

Company Logo and Tagline

*Number of Project
Accomplished*

*Number of Clients
Testimonials Received*

Success Rate

Team Size

Phone Number

Email

Intoduction about company with some texts and image

What We Do

Pictorial Representation with some text about the services provided by the company

How We Work

Process (Picture,Image)

You Are Not Alone

List of Clients (Logo and Name)

Company Address, Contact Details like email, phone no., fax etc.

Proposal

Virtual Event Platform

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Objective

To design and develop a web-based platform that allows for hosting of “virtual” (online) conference/exhibition vents with high-production values and with an environment that looks and feels like a real event space. This virtual event space needs to be brandable to allow for event specific imagery to be included.

Queries:

1. Are guest participants also allowed or only pre registered participants? Please Specify
2. Where registration of the participants takes place?
3. What type of reports you wish to have in the admin panel ?
4. How many Images/videos you wish to have hardcoded and admin managed? Please specify

Proposed Specifications:

Below is a list of proposed specifications/features:

Features	User Story
1. Login	Registration for the event will be handled outside the password. User with a valid username and password which would be provided to registered delegates prior to the event. General Site Navigation: With the exception of the login page every page should have a semi-transparent navigational bar across the top of the page with a menu button on the right, a back button on the left and an interactivity helper button, the exact position of which to be confirmed. 1. Back button. <ul style="list-style-type: none">• This button would take you back to the previous page visited.• It should be labeled according to which page it would take you back to.• In the case of a live session this button should either disappear until the session is
1.1. Username	
1.2. Password	
1.3. Login CTA	

	<p>over or if appropriate for the event should be a “Leave Session” button which should always bring up a confirmation pop-up.</p> <p>2. Dropdown menu button. This button should activate a dropdown menu of items some of which may be sub-menus. The content of these menus would need to be changed for each event but should always include:</p> <ul style="list-style-type: none">• Shortcuts to the following pages:<ul style="list-style-type: none">○ Helpdesk Page○ Main Lobby○ Main Auditorium○ Lounge (when applicable)○ Exhibition Lobby(s) (when applicable)○ Breakout Lobby(s) (when applicable)○ Each Individual Exhibitor Stand Page (when applicable). This should be a sub-list.• A full event program which should appear in a pop-up.• A sub-list of all exhibitors which should act as links to their chosen external pages, opening as pop-ups within the site. (when applicable)• A sub-list of all speakers for the event. Clicking on any of these speakers should either bring up a pop-up biography window or an external linked page as a pop-up.• A participant’s profile. Clicking on this item should bring up a pop-up that allows the participant to modify any field within their profile, and allow them to upload a profile picture. <p>3. Interactivity Helper Button. This button should activate the Interactivity helper function defined further down this page.</p> <p>4. Mouse Hover Descriptions:</p>
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	<p>On all pages of this platform, any clickable areas should become highlighted (in some way) as soon as the mouse is over the area. In addition a description (potentially with some form of animation) of that clicking function should appear when the area is being hovered over for more than 0.5 second</p>
<p>2. Welcome Video</p>	<p>On Successful login, there is a brief intro video. This video will serve as a welcome and introduction to the event and also as a means to educate the participant on the nature of the platform's UI. User can also skip this video.</p>
<p>3. Main Lobby Page</p>	<p>On this page, there are various video loops (to be provided by Admin). This page has following options:</p> <ul style="list-style-type: none"> • Virtual Help Desk: Clicking in this should take user to a separate page which is a close-up of the desk where live chat is available with members of the technical team and/or event team. These team members could be anywhere in the world. Technical problems like account login etc. and event queries like who is speaker, what I need to do etc. • The Background images/video will be provided by Admin • Clicking on "Technical Help" or "Event info" will open a pop up where the participants can chat with a member of the event or technical team as requested <ul style="list-style-type: none"> ○ The white area should be superimposed with appropriate branding for the event, which would be provided by Admin. ○ For Branding, there is an area where static or moving space specific to the event will be placed

