



***GD Interactive***

**Proposal For  
Web Site Design and Development  
University Video  
Salisbury, MD**

**March 25<sup>th</sup> 2001**

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## I. Technical Project Specifications

### 1. Project Objective

University Video's new web site will enable it to increase its current customer base and revenue stream. The web site will present movie, video game and actor information in a visually attractive, professional looking, and user-friendly manner. The new web site will:

- Enable secure credit card transactions for movie and game rental.
- Present the stores inventory in an attractive and informative manner that encourages the user to make rental transactions online.

### 2. GD *Interactive's* Formula for Success

GD *Interactive* is committed to pushing Internet design and development to the next level by incorporating the finest aspects of visual design with comprehensive technical expertise. We deliver solutions that show results.

Our methodology involves three key project phases: Define, Design, and Deliver.

**Define:** GD *Interactive* performs extensive needs analysis and research before beginning any project. This involves interviewing key organizational members, current customers, and potential customers. The Define stage also involves surveying the competitive landscape to develop an understanding of the customers operating environment. Defining the customer's wants and needs is the first step towards delivering an effective solution.

**Design:** After assessing a client's needs, GD *Interactive* will design alternative solutions to fulfill those needs. This involves designing site mock-ups that exhibit potential visual presentations, content layouts, and navigational schemes. The Design phase also involves developing prototype pages and ideas that can be demonstrated to the customer. The completion of the design phase results in site design and structure that is agreed upon by the customer and GD *Interactive*.

**Deliver:** GD *Interactive* will deliver to University Video and their hosting provider (One World Hosting) a site that is attractive, informative, and facilitates online credit card transactions. The site will be fully tested on a variety of system, platforms, and connection speeds.

### A. Site Layout and Architecture

The site will be clearly organized and will utilize an intuitive and consistent navigational scheme. A Global Navigational system will be consistent throughout the

site, and present on every page. A Breadcrumb navigational trail will be used to show the user where they are within the site.

GD *Interactive's* experienced designers will create a visual web presence that is clean and sophisticated. The site will utilize a variety of graphic elements and compressed movie and game images. Cascading Style Sheets (CSS) will be used throughout the site. The site will consist of four main content sections: Movies, Games, Actors, and Checkout.

**Movies:** This section will present the stores movie inventory in an attractive and informative format that compels users to rent a movie online or visit the store to do so. This section will be subdivided into movie categories (Action, Children's, Classic, Comedy, Documentary, Drama, History/Documentary, Horror, Martial Arts, Musical, New Releases, Sports/Recreation, and Western). This section will contain a search tool that allows the user to find a movie that meets their interests. Users will be able to search for movies based on various criteria (year, category, actor, awards, ratings, and format). Each month two featured new release movies will be displayed as downloadable trailers on the Movies landing page in both Real Player and Microsoft Media Player format.

**Games:** This section will present the stores game inventory in an attractive and informative format that compels users to rent a game online or visit the store to do so. This section will be subdivided into game categories (Action, Children's, New Releases, Sports and Strategy). This section will contain a search tool that allows the user to find a game that meets their interests. Users will be able to search for games based on various criteria (category, rating, and format). Each month a featured new release game will be displayed as a downloadable trailer on the Games landing page in both Real Player and Microsoft Media Player format.

**Actors:** This section will present the stores actor inventory in an attractive and informative format. Users will be able to read biographies on the actor, read about any awards they have won, and link to all the movies that they appear in and are carried by University Video. Each month a featured actor will appear on the Actors landing page, featuring their bio and movies the star in.

**Checkout:** This area of the site will provide a secure environment in which users can rent movies online with their credit card. Users will be able to establish accounts in which they can pre pay using their credit cards. Customers will be able to log into their account and track account history and balance. This section of the site will also handle gift certificates in which a user can access the site and purchase gift certificates for customers. The credit card of the person purchasing the gift certificate will be billed, and the credit transferred into the receiving customers account to use at their leisure.

Transactions will be recorded in a SQL Server database being maintained by One World Hosting. University Video will have access to the database through the

Commerce Management interface provided by the hosting service. GD Interactive will collaborate with One World Hosting's technical staff to ensure efficient and reliable integration between the web site and database.

