

Scope of Work

**Case Studies, News/Events, Resources
Pages + New Modules HubSpot
Development**




Submitted by



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August 28, 2019

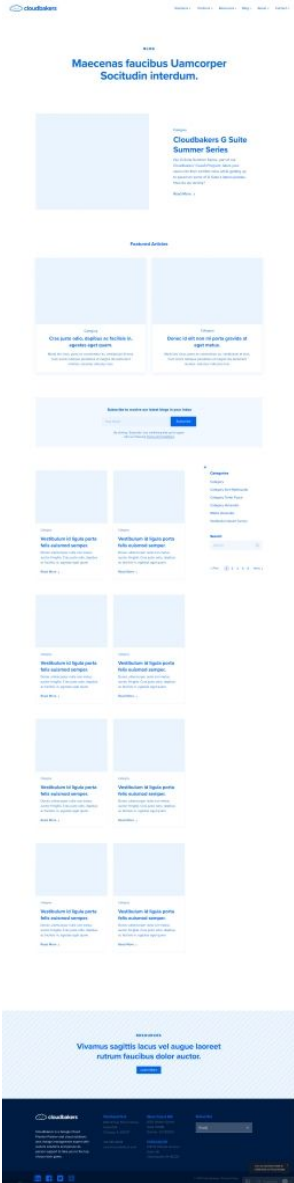
Introduction & LOE Summary

This document aims to provide scopes of work, feature itemization with estimated levels of effort (LOEs) for the best practice development of Cloudbakers' site and designs on HubSpot. The end goal for the development is to empower Cloudbakers users to easily create new pages or update content and styling of current pages via pre-developed modular sections that can be updated at a visual page editor level (instead of at a code or template level) without the need for a developer.

	 HubSpot Visual Page Builder
Page-Builder Framework & Methodology	<p>Netfluence understands the business value of developing an easy-to-edit site in the HubSpot CMS, as well as the value of precisely executing a design that accurately reflects a brand's image and purpose. Thus, our development approach is:</p> <ul style="list-style-type: none">- 100% in-line with HubSpot's best practices, including fully correct HubL markup, to allow for future-proof compatibility with HubSpot's automation, sales, marketing and service features- Accurate to the design source of truth, with the use of automated pixel-based differentials to compare development output with approved design files (Sketch files in this case)- Efficient, as our approach eliminates wasteful development redundancy by developing unique sections first, then re-using again and again where possible across different pages (as opposed to the often-standard approach of creating unique templates for each page). The resulting time-savings also creates equivalent cost-savings on the client's end;- Flexible and easily editable; whereas most highly unique designs are inflexible and difficult to edit once implemented (even within HubSpot), our approach dedicates significant time to customizing the graphic interfaces used for editing page sections, allowing non-developers to easily edit content or spin up new page designs using the one, single Visual Page Builder template Netfluence produces for Cloudbakers. <p>Also, the ability to 'tweak' existing modules's layouts, height, and width (in addition to colors/fonts/images/text content) allows for highly creative possibilities for marketers to generate new page layouts and designs long after this design project is done, with layouts that are fresh yet still precisely aligned with the original design vision. This significantly increase the lifespan of a brand's website design cycle.</p> <p>Notes on Methodology: Development will start with creating a single Visual Page Builder template that is composed of a complete collection of unique sections based on Cloudbakers' design files. This one template will then power website and landing pages (with the exception of the HubSpot blog, which will necessarily be built with a different unique template type). In addition to the Visual Page Builder template, Netfluence will ensure that all unique web pages are created as well, as indicated via the provided design files, exactly as designed.</p>