	<ul style="list-style-type: none"> ○ These images will be pre-cropped and distorted to suit the chosen perspective for that event. ○ Some areas here are clickable to bring up external links such as sponsor website or make videos near full screen and audible. <i>(the background video to include all branding moving or static images will be provided by admin)</i> ○ Also there is an option to open the “Main Auditorium Page” ○ There is an option to access breakout, exhibition and lounge sub-pages
<p>3.1. Exhibition Space</p>	<ul style="list-style-type: none"> ● It has exhibition stand from 1 to 20 ● Background consists of a video loop supplied by admin. This background loop should be interchangeable to suit different events. ● These 20 virtual stands should act as clickable links to their respective Virtual Stand page. These should be brand able by overlaying event specific static and moving images. These would be supplied by admin and pre-cropped and distorted to suit perspective. ● There is an area which will be overlaid with static and moving images also supplied by admin, pre-cropped and distorted to suit perspective. All of these overlaid assets could potentially be clickable to activate a link or to magnify the associated image. ● It has a landing page(s) which shows all exhibits and the ability to “focus” on any stand by opening a separate

	<p>stand page.</p> <ul style="list-style-type: none"> • Here individual exhibitors each are given a virtual brandable stand. • Each stand would have its own page with the ability to have a live chat with exhibitors using text-chat or audio/video calls. (3rd Party Integration). Exhibitor can schedule the interactions. • There will be 1-1 meeting between exhibitor and participant at a time. 10 parallel rooms from one exhibitor for 1-1 meeting • Individual Exhibition Stand Pages: Each exhibitor would be allocated a dedicated and customizable virtual exhibition stand page <ul style="list-style-type: none"> ○ The background has a video loop (provided by admin specific and unique to the event and exhibitor. ○ Book a Meeting: Clicking on this will activate a chat pop-up window where the participant could schedule one-on-one chat with the virtual stand team who may be physically located anywhere ○ There will be an area which is customizable with a media overlay which would be pre-cropped and distorted to suit perspective. All these assets could need to be clickable to open links or magnify the associated image. (Provided by admin). The layout for all these will be constant ○ Virtual Brochures Area: Clicking any of the 4 (or fewer) brochures should bring-up a near full screen pop-up
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	<p>window of a browsable brochure type document. Included on the appearing pop-up should be a tick box to add current brochure to “virtual</p> <ul style="list-style-type: none"> ○ briefcase”. These selected brochures would later be downloadable by the participant in PDF ○ format. Similarly to the fishbowl, hovering over any brochure should result in a scaling effect of that brochure making it more legible. <ul style="list-style-type: none"> ● Each stand will have a means for participants to leave their virtual business card with the exhibitor, who in turn could download as a single spreadsheet of all contacts. ● Each virtual exhibition stand page will include two navigational chevron (left and right of screen) that allows the user to cycle through all available stands. Event. ● People more than 1 and less than 50 can stand in queue and contact to virtual helpdesk
<p>3.2. Main Auditorium Page</p>	<p>The main auditorium page has following options:</p> <ul style="list-style-type: none"> ● The Walk-In and Walk-Out: This look would consist of either a static frame or a video loop background specific to the event and/or up-coming session. On the bottom of the page there will be a countdown clock to the start of the next session. This clock should be controllable from the Live Production Studio ● The Main Session: Once the session is live this page should change to a full

	<p>screen 16:9 of a live feed from the production studio. This “live mode” should be triggered from the production studio. In addition to this live feed two overlaid buttons could be included:</p> <ul style="list-style-type: none"> ○ Voting button: This button will result in a semi-transparent pop-up where the participant can see and respond to the current voting question. If no voting is currently live then the button should disappear. Control of when voting is live and closed should be controlled from the production studio. ○ Questions button: This button will activate a semi-transparent pop-up where questions can be typed in and submitted by the participants.
<p>3.3. Breakout Lobby 1</p>	<p>Breakout Lobby 1 has 4 Breakout Room.</p> <ul style="list-style-type: none"> ● Theatre Style Breakout: This type of breakout session would behave very much like a main auditorium session. Audiences would walk-in and out to one look but when the session is live the page would turn into a full screen live feed. This live mode should be triggered at the production studio. <ul style="list-style-type: none"> ○ The Walk-In and Walk-Out: This look would consist of either a static frame or a video loop background but specific to the event and/or up-coming session. On the bottom of the page should be a countdown clock to the start of the next session. This clock should be controllable from the live

