



Scope of Work: Responsive ecommerce website using Magento

v.1.12

Confidentiality of Important Information

The information in this Document is confidential and is intended solely for the attention and use of **Denny/ Company Name**. It might contain privileged information. If it has come to you in error and you are not the intended recipient you must not proceed further, disclose, copy, use or disseminate any information contained therein, please delete it and contact us (**sakshi@sdi.la**) without delay so that we may take whatever action we consider appropriate. Although this document is believed to be free from any virus it remains the responsibility of the recipient to ensure that this document is virus free and we accept no responsibility in this regard.

Table of Notifications

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

Project	Name	Company
Project Requirements	Denny	
Client Interface (Business)	Sakshi Sharma	Software Developers Inc.
Client Interface (Technology)	Raj Srivastav	Software Developers Inc.

Main Tasks

- **Task 1:** To create a custom responsive design from scratch as a Magento theme for the website which can better engage users and provide a seamless buying experience.
- **Task 2:** To integrate the design with the Magento Community Edition framework.
- **Task 3:** To integrate the following list of the Extensions with Magento CE
- **Task 4:** To customize downloaded extensions as per client's specifications
- **Task 5:** Additional Functions as per requirements mentioned by client
- **Task 6:** SEO requirements list
- **Task 7:** Salient points
- **Task 8:** Web security
- **Task 9:**User experience (UX) enhancements

Development Principles

- Responsive website design - Magento theme to be custom created or acquired
- Mobile folder design - We will design the theme as a responsive theme. This theme can be used for a mobile folder in the future by making changes as needed.
- Combination of latest UI and UX principles to provide a clean and intuitive Interface for the ecommerce website.
- Smart Navigation Tabs for easy and fast access to all the functions.

Coding Standards

- Magento CE best practices
- HTML Editor – Dreamweaver/UltraEdit
- Design software – Photoshop/Fireworks
- Optimal use of Magento guidelines in programming and design.

Task Details - We will carry out the following tasks.

Task 1: To design a Custom responsive design template as a Magento theme for a responsive ecommerce website which can better engage users and provide seamless buying experience.

1. We will design the template from scratch as per client's requirement.
2. The design work will continue till the client's chooses the best option out of the different color scheme design options that will be provided to the client for his review and feedback.
3. The designs will be responsive so that the website can be easily rendered on various browsers and mobile devices.
4. The total number of templates can be decided based on the features/functions the website is going to provide to its users. For example, dx.com has the following designs which are different from each other and we will create all of the templates including the Homepage and internal pages.
 - 4.1. Home page: <http://www.dx.com/>
 - 4.2. Deals page: <http://deals.dx.com/>
 - 4.3. Product description page:
<http://www.dx.com/p/neje-diy-hot-air-stirling-engine-motor-model-toy-silver-red-378821#.VYJkUWTBzGc>
 - 4.4. Blog page: <http://blog.dx.com/>
 - 4.5. Forums page: <http://club.dx.com/forums/>
 - 4.6. Reviews page: <http://club.dx.com/reviews>
 - 4.7. Order Tracking page: <https://my.dx.com/order-tracking>
 - 4.8. FAQ page: <http://cs.dx.com/FAQ/Detail/2>
 - 4.9. Ticket service page/Support: <https://cs.dx.com/ticket/index>
 - 4.10. Sign in/Sign Up:
<https://passport.dx.com/?redirect=https%3A%2F%2Fmy.dx.com%2FMyOrders%2FIndex>

5. Client has to provide us some feedback on the typography (color scheme he would like to work with), reference sites, functions (categories/subcategories, search, sort/filter criteria, etc).
6. Client will provide the product images. If we require to use images from other available sources like iStock, the client has to purchase those images.

Task 2: To integrate the Design Template with the Magento Community Edition framework.

1. We will slice the finalized design templates into responsive HTML's
2. We will then integrate the responsive HTML's into the Magento community edition.

Task 3: To integrate the following list of the Extensions with Magento CE

EXTENSION #	FUNCTION	EXTENSION LINK	PRICE
1	SEO Pagination	http://www.magentocommerce.com/magento-connect/seo-pagination.html	\$99.00
2	Google Rich Snippets	http://www.magentocommerce.com/magento-connect/msemantic-semantic-seo-for-rich-snippets-in-google-and-yahoo.html	Free
3	All product photos have ability to share on Facebook, Twitter, Google, Pinterest etc)	http://ecommerce.aheadworks.com/magento-extensions/sociable.html	\$99.00
4	Ajax one step checkout with Geolocation	http://www.magentocommerce.com/magento-connect/one-step-checkout-7-4908.html	\$149.00
5	Custom Order Number to set custom prefixes and starting numbers for orders, invoices, shipments and credit memos.	http://www.magentocommerce.com/magento-connect/custom-order-number-pro.html	\$79.00
6	Points and rewards	http://www.magentocommerce.com/magento-connect/reward-points-pro-extension-by-mageworld.html	\$246.00
7	Cart abandonment email follow-up	http://www.magentocommerce.com/magento-connect/follow-up-email-by-aheadworks.html	\$199.00

8	Add product to wishlist	http://www.magentocommerce.com/magento-connect/wishlist-admin-email.html	free
9	Shopping cart flying animation	http://www.magentocommerce.com/magento-connect/ajax-cart-pro-extension.html	\$69.86
10	Countdown timer with promo banner, daily deals	http://www.magentocommerce.com/magento-connect/daily-deal-multiple-deals.html	\$99.00
11	Group buy	http://www.magentocommerce.com/magento-connect/group-deals-by-aheadworks.html	\$299.00
12	Auction style	http://www.magentocommerce.com/magento-connect/auction-extension-for-magento.html	\$149.00
13	Product labels	http://www.magentocommerce.com/magento-connect/product-labels-by-aheadworks.html	\$99.00
14	SOLR	http://www.magentocommerce.com/magento-connect/solr-search-based-on-solarium.html	\$99.00
15	Gift registry	http://www.magentocommerce.com/magento-connect/gift-registry.html	\$99.00
16	Gift cards	http://www.magestore.com/magento-gift-card-extension.html	\$119.00
17	Individual promotions	http://www.magentocommerce.com/magento-connect/individual-promotions.html	\$79.00
18	Popup for discount code	http://www.magentocommerce.com/magento-connect/promotional-pop-ups.html	\$129.00
19	Popup for discount code	http://www.magentocommerce.com/magento-connect/popup.html	€79.00
20	Promotional banner	http://www.magentocommerce.com/magento-connect/litextension-promotion-banner.html	\$49.00
21	Store credit	http://www.magentocommerce.com/magento-connect/store-credit-flexible-store-credit-use.html	\$99.00

22	Social login	http://www.magentocommerce.com/magento-connect/social-login-20.html	\$99.00
23	FAQ	http://www.magentocommerce.com/magento-connect/faq-10.html	\$99.00
24	Help Desk	http://www.magentocommerce.com/magento-connect/help-desk-ultimate-by-aheadworks.html	\$199.00
25	RMA	http://www.boostmyshop.com/us/magento-extensions/order-management/product-return-rma.html	\$189.00
26	Refer a friend	http://www.magentocommerce.com/magento-connect/refer-a-friend-by-aheadworks.html	\$99.00
27	Out of stock notification	http://www.magentocommerce.com/magento-connect/out-of-stock-notification-by-amasty.html	\$79.00
28	Checkout promotional banner	http://www.magentocommerce.com/magento-connect/checkout-promo-by-aheadworks.html	\$99.00
29	Affiliate	http://www.magestore.com/affiliateplus/pricing.html/	Custom Edition
30	Responsive reward system	http://www.magestore.com/affiliateplus/pricing.html/	Custom Edition
31	Color attributes	http://www.magentocommerce.com/magento-connect/visualize-your-attributes-color-swatch.html	\$89.00
32	knowledge base	http://www.magentocommerce.com/magento-connect/knowledge-base-by-aheadworks.html	\$199.00
33	Market segmentation	http://www.magentocommerce.com/magento-connect/market-segmentation-suite-by-aheadworks.html	\$199.00
34	Product questions	http://www.magentocommerce.com/magento-connect/product-questions-by-aheadworks.html	\$129.00
35	captcha	http://www.magentocommerce.com/magento-connect/product-review-captcha-1.html	Free
36	Reviews	http://www.magentocommerce.com/magento-connect	\$99.00

		/advanced-reviews-by-aheadworks.html	
37	Address validation	http://www.magentocommerce.com/magento-connect/address-validation-with-capture-from-postcode-anywhere-official.html	Free
38	new product new barcode	http://www.magentocommerce.com/magento-connect/barcode-labels.html	\$79.00
39	inventory adjust	http://www.magentocommerce.com/magento-connect/barcode-inventory.html	€89.00
40	Inventory, pick and pack	http://www.magentocommerce.com/magento-connect/embedded-erp.html	\$649.00
41	Shop monitor	http://www.magentocommerce.com/magento-connect/econda-shop-monitor.html	FREE
42	Account approval	http://www.magentocommerce.com/magento-connect/customer-pre-approval.html	\$79.00
43	Tier pricing	http://www.magentocommerce.com/magento-connect/tier-group-price-percentages.html	\$69.00
44	Dropshipping loyalty percentage tier discount	http://www.magentocommerce.com/magento-connect/loyalty-program.html	\$79.00
45	Inventory management	http://www.magentocommerce.com/magento-connect/inventory-management-3.html	\$399.00
46	Inventory management	http://www.magentocommerce.com/magento-connect/barcode-rma-product-life-cycle-management.html	\$599.00
47	XML Sitemaps	http://www.magestore.com/magento-xml-sitemap-extension.html/	Free
48	Promotional gift	http://www.magestore.com/magento-promotional-gift-extension.html	\$129.00
49	Decoration	http://www.magestore.com/website-decorative-effect.html	Free
50	facebook	http://www.magentocommerce.com/magento-connect	\$99.00

	integration	/facebook-link-by-aheadworks.html	
51	Price match	http://www.magentocommerce.com/magento-connect/price-match-by-aheadworks-1.html	\$99.00
52	Real time morn monitoring	https://www.gosquared.com/blog/monitor-your-magento-online-store-in-real-time	
53	Live Chat	https://www.tawk.to	
54	Google Enhanced Ecommerce for Magento	http://www.magentocommerce.com/magento-connect/catalog/product/view/id/25716/s/google-enhanced-ecommerce-for-magento/	Free
55	m2e	http://www.magentocommerce.com/magento-connect/ebay-magento-integration-order-import-and-stock-level-synchronization-also-supports-amazon-rakuten.html	Free
56	Customer reviews can share on social networks	http://www.magentocommerce.com/magento-connect/product-review-follow-up-emails.html	\$59.00
57	Named images	http://www.magentocommerce.com/magento-connect/named-images.html	Free
58	Blog	http://www.magentocommerce.com/magento-connect/blog-pro.html	\$119.00
59	SEO	http://www.magentocommerce.com/magento-connect/seo-suite-pro.html	\$149.00
60	Canonical URL	http://www.magentocommerce.com/magento-connect/ultimate-seo-suite-by-aheadworks.html	\$149.00
61	Full page cache	http://www.magentocommerce.com/magento-connect/page-cache-full-page-cache.html	\$129.00
62	Cache crawler	http://www.magentocommerce.com/magento-connect/cache-crawler-cache-warmer.html	\$99.00
63	Reduce size of Javascript / Css /	http://www.magentocommerce.com/magento-connect/minify-html-css-js.html	Free

