

Worksheet for an ecommerce project budget

You have been asked by a client to improve a small ecommerce store such as Market Quarter. The priority is to seek ways to improve the revenue of the business rather than redesign the site for its own sake. I want you to prepare an outline budget for such a project. For each of the following tasks below 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) You are likely to find some parts of the budget difficult so make sensible estimates or use your experience from other projects. Please assume that your team is trying to make a reasonable profit on this project. Include in your assumptions what you would consider to be a reasonable profit.

Task	Days of work required	Price per day	Costs of task	Notes/Assumptions
Additional graphical and branding work				
Information architecture				
Improving decision support				
Wireframes and xHTML templates				
Creation of new CSS style sheets				
Applying the new design and technical changes				
New Payment integration				
Additional copywriting, photography and data entry				
Integration with external systems				
Testing				
Project management				
Total				