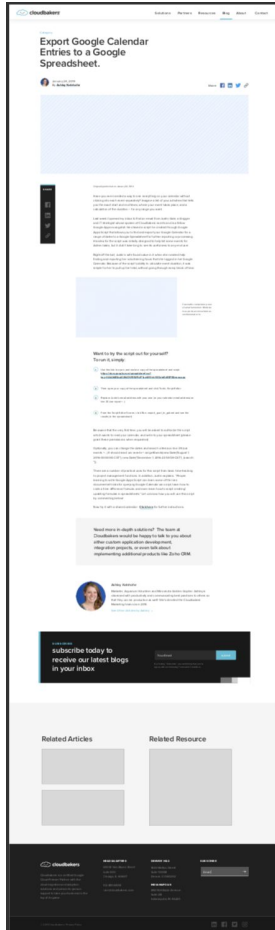
Blog Development	Blog: 37 hours (No change: estimate based on wireframes provided) News/Events: 48 Hours (estimate based on wireframes provided)
Page Development	Case Studies: 24 Hours (Listing and Detail) Resources Filtered Listing Page: 35 Hours
Content Migration	CloudBakers Blog: 15 Hours Case Studies: 15 Hour News/Events: 15 Hours
New Modules	5 New Modules: 38 Hours
Additional Hours For Page Recreation	11 More pages at 1 hour/page: 11 Hours
TOTAL LOE:	182 hours for implementation, + 30 hours for migration of content, +11 Hours Page Recreation

ADDITIONAL NEW PAGES

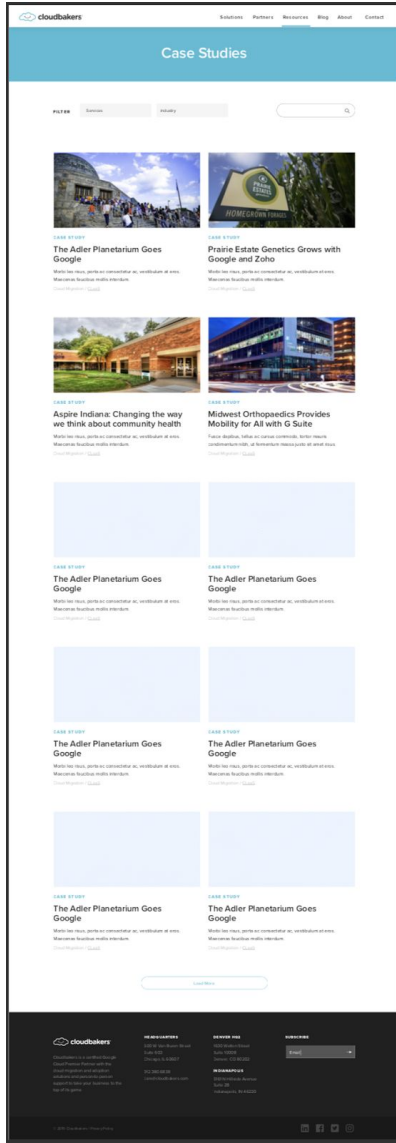
<p>Blog List-View Page Template (Desktop)</p> 	<p>LOE: 25 Hours</p>
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Blog Individual Post Template

LOE: 12 Hours



Case Study List



LOE: 14 Hours

Will make of main Visual Page Builder template and use base module created for 'Resources Page' (see further below in this SOW. However modules layout and case-study tiles are formatted differently than Resources page and require custom styling.

- Filtering logic will be developed to allow for multi filter functions, pulling in case studies from case-study landing pages.

- Filter items will be editable (add/remove/edit) via the template. Documentation will be provided on how to edit filter items

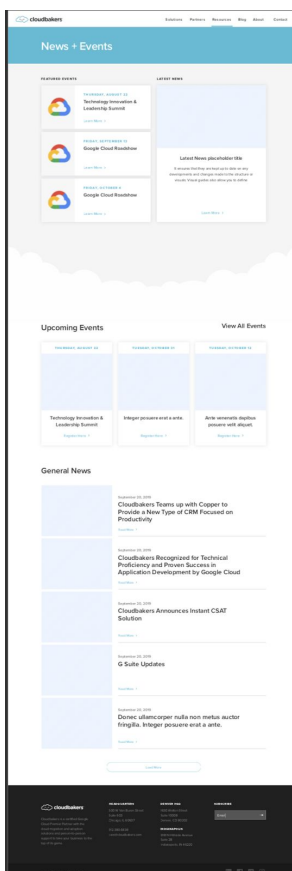
Case Study Detail



LOE: 10 Hours

Will make use of main Visual Page Builder Template and existing modules but requires a number of code-level styling modifications to allow for matching visual presentation to the provided design file.