	Html		
64	Layered navigation	http://www.magentocommerce.com/magento-connect/layered-navigation-pro.html	\$129.00
65	Image AWS CDN	http://www.magentocommerce.com/magento-connect/aws-s3-cdn-for-product-images.html	Free
66	Image optimization	http://www.magentocommerce.com/magento-connect/image-optimizer.html	Free
67	Prevent spam and bots	http://www.magentocommerce.com/magento-connect/bot-blocker.html	\$79.00
68	Recently sold product name and send to country on homepage	http://www.magentocommerce.com/magento-connect/recently-sold-product.html	\$5.00 + customize with country info support@magebri ght.com
69	Bulk image upload	http://www.magentocommerce.com/magento-connect/bulk-images-upload-seo.html	\$199.00
70	Ajax Bulk image upload	https://amasty.com/ajax-image-uploader.html	\$79.00
71	Product Types	http://www.magentocommerce.com/magento-connect/custom-bulk-product-import-export-with-tier-pricing-product-custom-options-configurable-products-bundle-products-grouped-products-downloadable.html	\$99.99
72	Product Types	http://www.magentocommerce.com/magento-connect/image-based-dynamic-configurable-products-by-amasty.html	\$99.99
73	Order management	http://www.magentocommerce.com/magento-connect/re-authorize-order-editor-grid-manager-invoice-editor.html	\$149.00
74	Order reminder	http://www.magentocommerce.com/magento-connect/order-order-reminder.html	\$79.00
75	Delete order	http://www.magentocommerce.com/magento-connect	Free

		/delete-orders-6.html	
76	zip code town country auto fill	http://www.magentocommerce.com/magento-connect/zip-code-mapping.html	19
77	quick view	http://www.magentocommerce.com/magento-connect/quick-view-8.html	69
78	Bulk order processing	http://www.magentocommerce.com/magento-connect/simplify-bulk-order-processing.html	99
79	Survey with coupon	http://www.magentocommerce.com/magento-connect/customer-surveys.html	\$37.50
80	Video upload with points	http://ecommerce.aheadworks.com/magento-extensions/video-testimonials.html?utm_source=mc&utm_medium=txt&utm_campaign=mc	\$129.00
81	Combo deals	http://www.magentocommerce.com/magento-connect/product-bundled-discount.html	\$179.00
82	Customer testimonials	http://www.magentocommerce.com/magento-connect/advance-testimonials.html	\$59.00
83	Geolocation store view, language, currency	http://www.magentocommerce.com/magento-connect/geoip-redirect-by-amasty.html	\$89.00
84	Related products	http://ecommerce.aheadworks.com/magento-extensions/automatic-related-products-2.html	\$139.00
85	Customers who bought also bought	http://ecommerce.aheadworks.com/magento-extensions/who-bought-this-also-bought.html	\$99.00
86	Ajax scroll down	https://amasty.com/ajax-scroll.html	\$59.00
87	Photo product flipper	https://www.iwdagency.com/extensions/magento-product-flipper.html	\$75.00
88	Social bookmarking	http://ecommerce.aheadworks.com/magento-extensions/sociable.html	\$99.00
89	Layout editor	http://oyenetwork.com/products/themer-mg.html	€129.00
90	Wholesale	http://www.magentocommerce.com/magento-connect	Free

		/wholesale-retail-module.html	
91	Wholesale	http://www.magentocommerce.com/magento-connect/wholesale-packaged-product.html	\$99.00
92	Wholesale	http://bsscommerce.com/wholesale-fast-order.html	\$59.99
93	Quick add to cart + csv import to cart	http://www.magentocommerce.com/magento-connect/quick-shopping-add-to-cart-by-sku-or-by-name-import-order.html	\$65.00
94	Retail side view previously ordered products	www.magentocommerce.com/magento-connect/my-ordered-products.html	\$69.00
95	Images, pdf, brochures, product information	http://www.magentocommerce.com/magento-connect/file-download-extension.html	Free
96	Images, pdf, brochures, product information	www.magentocommerce.com/magento-connect/file-download-extension.html	Free
97	Frequently bought together	http://www.magentocommerce.com/magento-connect/frequently-bought-together-by-aheadworks.html	\$99.00
98	Accounting integration	http://www.magentocommerce.com/magento-connect/quickbooks-sage-50-and-frontaccounting-integration.html	\$495.00
99	Integrate to social platforms and sell directly	http://www.magentocommerce.com/magento-connect/facebook-store-application.html	Free
100	Facebook fan box	http://www.magentocommerce.com/magento-connect/facebook-fanbox-for-magento.html	Free
101	Facebook comments	http://www.magentocommerce.com/magento-connect/facebook-comments.html	\$15.00
102	Gamification	http://ecommerce.aheadworks.com/magento-extensions/ecommerce-gamification-suite.html	\$199.00

103	PDF invoice download	http://www.magestore.com/magento-pdf-invoice-extension.html/	\$99.00
104	Integrate website to social platforms	https://www.beetailer.com/	Business
105	Integrate website to social platforms	http://www.magentocommerce.com/magento-connect/facebook-store-pro.html	\$119.0
106	Share purchases on social platforms	https://www.sweettoothrewards.com/features/magento/	
107	Share purchases on social platforms	http://www.magentocommerce.com/magento-connect/share-your-purchase-to-social-media.html	\$24.99
108	One click checkout	http://ecommerce.aheadworks.com/magento-extensions/one-click-checkout.html	\$89.00
109	Favorites	http://www.magentocommerce.com/magento-connect/favorite-products-by-amasty.html	\$79.00
110	Video descriptions	http://www.magentocommerce.com/magento-connect/webrotate-360-product-viewer-with-prettyphoto-lightbox-image-gallery.html	£99.00
111	Order discount based on sales history	http://www.magentocommerce.com/magento-connect/special-promotions-pro-by-amasty.html	\$129.00
112	Notification bar	http://top-magento-extensions.com/toast-notifications-vs-magento-global-messages.html#pgc	Free
113	Most popular products	http://www.magentocommerce.com/magento-connect/mostpopular-products.html	Free
114	Ajax cart	http://ecommerce.aheadworks.com/magento-extensions/ajax-cart-pro.html	\$99.00
115	product feeds	http://www.magentocommerce.com/magento-connect/data-feed-advanced-product-feeds-17994.html	\$119.00
116	Ajax cart, flying animation, slide	https://amasty.com/ajax-shopping-cart.html#screenshots	\$119.00

	view with photos and description		
117	Meta tags	https://amasty.com/meta-tags-templates.html	\$79.00
118	Multiple coupons	https://amasty.com/multiple-coupons.html	\$79.00
119	Facebook, Twitter, Google, Pinterest social coupons	https://amasty.com/facebook-twitter-promo.html	\$79.00
120	Special occasion coupons	https://amasty.com/special-occasion-coupons.html	\$79.00
121	Customer also viewed	https://amasty.com/customers-also-viewed.html	\$79.00
122	Ajax login	https://amasty.com/magento-quick-ajax-login.html	\$79.00
123	Email direct from back-end	https://amasty.com/email-to-customers.html#screenshots	\$59.00
124	Previous Next navigation	https://amasty.com/previous-next-navigation.html	\$79.00
125	Previous Next navigation	http://www.magentocommerce.com/magento-connect/gomage-advanced-navigation-v-4-8.html	\$119.00
126	Error logs, white/black ip	https://amasty.com/magento-error-log.html	\$79.00
127	Cross-sell / upsell	https://amasty.com/fast-product-relator.html	\$79.00
128	Back-end grid product view	https://amasty.com/extended-product-grid-with-editor.html	\$99.00
129	Special Promotions Pro	https://amasty.com/special-promotions-pro.html	\$129.00
130	Back-end user permissions	https://amasty.com/magento-advanced-permissions.html	\$169.00
131	Back-end user permissions	http://www.magentocommerce.com/magento-connect/advanced-permissions-3906.html	\$169.00

132	Custom Stock Status	https://amasty.com/custom-stock-status.html	\$89.00
133	Two-factor authentication	https://amasty.com/magento-two-factor-authentication.html	\$69.00
134	Order sales view	https://amasty.com/handy-sales-tabs.html	\$59.00
135	Ads display	https://amasty.com/ultimate-advertising-suite.html	\$79.00
136	Gift wrap	http://www.magestore.com/magento-gift-wrap-extension.html	\$99.00
137	Edit order	https://amasty.com/edit-order-address.html	\$49.00
138	Product tags	https://amasty.com/magento-import-product-tags.html	\$59.00
139	Google sitemap	https://amasty.com/magento-xml-google-sitemap.html	\$69.00
140	SugarCRM	https://amasty.com/magento-sugarcrm-bridge.html	\$299.00

141	Wish list expanded	http://www.magentocommerce.com/magento-connect/multi-wishlist-favorites-list.html	\$39.00
142	Popular counter	http://www.magentocommerce.com/magento-connect/wishlist-counter-by-synotive-1.html	Free
143	Auto Google shopping	http://www.magentocommerce.com/magento-connect/simple-google-shopping.html	€25.00
144	Auto Google shopping automated	http://www.magentocommerce.com/magento-connect/improved-google-shopping.html	€111.00
145	pictograms	http://www.magentocommerce.com/magento-connect/vian-pictograms.html	Free
146	Bulk processing	http://www.magentocommerce.com/magento-connect/simplify-bulk-order-processing.html	\$99.00
147	Reports	http://www.magentocommerce.com/magento-connect/advanced-reports-by-aheadworks.html	\$149.00

148	Reports	http://ecommerce.aheadworks.com/magento-extensions/advanced-reports-mega-pack.html	\$310.00
149	Shipping insurance	http://www.magentocommerce.com/magento-connect/webshopapps-shipping-insurance.html	\$139.00
150	Password strength	http://www.magentocommerce.com/magento-connect/password-strength-meter.html	\$29.00
151	Detail product reviews	http://www.magentocommerce.com/magento-connect/detailed-product-review.html	\$79.99
152	Sending Newsletter	http://ecommerce.aheadworks.com/magento-extensions/advanced-newsletter.html	\$129.00

153	Banner advertisement with timer	http://www.magentocommerce.com/magento-connect/timer-banner-leonam-bernini.html	Free
154	Log in with Paypal	https://www.iwdagency.com/blog/iwd-paypal-develop-free-magento-extension/	Free

NOTE: The client will buy/acquire licences for the above extensions.

