Web Site Project Plan
for
Equis Services, Inc. of Easton, MA

Presented to: Director of Business Operations

Presented by: Kent Kreutler of 2045 Pleasant Street, Bridgewater, MA 02324

Business Description: Equis, Inc. offers complete and fully customizable maintenance services for retail chain stores. Equis specializes in providing maintenance services for all types of carpets and floor coverings in retail stores. Equis also offers complete store services, which can be customized for each client. Such customized services may include repairs to electrical, lighting, plumbing, signage, HVAC, exterior building, glass, door, carpet, floor, roof, cabinetry, and lock systems for retail stores. Equis provides these services primarily for retail chain stores located in malls and outlets.

Primary Site Purpose: To provide information about Equis, Inc.'s services, capabilities, expertise, and experience in floor covering maintenance and complete store services.

Secondary Site Purpose: To provide customers a form and method to contact Equis to request or provide information and to request job cost estimates 'on line' after providing facility information to Equis.

Audience Profile: Retail store facility managers who are interested in floor maintenance, repair and project services.

Audience Technical Requirements: Windows or Macintosh platforms with the following minimum requirements: Netscape 4.0 or Internet Explorer 5.0 browsers; 28 K modems; 14 inch color monitors with displays of 800 by 600 pixels resolution.

Competitive Analysis: Company web sites chosen for review were selected by Equis, Inc. or picked from "Professional Retail Store Maintenance" magazine. The following chart provides a description of the types of pages and features offered by the individual company's web site. A blank cell indicates the feature or page was not present on that web site.

Features/ Page Types	Cleanway.com	Whelans.com	Encompserv.com	Chainstore.com
Navigation	Buttons located in top left corner of each page. Page links in footer of each page. No indication of present page.	Page link icons across bottom frame. Text links in footer of top frame. No mouseovers. Lists present page name.	Text links with rollover images located in left column of all pages. Lists present page name.	Text and icon links on home page. Lists page name. Can only return to home page from base pages.
Meta Tags	Description and keywords	Description and Keywords		
Look and Feel	Identical page layout. Masthead consists of logo in top right corner. Blue background with white text. Some photos.	Identical page layout. Masthead consists of logo, page title and photo. White backgrounds with black text. Few graphics.	Identical page layout. Left column has pinstriped background color and contains navigation links. Center column has page body text and graphics. Right column has logo and additional info on some pages.	Inconsistent page layout. Home page used different link formats. Most base pages were just forms.
Page Width	800 pixels	800 pixels	800 pixels	800 pixels
Home Page	Heading with logo and navigation. Mission and guarantee statement. Ten reasons listed to choose Cleanway.	Heading with logo. Navigation link icons. Phone number. Text links in footer. Use of wood grained flooring as background image.	Graphic of cityscape with various building types. Link to 60 second video 'commercial'.	Graphic of globe. Text links in center. Graphic 'icons' on margins. Cycling banner displayed services, phone number.
Company Info Page		Text describing company's qualities.	Corporate profile includes description with links to main business units, company size info, 'pie charts' of revenue distribution.	"QUESTIONS and ANSWERS" page.
Services Page	Brief paragraphs describing company attributes and qualities. Photos of floors and people.	List of cleaning and construction services. Graphic of globe with listed services.	Captioned photos and text links to six 'business units' pages that provide photo and text.	
Features/ Page Types	**Cleanway.com**	**Whelans.com**	**Encompserv.com**	**Chainstore.com**

Regional Offices Page	Two-column listing of locations' city, manager's name with e-mail address and 'mail to' link. Graphic of U.S.A.		'Companies' page listing name, address, phone, e-mail by state. Right column has 'Search' feature.	
Contact Page		Listed address, phone, fax and e-mail links.	Lists corporate HQ address and phone. Links to 'Contact Us' form, 'Investors' and 'Job Seekers'.	"SERVICE REQUEST" form to request bids.
Clients Page		Brief text describing client satisfaction. No individual clients listed.		
Unique Page(s)		"BUDGETS"- Brief text. Cleaning budget vs. sales graph "WESTS" - briefly describes client tracking system.	"COMPANY MANAGEMENT"- lists names, titles with links to 'bios'. "INVESTOR RELATIONS"-lists financial info with links to seven sub pages. "INDUSTRY TRENDS"-text and photos. "JOB CENTER"- listing of job opening with link to job app. form. "DISCLAIMER"- stating info may not be current, site is not 'selling' securities or investment advice. "SITE MAP"	"MAINTENANCE ONLINE" for customers to check status of services. "SUGGESTION BOX" with electronic form. Links to "NEWSLETTERS" and an "Award from Staples, Inc."
Frames		Top and bottom	Left, center and right columns.	
Animation			Video commercial and cycling photos.	
Java Script			Form validation, rollovers.	Multiple image rollovers.