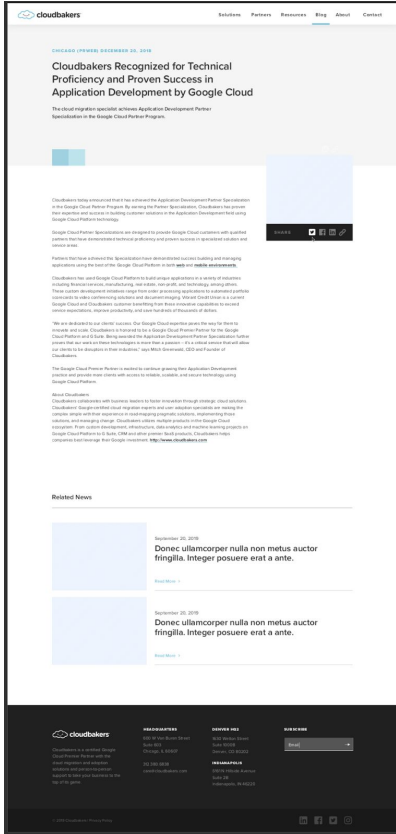
News/Events



LOE: 25 Hours

List-View Template: Requires use of HubSpot Blog Listing Template Type, cannot use existing modules. Page must be built as a unified whole, it's own complete blog template separate from the main template powering the rest of the site.

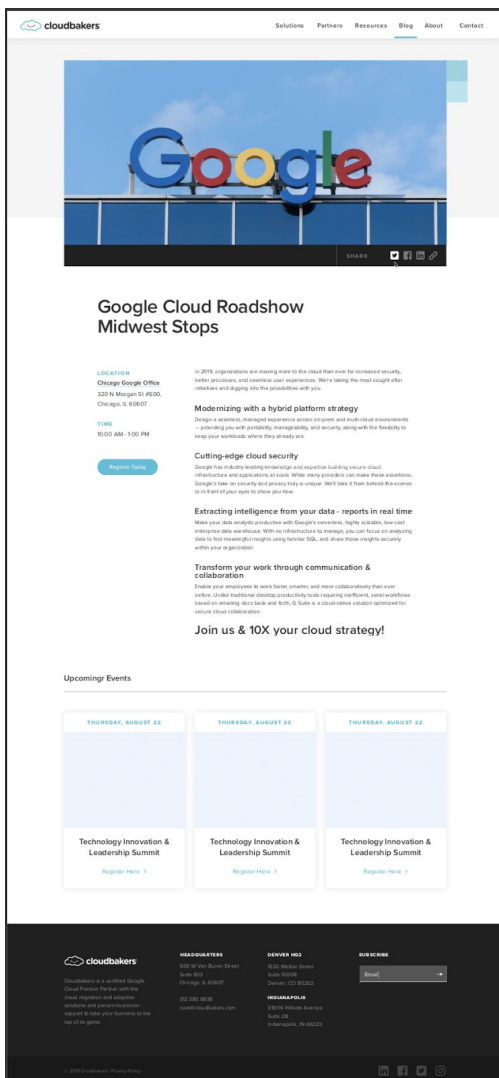
News Details



LOE: 8 Hours

Detail Page Template: Requires use of HubSpot Blog Post Template, cannot use existing modules. Page must be built as a unified whole, it's own complete blog template separate from the main template powering the rest of the site.