	<p>production studio.</p> <ul style="list-style-type: none"> ○ Main Session: Once the session is live this page should change to a full screen 16:9 of a live feed from the production studio. This “live mode” should be triggered from the production studio. In addition to this live feed two overlaid buttons could be included: <ul style="list-style-type: none"> ▪ Voting button: This button should result in a semi-transparent pop-up where the participant can see and respond to the current voting question. If no voting is currently live then the button should disappear. Control of when voting is live and closed should be controlled from the production studio. ▪ Questions button: This button should activate a semi-transparent pop-up where questions can be typed in and submitted by the participants. ● User’s registered event syncs to their calendar. (Calendar API Integration) ● There is no group calling functionality in Breakout Lobby 1
<p>3.4. Breakout Lobby 2</p>	<p>Breakout Lobby 2 has 4 Breakout Room.</p> <ul style="list-style-type: none"> ● Cabaret Style Breakout Page: The cabaret style breakout page and sessions would behave in exactly the same way as theatre style but with the following addition: <ul style="list-style-type: none"> ○ At all times when the participants are on this page

	<p>they should be grouped in pre-determined groups of 6-12 people which act as virtual tables. The person leading the session will be able to initiate the group calls with the participants (Leading person will be always from admin side/production studio team)</p> <ul style="list-style-type: none"> ○ When triggered by the live production studio a group audio/video call with text-chat functionality should be initiated for each “table” respectively. ○ During these calls the production studio should have the ability to send push notifications to all tables within the session. The termination of these calls would also be controlled by the production studio.
<p>3.5. Lounge</p>	<ul style="list-style-type: none"> ● The Lounge page will act as the networking hub for the platform. Participants should be able to see all other (visible) participants in list format and be able to interact with those either in chat or group chat or as a one-on-one audio/video calls. ● The networking functionality should work in a similar way to Facebook.com whereby a list of all participants currently on the Lounge Page should be visible down one side of the page ordered alphabetically by last name. With each name should be displayed their current networking status and their allocated badge colour. Hovering over any name should bring up a virtual badge showing profile picture and information on that participant <ul style="list-style-type: none"> ● Background video loop or static frame

	<p>will be provided by admin</p> <ul style="list-style-type: none"> • There will be clickable Areas with static and moving images provided by admin • User can select mode: <ul style="list-style-type: none"> ○ Default mode: People can view details and chat with other user. ○ Mode 2: People can view details and request other user to chat/call
<p>3.5.1. Virtual Boardroom Meetings Room</p>	<ul style="list-style-type: none"> • In addition to being able to chat with one another on the Lounge page, participants should be able to create virtual meetings of up to 12 people including a host. • The meetings should be schedulable from the dropdown menu available on the Lounge page. When scheduling a meeting participants should be able to set a name for the meeting, send invites to any other visible participant and set a time for the meeting. These meetings should not be time limited. • When an invite is sent out, all invitees should receive a push notification with the ability to respond (Accept/decline) to the invite. Once an invitee has responded, the meeting host should also receive a push notification confirming the invitee's response. Time limit (need to be confirmed by admin) to respond to the invitation link • 5 minutes before the scheduled time of a meeting the host and all confirmed invitees should receive a push notification with a link to their virtual boardroom. • Once participants click a link to a meeting they should be taken to a