Site Goals: 1. To provide information about Equis, Inc.'s services, experience, expertise, capabilities in the areas of 'fully customizable' floor maintenance and 'complete store' maintenance for retail chain stores.

2. To provide forms to collect customer information, questions, requests for information and to collect bid request information and specifications from facility managers.

Site Structure:

HOME PAGE: A horizontal heading graphic will contain an animated Equis, Inc. logo, service marks and company address, phone, fax and e-mail. A left-hand margin column will contain animated navigation buttons (with mouseovers) that link to all site base pages listed below. The left margin column will also contain a graphical link to order 'Carpet Spot Remover' product. The footer will include links to all main site pages and a 'mail to' link. The body of the home page will display a large photo of a retail facility (e.g., South Shore Plaza) and provide a brief description with supporting graphics of the features of the web site and services performed by Equis, Inc. Meta Tags to include page title, site description, and keywords. A 'counter' will also be included to display the number of visitors who have viewed the web page.

ABOUT Equis PAGE: Heading, footer and left column margin with navigation buttons, as described above. The page will provide a description of Equis's background/history and qualifications with a brief descriptions of facilities (or types of facilities) presently serviced by Equis. The page could also include a list and/or descriptions of certifications held by Equis's employees and contractors. Photos of job sites may be included, with 'click to enlarge' options available.

SERVICES PAGE: Heading, footer and left column margin with navigation buttons, as described above. The page will display descriptions of specific services offered by Equis with supporting graphics. As desired, links could be provided to 'lower' level pages that describe services or technical information (e.g., articles, references) in even greater detail.

EQUIPMENT PAGE: Heading, footer and left column margin with navigation buttons, as described above. Provide photos and descriptions of specialized equipment, methods and materials used in maintenance work by Equis, Inc.

GET QUOTE PAGE: Heading, footer and left column margin with navigation buttons, as described above. Provide a form in which clients can provide facility information that will allow Equis to prepare a cost estimate. The form will be based upon the 'Product and Service' information card found in "Professional Retail Store Maintenance" magazine. The form will be submitted electronically to Equis via e-mail. The form information will be validated prior to submittal. The client will receive automatic electronic acknowledgement that the form was sent to Equis.

SPECIAL ORDER PAGE: Heading, footer and left column margin with navigation buttons, as described above. This page will also include a form in which an existing customer can send a request for specific services to deal with a particular problem or project that requires special attention from Equis. The form will be submitted electronically to Equis via CGI scripted e-mail. The form information will be validated prior to submittal. The client will receive automatic electronic acknowledgement that the form was sent to Equis.

CONTACT US PAGE: Heading, footer and left column margin with navigation buttons, as described above. Provide a list of personnel with phone numbers and links to their e-mail addresses. This page will also include a form in which the user can send a comment or question electronically to Equis. The form will be submitted electronically to Equis via CGI scripted e-mail. The form information will be validated prior to submittal. The client will receive automatic electronic acknowledgement that the form was sent to Equis.

ORDER PRODUCTS WINDOW: When the "Carpet Spot Remover" graphical link is clicked a new 'pop up' window will appear with a form to order the product. The form will be submitted electronically to Equis via CGI scripted e-mail. The form information will be validated prior to submittal. The client will receive automatic electronic acknowledgement that the form was sent to Equis.

Content Outline: Text copy and graphics will be supplied by Equis. The web developer can provide assistance producing content as requested. The next level of this content outline that specifies particular items and provides more detailed specifications will be determined after further consultation with Equis, Inc.

   I. Home Page
        a. Masthead and left margin column with navigation links and footer
             i. Animated company logo that will gradually appear after page loads
             ii. Animated navigation buttons that will gradually change color shade
        b. Large photo of facility (e.g., South Shore Plaza)
        c. Business Description and site summary
        d. HTML 'head' information
             i. Title- Equis
             ii. Meta Tag Description – TBD
             iii. Meta Tag Key Words – TBD
        d. 'Counter' to display number of visitors
   II. About Equis Page
        a. Masthead and left margin column with navigation links and footer, as above
        b.   Description of company background/history and qualifications. List of facilities or facility types with brief description of services provided
        c. Photos of facilities
        d. Certifications of personnel
        e. Links to pages in which the user can 'click to enlarge' a photo or reference

additional information

III. Services Page
    a. Masthead and left margin column with navigation links and footer, as above
    b. List of services with brief descriptions
    c. Photos of floor types
    d. Links to 'lower level' pages for greater detail and technical information