Task 4: To customize downloaded Extensions as per client's specifications

1. We will customize available plugins based on clients requirements as it may be needed per extension
2. The charges for customizing the available plugin will be calculated based on the time spent by the programmers in building the code and we will provide fixed costs/Time estimates for any customization that is required.
3. Client has provided following tasks which may have to be tweaked as part of the extensions or if they are part of the CE edition -
 - 3.1. Included in task 5 - Enable these languages in the back-end for Magento CE - Included in Magento CE- - English, French, Spanish, Italian, Portugese, Japanese, Russian, Netherlands (Dutch), Norwegian, Danish, Swedish, Korean, Finnish, Hebrew, Turkish, Polish, Czech, Greek, Croatian, Romanian, Hungarian, Thai, Indonesian (Bahasa Indonesia), Javanese (Indonesia), Malaysian (Bahasa Malaysian), Arabic, Bulgarian, African, Hindi, Bengali, Punjabi, Swahili, Nepali
Note : The language will be represented with its country flag next to the language name.
 - 3.2. Included Magento CE edition - Multicurrency
 - 3.3. Product photos will highlight with box when mouse hovers over (social button for Facebook, twitter, instagram and Pin It inside photo) similar to www.lightinthebox.com
 - 3.4. Checkout process, will have a global and local setting for any text, communication or comments. Global will apply to all products or local for a particular product. [size, color, text, style, font option] **Thank you for shopping with us. (Text display for thanking customer).** Reward amount earned : Show the reward amount earned. It will also have a global and local setting for any text, communication or comments. Global means apply to all products or local for a particular product. [size, color, text, style, font option] similar to what has been mentioned in point 3.4 for checkout.
 - 3.5. Refer to friend link : Marketing email sent to the registered users. The user will have the ability to refer the coupon link to his/her friend from within the marketing email. There will be an option that will say refer to a friend which when clicked by the user, will ask friend's email

address.

- 3.6. Wish list shared, by product SKU, type, category, reviews by word, image or video. Affiliate programs, drop shipping, wholesale signups and orders.
- 3.7. Countdown timer clock's design modifications : may need to tweak clock timer display format, display style or different interfaces for different pages [i.e. homepage look, category look, product page look]
- 3.8. Reward amount earned : Show the reward amount earned. in light in the box.com, product detail view page with shipping price.
- 3.9. Customer reviews can be shared on social networks and receive points. (HOLD)
- 3.10. For the loyalty program, "tweaking points to actual dollar rewards (can change between points and dollar rewards) and show rewards breakdown." Add photo reward, friend refer. Discussed minor tweak.

Note: Points and rewards are active both ways. Purchases receive dollar rewards. other actions (newsletter, register, reviews, actions etc) receive points. Points are converted to dollar rewards.
- 3.11. USA address, zip code automatically fills in city and state.
- 3.12. Report error to be located on product page
- 3.13. My account page at a glance with, dashboard, my post, my profile, my reward points, my orders, my reviews, my case, my discount history, my referrals, my wish list, my favorites, my group orders, my addresses, Client Order, Drop-shipping Client Order, Join as a Drop-Shipping Client, Customer Service: Refunded Orders, My Messages, RMA Requests, My Questions, Account Settings, My Points & Coupons & Gifts, How to get Rewards, Confirm Email Address, Email Subscriptions, , My favorites, Deactivate My Account
- 3.14. "Your recent history"
- 3.15. coupons or discount for signing up for newsletter. After newsletter subscribe, taking to survey page. Taking to a survey popup is additional.
- 3.16. Newsletter type is dependant on item in shopping cart, profile and browsing history.
 - 3.16.1. Will be a drag and drop function to easily create different web pages for newsletters similar to (attached LTB1) directly into email and send.
 - 3.16.2. The email will have links within the photo or price similar to LTB1 or this link

<http://ebm.cheetahmail.com/c/tag/hBVrOM4B8cZ3oB9DvA9ADMKcWcA/doc.html?email=firstclass9809@gmail.com>

- 3.16.3. When an email offer is clicked, the opening page will show the product page with price discount exclusive to subscribers something similar to "Your Price:USD \$89.99 (Exclusively for Newsletter Subscribers)"on LTB2
- 3.16.4. Newsletter will have a section for refer a friend and social share buttons.
- 3.16.5. Webpages for newsletter design and sending.
- 3.17. Grid view page (number of products each page, previous /next page, if not specified it will be an endless list),
- 3.18. social share to receive % cashback at checkout (HOLD)
- 3.19. Vertical display for mega menu categories and subcategories. Embed banner within category just like focalprice.com
- 3.20. Google fonts - Hundreds of free fonts are available which can be used for designing purposes.
- 3.21. Sign in to the website using gmail, yahoo, and hotmail email accounts
- 3.22. Email verification
 - 3.22.1. After the user registers, the system will display 3 coupons. The user has to select a coupon, after making the selection the user has to provide the same email again.
 - 3.22.2. The user will receive email verification notification with an embedded coupon which can be used by the user.
 - 3.22.3. Account verification as a tab required in addition to the link.
- 3.23. Popup to remind users to update their profile.
 - 3.23.1. Remind users after a set time if they have not updated their profile for a long time. After register, update profile reminder pop-up, or taken to next page for profile. (receive points by adding more about yourself into your profile)
- 3.24. For the design, the ship to location and currency is arranged something like pop-up page with countries and currency selection, similar to lightinthebox. It could be entire page or collapse format per requirements

- 3.25. Icons/Symbol design and placement to explain user what the product consist of. For example: If it's a dress, visual description of the type of cloth used. (lightinthebox.com for reference)
- 3.26. Multicolor icon added on all the product images, when the user hover the mouse on the icon it will describe that this product is available in multiple colors.
- 3.27. Live chat extension will be integrated after the licence is acquired by the client and SDI will enable the pop up after certain scenarios as follows 1. shopping cart is full and does not check out after certain amount of time on same page - 2 Hours
- 3.28. Secure website: - 3rd Party SSL solutions - Client will acquire a SSL certificate and the entire ecommerce website will be SSL - HTTPS. The Server/Cloud hosting company will install the SSL certificate. If SDI has to work on the SSL installation on client's request, following charges will be applicable - 4 to 8 Hours based on the complexity
- 3.29. Multi-site functions will consist of main website and folders/sub-domains for different countries. Each country will be a Category in the back-end and we will use Mod-Re-write to create sub-domains. Each country main page will be represented as per the requirements of the client for display which may include Country specific flag, local language and local currency - 30 Hours

Task 5: Additional Functions as per requirements mentioned by client which are not covered under extensions

The client may provide new tasks if required and they will be built according to the below mentioned terms

1. SDI will create functions/modules/codes from scratch if required by the client.
2. We will understand the needs for the task/module and its functions and our tech lead will research possibilities on how the solution can be created and we will provide fixed price estimates.
3. Based on the finalized solution, the codes will be created and then tested to ensure that it works perfectly.

Task 6: SEO requirements list - Standard SEO practices included as follows

1. Sitemap Creation and Submission
2. Add ALT and TITLE values to site images
3. Replace H1 Tags containing images with appropriate HTML
4. Replace incorrect H4 Tags with H3
5. Meta- refine site description and site title
6. Creation of robots.txt file
7. Links- append "nofollow" to duplicate links and append appropriate keywords to important links
8. Bing and Google Webmaster Integration
9. Social Meta integration
10. Site-wide analysis of placeholder text/meta and removal and then we will need regular optimization and submissions for Search engine optimization

Additional recommended SEO activities:

1. Analytics setup
2. Keyword Research & Analysis
3. Robot.txt implementation
4. Finding and fixing the broken links
5. Directory submission
6. Website architecture optimization to ensure good indexing by search engines, this includes:
 - 6.1. Defining site hierarchy
 - 6.2. Global and sub navigation
 - 6.3. Cross linking website's internal pages
 - 6.4. Page structure
7. W3C compliancy
8. Creating high quality backlinks.

Task 7: Salient points

1. Magento CE edition will cover the following features:
 - 1.1. Website will be multi-lingual and multi-currency ready.
 - 1.2. Product pages with prices will show USD by default and show second currency by geolocation automatically.
 - 1.3. Should identify repeat customers with order history by email address - Magento Reports
 - 1.4. Magento CE provides an option for multiple languages in the back-end and Chinese is included.
2. SDI will work on the following:
 - 2.1. SDI will assign an experienced designer who will create a custom design layout using best design practices & guidelines. The designer will work closely with the client and deliver the designs as the client envision in order to meet client's expectations.
 - 2.2. The navigation from one page to another will be smooth and transitions display will be seamless and stunning.
 - 2.3. The system will auto send a notification/message to the WMS department/system when the inventory is deducted at point of purchase and not when placed in a shopping cart.
 - 2.4. Analytics: Google or mixpanel or statcounter (Client can sign-up & SDI will integrate)
 - 2.5. Search bar can show key products of the day from backend.
 - 2.6. Sold out sticker when stock is "0" - Part of Magento
 - 2.7. Magento backend user language English and Simplified Chinese
 - 2.8. Popup for newsletter - Included as part of the extension
3. Entire ecommerce website will be SSL HTTPS: SDI will review page load time and with SPDY support, will use symantec Secure Site with EV. Installation of SSL will be completed by the Server/Hosting company

4. A small banner will slide from lower right when an item is added to the cart. The banner will display product title, quantity and price
5. Sign-up box, display email extensions
6. Testing on 3 browsers - PC and Mac
7. Country select, default country code
8. Design page includes Google sitemap
9. Following tasks will be covered by some of the extensions and minor tweaks will be done by SDI.
 - 9.1. Bulk processing and confirmation
 - 9.2. Pictograms
 - 9.3. Add shipping insurance
 - 9.4. Confirm email address after sign-up, pass strength indicator, captcha
 - 9.5. Ships/ Processes within & shipping time
 - 9.6. Mobile web-theme exceptions within Magento backend?
 - 9.7. Knowledge base and review add “was this helpful?”
10. **Following functionality will be as described as in Addendum I**
 - 10.1. Personalized Notification Icon on Menu Bar - 108 extension
 - 10.2. Mark as Favorite - Extension 105
 - 10.3. Crowd Favorites - Extension 105
 - 10.4. One click order - Extension 104
 - 10.5. Cart Slide in/Expand View - Extension 112
 - 10.6. Instant Promotions - Extension #19A.
 - 10.7. Subscriber Sign-Up - included no charge
 - 10.8. Icons for products - included no charge
 - 10.9. Matching product sets for PRS - Extension #69A and #69B
 - 10.10. Geo-location message for visitors
 - 10.11. Price Hover - Display - (will add the number of hours if the extension is available)
11. Design request - there will be a banner of the product name, quantity and price sliding from bottom right side after the product is added to the shopping cart (flying animation of the product getting

added to the shopping cart). Checkout can be on top or bottom right side.

