

STATEMENT OF WORK

Website Redevelopment Product Catalogue

Manchester Technology — manchestertech.ae

DEPARTMENT: WORDPRESS

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1 Project Overview

Scope Limitation Any requirement, deliverable, or feature not explicitly stated in this Statement of Work is out of scope and will be managed through formal change control.

1.1 Client Background

Manchester Technology is a UAE-based provider of printer and office automation equipment, serving business customers across the region. The company offers sales, rental, and service for leading brands such as Epson, Canon, Kyocera, and Toshiba. Their business model focuses on B2B transactions, supporting UAE businesses with both new and refurbished equipment, as well as ongoing maintenance and support.

The company operates primarily through its website, www.manchestertech.ae, which acts as a key channel for product discovery, lead generation, and customer support. Manchester Technology's offerings include a range of office printers, multifunction devices, and related solutions tailored to business needs. The business also emphasizes customer education and support as part of its value proposition.

1.2 Current Situation

Manchester Technology's current website is built on WordPress and presents several limitations that impact business performance and customer experience. The site lacks a searchable product catalogue, has slow page load times, and does not fully support lead generation or paid advertising campaigns. Existing content, including product data and case studies, is static and not optimized for search or conversion.

PROBLEM	BUSINESS IMPACT	HOW THIS PROJECT ADDRESSES IT
No searchable product catalogue or filters	Customers cannot easily find or compare products, reducing enquiries and sales	Implement searchable, filterable product catalogue with individual product pages
Slow page load times and unoptimized images/code	High bounce rates and poor user experience, negatively affecting SEO and paid campaigns	Rebuild site for speed, optimize images, minimize plugin bloat, and improve hosting
Static brand/category pages only, no individual product detail	Limited product visibility and poor SEO, reducing organic and paid lead generation	Create individual product pages with specs, images, and enquiry/checkout options
Enquiry forms only on main contact page	Lost lead opportunities from product pages, lower conversion rates	Add lead capture forms and WhatsApp chat to every product page
Inconsistent, outdated design	Weakens brand perception and trust with corporate clients	Deliver modern, professional redesign aligned with Manchester Technology's brand
Site not fully mobile-responsive	Poor experience for mobile users, limiting reach and conversions	Implement responsive design for all templates and devices
No clear Google Ads landing page structure	Ineffective paid campaigns and low ROI	Design landing pages and site structure for Google Ads compatibility

PROBLEM	BUSINESS IMPACT	HOW THIS PROJECT ADDRESSES IT
Limited on-page SEO and analytics setup	Reduced discoverability and lack of actionable insights	Implement on-page SEO, Google Analytics, and Search Console integration

Key problems, their business impact, and how the redevelopment addresses them.

1.3 Business Objectives

- Redevelop and redesign the website to deliver a modern, professional corporate presence.
- Implement a searchable, filterable product catalogue with individual product pages for 2 to 3 products across 5 categories.
- Enable both lead capture and online checkout/payment options, as required per product.
- Optimize site speed and performance, including image compression and code optimization.
- Ensure mobile responsiveness across all templates and devices.
- Integrate lead capture forms and WhatsApp chat on every product page.
- Prepare site structure and landing pages for Google Ads campaigns.
- Migrate all existing product, content, and case study data to the new site.
- Provide admin access and basic training for ongoing content and product management.
- Migrate the website to a new hosting provider as part of the project scope.

1.4 Success Criteria

SUCCESS MEASURE	CURRENT BASELINE	TARGET AT GO-LIVE
Mobile LCP (Largest Contentful Paint) on key templates	Not currently measured	Under 2.5 seconds
Number of products with individual pages and lead/checkout options	0	2 to 3 products across 5 categories
Enquiry form and WhatsApp chat present on product pages	Only on main contact page	On every product page
Google Analytics and Search Console configured	Partial or not configured	Fully configured and verified
Site mobile responsiveness (across all templates)	Partial	Full compliance on all devices
SEO meta data (titles, descriptions, alt text) per product page	Not consistently implemented	Implemented for all product pages
Google Ads landing page readiness (clean URLs, fast load, clear CTAs)	Not optimized	Optimized for paid campaigns
Content and case study data migrated	Not migrated	All existing data migrated
Admin access and training for content management	Limited	Full access and training provided

SUCCESS MEASURE	CURRENT BASELINE	TARGET AT GO-LIVE
Hosting migration completed	Not started	Site live on new hosting provider

Measurable success criteria for project completion.

