

Resolve Digital: A Guide for New Clients

This document offers an overview of our approach and describes the elements in our standard proposal. It outlines the roles and responsibilities we share with our clients.

We hope you'll take a few moments to review it and let us know if you have any questions or concerns. Starting out right is the best way to ensure that your project *stays* on track.

We're always looking for ways to improve your experience as a client. If you have comments or feedback on this guide please get in touch.

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Our Approach: Behavior Driven Development

The Behavior Driven Development (BDD) approach is an agile process that starts with the premise that every application or feature we develop should provide verifiable business value. BDD is about implementing an application by describing its behavior from the perspective of key stakeholders and end-users.

Getting to know you: The web planning guide

Before we can prepare a proposal we need to gather information about your business and user goals for your site or application. We'll ask you to fill-out our web planning guide so we can determine the scope of your project, technical requirements, budget, timeframe, etc.

We follow-up with specific questions and mutually decide if we're a good fit for your needs. If you request a proposal we will prepare it, usually within three business days.

The proposal overview: Confirming our understanding

By the time we write our proposal we will have agreed on the overall vision: The purpose, scope, and time frame. We'll know how much you're prepared to invest, and how to prioritize the features and functions you need (based on their value to your business).

If, as we approach the deadline, you see great results, you may decide to fund further features or iterations. You may also determine that enough of the functionality has been delivered and ask us to finish early and get a release out.

The proposal details: Typical elements

- **Project scope**

Prioritizing the features and related behaviors enables us to deliver the most important elements in the early iterations. If you want to add new features or iterations you may choose to fund the project further. You also have the option to ask us get a release out early if you decide that enough of the functionality has been delivered.

- **Programming**

We build your site or web application using Ruby-on-Rails and Refinery CMS.

- **CMS**

Every site we build includes the open source Refinery CMS content manager. Refinery lets you update and expand your site with just basic computer skills.

- **Hosting**

If hosting is included as part of the work we will host your site with Engine Yard in San Francisco, CA. Engine Yard provides built-in reliability and scaling with cloud hosting for Rails applications.

- **Schedule**

The proposal will include a project schedule and milestones/releases along the way to final deployment or launch.

- **Cost estimate**

We do our best to provide accurate estimates but any estimate for services we provide is an estimate only and the actual cost may be less or more.

▪ Fees and terms

- We request a non-refundable retainer of about 1/3 of the estimated project fee to get started. It is applied to your final invoice.
- You will be invoiced monthly based on the number of hours we worked on your project at our normal hourly rate of \$140.
- Alternatively you may request consulting services at a fixed number of hours per week. Long-term projects may be eligible for hourly rate reductions.

▪ Project delays and cancellation

Nobody likes delays or cancellations, but we have a policy in place should it be necessary.

- Pause notification: If we don't receive required input, approvals or payments within 15 business days of the due date, your project will be placed on hold.
- If you reactivate your project, the schedule will be adjusted and additional fees may apply.
- You have the right to cancel your project with 2 days written notice. You will own all the work for which you have paid.
- We have the right to terminate our agreement if you fail to pay fees in a timely manner or fail to cooperate with us or hinder our ability to perform agreed-upon services.

▪ Ownership

You own all the original work we create for you as soon as you have paid for it.

▪ Communication

We make every effort to keep you informed of our progress and respond to your inquiries in a timely fashion, using tools like Basecamp, SKYPE, and IRC. But good communication is a two-way street and we need you be available and engaged in the process so we can meet our goals and keep on schedule and on budget.

▪ Confidentiality

We agree to hold each other's Proprietary or Confidential Information in strict confidence.