12. One click checkout at the bottom right side of the product page - The bottom side cart will be a one click checkout. On final checkout page, will show, in horizontal tab formation, my removed items, my favorites, also bought together, recently purchased, cross sell/ upsell, recently viewed in addition to other functions described under Requirements for checkout.
13. Follow-up email after ordering (Extension 7)
14. Facebook social comment share (Extension 98)
15. Design request for displaying product quantity : Units and quantities, dropdown select; placing + and – buttons by the quantity field; placing < > arrow buttons by the quantity field; Placing a + - slider by the quantity field" [design]. **Part of extension.**
16. Help Desk Knowledge Database to add "was this information helpful?"for 1-5 star or helpful / not helpful. Extension : 24 covers this 'was this information a helpful function'
17. About the newsletter - "Newsletter type is dependant on item in shopping cart, profile and browsing history." These are available in Extension #33
18. The categories - Top selling, Best seller, Featured items, New arrivals with corner labels will display on the homepage. "Product labels (design to be determined with location placement within photo). Lively. May need some tweaking for label look Ext#14

Task 8: Performance & Security

1. Performance

SDI recommends to use Selenium browser automation tool i.e <http://www.seleniumhq.org/> for QA testing, regression testing, defect reporting & test the overall performance of the website.

2. Security

SDI recommends to use Websecurify i.e to discover & eliminate variety of security issues from XSS, SQL Injection etc etc. For a complete list of the security issues please refer

<http://www.websecurify.com/overview/vulnerabilities.html>

Websecurify will be a nominal additional cost of approximately \$20 - \$50 per month payable directly by the client to Websecurify.

Task 9: User Experience

Following are recommended UX design and programming tasks. We will try and find extensions for these and the hours mentioned below are based on integrating each extension. Client can decide on which ones he wants us to build/integrate (Functions have been detailed in addendum 1 at the end of this document)

Investment details - Time & Cost

Tasks	Resources	Duration	Cost (US\$)
<p>If you choose for SDI to create a Custom design template then you will need Task 1 and 2 for the contract</p> <p>TASK 1 : Custom Design templates (upto 50 Internal pages/templates)</p>	1 Designer	2 months	\$ 4000
TASK 2 : Magento CE Integration with the finalized templates and 154 Extensions	Programmers	2 months	\$ 10500
TASK 4 : Customizing downloaded Extensions at a Fixed cost			\$ 2000
TASK 5 : Creating new modules/functions from scratch		Price will be estimated as per clients requirements	\$ 20/hour
TASK 6 : SEO Activities - Standard best practices	Marketing Team	1 week	Included
Task 7 : Salient points	SDI dev team		Included
Task 8 : Performance & Security	SDI dev team		Included
Task 9 : User Experience	SDI dev team		\$ 20/hour
		Total	\$16500

Delivery Timelines

- Designs - 2 months
- Development - 2 months

Note: Client will provide access to their server. SDI will host the development of the project from start to completion on the client's server.

Payment details

Payments can be made via Credit card securely or via ACH/Check/wire

- 50% Upfront upon contract signing.
- 50% on beta delivery

All deliveries are covered by a 6 months debugging warranty after delivery.

All of the project Source codes will be handed over to the client on project completion. Client will be the sole and exclusive owner of the app and all IP of the App on project completion and payment of all agreed Invoices to SDI.

Thank you

Sakshi Sharma

Sr. Manager - Tech Sales

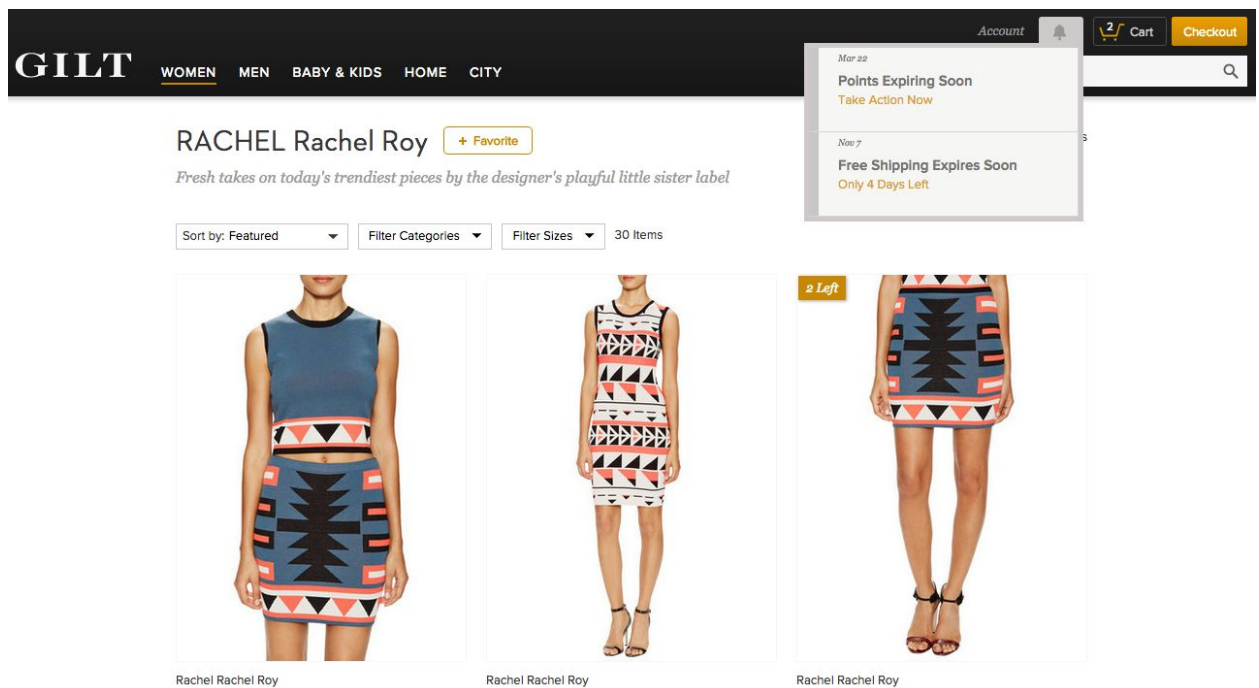
Software Developers, Inc

Addendum I

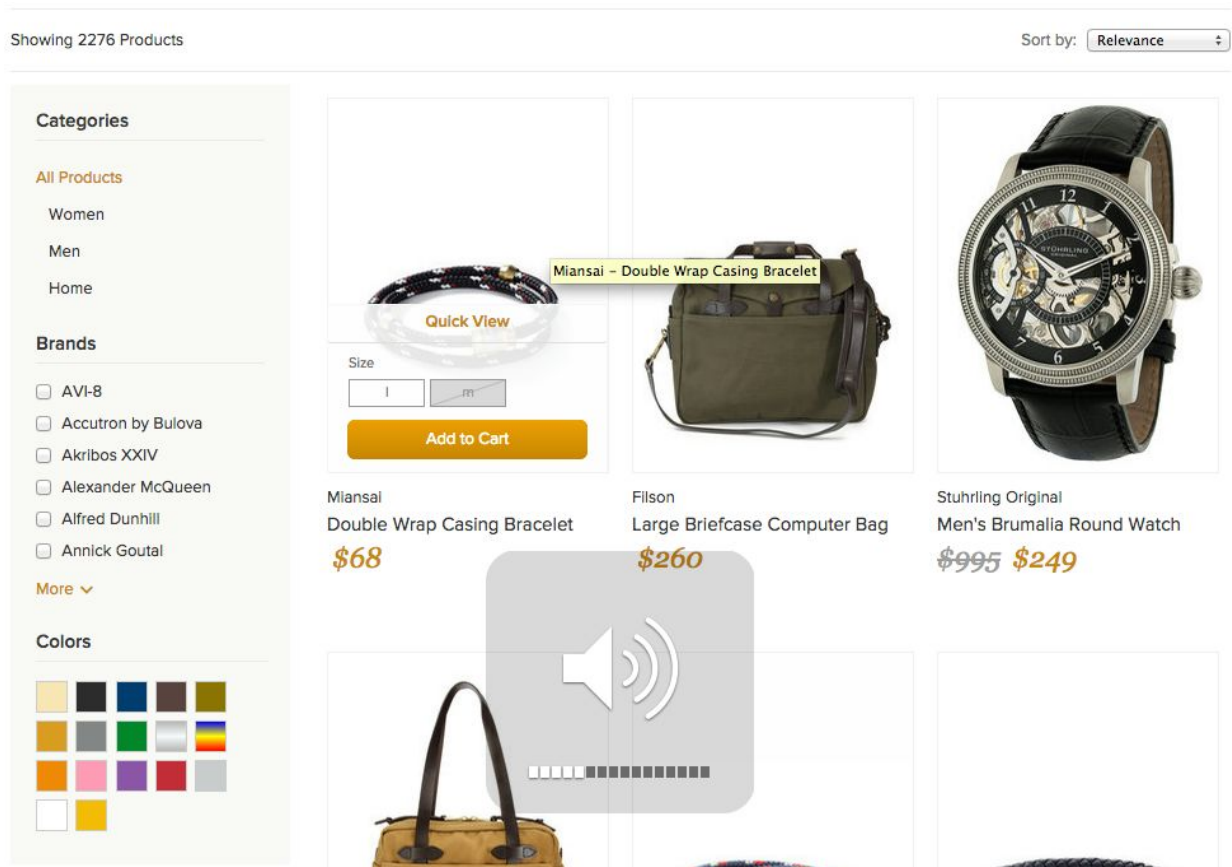
Magento Project UX features

1. Personalized Notification Icon on Menu Bar

- 1.1. Notifications serve an important function in several mobile apps and it would be a great idea to include it in the web version.
- 1.2. A small pop up bubble under the button will tell the user the number of notifications they have. New notifications may briefly appear in the corner for users to click on. Users can also hover the mouse over the notification icon. Even with the promotional emails being sent, this function could be useful in reminding users of current deals and promotions.
- 1.3. If the user wishes to make use of the promotion, then they can click the “Take Action Now” button.