1.5 Stakeholders

ROLE	RESPONSIBILITY	ORGANISATION
Client Contact: Akshar	Project sponsor, primary point of contact, provides business requirements and approvals	Manchester Technology
Product Content Owner	Provides product images, specifications, and written content as agreed	Manchester Technology
Case Study/Content Owner	Supplies case study and other content for migration	Manchester Technology
Agency Project Manager	Manages project delivery, timeline, and client communications	KrishWeb
Agency Technical Lead	Oversees technical implementation, migration, and integrations	KrishWeb
Agency Design Lead	Delivers design concepts and visual assets	KrishWeb
Agency Content Specialist	Creates or rewrites content as required by scope	KrishWeb
Hosting Provider (TBD)	Supports hosting migration and go-live	To be confirmed

Key stakeholders and their responsibilities.

2 Project Scope

Manchester Technology requires a full redevelopment and redesign of their existing WordPress website, manchestertech.ae, which focuses on sales, rental, and service of printer and office automation equipment in the UAE. The project involves migrating existing content and product data, optimizing site performance, and enhancing the user experience to support lead generation and product education.

The scope includes redesigning core website pages, implementing a searchable product catalogue with individual product pages, and ensuring the site is optimized for speed, mobile responsiveness, and Google Ads compatibility. The project also covers integration with Google Analytics and WhatsApp, with potential hosting migration to a new provider. The timeline for delivery is fixed at 14 days.

2.1 Scope Areas

AREA	WHAT IS INCLUDED	WHAT IS NOT
Website Redesign	Full redesign of existing pages: Home, About, Solutions, Case Studies, News & Events, Contact with a consistent corporate look	Creation of new pages beyond those listed
Product Catalogue	Searchable Products page with filters by brand and category; individual product pages with specs, images, price/enquiry button, and Request Quote form	Adding products beyond the specified 2 to 3 individual products
Lead Generation Features	Enquiry forms on every product page, WhatsApp click-to-chat with improved placement	Development of new lead generation channels beyond forms and WhatsApp
Performance Optimization	Image compression, clean code, caching, minimal plugin use for fast page loading	Hosting infrastructure changes beyond migration decision
Mobile Responsiveness	Design and development ensuring usability on mobile devices	Development of native mobile applications
SEO and Google Ads Readiness	On-page SEO including page titles, meta descriptions, alt text; clean URLs and calls-to-action for paid campaigns	Ongoing SEO management or paid campaign management
Content Migration	Migration of all existing product, content, and case study data to the new site	Creation of new content except as specified under split responsibility
Third-Party Integrations	Setup of Google Analytics and Google Search Console; retention and improvement of WhatsApp chat	Integration with CRM, inventory, or other marketing tools
Hosting	Migration to a new hosting provider if decided; current hosting provider support if retained	Hosting provider selection or hosting cost management
Design Customization	Fully bespoke redesign including layout, color scheme, icons, banners, fonts; confirmation of base theme before work begins	Use of heavily modified pre-built themes without client approval

2.2 Delivery Approach

The project will be delivered in defined phases to ensure clarity and control over progress. Each phase will focus on specific deliverables aligned with the project scope and timeline. The approach supports a fixed 14-day timeline with no flexibility for extension.

1. Project initiation and requirements confirmation including finalizing hosting decision and design theme base
2. Design phase producing a single design concept for client approval
3. Development phase including content migration, product catalogue setup, and feature implementation
4. Performance optimization and SEO setup
5. Testing and quality assurance including mobile responsiveness and lead generation functionality
6. Client training on product and content management
7. Final deployment and hosting migration if applicable
8. Project closure and handover documentation

2.3 Scope Change Process

Any changes to the agreed project scope must be formally requested and approved before implementation. Change requests will be evaluated for impact on timeline, cost, and resources. Pricing for changes will be provided separately and must be agreed upon by both parties prior to work commencement.

CHANGE TYPE	PROCESS	APPROVAL REQUIRED
Minor content updates	Client submits request via email; reviewed by project manager; approved if within scope and timeline	Project manager approval
Additional features or pages	Formal change request submitted; impact assessment conducted; quote provided	Client and KrishaWeb approval
Hosting provider change after project start	Change request with impact on timeline and cost; reassessment required	Client and KrishaWeb approval
Design revisions beyond single concept	Request submitted; additional design work quoted	Client and KrishaWeb approval
Timeline extension requests	Request submitted; impact on delivery schedule assessed	Client and KrishaWeb approval

3 Functional Requirements

Manchester Technology requires a full redevelopment and redesign of its existing WordPress website, www.manchestertech.ae, to serve as a modern, fast-loading product catalogue and lead generation platform for office automation equipment in the UAE. The new system must support searchable product listings, individual product pages, lead capture, selective online checkout, and integration with Google Analytics and WhatsApp, while migrating all existing content and assets to a new hosting provider within a fixed 14-day timeline.