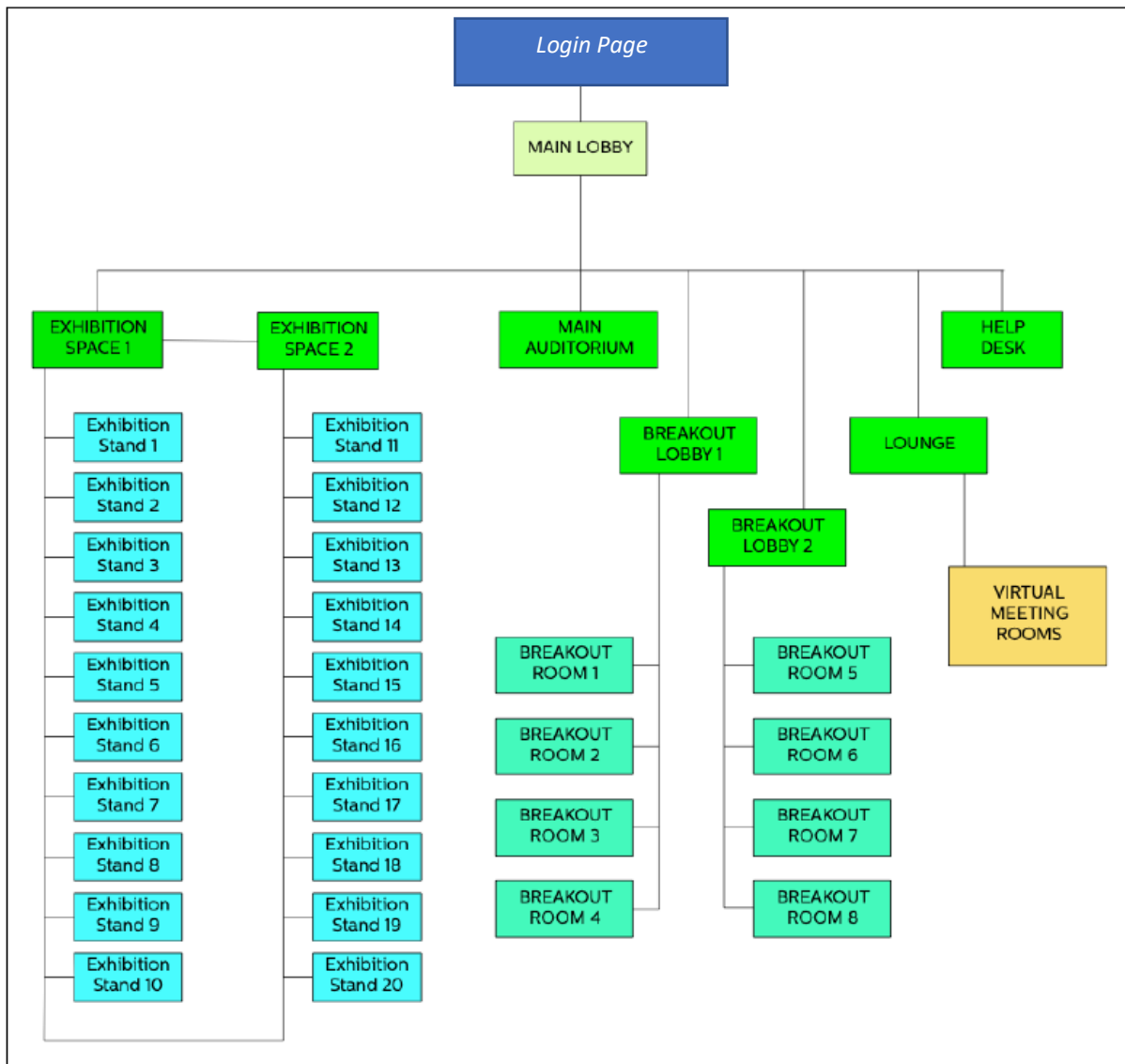
	<p>specific meeting page which should operate as follows:</p> <ul style="list-style-type: none"> ○ A static background image supplied by admin ○ Visible only to the host of the meeting should be a “Start Meeting” button. ○ Once the meeting is initiated by the host a near full screen Pop-up of Zoom or similar platform should take over the page with all participants present in the room on the call. <i>(To be confirm by client)</i> ○ Should an invitee click on their invite link after the meeting has started they should be added to the conference call. <p>These calls can be initiated by anyone of participants and exhibitor.</p> <p>Questions:</p> <p>1. How many boardmeeting user can create in one day?</p> <p>2. How invitation of these meetings can be managed?</p>
3.6. Help Desk	Similar to virtual helpdesk
4. User’s Dashboard	<ul style="list-style-type: none"> ● Profile Management <ul style="list-style-type: none"> ○ Small Bio ○ Email ○ Password ● Upcoming Events ● Past Events ● Request for group call recording ● Downloaded Brochures and Ability to take Notes of the meeting ● Notifications