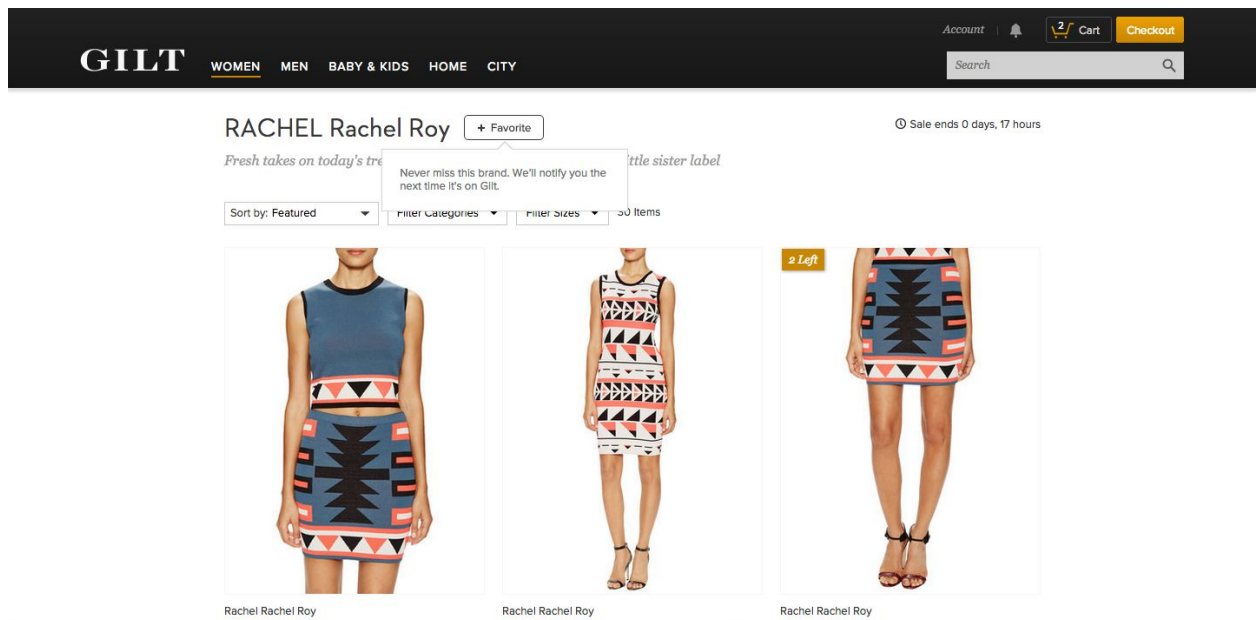


2. **Inventory display** - When the user hovers the mouse over the product image, it will display the available sizes left in stock.
- 2.1. In addition, hovering over the product image will display Quick View, Detailed View, and Add to Cart functions.
- 2.2. The user don't even bother to quickly view the product if it is not available in the preferred size. Here is an example of a men's accessories section:

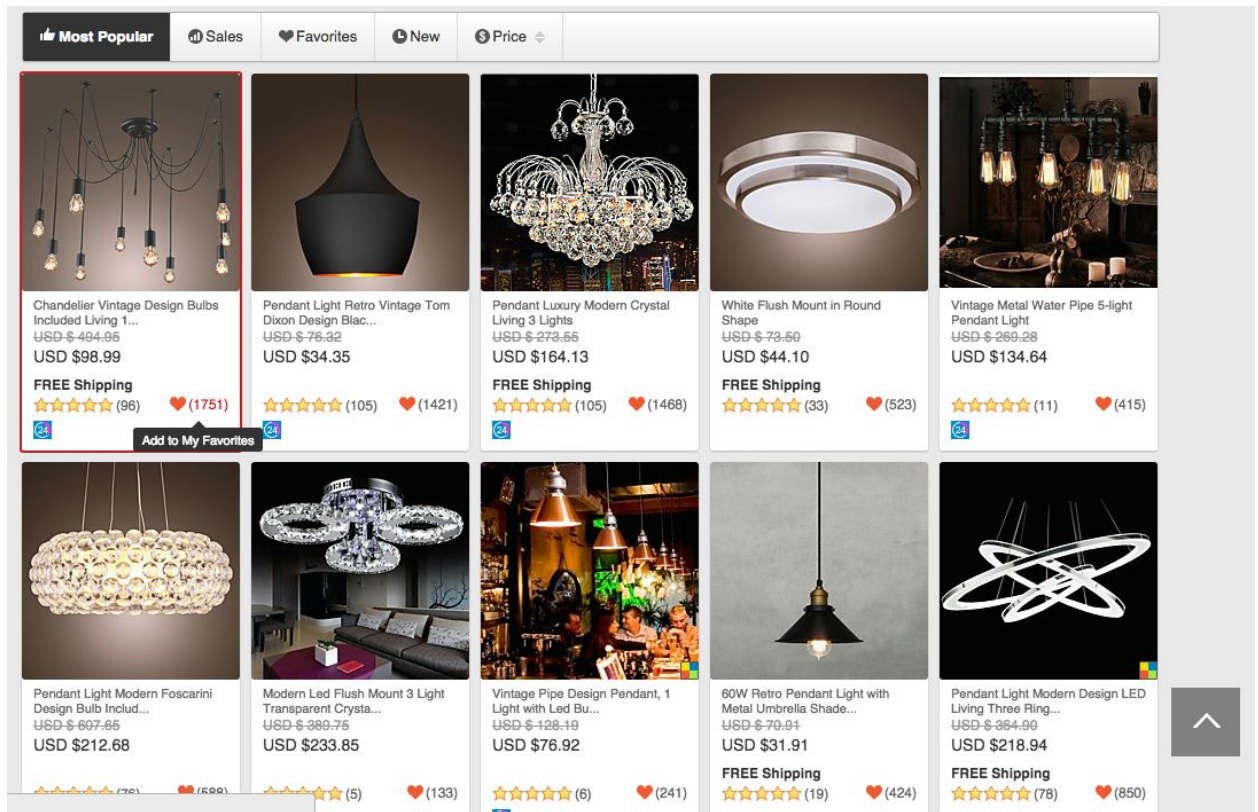


3. Mark as Favorite

- 3.1. By adding a product or a brand to their favorites, users would receive information on new releases and updates on their favorite products as well as promotions and deals from their favorite brands.



4. **Crowd Favorites** - When hovering over the Favorites section of a product image, the user will be able to see how many times other people have added the product to their Favorites.



5. One click order

- 5.1. The user will have preselected information for shipping and billing to place orders in a single click. Users will have the option of canceling their order within 30 minutes.
- 5.2. This function is different from the 1-page checkout extension.

The screenshot shows an Amazon product page for an iPhone 6 case. The page layout includes a top navigation bar with the Amazon logo, search bar, and user account information. Below the navigation bar is a category-specific navigation bar for 'Cell Phones & Accessories'. The main content area features a large image of the iPhone 6 case, a detailed product title, a list of bullet points describing the case's features, and a price section showing a discount. To the right of the product details is a sidebar with social sharing options, a quantity selector, an 'Add to Cart' button, a 'Buy now with 1-Click®' button, a shipping schedule, and an 'Add to Wish List' button. The bottom of the sidebar mentions 'Other Sellers on Amazon'.

amazon Prime All iPhone case 6

Shop by Department Rajdeep's Amazon.com Today's Deals Gift Cards Sell Help

Cell Phones & Accessories Contract Phones No-Contract Phones Unlocked Phones Accessories Cases Wearable Technology Best Sellers Deals Trade-In All Electronics

Back to search results for "iphone case 6"

iPhone 6 Case, Maxboost® [Vibrance Series] iPhone 6 (4.7) Case [Lifetime Warranty] Protective SOFT-Interior Scratch Protection Metallic Finished Base with Vibrant Trendy Color Slider Style Hard iPhone Cases for iPhone 6 6S (4.7 inch) (2014) - Robin Egg Blue / Champagne Gold

by Maxboost

★★★★★ 112 customer reviews | 3 answered questions

List Price: \$34.99
Price: \$49.99
Sale: **\$9.99** Prime | FREE One-Day
Delivered tomorrow for FREE with qualifying orders over \$35. Details
You Save: **\$22.00 (69%)**

In Stock.
Sold by power-innovation and Fulfilled by Amazon. Gift-wrap available.

