Here the visitor will be able to find companies who provide Aquatech rentals using the same search and map functions as found on the Find-a-Dealer page above.

Image Galleries

This section will display Image Galleries of various events, equipment, etc. defined by Aquatech (and taken from the current site, if desired), and all images will be managed by the administration users through the Admin. Images will be split into any number of galleries (with optional descriptions), and each image will have the option of a subtitle.

Product Catalog

The product system will be developed to organize items into categories and sub-categories, along with thumbnails and model details / compatibility to ensure the easiest route to the product in

mind when a visitor is browsing the catalog. This section will also contain advanced search functionality, where the user can define a Brand and Camera or Lens Model, and view resulting products that match the user's equipment.

FAQ

This page will house frequently asked questions, with content populated from the current list on the website. Administrators will be able to add/edit/delete at any time to keep this page up to date with the latest information.

Testimonials

Here the site will display various testimonials from customers to help show product satisfaction, and the content will be controlled through the administration system to ensure it can be updated at any time. There also will also exists a link to a form where visitors can submit their own testimonials, which would then go into a queue for admin to review and either display on the website or delete from the system.



ADMINISTRATION SECTION

This section will be hidden from the typical visitor and will require a username and password to allow Aquatech administrators to login securely. The pages of this section will allow full control over all of the content in the pages above, with individual details specified below. Any user level/ability will be able to operate the functions in the admin system, and absolutely zero programming knowledge is required. All items will be handled through simple forms and/or easy to use standard text-editor interfaces (such as the style found in Microsoft Word).

Homepage Slideshows

This section will manage the images and slideshow functions for display on the home page of the site. The images would have full add/edit/delete functionality, and the slideshow

Slideshow:

- Speed (seconds per image)

Image(s):

- Image Title
- Upload File
- Link
- Active (y/n)
- Display Order

Image Galleries

This section will manage the galleries and all images under each gallery, including add, edit, and delete functionality for the following:

Gallery:

- Title
- Date
- Description
- Active (y/n)
- Display Order
- Thumbnail Preview

Image(s):

- Dropdown box for which gallery it belongs to
- Image Title
- Upload File
- Caption
- Active (y/n)
- Display Order

Dealers & Rental Companies

Here the administration will manage all of the Dealers and Rental Companies, which will be displayed accordingly on the Find-a-Dealer and Rental Info pages on the website. They will be stored in the same location as it will allow flexibility for those companies who perform both services, and the appropriate links would show up on the pages on the site to let the visitor know if they have both options. Add, edit, and delete capability will exist and the following fields will define an entry:

- Type Dropdown (Dealer, Rental, or Both)
- Company Name
- Address 1

- Address 2
- City
- State
- Zip
- Phone
- Fax
- Email
- Website Link

Products

The product admin will allow management of the Categories, Sub-Categories, Cameras, Lenses, Models, and Products. The information entered into these different sections will be used to display the product catalog info to the visitor and return search results based on the connections made below. Add, edit, and delete functionality will exist for each of the following:

Brands

- Name
- Description

Cameras

- Brand (dropdown)
- Model

Lenses

- Brand (dropdown)
- Model

Categories

- Name
- Description
- Image Upload
- Display Order

Sub-Categories

- Category (dropdown)
- Name
- Description
- Image Upload
- Display Order

Products

- Category (dropdown)
- Sub-Category (dropdown)
- Model
- Short Description
- Long Description
- MSRP
- Product images (unlimited uploads)
- Camera Models (select all compatible models)
- Camera Lenses (select all compatible models)
- Active (y/n)

Testimonials

This admin section will contain a list of all visitor-submitted testimonials, and the entries can be deleted as desired. Information here will help decide what goes into the testimonials page below through the content admin functions.

Content Management

This section will provide a flexible Content Editor with the ability to change text, upload images, format layouts, add color, etc, for all pages that contain relatively “static” content as opposed to the structured content found above. This tool will allow admin to update the following pages:

- Home Page (text portion)
- Contact Us (address and contact info)
- About Us
- Testimonials
- FAQ



HOSTING

JH Specialty offers hosting solutions through our own division, Grade A Hosting, and offers the following plan for Aquatech:

GRADE **A** ADVANCED

This plan is an ideal solution for businesses that want to begin selling their products and services over the Internet. Coupled with database and other advanced functionality, Grade A Advanced™ offers all the features you need to get your e-business up and running.

Now is the time to make a true presence on the internet. Grade A Hosing is the company to help you get there.

Term	Rate	Set-Up
24 month agreement	\$29.95	\$49.95
12 month agreement	\$31.95	\$49.95
6 month agreement	\$33.95	\$49.95
3 month agreement	\$35.95	\$49.95

* **Setup Fee will be waived for Aquatech**

Features:

- 350MB of Hard Disk Space
- 5GB/Month Transfer
- 50 E-mail Accounts
- 15MB MySql Database Storage
- 24/7 Tech Support
- Visual Analysis of Log Files
- Webmail Access
- Unlimited FTP Access
- Same Day Set-up
- CGI-BIN Directory
- Unlimited E-Mail Forwarding
- Unlimited E-Mail Autoresponders
- SSH Access
- FrontPage Extensions
- PHP
- SSI
- Apache ASP
- SSL Support

PROJECT COST

Website Development	
Site Construction (60 hours)	\$5100.00
Database Design (10 hours)	\$850.00
Testing	waived
Deployment	waived
TOTAL	\$5950.00

- Terms: 50% deposit, 50% billed at completion

CONCLUDING STATEMENT

We have been building dynamic web sites and web-based applications since 1998. We build systems that are optimized with the latest technology and provide users with powerful and efficient solutions.

JH Specialty, Inc was founded on the idea that every company large and small needs a partner they can rely on, constantly bringing new innovative ideas on how to present products and services to the marketplace. We hope to continue as that partner for Jeff Bell Photography and Aquatech.

Sincerely,

Tim Diefenbach
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