Admin Panel (Web-Based Desktop View Only)	
1. Live Exhibition	Ability to manage live exhibitions
2. Breakout Tables	Ability to arrange/re arrange tables for a user
3. Group Calls	Ability to initiate/end group calls in breakout lobby 2. Ability to send notifications to the participants present on the tables. Ability to upload group calls recording and notes for the users.

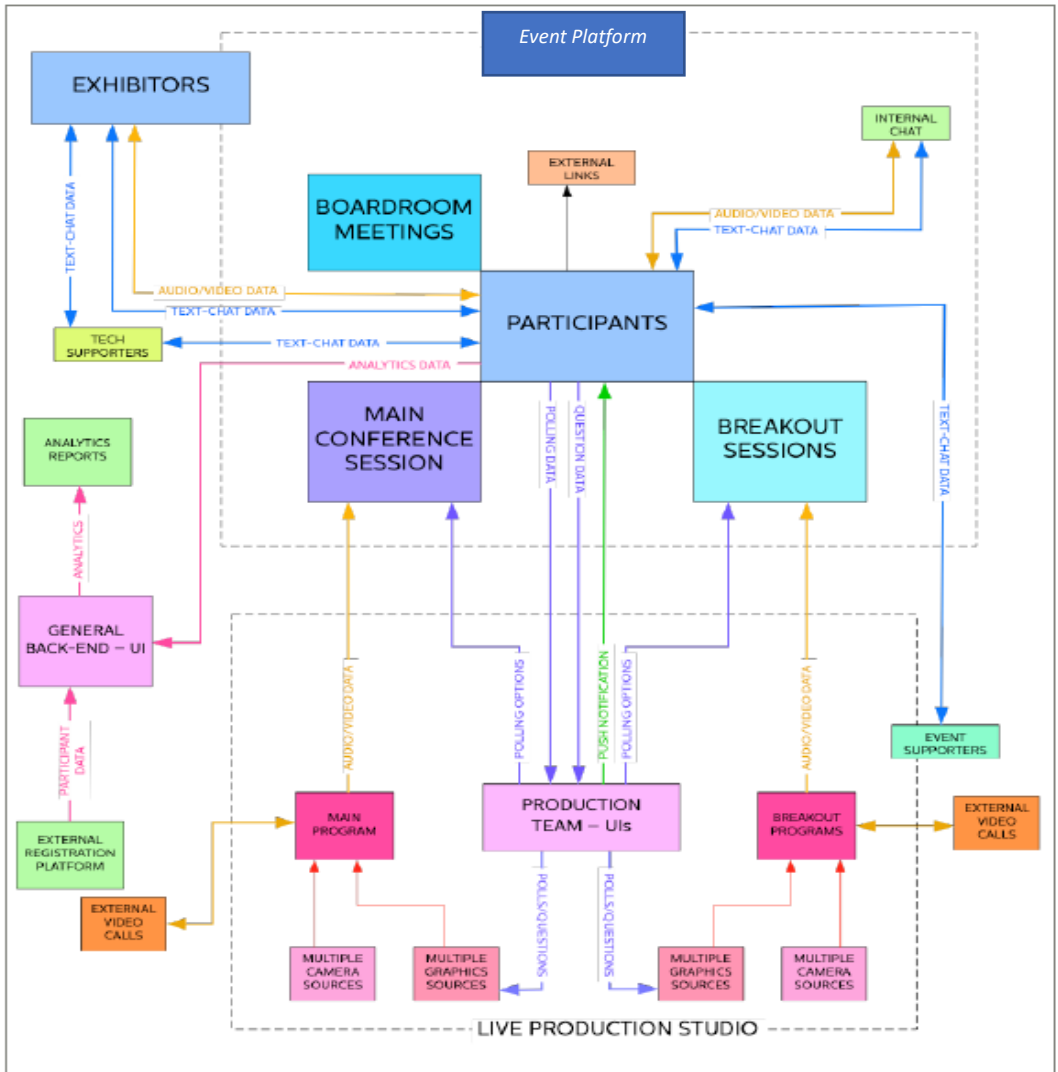
Highlights

1. The website will be scalable, reliable and visually robust.
2. All W3C Standards followed for website design.
3. The website will be fully mobile responsive for end users only. (Design adjustments for all mobile and tab/pad screen sizes).
