

Task Order

TASK: TASK ORDER NO. 01

DATE: January 27, 2020

This Task Order is issued by Durham Sports Commission ("Client") and accepted by Savas Labs ("Consultant") pursuant to that certain Master Services Agreement by and between Client and Consultant dated January 24, 2020 (the "Agreement").

1. **Project:** durhamncsports.com Redesign Project
2. **Statement of Work:** Client seeks to redesign durhamncsports.com and requires a web design and development partner who can build the site on a new content management system. During this engagement, Savas will perform the following services.
 - a. **Planning, Discovery** - Consultant will perform the following:
 - **Kick-off Meeting** - Conduct kick-off meeting to discuss design objectives, success metrics, user needs, and overall project plan for the new durhamncsports.com.
 - **Key Strategic Conversations** - A series of discussions to collaborate on a site strategy that clearly articulates the problems we are attempting to solve, key potential design and technical solutions that merit consideration, and insights and tactics that will be refined in the user interface and visual design activities.
 - b. **User Experience Design and Information Architecture** - After planning activities have been completed, Consultant will perform the following:
 - **Site Architecture** - Leveraging what your team has started we will generate a proposed site map / concept model for the website to document our proposed information architecture and content organization for existing and future content development, as well as identifying standard page types and those pages that may require unique layout treatments.
 - **Evaluate Analytics Data** - Analyze available analytics data to determine user tendencies, areas of improvement and overall site performance.
 - **Design Audit** - Conduct a design audit that analyzes the current state of the design system in place, identifying core brand and foundational elements such as color, typography, spacing and photography. This opens up conversations around the flexibility to update and modernize these design system assets for the organization and will be the basis for our design strategy.
 - **Wireframing / Sketches** - Consultant will produce wireframes or sketches based on a specific number of key templates outlined in section 3 representing different page types in collaboration with Client stakeholders including homepage wireframe and interior wireframes.
 - These wireframes will take into consideration responsive design needs and an easy to extend "template system."
 - Wireframes will be presented to the Client for review and two (2) rounds of revisions will be allowed. See section 3 for total number of wireframes.
 - c. **Visual and Interface Design** - After UX/IA activities have been completed, Consultant will perform

the following:

- **Homepage Design** - Leveraging the new brand and brand book, consultant will create design compositions for the homepage (and related page types) and present to Client for review and discussion. Consultant will provide two (2) rounds of revisions of the homepage composition before designing internal pages. See section 3 for further detail.
- **Interior Page Compositions** - Create additional interior page compositions based on a specific number of key templates outlined in section 3. Two (2) iterations of each design composition are included, if needed.
- **System Design Inventory** - Once design compositions are approved, we will design a design system that will cover all designed elements to be used throughout the site, such as icons, images, tables, paragraph styles, and carousels. This takes the form of a system design inventory which will help Consultant's implementation team create additional page templates as needed.

d. **Web Development and CMS Integration** - With the completion of design activities, Consultant will:

- Set up and configure hosting environment and CMS to specifications of the site architecture.
- Build out the design compositions style guide into W3C-compliant and SEO-friendly HTML, CSS, JavaScript, and web-ready graphics that are multi-browser compliant.
- Integrate built-out files into the either WordPress or Craft CMS including:
 - Creation of a simple "map view" of the facilities section of the site experience (<https://www.durhamncsports.com/sports-facilities/>) where paginated results could be displayed within a map element.
 - Integration with Discover Durham's Craft CMS Calendar for singular entry point for events.
- Ensure that the site is supported in the latest versions of Chrome, Firefox, Safari, and Edge. The mobile version will be optimized for iOS Safari and Chrome on Android.

e. **Project Management** - Throughout the project Consultant will:

- Communicate with all team members via our project management tool Teamwork where questions and draft deliverables will be posted.
- Provide internal tasking and direction to project team members.
- Provide weekly status updates to the client.

3. **Deliverables:** Consultant will deliver the following during the course of this effort:

- a. Two (2) wireframes for different homepage options
- b. Desktop and mobile wireframes for four (4) interior page templates
- c. One (1) homepage design composition.
- d. Two (2) design mockups of interior pages.
- e. One (1) system design inventory.
- f. CMS properly configured and integrated regarding templates, element types, etc.
- g. Complete application files (HTML, CSS, JavaScript and associated Database) for Client production deployment

4. **Compensation:**

- a. Consultant will provide the services noted above for a **firm fixed price of \$45,000**. Savas will keep Client apprised of the weekly project status and will not exceed this services cap without

prior approval from Client in the form of a subsequent task order or addendum.

- b. Client will be invoiced an initial deposit of **\$11,250** (25%) upon contract execution, and subsequent invoices under the following payment schedule at key milestones:
- When site information architecture is delivered by Consultant for **\$6,750**
 - When wireframes are delivered by Consultant for **\$6,750**
 - When visual design are delivered by Consultant for **\$6,750**
 - When site is built out and ready for content entry by client for **\$6,750**
 - At launch for **\$6,750**
- Any delays in the above milestones will not increase the overall cost for the client.

- c. Payments are due within 21 days.

5. **Task Term:**

- a. The term of this Task Order and performance of services is **January 20, 2020 through June 15, 2020**.

6. **Assumptions:**

- a. **Launch** - Client will be responsible for DNS cutover and uploading files to hosting platform
- b. **Hosting** - Client will provide a hosting environment and Consultant will rely on the availability of standard best practices to efficiently deploy staged work to a staging environment.
- c. **Brand Standards / Elements** - Consultant will leverage newly created brand elements and standards within their designs.
- d. **Copywriting Services** - While there will be various strategic discussions regarding copy and content, Consultant will not be responsible for copywriting content for the site experience and copywriting services is out of the scope of work for this project.
- e. **Content Entry** - Consultant will not be responsible for entering content from current site into the new redesign. Consultant will rely on Client to enter content through the chosen CMS.
- f. **Animations/Transitions** - The design of the user interface will not include any intensive animation or transitional elements. Such design elements could be scoped out for an additional task order or an addendum to this task order.
- g. **Support and Maintenance** - Support and maintenance for the site experience beyond launch is not included in this task order.

IN WITNESS WHEREOF, the parties hereto, acting through their duly authorized officers, have executed this agreement as of the date written.

Savas Labs



Authorized Signature

1/27/2020

Date

Ben Eckerson

Printed Name

COO

Title

Durham Sports Commission



Authorized Signature

1/27/2020

Date

PARMOD CHANDRA

Printed Name

VP - Finance, HR & Operations

Title