- Simple, elegant, functional, the Vibrance Case features a refined design, vibrant colors, and lasting protection.
- 360° PROTECTION - including 4-side protection, covered corners and a raised edge to protect the screen.
- PERFECT FIT - Specially designed for iPhone 6, the Vibrance case has precise cutouts for speakers, charging ports, audio ports and buttons.
- SOFT INTERIOR - The soft fabric interior is made to prevent scratches and tears on your iPhone 6 from day to day
- LIFETIME WARRANTY - from Maxboost to ensure the maximum protection for the life of your

Share

Qty: 1

Add to Cart

or 1-Click Checkout

Buy now with 1-Click®

Order within 6hr 34min to get it:

Fri by 9pm +5.99 Sat Free

Ship to:
Rajdeep Srivastav- SARATOGA

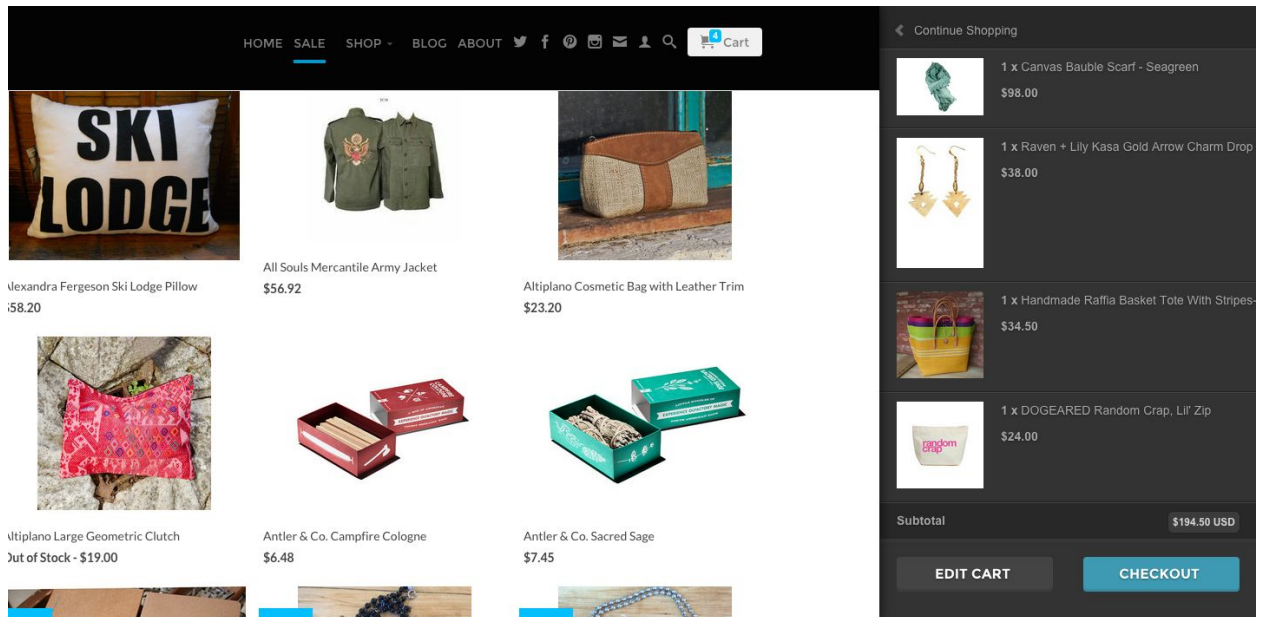
☐ This is a gift

Add to Wish List

Other Sellers on Amazon

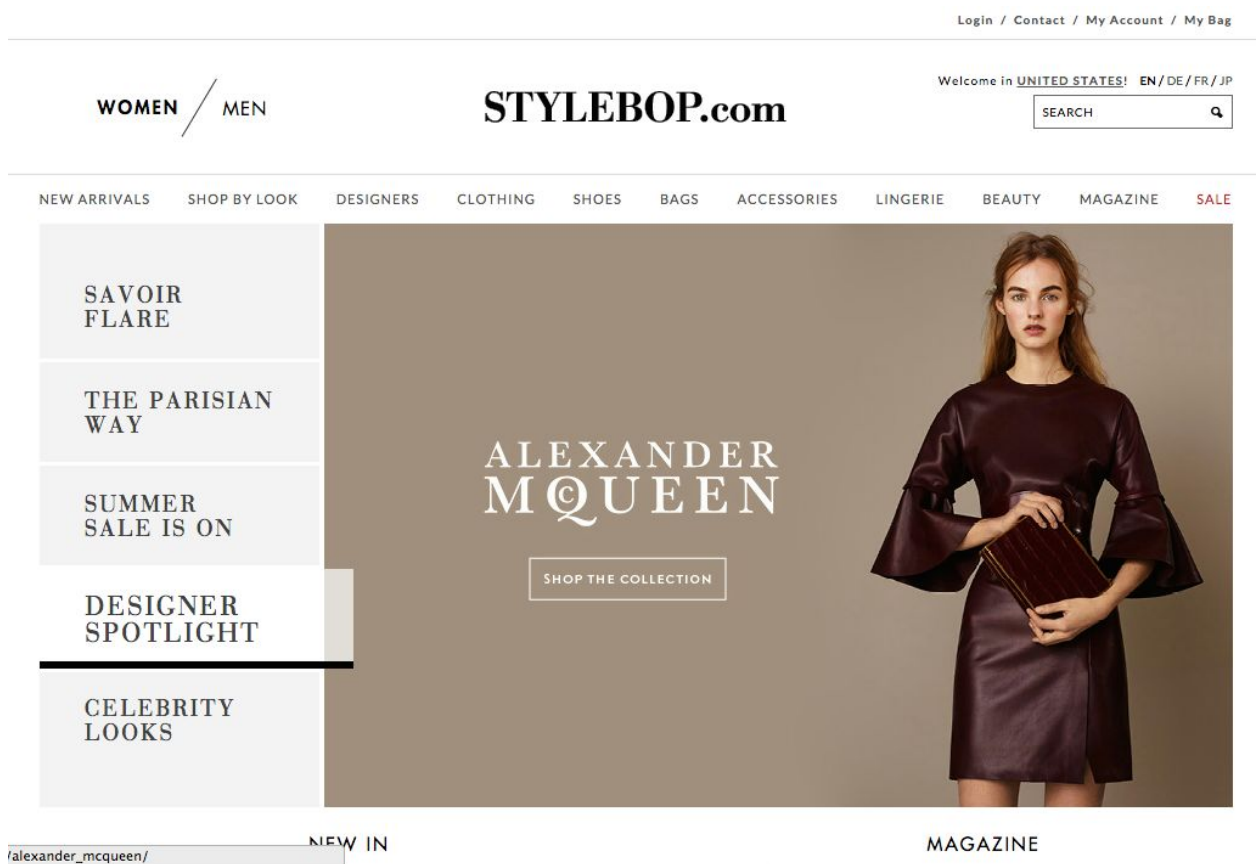
6. Cart Slide in/Expand View

- 6.1. The user can expand and collapse a side panel with their shopping cart information. This allows the user to remain same page while still being able to access their shopping cart.



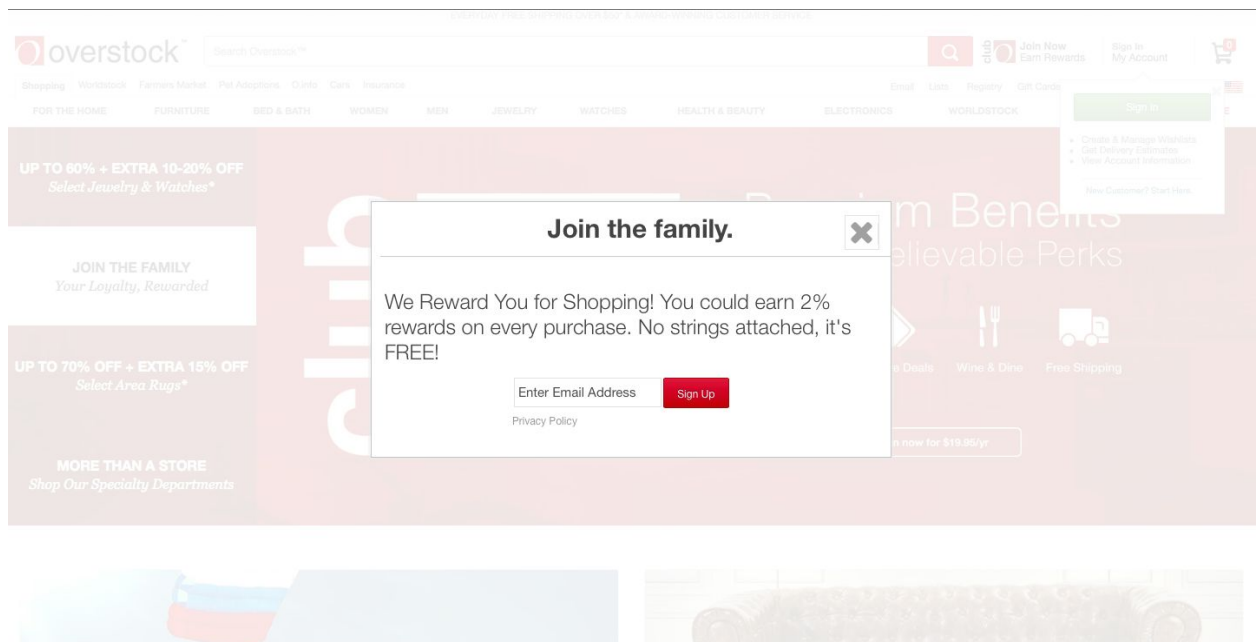
7. Multi-Banner display

- 7.1. The Flying Banner function is included in extensions list
- 7.2. When the user hovers their mouse over each section, the corresponding banner appears. This allows the user to see various banners while they just move the mouse, rather than having to click.



8. Instant Promotions ,

- 8.1. This is included in reward points extension. Here, the admin can add all the products/categories for this promotion.
- 8.2. When a user launches the website for the first time, this promotion shows up in a popup window and the background fades. It asks users to enter their email for 2% off all future purchases.




9. **Subscriber Sign-Up**





X
JOIN OUR MAILING LIST




10. Icons for products

SIGN IN / JOIN  CURRENCY \$


sale now on!

WISHLIST (0)  BAG (0) 

VISIT OUR STORES




Ledbury Road, Notting Hill




Dover Street, Mayfair

LATEST FROM THE SETT




APPLY TO STOCK AT WOLF & BADGER




APPLY TO STOCK AT
WOLF & BADGER


INDEPENDENT DESIGNERS




FREE 14-DAY RETURNS WORLDWIDE




TAXES & DUTIES INCLUDED




GIFT WRAPPED IN-STORE




SECURE PAYMENT







ESTABLISHED 2009




Shop securely




VERIFIED BY
GeoTrust
Wolf & Badger...
CLICK 16.07.15 05:53 UTC



Stores



DOVER STREET W1
CITY OF WESTMINSTER







LED BURY ROAD W11
CITY OF WESTMINSTER


T: +44 (0) 20 7229 4848
E: support@wolfandbadger.com

Help

Delivery
Returns
Contact
FAQs
Size Guide

Follow



 31,389 people like this. Sign Up to see what your friends like.

Are you a designer?