## **B. Technical Requirements**

The site will meet the following technical requirements:

- The site will be coded using W3C compliant HTML 4.0, JavaScript, and PHP.
- Templates will be constructed for each main site section (Movies, Games, Actors, Checkout Line). This will allow for easier maintenance and modifications in the future, in comparison to a non-template based site. Templates will allow a site element, such as a navigation link, to be changed on the template and reflected on all pages created with that template.
- The site will be developed and testing with resolutions from 800x600 to 1280x1024. No horizontal scrolling will be required at any resolution from 800x600 to 1280x1024.
- All site pages will print entirely on 8½-inch wide paper.
- The site will be developed and tested for both Mac and PC platforms.
- The site will be 100% functional on Internet Explorer 4.0 and above, and Netscape 4.08 and above.
- The site will be designed to accommodate text only browsers. Alt tags will be placed on all images.
- All site pages will include descriptive page titles and headings.
- Meta tags "description" and "keywords" will be used in all pages for search engine optimization.
- All pages will load in under 10 seconds at 56k, excluding certain exceptions with the approval of University Video. Aggregate page sizes will be kept below 30k, excluding certain exceptions with the approval of University Video.

## **3. Benefits to the customer**

The Internet has created a great equalizer. It enables small businesses to compete with their larger competitors by providing a cost effective and wide reaching method to market and deliver products. It enables companies to become flexible to new markets and industry needs.

The website to be completed will increase University Video's customer base and revenue. This will be accomplished through the web site's ability to handle online credit card transactions. All customers with Internet access will be able to reserve a movie or a game online.

University students will also benefit from the delivery service that will accompany the new sites launch. On campus residents will be able to pick up rentals in a convenient location on campus. By increasing the convenience of renting a movie or a game, students will have a greater desire to rent products. The web site will also

present comprehensive information about the products customers might want to rent.

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## **II. Project Management and Organization:**

### **1. Work Tasks**

As described in our approach section, GD *Interactive* performs a three-phased approach to projects (Define, Design, and Deliver). For the development of University Videos interactive web site the three phases will contain the following work tasks.

#### **Define Phase**

**Interviews:** For University Video this will involve determining the wants and needs of current customers as well as potential new customers (university students in particular). Key individuals from University Video will be interviewed to develop an understanding of the organizations position.

**Analysis:** GD *Interactive* will also analyze the competitive environment by assessing University Music's strengths and weaknesses, as well as the opportunities and threats presented by Blockbuster and Hollywood Video.

#### **Design Phase**

**Site Mock Ups:** Graphical representations will be developed to demonstrate and help to guide the site design to be used. They will exhibit the navigational scheme and site hierarchy to be used.

**Style Guide:** A style guide will be developed that defines site colors and fonts and forms the basis for the cascading style sheets to be used across the site.

**Site Map:** A site map defining the structure and information architecture of the site will be developed. It will define major site sections and the landing and sub pages of those sections.

#### **Deliver Phase**

**Template Construction and Coding:** The site mock-ups will be "cut up" and converted to html templates. The templates will be coded using HTML, JavaScript, and PHP for interactivity and database integration.

**Database Integration:** The web site will be coded to facilitate https protocol and allow for secure credit card transactions. One World Hosting will provide the SSL

server environment. It is *GD Interactive's* Job to interface with their secure server and Database.

**Site Testing:** The completed site will be fully tested under the technical environments described in the Technical Requirements section, and a Requirements Completion Report will be prepared.

**Site Delivery:** The completed site, and all related files, will be delivered on a CD-ROM One copy will be supplied to One World Hosting and one copy to University Video on or before the required project completion date.

## 2. Deliverables

### A. Site Mock-Ups:

Graphical representations of the top level landing page (home page) and one 2nd level page.

### B. Style Guide

A Style Guide defining font specifications for page titles, body text, link states, and specific site colors and graphics to be used.

### C. Site Map

A site map defining the structure and information architecture of the entire site.

### D. Completed Web Site

A completed, fully functional, and tested site (includes all pages, text, images, code, and associated files) will be delivered to One World Hosting on CD-ROM by 5:00 pm Aug 10<sup>th</sup> 2001.

### E. Requirements Completion Report

This report will be prepared to indicate that all set requirements have been addressed and satisfied, and that the web site is ready to be handed over to University Video and One World Hosting. The report will also indicate that the site has been tested and validated against the criteria defined in the Specific Site Requirements section.

### F. Marketing Flyer:

*GD Interactive* will design a marketing piece that can be used as a flyer, advertisement in a local newspaper, or mailing that promotes the new site. This will be sent to parents of incoming university students.