3.1 Public Website and Content Pages

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-CM-01	Redesign all existing pages (Home, About, Solutions, Case Studies, News & Events, Contact) with a modern, professional corporate look.	All listed pages display a consistent, approved design reflecting Manchester Technology branding.	Must
FR-CM-02	Implement mobile-responsive design across all pages.	All pages render correctly and are fully usable on mobile, tablet, and desktop devices.	Must
FR-CM-03	Optimize all pages for fast loading, including image compression and code optimization.	Each page achieves a Google PageSpeed Insights score of 85 or higher on both desktop and mobile.	Must
FR-CM-04	Provide on-page SEO for all content pages, including titles, meta descriptions, and alt text.	Each page contains unique, relevant SEO metadata and alt text for all images.	Must
FR-CM-05	Redesign and optimize the News & Events section for SEO.	News & Events section is accessible, searchable, and optimized for search engines.	Should
FR-CM-06	Redesign the Case Studies section to improve visual appeal and usability.	Case Studies section displays at least three case studies with refreshed layout and imagery.	Should

3.2 Product Catalogue and Search

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-SE-01	Create a searchable Products page with filters by brand and category.	Users can filter products by brand (Epson, Canon, Kyocera, Toshiba) and category (printers, MFPs, rental) and see results update in real time.	Must
FR-SE-02	Set up individual product pages for each product (2 to 3 products, across 5 categories).	Each product has a dedicated page with images, specifications, and enquiry/checkout options.	Must
FR-SE-03	Enable product search functionality with keyword and filter support.	Users can search for products by name, brand, or category and receive relevant results.	Must

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-SE-04	Display product specifications, images, and pricing/enquiry options on each product page.	Each product page includes all required fields and a visible 'Request Quote' or checkout button.	Must
FR-SE-05	Migrate all existing product data to the new catalogue.	All products from the current site are present and accurate in the new system.	Must

3.3 Lead Generation and Enquiry Flows

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-BK-01	Implement enquiry forms on every product page for lead capture.	Each product page contains a working enquiry form that submits leads to the designated recipient.	Must
FR-BK-02	Retain and improve WhatsApp click-to-chat functionality on all relevant pages.	WhatsApp chat button is visible and functional on all product and contact pages.	Must
FR-BK-03	Enable lead capture on main contact and solutions pages.	Contact and Solutions pages include enquiry forms that submit leads to the designated recipient.	Must
FR-BK-04	Provide clear calls-to-action on all landing and product pages.	Each landing and product page contains a visible, actionable CTA (e.g., 'Request Quote', 'Enquire Now').	Must
FR-BK-05	Support Google Ads landing-page readiness with clean URLs and fast load times.	Landing pages meet Google Ads requirements for speed and structure.	Must

3.4 E-commerce and Checkout

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-EC-01	Enable online checkout/payment for selected products only.	Products designated for checkout allow users to complete payment online; others show only 'Request Quote'.	Must
FR-EC-02	Support both 'Request Quote' and checkout flows, product-dependent.	Each product page displays either a checkout button or a lead form, as specified by the client.	Must
FR-EC-03	Implement secure payment gateway integration for checkout-enabled products.	Checkout process uses a secure, PCI-compliant payment gateway for online transactions.	Must
FR-EC-04	Provide order confirmation and summary to users after successful checkout.	Users receive an on-screen confirmation and summary after completing payment.	Must

3.5 Content Management and Editorial Workflow

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-CM-07	Provide admin access to manage products, leads, and content.	Designated admin users can add, edit, and remove products, leads, and content pages.	Must
FR-CM-08	Support migration of all existing content, including product data, case studies, and news.	All legacy content is present and accurate on the new site after migration.	Must
FR-CM-09	Allow basic editing of SEO metadata for all pages and products.	Admin users can update page titles, meta descriptions, and alt text via the CMS.	Must
FR-CM-10	Enable image upload and management for products and content.	Admin users can upload, replace, and remove images for any product or page.	Must
FR-CM-11	Provide basic training for client team on updating products and content.	Client team receives training session and documentation for content management tasks.	Must