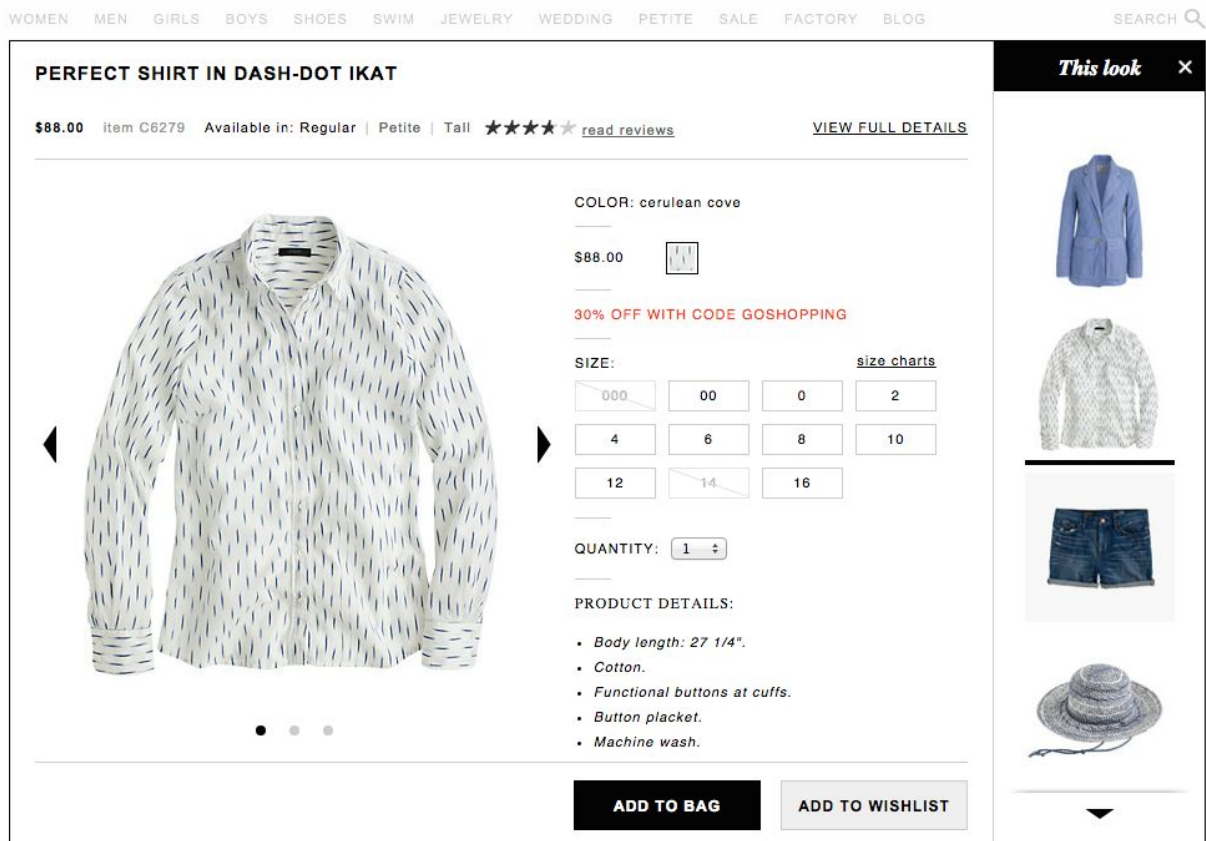
STOCK AT WOLF & BADGER

Fear of missing out?

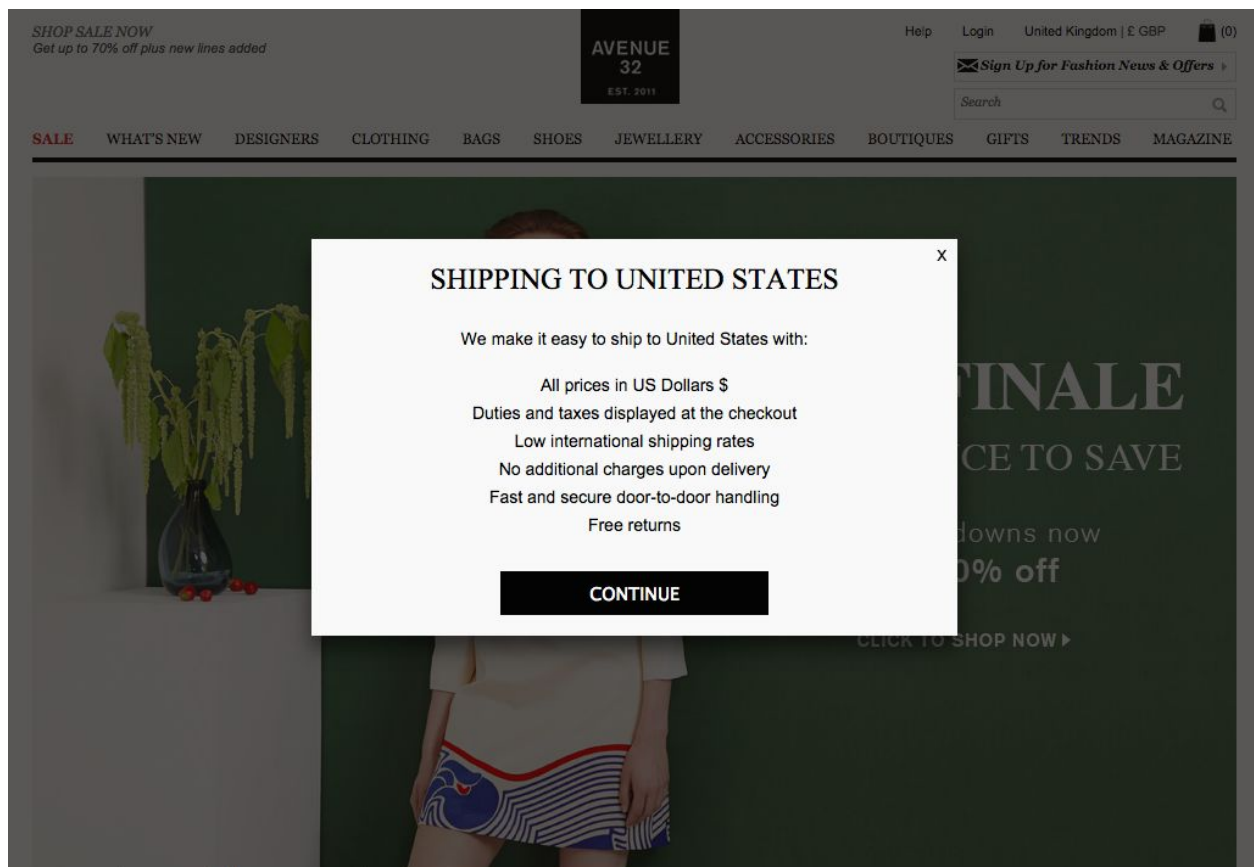
JOIN OUR GANG

11. Matching product sets for PRS

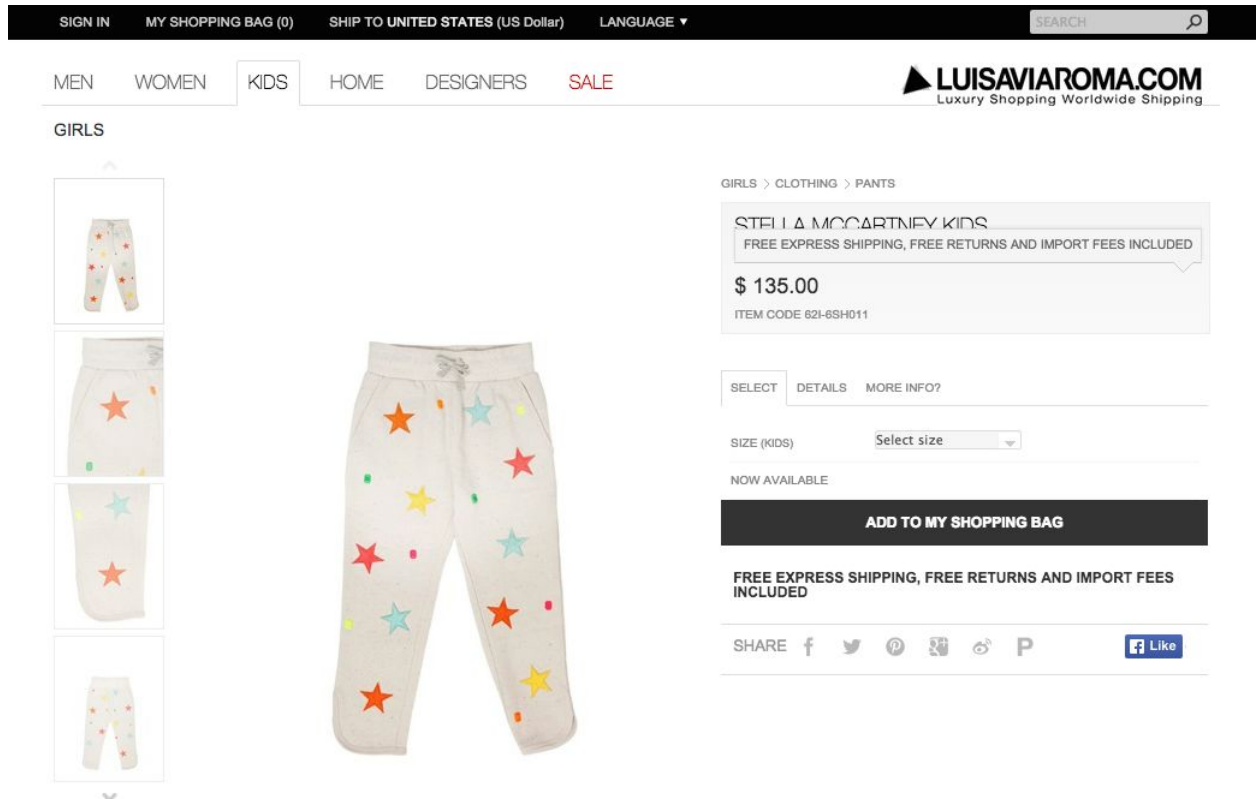
- 11.1. Items that would complement or pair with the product the user is currently viewing would appear on the side panel.
- 11.2. This improves the user experience by offering products without having to leave the page.



12. Geo-location message for visitors



13. **Price Hover - Display** - When the user hovers their mouse over the price of the product, the popup will show promotions and other fees included in the reflected price.



TERMS & CONDITIONS

THIS AGREEMENT is between Software Developers Inc (SDI), a Corporation having its office at 18809 Cox Avenue, Ste 100, Saratoga, CA - 95070, USA and the individual or company (Client) accepting these terms and conditions and submitting or signing this Agreement online or in written form ("Client" shall unless conflicting with the context or meaning thereof, be deemed to include its assignors, successors etc).