## 3. Project Schedule (all dates 2001)

|   |                                     |
|---|-------------------------------------|
| April 17 <sup>th</sup>                          | Project kickoff                     |
| April 18 <sup>th</sup> – April 30 <sup>th</sup> | Interviews and competitive analysis |
| May 1 <sup>st</sup> – May 18 <sup>th</sup>      | Site mock-ups developed             |
| May 19 <sup>th</sup>                            | Site mock-up customer sign off      |

|   |   |
|---|---|
| May 21 <sup>st</sup> – May 25 <sup>th</sup>   | Style guide development                                 |
| May 25 <sup>th</sup>                          | Flyer/Advertisement Design & Creation                   |
| May 28 <sup>th</sup>                          | Style guide customer sign off                           |
| May 21 <sup>st</sup> - May 30 <sup>th</sup>   | Site map development                                    |
| Aug 1 <sup>st</sup>                           | Site map customer sign off                              |
| May 28 <sup>th</sup> – July 6 <sup>th</sup>   | Template and page creation                              |
| June 18 <sup>th</sup> – June 29 <sup>th</sup> | Database integration                                    |
| June 25 <sup>th</sup> – July 6 <sup>th</sup>  | Site content population                                 |
| July 9 <sup>th</sup> – July 20 <sup>th</sup>  | Site testing and tuning                                 |
| July 20 <sup>th</sup>                         | Completed site customer sign off                        |
| July 23 <sup>rd</sup>                         | Site delivery to One World Hosting and University Music |

GD Interactive will host weekly status update meetings to keep all parties in the loop. Weekly meeting will be held on Monday mornings at 10:00 am. The meeting will either be conducted at University Video or via a conference call. Project Manager Glen Doss will lead these meetings, and will be joined by other team members as necessary.

#### 4. Project Team and Organization

See the attached resumes at the end of the proposal for more details.

##### **Glen Doss, Project Manager and Internet Consultant**

Glen will serve as the project manager and contact person for the project. He has extensive background experience in Information Technology consulting and web site development. In addition to the daily management of the project he will be extensively involved in analyzing University Video and the competitive environment in which it currently operates.

##### **Nick Myers, Web Developer/Programmer**

Nick will serve as the lead developer and programmer for the site. He is an expert in the practice of Information Architecture and User Interface Usability. His expertise include client and server side scripting, database integration, and web security.

##### **Sandra Johnson, Graphic/Multimedia Designer**

Sandra is an accomplished graphic artist who will provide the creative inspiration to make the site stand out. She will be responsible for the site mock-up and graphics creation necessary. The development of an effective style guide will also be lead by her.

##### **Madhu Rao, Database Engineer/Programmer**

Madhu is an experienced programmer and database developer with extensive technical expertise. He will be responsible for the web site – database integration. It is his responsibility to ensure that the front-end web site interacts with the back end database in the most efficient manner possible. He will also be involved with

ensuring secure credit card transactions between the web site and database.

**Richard Williams, Production Assistant**

Richard recently graduated with a degree in Information Systems. He is highly skilled in HTML and JavaScript development. Richard will be assisting Nick Myers in the content population of the site.

**5. Related Experience**

A complete list of our clients and selected case studies are available at [www.gdinteractive.com](http://www.gdinteractive.com). The following two case studies exhibit *GD Interactive's* ability to deliver solutions that show results. Eastern Avenue Motors' new web site allowed them to better compete with their competition by attracting new customers and additional revenue. The development of DrivePrice.com demonstrates the ability of *GD Interactive* to deliver a large-scale project on time and on budget.

## Case Study 1

**Eastern Avenue Motors** was suffering from an identity problem and a lack of effective branding strategies in their online presence. They were also losing customers to local competitors with more effective web sites.

### **Challenge:**

1. Review and incorporate offline materials in an appropriate and exciting online manner.
2. Improve customer acquisition and retention, by offering a more informative and effective web site.
3. Increase efficiency by replacing paper welcome and promotional kits that were being sent to new and current customers.

### **Solution:**

We began by evaluating Eastern Avenue Motors' print collateral materials. We worked with their offline advertising agency to understand the market positioning, the history, and tone of the dealership.

We revamped the clunky interface of their online Car Finder tool to make it much easier to use, incorporate new functionalities, and update the dealership's image.

We then created an interactive, guided demo of the Car Finder tool, in Cold Fusion, to introduce prospects to the service. The demo is customized, based on what type of car or truck the user is looking for. And, we strategically planned a companion online marketing campaign to drive traffic to the demo.

We also created online "Welcome Kits", to educate customers who've recently purchased an automobile from the dealership. The kits incorporate a version of the demo. They are updateable and customizable on the fly, unlike the older, paper-based manuals.

### **Solution:**

GD *Interactive* was able to transfer Eastern Avenue Motors' website from brochure-ware with little functionality into a visually appealing and interactive web presence.

Project Contract Amount: \$75,000 (on budget)

Project Duration: 5 Months (on time)

Contact Person:

Jeffrey Edmonson

Director of Operations, Union Bank of Baltimore

410-555-5675

## Case Study 2

**DrivePrice.com** ( [www.driveprices.com](http://www.driveprices.com) ) is a B2B portal that allows dealers to communicate and transact more frequently and efficiently through the wireless solution *GD Interactive* created. As a result, dealers save thousands of dollars and countless hours in the buying and selling of used vehicle inventory.

