



Project Tracker Worksheets for Web Site Development by Track Marketing Group for

Track Marketing Group®, hereafter known as Track is very excited to be working with you to complete your web site development in a timely basis.

This project tracker will help us all keep focused on every detail as well as the bigger picture goals of your project.

A private client only version of many aspects of the tracker including designs, an up to date schedule, and client approval forms will be available to you at:

[http://www.moredetail.com/****](http://www.moredetail.com/)

Track Team:

ROLE	NAME	CONTACT
Point of Contact & Project Manager	Matt Fox	matt@trackmktg.com (703) 941-7766 x13
Marketing Director	David Ehrlich	dave@trackmktg.com (703) 941-7766 x14
Account Manager	Alan Minton	alan@trackmktg.com (703) 941-7766 x10

Client Team:

ROLE	NAME	CONTACT
Point of Contact		

Please select a single point of contact who can best represent your organization and who will be available to Track during this project.

PROJECT STAGES OVERVIEW:

While estimated timelines are generally useful to plan a project, the dates can not be guaranteed since there are many factors outside of Track’s control that may hold up the project. Rapid client approval at each review stage will help keep the project on schedule. **Below are the major milestones of the project. While some steps require client approval prior to beginning next step, some actions will occur earlier in the project.**


MILESTONE/STAGE	PAYMENT DUE	CLIENT APPROVAL *
Contract Approved	Payment 1 of 3 (1/3 of base cost)	Required / Change fee applies
Framework		
Navigation Map		Required / Change fee applies
Project Plan		
Design	Payment 2 of 3 (1/3 of base cost)	Required / Change fee applies
Asset Prepare/Gather		Required for any narration scripts and videos / Change fee applies
Programming of Web Site		
Quality Control, Copying to Host, Training of Edits	Balance Due (1/3 of base cost).	Required / Change fee applies

*** Once client approval is given for the sections marked above, there will be a charge for any changes made after the approval. The amount of the charge will depend on the scope of the change and an exact cost will be given to the client for approval prior to any new work being performed. Please do NOT approve each stage until all internal sign-offs have been obtained by the point of contact.**

PROJECT PLAN (Framework)

For each stage of the project, the base cost includes select items as listed in the left column. The charge to add additional items is listed in the right column and only applies if your project requires more than the items included in the base.

There is **NO** reduction in base cost if fewer items are actually used than budgeted for.

 FRAMEWORK: Understand the project from a marketing perspective.	
Base Includes	Details on Item
Consulting session	TRACK Marketing framework covers questions necessary to understand most projects in terms of the marketing related goals. The answers to these questions will guide the project as it moves forward.

Target Goal of Project:

TARGET

Who is your target?

REACH

How will you emotionally reach your target?

ACTION

What action do you desire your target to take?

PROJECT PLAN (Navigation Map)



NAVIGATION MAP: Understand the desired elements and menu navigation.

A navigation map will be provided for your approval. It is important that the map be approved and locked down early in the process to insure a timely completion of the project. A list of all assets (video, web links, copy, audio, etc.) and who owns collecting each will be detailed for all menus.

Base includes up to	Details on Item	Additional Available For
1 Main menu screen and ___ sub menu choices ___ Secondary screens (avg ___ per main)	If included in contract, a brief animation build (done in Flash) will precede the opening main menu screen. Secondary level menus will appear once a main menu selection is made. The design template prepared for the secondary menu will be consistent throughout the presentation.	\$1,000 (per menu choice) \$750 (per secondary screen)

Initial Navigation Map:

Opening: q Intro Video q Intro Narration q Graphics Animation

MENU TITLE	# SUB MENUS	LINKS (QTY)	TEXT	NARRATION	VIDEO (QTY)	ART/ LOGOS	DETAILS
1		q___	q	q	q___		
2		q___	q	q	q___		
3		q___	q	q	q___		
4		q___	q	q	q___		
5		q___	q	q	q___		
6		q___	q	q	q___		
7		q___	q	q	q___		

A final navigation map will be prepared and provided for your approval.

PROJECT PLAN (Project Schedule)



PROJECT SCHEDULE: A schedule will be prepared and actively managed by our project manager. A single client point of contact will be the person Track communicates with and looks to for sign-off at each stage.

