

# **DotComIt Request for Proposal**

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## **Project Name:**

Learn-With.com Site Design

## **Project Description:**

This project is to design a web page template, and home page, for sales of Learn-With training materials.

### ***About DotComIt:***

DotComIt builds custom software applications that target modern browsers and mobile devices. We currently focus on UI programming with AngularJS and other HTML5 technologies; but traditionally have done a lot with Adobe's Flash Platform and ColdFusion.

Over the years, we have created and marketed multiple services marketed to programmers, including:

- Life After Flex: A Training Course so Flex Developers can learn about AngularJS and HTML5 Development
- Flextras: A line of User Interface Components for Flex Developers
- The Flex Show: A podcast for Flex Developers
- Ask the Flexpert: An on-demand mentoring program for Flex Developers.

The values we like to communicate in our marketing material are:

- Approachable
- Knowledgeable
- Resourceful
- Reliable

Jeffrey Houser, the company's founder has written multiple books, articles, and is a regular speaker about the technologies he uses.

### ***Details***

The LearnWith series is a collection of books focusing on different technologies. The purpose of this project is to design a web site to sell the books.

The first release will include three books, all based on using AngularJS 1.5 with different application servers. The books will be available for sale through the web site, using Gumroad as the store, and have links to purchase via Amazon.com.

These are the requirements for this project:

- Create a “Learn With” logo using other DotComIt logos as a guide.
  - All “DotComIt” properties use a similar logo approach, with the DotComIt icon on the left, the company name on the right, and a tag line underneath the company name.
  - Tagline: Knowledge to Boost Your Career
  - Logo color is up to the discretion of the designer, but should be compatible with the site design.
- Design the Learn With Home Page:
  - The template should follow this basic format:
    - Logo
    - Nav Bar
      - Buy (The Home Page)
      - About
      - Contact
    - Main Content
      - Content for home page detailed below
    - Footer
      - Copyright notice
      - Links to other stuff we do ( dot-com-it.com | jeffryhouser.com | LifeAfterFlex.com )
  - Note: We can provide all server-side programming skill to make the site work; only design / HTML / CSS skills are needed.
- Design Home Page Content.

### ***Home Page Content Outline:***

Here is the content we envision being displayed on the home page:

Sign up for a Free Sample

First Name:

Email Address:

Submit Button

AngularJS 1.5 & Bootstrap [View App Link]

With Mock Services	\$5.99	Buy from Us	Buy from Amazon
With NodeJS Services	\$5.99	Buy from Us	Buy from Amazon
With ColdFusion Services	\$5.99	Buy from Us	Buy from Amazon
Buy Them All	\$9.99	Buy from Us	

### AngularJS 2 & Bootstrap [View App Link]

With Mock Services	\$5.99	Buy from Us	Buy from Amazon
With NodeJS Services	\$5.99	Buy from Us	Buy from Amazon
With ColdFusion Services	\$5.99	Buy from Us	Buy from Amazon
Buy Them All	\$9.99	Buy from Us	

### ReactJS [View App Link]

With Mock Services	\$5.99	Buy from Us	Buy from Amazon
With NodeJS Services	\$5.99	Buy from Us	Buy from Amazon
With ColdFusion Services	\$5.99	Buy from Us	Buy from Amazon
Buy Them All	\$9.99	Buy from Us	

#### Notes:

- The series is launching with a single set of books, based on AngularJS 1.5. We hope to add more in the future.
- We assume the home page will be a hard coded page; not dynamically generated from a database.
- We're not sure how best to present each series. As some type of expandable / collapsible list? Or as tabs? Or something else? Please advise.
- The Buy from Amazon link will be direct links to products in Amazon storefront and these can be added later.
- Buy from Us will be a popup to use the Gumroad store. We can populate that later.

### ***Our Target Market:***

Web programmers are the target market for the Learn With series. They are people who have some experience, but want to learn a new tool. Programmers are analytical, logical people who like structure in the things they do.

Here are some things our customers like:

- Twitter / Gmail
- Gang of Thrones / Walking Dead / Breaking Bad
- SmartPhones, Tablets, Fitbits, and other tech gadgets.

The design should try to speak to that market.

## **Expected Deliverables:**

- LearnWith Logo as Illustrator file
- Master graphic design files for any relevant web assets
- HTML and CSS for home page, if applicable

## **Other good things to know:**

- The web domain for this site will be [ww.learn-with.com](http://ww.learn-with.com) . But, we do not want to put the 'dash' in the logo.
- We will integrate with Gumroad (<https://gumroad.com/> ) to handle payment processing and fulfillment, so you don't have to worry about handling sales or shopping cart issues.
- The books are being written in parts that can fit together like Legos. Portions of each book are being reused in other books.
- Here are some sites for other parts of our business. You can reference to see what other designs we have approved in the past:
  - <http://www.flextras.com>
  - <http://www.asktheflexpert.com>
  - <http://www.theflexshow.com>
  - <http://www.lifeafterflex.com>

## **Attachments:**

- RFP\_HomePageContent.docx : Sample home page content
- DotComIt logo (Consulting-3versions [Converted].ai ) included for reference
- Flextras Logo (Flextras - Interface Flex Components.ai ) included for reference
- The Flex Show Logo (TheFlexShow-3versions [Converted].ai ) included for reference
- Life After Flex Logo (LifeAfterFlex-3versions [Converted].ai ) included for reference.
- Picture of Jeffry (tammi-jeff-17.jpg and JeffryHouserHeadShot.png) . These are included for reference, but are not needed.