
Scope of Work

Date	
Job Name	
Requested by	
Stakeholders	
Approvers	

Summary

New lab within the Research Institute at CHoP. The site will showcase the work done at the lab and the individuals associated with the lab in a visual rich and engaging way. The site will also include a list of publications as well as current research, lab activities, and contact information. The site will also be a means to recruit interested researchers.

Project Scope

This SOW covers the following activities and deliverables.

Graphic Support		Yes – details below
Editorial Support		General review
Vanity URL/Redirects		Yes
Analytics		Yes
Web Development		Yes – details below
Vendor Involvement		No

- Site Content and Framework
 - Homepage
 - Lab Intro copy
 - Homepage slider
 - Latest news
 - Latest Publications
 - Research - Lab Work with an emphasis on visuals
 - Staff - Lab Members
 - Short Experience/Education with link to CV
 - Lab Activities
 - Publications
 - Page with list of publications linked to PubMed, as appropriate or to direct downloads, if appropriate
 - Funding acknowledgement
 - Contact
 - Google map

Deliverables

- Drupal-based webpage that is fully responsive
 - Development of framework and content
 - Mobile, tablet and desktop views
- Single path sample content build input for each site section based on client provided content.
- Basic CMS content editing training for site content editors
- Site launch on Research Institute hosted server
- Site debugging after initial launch
- Search Engine Optimization
 - Create and submit sitemap to Google
 - Make sure Google Analytics are set-up
 - Give access to staff
- Vanity Website URL: songlab.research.chop.edu
- Work with Research Communications to provide stock or non-stock images
 - Includes new headshots

Schedule

	Task	Responsible	Date
T1	Project kickoff meeting	Client	TBD
T2	Development and content example	RIS Web Team	Start: Immediately after T1 Duration: 2 weeks (week 1 – 3)
T3	Review and approve template and example content	Client	Start: Immediately after T2 Duration: 1 week (week 3 – 4)
T4	Content Management Training and Entry	Content Managers & RIS Web Team	Start: Immediately after T3 Duration: 2 weeks (week 4 – 6)
T5	Review, debug, approve site launch	Client & RIS Web Team	Start: Immediately after T4 Duration: 1 week (week 6 – 7)
T6	Site re-launch	RIS Web Team	Start: Immediately after T5 Duration: 2 days (week 7)
T7	Post-launch debug period	Client & RIS Web Team	Start: Immediately after T6 Duration: 2 days (week 7 - 9)

* T = Project Kickoff

Pricing

All costs listed below are based on the scope and assumptions included in this Statement of Work.

Item	Price	Cost Structure
Site Website	\$1100	(\$50hr x 22)
Content Single Path Entry & Content Editor Training	\$750	(\$50hr x 15)
SEO configuration and Initial Implementation	\$250	(\$50hr x 5)
TOTAL	\$2,100	

Key Issues

This agreement is based on the following assumptions, constraints, risks, and/or dependencies.

Assumptions

- No design or template components added beyond responsive design adjustments.
- The previous development work can be used and built upon such that this new site will not be built “from scratch.”
- Each schedule task assumes the task before is completed on time.
- The template (look and feel) of the previously developed Drupal sites can be used without redesign.
- Template reviewed and approved by the date listed.
- RIS Web Team will provide, as-needed, 2 hours per week of maintenance, questions or support.
 - If a request will take longer than 2 hours, a new project will be created along with a new CFMS form.
- Final site development and approval must be complete by date listed.
- Debugging beyond date specified will be considered new work.
- As SEO is a never-ending process, training and implementation of examples throughout site will be the goal. Full implementation will be the responsibility of the content editors after site launch.

Constraints

- Site specifications will not exceed scope of site design, functionality, content described here in. Specifications beyond these will be tracked as Phase II specifications.

Risks

- Schedule risk, as noted above

Dependencies

Acceptance

The client named below verifies that the terms of this Statement of Work is acceptable. The parties herein listed are each acting with proper authority.

[Approver(s)]

Scott Glasser

Full name

Full name

Manager, RIS Web & Application Services

Title

Title

Signature

Signature

Date

Date