### Challenge

DrivePrice.com is the first integrated, multi-resource site on the Internet for automobile dealers and manufacturers, rather than retail customers. DrivePrice was established to save automobile dealers and manufacturers, as well as leasing and rental car companies, millions of dollars and thousands of hours per year by enabling them to buy, sell and finance large volumes of vehicles online.

### Solution

In order to facilitate the efficient management of used cars, *GD Interactive* developed a web site that included vehicle auctions, inventory management, financial data and customer-lead management systems, as well as opportunities for dealer community interaction. These tools had to be delivered in an integrated, easy-to-use eBusiness solution that:

1. Presented a strong corporate identity for DrivePrice;
2. Provided a time and cost-saving inventory management system;
3. Delivered real-time quotes and updates
4. Created an online B2B vehicle purchasing tool

*GD Interactive* employed ASP, XSL and SQL Server technology to address the prioritized eBusiness strategies while also implementing a wireless solution that supports real-time transaction capabilities and eCommerce initiatives. *GD Interactive's* solution for DrivePrice.com integrates data from five outside sources and confirms data validity prior to parsing, storing and distributing the information.

### Benefits

This B2B portal allows dealers to communicate and transact more frequently and efficiently through the wireless solution *GD Interactive* created. As a result, dealers save thousands of dollars and countless hours in the buying and selling of used vehicle.

Project Contract Amount: \$223,000 (on budget)

Project Duration: 9 months Months (on time)

Contact Person:

Gloria Martino

Technical Director, DrivePrice

410-555-8888

## 6. Equipment and Facilities

GD *Interactive* currently owns and maintains all the equipment necessary for the successful completion of University Video's web site. Software to be used during development: Microsoft Project 2000, Visio 5.0, Illustrator 8.0, Photoshop 6.0, Dreamweaver 4.0, Director 4.0, Flash 5.0, Microsoft Visual Studio, and SQL Server 2000.

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### III. Project Costs

#### 1. Labor

The following labor estimates have been prepared based on GD *Interactives* knowledge of related projects and University Video's needs. These estimates may vary as additional project details are discussed and discovered.

Glen Doss, Project Manager and Internet Consultant  
Billable at \$80/hour (157 Estimated Project Hours) = \$12,560

Nick Myers, Web Developer/Programmer  
Billable at \$60/hour (246 Estimated Project Hours) = \$14,780

Sandra Johnson, Graphic/Multimedia Designer  
Billable at \$40/hour (80 Estimated Project Hours) = \$3,200

Madhu Rao, Database Engineer/Programmer  
Billable at \$70/hour (55 Estimated Project Hours) = \$3,850

Richard Williams, Production Assistant  
Billable at \$25/hour (50 Estimated Project Hours) = \$1,250

**Total Labor Cost: \$35,480**

#### 2. Materials

GD *Interactive* owns and maintains all the necessary tools to design and develop the site. Charges for database access and maintenance and web site hosting will be paid to One World Hosting, and therefore are not reflected in GD *Interactive's* project cost. Unless additional features, not specified in the Request for Proposal, become requirements there will be no materials costs.

#### 3. Subcontractors and consultants

GD *Interactive* does not foresee the need to hire any subcontractors or outside consultants for this project. If an unanticipated occurrence fosters the need for subcontractors, their hiring will be communicated to and approved by University

Video.

#### 4. Travel/Lodging

All costs associated with necessary travel and lodging of GD *Interactive's* project team to complete the project will be billed to University Video. These costs include gas usage and tolls incurred in the travel from GD *Interactive's* site in Baltimore, MD and the customer's location in Salisbury, MD. An estimated \$250 for travel has been included in the total project cost. No costs for lodging have been allocated, because overnight lodging in Salisbury will most likely not be necessary. However, any lodging required for GD *Interactive's* project team at the customers site, will be billed to University Video.

#### 5. Overhead

A 10% overhead charge has been added to the total project cost to cover various operating expenses of GD *Interactive* such as accounting and insurance.

#### 6. Contingency

A 5% contingency or management reserve is used to cover unforeseen circumstances or requirements that arise, but cannot be predicted at this time.

#### 7. Service Charge

The GD *Interactive* Charge will assessed upon the completion of the web site, as defined by the successful completion of all deliverables and delivery of the site to the University Video and One World Hosting.

#### 8. Total Project Costs

|                                      |                 |
|--------------------------------------|-----------------|
| Labor                                | \$35,480        |
| Travel                               | \$250           |
| Overhead                             | \$3,548         |
| Contingency                          | \$1,774         |
| Total Cost                           | \$41,052        |
| GD <i>Interactive</i> Service Charge | \$10,000        |
| <b>Total Project Price</b>           | <b>\$51,052</b> |

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For further information or clarification about this proposal or *GD Interactive* please contact:

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