IV. Equipment Page
    a. Masthead and left margin column with navigation links and footer, as above
    b. Photos and descriptions of equipment, methods, materials (i.e., chemicals) used in facility maintenance.
    c. Links to pages in which the user can 'click to enlarge' photo or reference additional information

V. Get Quote Page – to be constructed by web developer
    a. Masthead and left margin column with navigation links and footer, as above
    b. Quote Request Form (to be constructed by web developer)
        i. Company Name - Required
        ii. Corporate HQ's address – Required
        iii. Type of Business - Optional
        iv. Contact Person – Required
        v. Job Title – Optional
        vi. Purchasing Authority - Optional
        vii. Annual Maintenance Budget - Optional
        viii. Contact Phone - Required
        ix. Contact fax - Optional
        x. Contact e-mail – Required
        xi. Store Location(s) - Required
        xii. Number of stores - Required
        xiii. 'Free form' text area to collect dimensions, features, types and level of service desired for each store or groups of stores - Required
    c. Form validation. Upon clicking 'Submit' button, a message will be displayed if the user did not 'fill in' required fields. Form will not be sent until required fields are filled.
    d. Form acknowledgement. Upon successful submission, user will receive a message that the form was successfully sent to Equis. Specific information 'returned' to user to be determined.
    e. Form Submission. Upon successful submission, Equis will receive an e-mail that contains all of the information provided on the Bid Request form by the user.

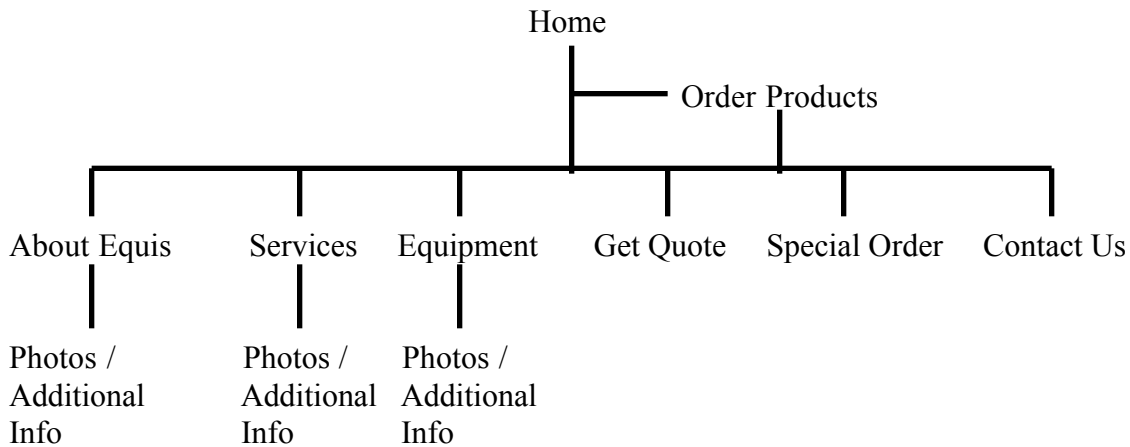VI. Special Order Page – to be constructed by web developer
    a. Masthead and left margin column with navigation links and footer
    b. Special Order Form
        i. 'Authorized by:'Name - Required
        ii. Company Name - Required
        iii. Company Address - Required
        iv. Company Phone - Required

       v.   Company E-mail – Required

      vi.   Site Contact Name – Required

     vii.   Site Address – Required

    viii.   Site Phone – Required

      ix.   Site E-mail – Optional

       x.   Site Fax – Optional

      xi.   Description of Problem/Project with special instructions - Required

     xii.   Degree of Urgency - Required

    c.   Form validation. Upon clicking 'Submit' button, a message will be displayed if the user did not 'fill in' required fields. Form will not be sent until required fields are filled.

    d.   Form acknowledgement. Upon successful submission, user will receive a message that the form was successfully sent to Equis.

    e.   Form Submission. Upon successful submission, Equis will receive an e-mail that contains all of the information provided on the Special Order form.

  VII.   Contact Us Page – to be constructed by web developer

    a.   Masthead and left margin column with navigation links and footer, as above

    b.   Listing of personnel at Equis, Inc. with phone numbers and links to e-mail addresses

    c.   Contact Form

       i.   User name - Required

      ii.   Company name - Optional

     iii.   Company address - Optional

     iv.   Company Phone - Required

      v.   Company E-mail - Required

     vi.   Best day and time to contact user - Optional

    vii.   'Free form' text area in which user can type questions and comments - Required

    d.   Form validation. Upon clicking 'Submit' button, a message will be displayed if the user did not 'fill in' required fields. Form will not be sent until required fields are filled.

    e.   Form acknowledgement. Upon successful submission, user will receive a message that the form was successfully sent to Equis.

    f.   Form Submission. Upon successful submission, Equis will receive an e-mail that contains all of the information provided on the Contact form.