4. The website will be cross-browser compatible. (Chrome, Mozilla, and Safari)
5. Every page would have a clear 'Call-To-Action' so visitors can contact you for services.
6. SEO Optimised backend.
7. All content and images can be managed from the admin backend.
8. Go Live included on your domain and hosting provider.
9. Live Chat Integration (if needed).
10. Integration with Mailchimp.
11. Admin Instructions screencast video.
12. 3rd Party Integrations (*pending on client*)

Site Map:



Event Mechanics Diagram:



Platforms:

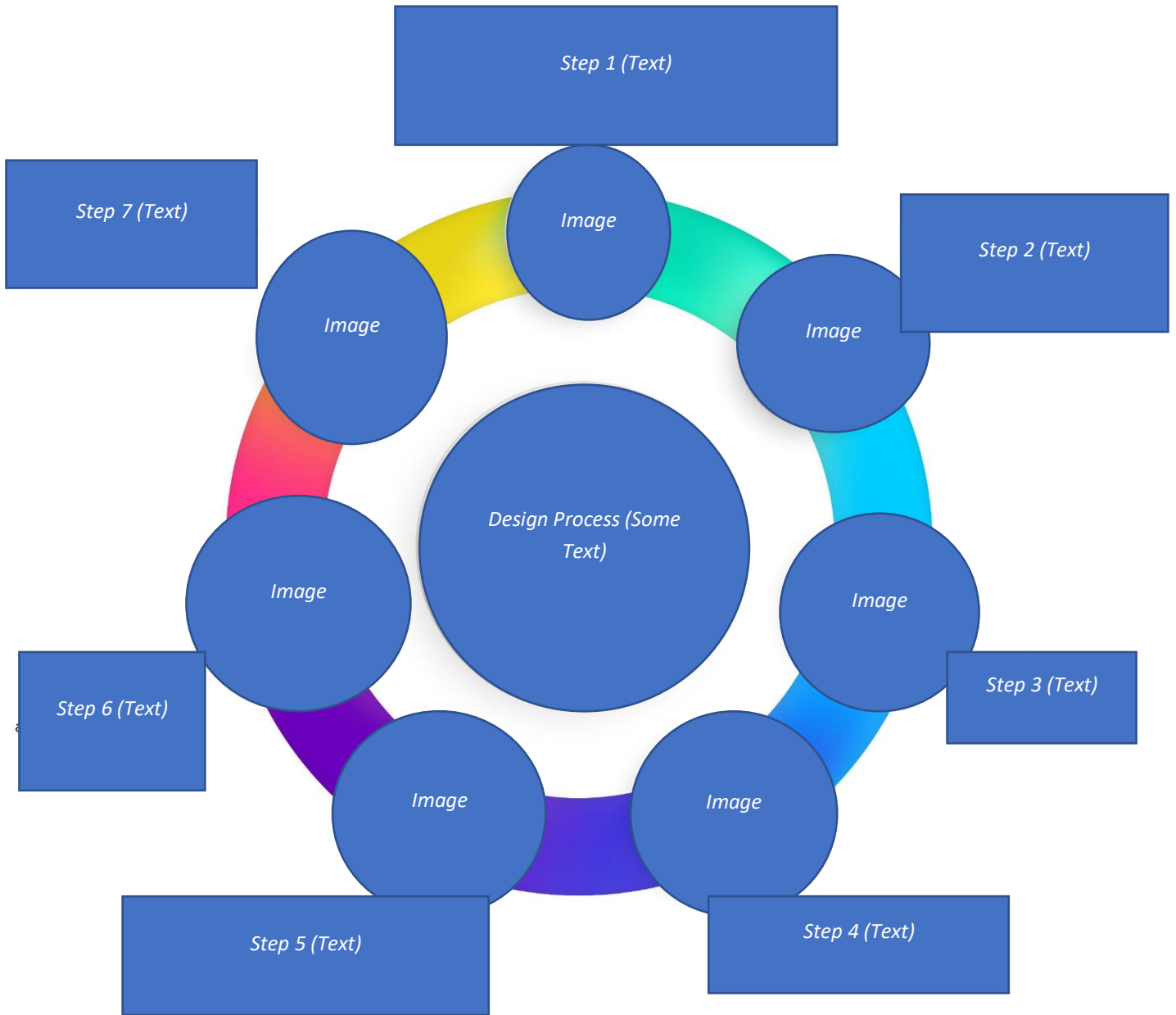
- ❖ Web Based App
- ❖ Admin (Web-based)