Events Details



LOE: 15 Hours

List-View Template: Requires use of HubSpot Blog Listing Template Type, cannot use existing modules. Page must be built as a unified whole, it's own complete blog template separate from the main template powering the rest of the site.

Save your spot at Google

First Name* Last Name*

Work Email*

Job Title*
- Please Select -

Phone Number*

Company*

Number of Employees*
- Please Select -

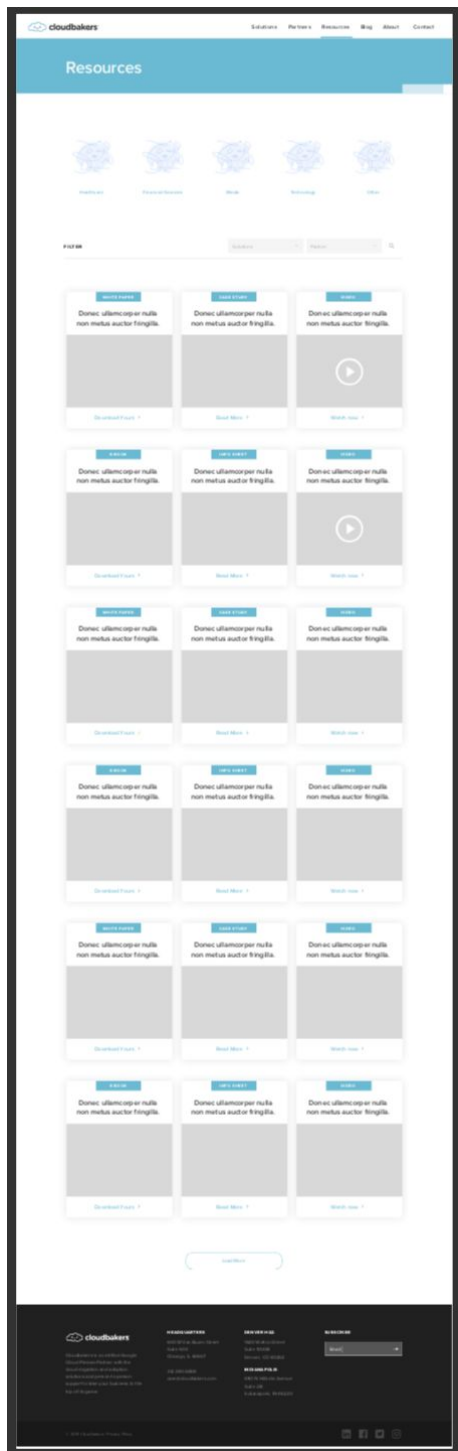
Would you like to receive a FREE infrastructure assessment to understand your existing IT environment costs?*

- Please Select -

Custom Styled Form to be included in Event Detail Page

Resources List-View Page (Filtered)

LOE: 35 Hours



Approach

- A custom module will be developed and added to all pages allowing the end-user to choose to add the page into the Resources List-View Page
- Filtering logic will be developed to allow for multi filter functions, currently the filter options is only able to pages using the blog engine and only supports 2 filter simultaneously
- Filter items will be editable (add/remove/edit) via the template - A documentation will be provided on how to edit filter items

NOTE: During the initial scope, although the wireframe was provided, the functionality was not yet notated and unknown, so the previous scope did not reflect the filtering logic needed, which is moderately complex if not powered by HubSpot's blog; a custom-coded solution is needed for the use-case.

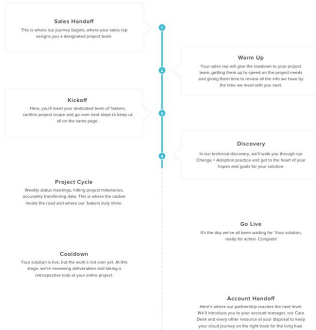
ADDITIONAL NEW MODULES

Animated Timeline Module (Desktop, Tablet and Mobile)

Desktop

The full project lifecycle.