 VIII.   Order Products Window – to be constructed by web developer

    a.   A smaller window that will appear over the currently loaded web page without masthead, footer and left margin navigation

    b.   Link to home page and instructions to close window to return to currently loaded web page

    c.   Product Order Form

       i.   Company Name – Required

      ii.   Contact Name – Required

     iii.   Address – Required

     iv.   Phone – Required

      v.   E-mail – Required

vi. Fax – Optional
vii. Product Quantity – Required
viii. 'Free form' text area in which to type special instructions, comments, or questions – Optional
ix. Payment Method – Required
x. Credit Card Type – Optional
xi. Credit Card Number – Optional
xii. Credit Card Expiration Date – Optional

d. Form validation. Upon clicking 'Submit' button, a message will be displayed if the user did not 'fill in' required fields. Form will not be sent until required fields are filled.

e. Form acknowledgement. Upon successful submission, user will receive a message that the form was successfully sent to Equis.

f. Form Submission. Upon successful submission, Equis will receive an e-mail that contains all of the information provided on the Contact form.

Navigation Map: The home page will link directly to all base pages. Each base page will link to every other base page, as well as the home page. 'Lower Level' pages that display enlarged photos or additional information will display masthead and contain links, that when 'clicked', will take the user back to the 'higher' level base page or to the Home page.

Site Navigation Structure

```
                          Home
                           |
                           |————— Order Products
                           |              |
   _____|_____|_____
   |           |           |           |           |           |
About Equis  Services  Equipment   Get Quote  Special Order  Contact Us
   |           |           |
Photos /    Photos /    Photos /
Additional  Additional  Additional
Info        Info        Info
```

Site Identity:

Domain Name: equisserv.com

Look and Feel: Horizontal masthead with company information, animated logo,

service mark, outline map of USA. Left margin column with animated navigation buttons, and 'mail to' link. Pages to present professional, yet 'lively' feel. See page sketches.

Style Guide: Use of variations and gradations of blue and gray shades for masthead and left margin column. Use of actual photos, with 'click to enlarge' feature. Use of links to lower level pages to present detailed and technical content. See page sketches.

Site Functionality:

Interactivity: Form validation, write and retrieve customer info, contact by e-mail. Image rollovers. Animated graphics. Links to reference pages and web sites.

Testing: Use Windows and Macintosh platforms to evaluate page rendering. Use Internet Explorer and Netscape browsers to evaluate page rendering. Test all links. Test all form validation, form response acknowledgement, and form transfer to Equis.

Cost Estimate: Equis, Inc. will be charged $xx.xx per hour for web site development. The cost will not exceed $xxxx based upon the estimated 83 hours to complete the tasks as described above and itemized below. Subsequent modifications to the project plan may require modifications to this 'not to exceed price'.

Project Plan: 20 hours
Includes meeting with client, review of competitor's web sites, and production of project plan document and revisions.

Masthead Sketches: 10 hours
Includes production of all proposed sketches and modifications to those sketches.

Page Template Construction with Navigational Links: 8 hours
Includes modifications to approved masthead graphics to make suitable for web page rendering, creation of individual page templates (without page body content), navigation links and mouseovers, and testing.

Modification to, processing of page body contents: 12 hours (based on 3 hours per page)
Includes planning page body layout, optimizing graphics, typing or inserting text copy into HTML code and inserting images. *(Note: This set of tasks is the greatest 'wild card'. The actual time spent is dependent upon how 'web ready' the provided content is. The web developer and Equis should work together closely to most efficiently complete these tasks.)*

Quote Form construction: 8 hours
Includes coding in HTML to create form and coding in JavaScript and PERL to perform validation and electronic transfer of form information.

Special Order Form construction: 7 hours
Includes coding in HTML to create form and coding in JavaScript and PERL to perform validation and electronic transfer of form information.

Contact Form construction: 6 hours
Includes coding in HTML to create form and coding in JavaScript and PERL to perform validation and electronic transfer of form information.

Order Products window: 6 hours
Includes coding in HTML to create form and coding in JavaScript and PERL to perform validation and electronic transfer of form information.

Transfer web pages to host server and testing electronic transfer of forms: 4 hours
Includes 'FTPing' HTML, PERL, and image files to web host server. Testing form validation and electronic transfer from user to Equis.

Register web site with search engines: 2 hours
Initial registration of equisserv.com with submit-express.com, AOL and Yahoo. Additional time can be spent 're-registering' site using modifications to descriptions and keywords.

Project Plan Submitted by: _____ **Date:**
                                    Kent Kreutler

Project Plan Approved by: _____ **Date:**