



v.1.0

## Scope of Work: Afficienta.com Afficient Academy

## Confidentiality of Important Information

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## Table of Notifications

This Table represents the contacts in both companies as assigned currently.

Project	Name	Company
www.afficienta.com	Sandra & Priti	Afficient Academy
Client Interface (Business)	Rob LaPointe	Software Developers Inc.
Client Interface (Technology)	Sachin Nayak	Software Developers Inc.

## Aim

- To create a new brand identity for Afficienta Academy establishing the brand as a premier destination for Kids interested in math (middle & high school).
- To create assets including a website with added functionalities for parents, students, and instructors; brochures & flyers; and social media images.

## Wordpress

We have determined that the simplest and most effective solution for this web design will be the Wordpress CMS which can efficiently enable the necessary functionalities and easily provide the required content management systems. Website design goals can be achieved through application of a Wordpress template or by a custom created design if templates prove unsatisfactory. Plugins for Wordpress will power the calendar/scheduling, forms, payment, and sign-up functionalities.

## REDESIGN & FUNCTIONS:

1. **Responsive:** The website will be created with a responsive web design for mobile optimization.
2. **Corporate Information Page:** This page will provide information about the business and contact information for potential investors.
3. **Course Scheduling System:**
  - a. **Log In:** There will be two types of log-in:
    - i. **Instructor:** Instructors will need to log in to manage their courses and schedules.
    - ii. **Parent/Student:** All functionalities will be available to visitors without logging in. When checking out, users can check out as a guest; creating a login will simply save their information on the site (this will speed up the process of signing up to later classes).
  - b. **Courses:** Instructors/admin will be able to create classes on the schedule. Classes will have:
    - i. name
    - ii. description
    - iii. location
    - iv. time & date details
    - v. available slots
    - vi. cost.
  - c. **Sign up for Courses:** Parents/students will be able to view the list of classes online, sign up and pay for classes from the website (via a payment gateway such as PayPal).
    - i. Signing up for classes will require filling out an online form:
      1. Student name, age, etc.
      2. Contact details (address, phone, email, parent/guardian)
      3. Payment details
4. **Blog:** A blog page will be added so that news and other content updates can be published quickly

and easily.

## Marketing Collateral

A unified theme and design aesthetic will ensure all materials provide a cohesive brand image across the board.

1. **Physical Marketing Materials:** Design assets will be created for brochures, flyers and other materials. Custom design work only.
  - a. 4 Brochures
  - b. 4 Flyers
2. **Social Media Pages:** Profile and banner images will be created for Facebook and Twitter to ensure these pages match the brand design.

## Investment details - Time & Cost

- **Project Time: 3 Weeks**
- **Cost** (custom web design): **\$13,900**
- **Cost** (ready-made template): **\$11,900**

## Payment and revenue sharing terms:

- 50% upfront at contract signing
- 50% upon completion

**Warranty: SDI offers a 6 month warranty to fix bugs resulting from programming errors.**