Base Includes up to	Details on Item	Additional Available For
__ on-site meeting(s)	Regular communication via special project web site, email, telephone, and face to face meetings as needed to effectively communicate about the project.	\$500 (per on-site meeting)

KEY MILESTONES INCLUDE: (estimates only – check the web for your most current schedule)

MILESTONE	ESTIMATED DATE
Approve navigation map	
Approve design treatments (main/level one)	
Approve animation (if included in contract) prototype	
Provide written copy and logos to Track	
Provide assets – weblinks, PDFs, etc.	
Approve narration scripts / Select narrator	
Select Background Music	
Video shoot Day 1 AND Day 2	
Provide any existing video footage	
Approve edited videos	
Approve jacket/CD imprint design	
Test and Approve launch of site to public	

**** This date is provided as a goal at this stage and can not be firmed up until the navigation map is approved. Obtaining all necessary written copy can also delay final launch or site – however, temporary copy can be included.**

PROJECT PLAN (Design)



DESIGN: Track will prepare design “treatments” which will give the client an idea of what the opening and level one screen could look like. Based on your feedback, we will revise the look and feel to meet your desires. Learn more about design at: <http://www.fedmktg.com/design.htm>.

Base Includes up to	Details on Item	Additional Available For
2 treatments and 2 rounds of revisions	Unique look and feel treatments for your review – revisions to tweak the selected treatment to meet your desires	\$500 (per new treatment) \$250 (per new round of revisions)

The following feedback will help our designer to prepare your design treatments.

Can you show us any design (web site, magazine or newspaper ad, book, CD, etc.) that you like or dislike and tell us why?

Should the look and feel follow your web site and/or branding strategy?

Which style appeals to you (your target market)?

- Photo real Cartoon
 Traditional Techno/modern/leading edge



Are there any colors you prefer or don't like (your target market)?

Do you tend to prefer an airy clean look or prefer having more details?

Anything else you can tell our designer about what you have in mind regarding the look and feel?

Metaphor or theme ideas

PROJECT PLAN (Asset Specifics)

  <p>ASSET SPECIFICS</p>	
Base Includes up to	Details on Item
Editing assistance	<p>Written Copy (check all that are required)</p> <p><input type="checkbox"/> Written copy provided by Track</p> <p><input type="checkbox"/> Written copy provided by Client</p> <p><input type="checkbox"/> Menu teaser copy / titles</p> <p><input type="checkbox"/> Teaser copy for videos (if applicable)</p> <p><input type="checkbox"/> Copy for all copy boxes</p>
__ minutes of narration	<p>Narrator Choice _____</p> <p><input type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>Desire sample reading prior to recording script? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Narration samples: www.marketviaweb.com/ideas/narrators.htm</p>
Unlimited use of royalty free assets in Track library	<p>Music Selection _____</p>
	<p>Artwork / Logos <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
__ unique videos __ on-site shoot __ min run time	<p>Video</p> <p><input type="checkbox"/> Video inventory required (list all videos to be produced)</p> <p><input type="checkbox"/> Day one schedule all to be filmed (prepare video schedule)</p> <p><input type="checkbox"/> Day two schedule all to be filmed (prepare video schedule)</p> <p><input type="checkbox"/> "B" Roll footage? _____</p>
50 links/PDF documents	<p>Links (check all that are required)</p> <p><input type="checkbox"/> Live web links</p> <p><input type="checkbox"/> PDF documents to be included on CD</p> <p><input type="checkbox"/> Other linked to items _____</p>
	<p>Survey <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If included, questions for survey and text for opening and thank you page.</p>

PROJECT PLAN (Programming)



PROGRAMMING OF WEB SITE: Prepare a beta version of the site which can be tested to insure that the site works correctly and as intended. Edit and make corrections and prepare final version for client approval.

Base Includes	Details on Item	Additional Available For
Files for web server	Files will normally be provided to client to host on their server.	

PROJECT PLAN (FINAL DELIVERY)



QUALITY CONTROL, COPYING FILES TO HOST, AND TRAINING

Once the golden master is approved for reproduction, Track will duplicate and ship and/or distribute your CD as detailed below.

Base Includes	Details on Item	Additional Available For
Quality control testing, source files, training	<p>Who will update/refresh content?</p> <ul style="list-style-type: none"> q Track (a separate maintenance agreement may be required / X hours can be included in base cost as well) q Client (training on tools is included if the client will be updating content in-house) <p>Compliance with section 508 is typically required for any government client web site.</p> <p>Most government clients prefer to host the files on their server.</p>	\$1,500 a year (to host on Track's web site)

INVESTMENT SUMMARY

Preparation of Web Site = \$_____

Payment Schedule

- 1/3 of the total will be paid as a deposit to start the project (\$_____)
- 1/3 of the total will be due upon approval of design (stages 4) (\$_____)
- The balance will be due upon completion of the web site (\$_____ + postage).

Sales tax is not included and may apply to any aspects where a physical item is being produced.
Travel outside Washington metro region is not included in this proposal.