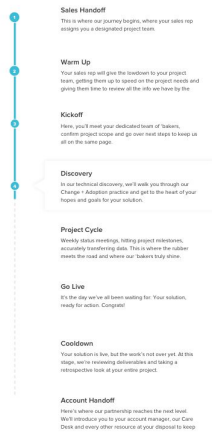
From finding your solution to mastering it, you've got a partner through it all. See for yourself how the work will break down to get your solution up and running.



Tablet

The full project lifecycle.

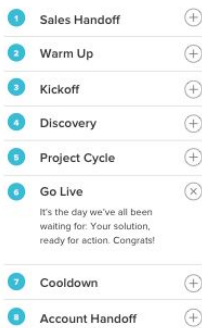
From finding your solution to mastering it, you've got a partner through it all. See for yourself how the work will break down to get your solution up and running.



Mobile

The full project lifecycle.

From finding your solution to mastering it, you've got a partner through it all. See for yourself how the work will break down to get your solution up and running.



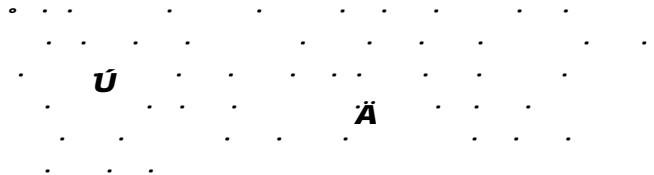
Features:

- Editable content and highlight colors
- Ability to change to background color
- Scalable implementation, additional timeline can be added without the help of a developer

LOE: 18 Hours

NOTE: This module has a design that with a mobile-only layout that varies from the desktop-to-mobile stacking rules of Bootstrap 2, which is understandable considering it's unique layout. A completely different design will be generated for mobile implementation.

General Requirements:



Desktop:

- 2 column layout
- Blue bar animation on scroll
- Bubbles with text appears with the blue bar animation

Tablet:

- 1 column layout
- Blue bar animation on scroll
- Bubbles with text appears with the blue bar animation

Mobile:

- 1 column layout
- Accordion effect to show/hide card contents

3 Column Module (Desktop, Tablet and Mobile)

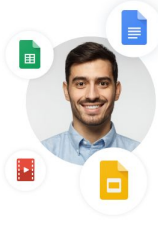
Desktop/Tablet

CLAAS SUBSCRIPTION

Never miss a beat.

Subscribe to CLaaS for anytime access to regularly updated content on Google Cloud. Subscriptions include access to your own G Suite Resource Library, stocked with documents and training videos customized by Cloudbakers to fit your needs.

As a bonus, admins receive quarterly G Suite Roadmap Insights, keeping you in the know on the new and upcoming features available for your business.



Admin Features

Admins receive quarterly reviews of what's new, upcoming and relevant to their business in G Suite.

- G Suite Resource Library
- Roadmap Insights

End User Features

Employees can access regularly updated materials customized by Cloudbakers to meet their needs.

- G Suite Resource Library
- Documentation
- Training Videos

Mobile

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Employees can access regularly updated materials customized by Cloudbakers to meet their needs.

- G Suite Resource Library
- Documentation
- Training Videos

Features:

Editable content and images
Ability to change to background color

LOE: 5 Hours

Desktop:

- 3 column layout (Text-Image-Text)

Tablet:

- 3 column layout (Text-Image-Text)

Mobile:

- 1 column layout

Action CTA with Image Module (Desktop, Tablet and Mobile)

Desktop/Tablet

Already have G Suite?

Let Cloudbakers optimize it for your business.



Mobile



Already have G Suite?

Let Cloudbakers optimize it for your business.

Reach Out

Features:

Editable content and images
Ability to change to background color

LOE: 5 Hours

Desktop:

- 2 column layout (Text-Image)

Tablet:

- 2 column layout (Text-Image)

Mobile:

- 1 column layout