3.6 Integrations

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-IN-01	Integrate Google Analytics for website traffic tracking.	Google Analytics is configured and receiving data from all site pages.	Must
FR-IN-02	Integrate Google Search Console for SEO monitoring.	Google Search Console is configured and tracking the new site.	Must
FR-IN-03	Integrate WhatsApp for direct customer enquiries.	WhatsApp integration is functional and accessible from all relevant pages.	Must

3.7 Hosting and Migration

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-AD-01	Migrate website to a new hosting provider as specified by the client.	All site files, databases, and assets are transferred and the site is live on the new host.	Must
FR-AD-02	Ensure minimal downtime during migration.	Site is unavailable for no more than two hours during migration.	Must
FR-AD-03	Verify all functionality post-migration before go-live.	All site features are tested and confirmed working on the new host before launch.	Must

3.8 Administration and Roles

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-AD-04	Support at least two admin roles: full admin and content editor.	System allows assignment of at least two distinct admin roles with appropriate permissions.	Must
FR-AD-05	Restrict access to admin features to authorized users only.	Only authenticated users with admin roles can access the CMS and admin features.	Must

3.9 Accessibility

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-AC-01	Ensure all public pages meet WCAG 2.1 AA accessibility standards.	Pages pass automated and manual accessibility checks for WCAG 2.1 AA compliance.	Must

3.10 Reporting and Analytics

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-RP-01	Provide access to Google Analytics and Search Console reports for the client team.	Client team can log in and view analytics and search performance data.	Must
FR-RP-02	Track form submissions and lead generation events as goals in Google Analytics.	All enquiry and lead forms are tracked as conversion goals in Analytics.	Must

3.11 User Accounts and Authentication

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-UA-01	No public user registration or login required for catalogue or enquiry.	All catalogue and enquiry features are accessible without user login.	Must

3.12 Multilingual Support

ID	REQUIREMENT	ACCEPTANCE CRITERIA	PRIORITY
FR-ML-01	No multilingual support required for initial launch.	Site is delivered in English only unless otherwise specified by the client.	Must

REQUIREMENTS TRACEABILITY

Each functional requirement is assigned a unique ID and will be referenced in all downstream testing and acceptance documents. Acceptance criteria are observable and will be verified through user acceptance testing prior to launch.

4 UI/UX Design

Manchester Technology requires a full redesign of their existing website to reflect a modern, corporate visual identity consistent with their brand. The design will prioritize fast loading times, professional aesthetics, and usability across devices. The redesign will include custom visual elements such as layout, color scheme, icons, banners, and fonts, distinct from any pre-built theme. The design will support key business objectives including lead generation, product education, and customer support, with a focus on a searchable product catalogue and optimized landing pages for Google Ads campaigns.

4.1 Design Deliverables

DELIVERABLE	DESCRIPTION	QUANTITY	FORMAT
Homepage Design	Custom visual design for the main landing page reflecting corporate branding and optimized for speed and usability	1	PSD, Figma, or equivalent design file
About Page Design	Design for the About page with consistent branding and content layout	1	PSD, Figma, or equivalent design file
Solutions Page Design	Design for the Solutions page showcasing services and offerings	1	PSD, Figma, or equivalent design file
Case Studies Page Design	Design for the Case Studies section with refreshed layout	1	PSD, Figma, or equivalent design file
News & Events Page Design	Design for the News & Events section optimized for SEO and content presentation	1	PSD, Figma, or equivalent design file
Contact Page Design	Design for the Contact page including enquiry forms and contact details	1	PSD, Figma, or equivalent design file
Searchable Products Page Design	Design for the product catalogue page with filters by brand and category	1	PSD, Figma, or equivalent design file
Individual Product Page Design	Design for individual product pages including specs, images, price/enquiry button, and request quote form	Up to 3	PSD, Figma, or equivalent design file
Lead Capture Elements	Design for enquiry forms and WhatsApp click-to-chat placement on product pages	1 set	PSD, Figma, or equivalent design file
Google Ads Landing Page Templates	Design templates optimized for paid campaign landing pages with clear calls-to-action	2	PSD, Figma, or equivalent design file