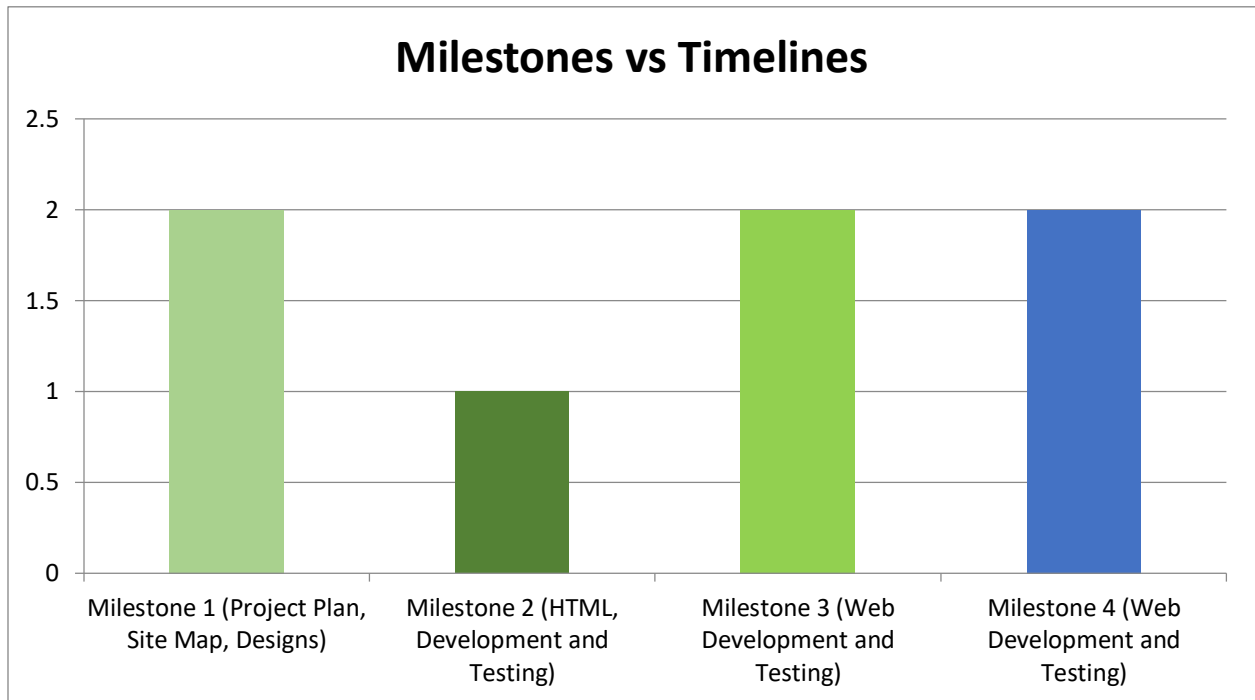
Proposed Technology Stack

To be Discussed

Proposed Team Structure:

1. 1 Shared Project Manager
2. 1 Shared UI/UX Developer
3. 1 Dedicated Web App Developer
4. 1 Shared Tester





Based upon the specification mentioned above it will cost as follows:

Estimated time: To be Discussed*	Estimated Cost: To be Discussed*
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Estimated timeframe is the actual production time and excludes time taken for client feedback and/or extended iterations.

