

## Worksheet for an ecommerce project budget (Activity 8)

Consider a small ecommerce store such as Market Quarter. For each of the following tasks estimate how long it would take a **trained professional** to complete the work and how much they are likely to charge per day. Work out the cost of each task and make notes of any assumptions you are making such as the number of pages, products or the complexity of the system. Calculate the total budget required (not including software, hardware or partner costs)

Task	Days of work required	Price per day	Costs of task	Notes/Assumptions
Graphical design and branding work including any Flash components				
Information architecture: designing the customer journeys and modeling products/categories				
Designing Decision support/ customer support areas of the site				
Wireframes and xHTML templates for pages on the site				
Creation of CSS style sheets				
Implementation inside CMS or store builder (such as Shopify) or using PHP/MySQL				
Payment integration				
Copywriting, photography and data entry				
Integration with stock control and ordering systems				
Testing				
Marketing and SEO planning				
Project management				
<b>Total</b>				