By accepting or submitting this Agreement electronically or in writing, you, the Client, agree to be bound by the following terms and conditions. No variation of these conditions will be binding unless made in writing and signed by a director of SDI.

1. The specifications attached with this agreement constitute the entire scope of work. Any specification and/or details not mentioned in this agreement or in SDI's documents or emails prior to this agreement are not valid and are not included in this contract. If the Client desires additional features, functionality, pages or tasks and/or provides any variation to the agreed specifications, then these will be considered as change request(s) or additional enhancements. SDI may perform these at its discretion with or without additional charges at SDI's standard hourly rates. SDI is not obligated to complete Change requests or changes outside of the scope of work on the original agreement.

2. If the Client requires SDI to provide design services, Client should provide clear written instructions on design expectations if any. SDI will provide design iterations as needed to meet the client's expectations and only when the design is finalized, SDI will move forward with integrating Magento and the extensions. After finalization, if Additional iterations are needed, then these may be provided by SDI with or without additional costs at SDI's discretion.

3. SDI follows design and programming standards as per an internal document known as "SDI Design and Programming standards". A copy of this document can be provided to the client on request. If client requires any specific standards of design or programming which are different from SDI's standards, then the client must provide those standards and/or requirements in a detailed document before the start of the

project and SDI may then decide to accept or reject the project. If client needs a change or variation to SDI's Design and Programming standards, then this request must be made before the start of SDI's services under this agreement.

4. All apps produced and delivered by SDI may contain bugs or problems in functionality or delivered features unknown to SDI. If SDI is notified by the client in writing about bugs in the app for a period up to 180 days from the date of delivery, then SDI will make all efforts to resolve the bugs and a solution will be sent to the client. **This does not include problems arising or caused by outside sources and/or third party apps. [During and/or after the integration stage with third party extensions, SDI should exercise reasonable care and diligence in resolving issues before and during testing.]** The bug resolution services will be provided with reasonable skill and care in accordance with usual industry practice and in a timely, workmanlike and effective manner. SDI disclaims to the fullest extent permitted by law all warranties of any kind whether express or implied.

5. This agreement shall not be cancelled by the Client, except with the written consent of SDI. Such cancellation can only be on the terms that the Client shall indemnify SDI in full against all loss (including loss of profit), costs (including the cost of all labor and materials used), damages, charges and expenses incurred by SDI as a result of cancellation

6. In the event that the Client fails to supply information or instructions within 30 business days of an email or written request from SDI and SDI is thereby unable to perform its obligations under the contract, SDI shall be entitled forthwith to terminate this Contract. In the event of such termination, the Client shall be liable to pay for all work undertaken by SDI on behalf of the Client prior to termination at SDI's standard hourly rates or as per the agreed rate per hour between SDI and the client, together with all costs and expenses reasonably incurred by SDI as a result of such early termination. If the client wishes to continue the contract after such a lapse in communication, SDI may apply a resource reallocation fee of 20% of the original contract value at SDI's sole discretion.

7. SDI will provide services professionally and honestly following standard business practices and ethics. If a client employs rude, improper or abusive language or behavior in communication with SDI or its

employees, then SDI reserves the right to refuse to provide its services at its sole discretion at any time. In such an event, SDI will bill for all services provided to the client till such an event and reserve the right to terminate the contract without any additional liabilities from SDI to the client for the contracted service(s).

8. If the Client requests cancellation of a contract before the work is completed, Client agrees that all fees incurred due to work rendered by SDI's staff and billed prior to cancellation effective date are valid and agrees to pay. Refunds of the fees paid for services not yet provided may be issued on accounts cancelled within 120 days of the initial sale. In these situations minimum cancellation fee of 0% will be withheld by SDI. In the case of ongoing service payments made to SDI or to a third party through SDI, such as hosting fees, Client agrees to pay all fees owed from the time of sale until the cancellation effective date. The effective date of cancellation is to be 30 days from the date of SDI's receipt of written notice to cancel. It is Client's responsibility to secure confirmation from SDI that the request for termination has been received and no further fees will be billed.

9. By accepting a refund, Client agrees that the matter is settled in full and releases SDI, its officers, owners, members, agents and employees of any and all contractual obligations and waives all claims of any nature, including legal action, against SDI's its officers, owners, members, agents and employees. In its discretion, SDI may set off amounts due against other amounts received from or held for Client, make appropriate reports to credit reporting agencies and law enforcement authorities, and cooperate with them in any resulting investigation or prosecution.

10. Client understands and agrees that sdi, its subsidiaries, affiliates, officers, and employees shall not be liable for any direct, indirect, incidental, special, consequential, exemplary or punitive damages, including but not limited to, damages for loss of profits, goodwill, use, data, or other intangible losses (even if SDI has been advised of the possibility of such damages). Such limitation of liability shall apply whether the damages arise from the use of or inability to use sdi's services, reliance on sdi's services, or from the interruption, suspension, or termination of sdi's services (including such damages incurred by third parties). This limitation shall also apply, without limitation, to the costs of procurement of substitute goods or services resulting from products or services purchased or obtained or messages received or transactions entered through sdi's services or for unauthorized access to or alteration of client's data or transmissions

and any statements or conduct of a third party or any other matters relating to sdi's services. Such limitation shall further apply, with respect to the performance or non-performance of services or any information or merchandise that appears on, or is linked in any way to sdi's services.

11. Client agrees to defend, indemnify and hold harmless SDI, its directors, officers, employees and agents from and against all claims and expenses, including attorneys fees that may arise or result from any content Client submits, posts, transmits or makes available through SDI's services, from any product sold by Client, its agents or employees, from any service provided or performed or agreed to be performed by SDI or from Client's breach or violation of this agreement, including any obligation, representation, or warranty made herein, or Client's violation of any rights of another. Client further agrees to defend, indemnify and hold harmless SDI, its directors, officers, employees and agents from and against all claims and expenses, including attorney's fees, arising from or related to contracts, representations, agreements, promises, etc, made between Client and third parties, or arising from or related to Client's negligence toward third parties.

12. The Client agrees that it shall not during the continuance of this Agreement and for a period of 3 years following the expiration or termination of this Agreement (however arising) employ, solicit or contract the services of any person or independent contractor who is or was employed or engaged by SDI.

13. SDI reserves the right to subcontract services or assign the ongoing servicing and/or hosting of your account or this entire Agreement to another party at its sole discretion. This agreement shall not be affected by any change in the name of Software Developers Inc, it's DBAs or any other affiliated companies, or any condition, merger or acquisition of Software Developers Inc, and shall be automatically assigned to any successor entity of Software Developers Inc and shall continue in effect thereafter in accordance with its terms.

14. All notices required or permitted by this Agreement shall be in writing and in English and may be delivered personally, or may be sent by email or certified mail, return receipt requested, to the address set forth at the end of this Agreement. If Client chooses to send request by email, a copy of the request must also be sent by certified mail as confirmation of the request.

15. This agreement shall be governed exclusively by the laws of the State of California, USA, without regard to any conflicts of law provisions thereof, as a contract entered into and performed entirely within the State of California. The parties hereby expressly disclaim the application of the United Nations Convention on the International Sale of Goods. Client explicitly agrees that in lieu of litigation, arbitration may be used as a means of resolving disputes. Arbitration would be through a neutral third-party arbitrator to be approved by both Client and SDI. The decision of the Arbitrator will be binding on the client and SDI. If the parties cannot agree on an arbitrator, then the client may enter into litigation by pursuing the dispute in a court of law exclusively and only in the State of California and county of Santa Clara and the parties expressly consent to personal jurisdiction and venue therein and waive any objection based on forum non conveniens or otherwise. Should there be a breach of this provision, the non-breaching party shall be entitled to an award of attorney fees.

16. Any and all coding belong to the client only, SDI is binded by NDA to not discuss, show, explain, enter, any and all parts of the project], SDI or employees of SDI are held liable in case of breach of website due to tampering or accessing restricted areas of site. SDI's full and complete liability, if proven, for any reason whatsoever, shall be limited to the full refund of all monies paid to SDI in the previous 60 days from the date of SDI being notified of a claim. Client explicitly agrees to this and agrees to not make any claim of liability beyond this under any circumstances. This is the main essential clause of this contract and agreement. The list of extensions as shown in the proposal, will be planned accordingly by SDI and client. The extensions will be purchased in increments to be determined. Any extension not meeting the expectations shall refer back to list of ther extension as set forth in the extensions list or client shall find another like extension alternative. SDI shall timely inform client and make best efforts to return the extension within the vendor/developers timeline of refund period, usually 30 days. SDI and client will strive on getting the highest discount available during time of planning.

17. SDI acknowledges all work, source code for design, source code for development, inclusive of all task as outlined in the proposal and any additional work as needed, the finish product, herein as “website” in whole or any of its parts comprising of the website during and after development, integration and/ or customization of coding belongs solely to the client. SDI shall not copy, transfer or store the “website”

contents in whole or in parts to its own servers, or that of any other third party other than the client. That after completion of work, all assets “the website” derived will only be transferred to the client. All assets are fully owned by client. Assets are defined as any design work, theme, coding and development in whole or in parts. SDI acknowledges no other such copy, coding or any other such related form are held on its own servers or that of any other third party. Per Clause 13 “SDI reserves the right to subcontract services or assign the ongoing servicing and/or hosting of your account or this entire Agreement to another party at its sole discretion,” inclusive of the above per section 17, SDI is held liable and accountable to keeping client assets safe from third party. “This agreement shall not be affected by any change in the name of Software Developers Inc, it's DBAs or any other affiliated companies, or any condition, merger or acquisition of Software Developers Inc,” inclusive of the above per clause 17, the changing of name from SDI to future name does not disqualify or breach the terms and conditions set forth here. Any merger or acquisition of Software Developers Inc (SDI), any condition or with any other affiliated companies does not change the binding conditions as agreed for assets only belonging to client “and shall be automatically assigned to any successor entity of Software Developers Inc and shall continue in effect thereafter in accordance with its terms,” inclusive of the above per section 17, any automatic assignment to any successor entity of SDI shall also be binding in accordance with above conditions.

Contact Information: Client may contact SDI by phone at 408.647.2206 Monday through Friday (U.S. Working days) from 9:30 am to 3:30 pm Pacific Standard Time. Client may also email SDI for general questions at team@sdi.la. Other requests can be sent by mail to:

Attn: Software Developers Inc, 18809 Cox Avenue, Ste 100, Saratoga, CA, 95070, USA