

INTECH
DESIGN
Denise Malloy
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Paradise, CA 95969
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September 17, 2007

Lori Hubbard Welsh
Author, Project Lead
Paragon Publishing House
Chico, CA

Dear Ms. Hubbard Welsh,

I have enclosed the Statement of Work proposal regarding your needs for the development of an interactive e-learning website. I have also included a confirmation agreement letter at the end of the document. Please read over the Statement of Work carefully. Upon choosing InTechDesign as your designer, please sign the confirmation agreement letter and return it to us at your earliest convenience.

InTechDesign will begin the design process immediately after receiving the signed confirmation letter. We will also begin scheduling appointments with you to go over any design questions we may have throughout the entire development of the product.

Thank you for considering InTechDesign. We look forward to providing you the value and impact our products are known for. Please feel free to call or email any questions you may have.

Sincerely,

Denise Malloy
Owner, Senior Instructional Design Specialist

Enclosures: 2

INTECH
DESIGN
Providing value and impact in everything we do.

(530) 877-8987 Business
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Statement of Work

Business Need

Current Condition:



Paragon Publishing House is currently developing a textbook on succeeding in college through developing good learning and study skills, but does not have an interactive website companion to accompany and compliment the text.

Desired Condition:



Paragon Publishing House is requesting a series of six or more online interactive learning modules allowing users to practice the skills and/or strategies outlined in the textbook.

Strategic Benefits:



The benefits of this interactive e-learning website are that the student will become more proficient at what was learned overall and additionally, will make the texts more modern in today's world thus presenting a higher number of sales and profits for Paragon Publishing House.



Client Request

After reviewing the RFP as well as per our discussion on the telephone, it is clear that Paragon Publishing House would like a 6+/- hour web-based interactive e-learning product in support of the textbook currently in progress. This interactive e-learning was broken down to six modules which is anticipated to be one hour each, and will be based on topics related to becoming a better student. These topics include, but are not limited to:

- Study Skills
- Academic Etiquette
- Information Processing Strategies for Texts
- Information Processing Strategies for Lectures
- Effective Note Taking
- Test Taking Strategies

Paragon Publishing House's intentions are to offer the e-learning to all students who purchase the text and take the coordinating course(s). The age group varies from 17 to 40 years old and InTechDesign will take this into consideration throughout the development of the product.

Overview

InTechDesign will provide Paragon Publishing House with development and delivery of the e-learning modules in three phases, each moving forward after Paragon Publishing House signs off the previous. Outlined below is the content of each phase:



Design Phase and Deliverables

Phase 1 – Design Document Development

This segment involves the development of the design document, which will outline the instructional analysis, as well as the course design of the project. Instructional analysis will center attention on the business need, content of the individual topics, the target audience, training objectives and goals, and performance support components. The model's goals, objectives, evaluation criteria, and training material will be reviewed throughout the course design project.

Phase 2 – Prototype Development

Two phases of models encapsulating the project will be provided to Paragon Publishing House. The first will be an Alpha prototype with a small portion of the project for client viewing and refining. This ensures IDT is on track with Paragon Publishing House's needs. The second will be a Beta prototype and will provide a more refined finished look of the project, also to be checked by Paragon Publishing House and then also refined as needed.

Phase 3 – Final Product

The final product will be presented to Paragon Publishing House as a roll-out flash product on a CD Rom/DVD. This will be tested on a small group of students. Once that testing is complete and tests well, the finished product is handed over to Paragon Publishing House.

Workflow Table

The following table outlines the key tasks, owners, and due dates. Please note that EOB in the Due Date title means End of Business Day.

Step	Owner	Action	Due Date (EOB)
1	Client	Approves SOW (D0)	September 24
2	IDT	Submit Design Document	October 12
3	Client	Approve Design Document (D1)	October 14
4	ITD	Develop and conduct internal QA of prototype	October 17
5	ITD	Submit Prototype Storyboards (D2)	
6	Client	Approve Prototype Storyboards	October 19
7	ITD	Develop and conduct internal QA of prototype	December 12
8	ITD	Submit Final Product (Programmer Ready Storyboards) (D3)	
9	Client	Approve Final Product (Programmer Ready Storyboards)	December 14

Anticipated Client Commitment

5 hours will be required of Lori Hubbard Welsh (our subject matter expert), and approximately 3 hours are required of the actual learners who will be using the tool(s).

Fee Schedule

The total cost of the six interactive e-learning modules with corresponding assessments delivered to Paragon Publishing House is \$3,000.00 (all fees 30 days net). This fee will be split into four quarterly payments each due upon acceptance and client sign off of (see workflow table for deliverable due dates):

- The Statement of Work: \$750
- The Design Document: \$750
- The Prototype: \$750
- The Final Project: \$750

December 9, 2007

Letter of Acceptance

I have reviewed the flash storyboards attached for Paragon Publishing House's e-learning project titled *An Interactive E-learning Product on Effective Note Taking* submitted by **inTechDesign** on December 6, 2007. Please indicate in the box(es) below the following action in order to proceed further:

- No revisions are necessary. Please proceed with the flash prototype development as described in the storyboards.

- Revisions and/or additions are required as noted in the storyboards. Please make the changes and then proceed with flash prototype development.

- Substantial problems are evident with the design and/or flash prototype. Please stop all work until these can be discussed in detail and resolved.

Lori Hubbard Welsh,
Paragon Publishing House

Date