4.2 Templates To Be Designed

TEMPLATE	PURPOSE	RESPONSIVE OR SEPARATE MOBILE DESIGN
Homepage	Main landing page for visitors	Responsive
About Page	Information about Manchester Technology	Responsive
Solutions Page	Details of services and solutions offered	Responsive
Case Studies Page	Showcase of customer testimonials and case studies	Responsive
News & Events Page	Blog and news section optimized for SEO	Responsive
Contact Page	Contact information and enquiry forms	Responsive
Searchable Products Page	Product catalogue with search and filter functionality	Responsive
Individual Product Page	Detailed product information with enquiry and checkout options	Responsive
Google Ads Landing Pages	Landing pages optimized for paid campaigns	Responsive
Lead Capture Elements	Forms and chat widgets for lead generation	Responsive

4.3 Review & Approval

- Each design deliverable will undergo two rounds of revision based on client feedback.
- Feedback must be consolidated and provided after each round to avoid scope creep.
- Additional revision rounds beyond the included two will be subject to additional charges and require a formal change request.
- Design approval is required before proceeding to development for each deliverable.
- The client will provide timely feedback to meet the 14-day project timeline.
- KrishaWeb will provide a single design concept per deliverable for approval, with no multiple mockups unless otherwise agreed.

4.4 Brand & Asset Responsibilities

ASSET	SUPPLIED BY	REQUIRED BY
Brand Guidelines (color scheme, fonts, icons)	Client	KrishaWeb design team
Product Images	Split responsibility between Client and KrishaWeb	KrishaWeb design and development teams
Product Specifications and Copy	Split responsibility between Client and KrishaWeb	KrishaWeb content and development teams

ASSET	SUPPLIED BY	REQUIRED BY
Case Studies Content	Client	KrishaWeb content and design teams
Photography	Client	KrishaWeb design team
Existing Website Content for Migration	Client	KrishaWeb development team
Google Analytics and Search Console Access	Client	KrishaWeb development team
WhatsApp Chat Integration Details	Client	KrishaWeb development team

Revision Limits and Additional Charges The project includes two revision rounds per design deliverable. Any requests for changes beyond these rounds will incur additional fees and require a formal change order. This is to ensure adherence to the 14-day timeline and project scope.

5 Technical Scope

Manchester Technology is undertaking a full redevelopment and redesign of its existing WordPress website to support a searchable product catalogue, lead generation, and improved performance. The project includes migration of all existing content, integration with Google Analytics and WhatsApp, and deployment to a new hosting provider. The technical scope below details the platform, hosting, integrations, data migration, and performance and security requirements for this engagement.

5.1 Platform & Stack

The website will be rebuilt on the latest stable version of WordPress, using a fully bespoke theme. The technology stack will be selected to ensure fast page load, mobile responsiveness, and compatibility with required integrations. All plugins and dependencies will be chosen for security, performance, and maintainability. No pre-built commercial themes will be used beyond a minimal base theme if required for development efficiency.

LAYER	TECHNOLOGY	VERSION	NOTES
CMS	WordPress	6.4.x	Latest stable release at project start
Theme	Custom bespoke theme	N/A	No commercial theme; custom design and layout
Frontend	HTML5, CSS3, JavaScript (ES6+)	N/A	Responsive, standards-compliant
Framework	None	N/A	No frontend JS framework unless required for search/filter
Database	MySQL/MariaDB	5.7+ / 10.3+	As provided by hosting
Web Server	Apache or NGINX	Latest stable	As provided by hosting
PHP	PHP	8.1+	Latest supported by WordPress
Image Optimization	Imagify or ShortPixel	Latest	Plugin for image compression
Caching	WP Rocket or similar	Latest	Page and object caching
SEO	Yoast SEO or Rank Math	Latest	On-page SEO management
Forms	Gravity Forms or WPForms	Latest	Lead capture and quote request
E-commerce	WooCommerce (if required)	Latest	For products with checkout only

All versions to be confirmed at project start. No frontend JS framework unless required for product search/filter.

5.2 Hosting & Environments

ENVIRONMENT	PURPOSE	SPECIFICATION	MANAGED BY
Production	Live website for end users	To be confirmed; new hosting provider required	Manchester Technology

ENVIRONMENT	PURPOSE	SPECIFICATION	MANAGED BY
Staging	Pre-launch testing and client review	Same as production; isolated from live data	KrishWeb
Development	Internal development and QA	Same as production; not publicly accessible	KrishWeb

Hosting provider to be selected by client prior to go-live. Migration to new host is in scope.