Milestone based payments escrowed in advance. The payment schedule is mentioned below:

Milestones	Payment Amount	When to Release from Safepay?
Milestone 1	25% of the Project Value	After sign off of Milestone 1
Milestone 2	25% of the Project Value	After sign off of Milestone 2
Milestone 3	25% of the Project Value	After sign off of Milestone 3
Milestone 4	25% of the Project Value	After sign off of Milestone 4

Next Steps

1. 'Hire' me on xyz.com
2. Accept the agreement
3. Manage the safepay (escrow) for the first milestone
4. Fill the project kick-off form at www.xyz.com

Terms and Conditions

Software Ownership

The client will own the copyright on the website developed by XYZ. The copyright ownership is valid only after the full payments have been made and there are no dues for XYZ.

Warranty Period and Maintenance

XYZ shall give a warranty for all its code provided; no third party alternation is done. In case of any third party alternation in the code all warranties would be expired and XYZ cannot be held responsible for any losses arising out of it. Any changes in the features/architecture of the application mentioned above would be addressed as a change in the application and shall be subject to either additional costing or on hourly price as per mutual discussion between the client and XYZ. The period and terms of warranty are as mentioned below:

- *Warranty Period: 14 days Post Go-Live*
- *Terms: Warranty will cover Bugs if arise from the current scope of work mentioned in this document.*

Compliance:

It is the responsibility of the client to manage all legal, financial, any other compliance that needs to be followed for the successful functioning of the project. The client is hereby requested to inform us in case any part of compliance responsibility is on us.

Next Steps - List of Information Required

The following information is required to start your project:

S. No.	Description
1.	<i>Signed and Approved Proposal.</i>
2.	<i>Project Award on XYZ.com</i>
3.	<i>Milestone Safepay</i>
4.	<i>Primary Contact Person details with Phone, Email ID and address</i>
5.	<i>Design Files in PSD Format (if any)</i>

Out of Scope items

S. No.	Description
1.	Items in RED are NOT included in your package. Adding them would bring a difference to the cost.
2.	<i>Ongoing support beyond the specified warranty is out of scope for this proposal. If Client requires ongoing support, XYZ would be pleased to present him/her with a proposal for such services upon request.</i>
3.	<i>System administration and configuration of clients hosting plan.</i>
4.	<i>Resolving any problems with your ISP, hosting provider, third parties etc.</i>
5.	<i>Follow-up of any support tickets, which are not directly related to this project.</i>
6.	<i>Search Engine Optimization. If SEO is required, kindly ask for a separate quote.</i>
7.	<i>Content Writing for the website. If content writing is required, kindly ask for a separate quote.</i>
8.	<i>Scheduled or one time data or file backups.</i>
9.	<i>Any points which was not discussed or finalized.</i>
10.	<i>For the projects where client needs modification in existing websites and/or mobile apps, it will be client's responsibility to provide us with the source codes and database shared using BitBucket or GitHub or zip files shared using GDrive, Dropbox, etc.</i>

11.	<i>All Third Party APIs/ Extension will be given by client</i>
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Sign Off

We would like to thank you for giving us the opportunity to work on your project. If you agree and wish to accept this Proposal, please sign in the designated area of this document, initial each page and return it to us.

By signing up this document, you agree to abide with the project scope defined above and not to disclose the stated information to third parties. If you have questions or comments about this document, please feel free to contact us.

*We look forward to start this project and adding value to your online business model.
Sincerely,*

*ABC
Designation
Company Name
XYZ Profile Id: 2178498
Email: XYZ.com
Toll Free: +12-541734-4799*

We, _____ accept the project scope defined in the proposal.

Signature: _____

Print Name: _____

Title/Designation: _____

Approval Date: _____, 2020.