Hopper's Cakes ESTIMATE

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	2021.##.##
	Document Brief
	This document serves as an estimate for the creation of a …**Ask Santa! Is a web application that would be the main digital interface to get more customers for Hopper's cake with specific needs, also provides gift and delivery of the product within the area.**
TO CLIENT / FUNDING BODY / PRO BONO	Project Description
	For this project, **the simplest app that allows selecting or filtering out the particular item from the menu of Hooper's cake or any gift as per the requirement. And here are some of the basic pages that will be present in MVP, starting with, Search product, Manage product, Filters, Sign in and Sign up, Add to cart, Place an order, Gift, Special order, Make a payment, Make shipment, Cancel order, and Review.**
FROM Hiren Gajjar	Timeline
	Launch date: April 30, 2022.
	Risk Assessment
	Risk assessment identifies areas of concern in a project. Though I offer line item estimates for tasks, areas of risk are flagged for possible budget increases and timeline changes. Core Logic All custom work with this level of complexity is an area of risk, as it represents unknowns on many levels. At the start of work, as far as possible, the complete logic flow for the system will be mapped out. Any omissions, special cases, or later changes will likely impact subsequent work.
	Pricing and Scope of Work
	The standard rate for design, site development, implementation, and maintenance work is around **$45-50 per hour** and the time assigned to the tasks delineated

below reflect all time involved in the developer's completion of the task, including meetings, coordination, communications, and development time. Rates are subject to change and are normally adjusted yearly. The client will always be notified of the relevant rates and hourly estimates prior to commencing work on a given task. When an overage of more than 25% will occur for a task, Hiren Gajjar will first obtain approval from the client before proceeding.

The tasks detailed below constitute the scope of work. Additions or notifications to the scope of work will incur additional expense and require additional time.

Ownership

The work product within the scope of this project will consist of the customization of existing software and the creation of new software for use by the client, as well as template code and custom configuration for the chosen platform. **Hopper's cake** will retain ownership of the template code and configuration. **Hopper's Cake** will retain ownership of the software that is created and customized. In addition, **Hiren Gajjar** hereby grants to **Hopper's cake** a worldwide, perpetual, non-transferable, royalty-free, and fully paid-up license to use the software it creates and customizes for this project.

Billing

Ask Santa! requires a 25% deposit on this contract cost prior to commencing work. This deposit is retained to service cash flow needs, and will not be billed against as payment for costs until the project has reached 75% completion.

Hopper's cake will bill twice monthly throughout the life of the project. Invoices are due net 30. Once an invoice is overdue, **Hopper's cake** will charge 5% interest per month until the balance is paid.

Confidentiality / Non-disclosure

Neither party shall copy, use, or disclose any Confidential Information of the other except as reasonably required to perform its duties hereunder, and shall only disclose such information to those employees, subcontractors, and agents that have a 'need to know' such information to perform their duties.

Termination

This agreement terminates under the following conditions. a) Completion of the tasks described in this Agreement; b) Cancellation of Agreement by either client or

	Development team with cause with 5 days written notice. In the event that the agreement is terminated, **Hopper's cake** will be paid for the percentage of work completed up to that point within 30 days. Any deposits previously received exceeding the amount due to **agreement cancelation or termination** will be returned to the client within 30 days.
	Reference
	Client agrees to allow **Ask Santa!** to reference the project in marketing materials, website promotions without prior approval.
	Disclaimer
	Except as set forth in this Agreement, the services and works furnished under this Agreement are provided on an 'as is' basis, without any warranties or representations express, implied or statutory including, without limitation, warranties of quality, title, non-infringement, merchantability or fitness for a particular purpose. Nore are any warranties created by a course of dealing, course of performance or trade usage. The foregoing exclusions and disclaimers are an essential part of this contract and formed the basis for determining the price charged for developer content.
	Signatures
	_____, for CLIENT
	_____, for Hiren Gajjar

	Task	Hrs		Subtotal
Project	Ongoing management and oversight of the	**52**		**$1,915.00**

Management / Account Management	project that aids in staying on-budget and on-schedule as well as ensuring clear paths of communication for all parties.		
	Planning documents, client relations		
UX Design	Conduct all research and provide recommendations to ensure the product meets the user needs.	**52**	**$2,340.00**
	User interviews, need statements, user personas, usability testing		
Copywriting / Marketing	Gather and edit existing relevant copy, draft and finalize all additional written deliverables for the project, and gather graphic content. Design, develop and implement marketing strategies for a variety of platforms.	**70**	**$2,450.00**
	Search engine optimization Marketing analytics		
Design	Design and implement all visual assets utilized in the development of the project. This includes illustrations, design comprehensives, and a style guide based on a produced design system as well as the final assets to be used in development.	**120**	**$6,600.00**
	Research, style guide, design comps		
Development	Implementing structural requirements required to turn the Designer's comprehensives into a functional mobile app, as well as the deployment of those apps to their final hosting platforms.	**120**	**$7,200.00**
	Quality assurance testing		
TOTAL		**414 Hours**	**$20,505.00**