5.3 Integrations

SYSTEM	PURPOSE	DIRECTION	METHOD	API CONFIRMED
Google Analytics	Website analytics	Outbound	JavaScript tag / plugin	Yes
Google Search Console	SEO monitoring	Outbound	Meta tag / plugin	Yes
WhatsApp	Lead capture / chat	Outbound	Click-to-chat link / widget	Yes
WooCommerce (if used)	E-commerce / checkout	Internal	Plugin	Yes

No other third-party integrations (CRM, inventory, marketing tools) are required per client brief.

API Confirmation Required
 If additional integrations are identified during discovery, API availability and method must be confirmed before implementation. Any unconfirmed integration is a project risk.

5.4 Data Migration

All existing product, content, and case study data from the current site will be migrated to the new WordPress installation. Data migration includes products, categories, case studies, news/events, and all static pages. Some assets will be provided by the client, while others will be created or rewritten by KrishWeb as specified.

DATA SET	SOURCE	VOLUME	TRANSFORMATION REQUIRED
Products	Current WordPress site	2 to 3 products, 5 categories	Field mapping, image optimization
Categories	Current WordPress site	5 categories	Reorganization for new catalogue structure
Case Studies	Current WordPress site	All existing	Content refresh and design update
News & Events	Current WordPress site	All existing	SEO optimization, possible repurposing
Static Pages (Home, About, Solutions, Contact)	Current WordPress site	All existing	Content review and rewrite as needed
Images	Client and agency	All product and page images	Compression, renaming, alt text
Testimonials	Current WordPress site	All existing	Design refresh

DATA SET	SOURCE	VOLUME	TRANSFORMATION REQUIRED
Enquiry Forms	Current WordPress site	All existing	Field mapping to new forms
SEO Metadata	Current WordPress site	All existing	Review and update for new structure

All data to be migrated unless otherwise specified by client. Split responsibility for content creation and provision.

5.5 Performance & Security

AREA	REQUIREMENT	VERIFICATION
Page Load Speed	Home and product pages must load in under 2.5 seconds on Google PageSpeed Insights	Benchmark before/after; Google PageSpeed report
Image Optimization	All images compressed and served in next-gen formats	Manual review; PageSpeed Insights
Caching	Full-page and object caching enabled	Plugin configuration; cache hit/miss logs
Mobile Responsiveness	All pages must be fully responsive	Device/browser testing
SEO	Unique titles, meta descriptions, alt text per page	SEO audit; plugin reports
Form Security	All forms protected against spam and injection	Honeypot, CAPTCHA, manual test
HTTPS	All pages served over SSL/TLS	SSL test; browser padlock
User Roles	Admin, Editor, Contributor roles with least privilege	Role audit in WordPress
Plugin Security	All plugins from reputable sources, kept updated	Plugin audit; update logs
Backup & Recovery	Automated daily backups of site and database	Backup logs; restore test

Performance and security requirements apply to all environments prior to go-live.

6 Deliverables

Manchester Technology requires a full redevelopment and redesign of its existing WordPress website, www.manchestertech.ae, to support its business in printer and office automation equipment sales, rental, and service for UAE businesses. The project scope includes a custom product catalogue with both lead-capture and checkout functionality, migration of all existing content, and deployment to a new hosting environment. The engagement will deliver a set of tangible artefacts, environments, and training sessions as detailed below.

6.1 Deliverables Schedule

DELIVERABLE	DESCRIPTION	FORMAT	MILESTONE
Project Kickoff Document	Summary of project scope, timeline, responsibilities, and communication plan.	PDF	Project Start
Design Mockup(s)	Custom visual design concept for all key pages, including Home, About, Solutions, Case Studies, News & Events, Contact, and Products.	Figma/PNG/PDF	Design Approval
Final Design Assets	Approved color scheme, fonts, icons, banners, and layout files for development.	Figma/PNG/PDF	Design Sign-off
Staging Environment	Fully functional staging site for review and testing, including all migrated content and product catalogue.	Deployed Website	Pre-UAT
Product Catalogue Setup	Configured searchable product catalogue with 2-3 individual product pages, 5 categories, filters, and both lead-capture and checkout options as specified.	Deployed Website	Catalogue Completion
Content Migration Report	Documentation of all migrated content, including product data, case studies, and news/events.	PDF/Spreadsheet	Content Migration
SEO & Analytics Setup	On-page SEO (titles, meta, alt text), Google Analytics, and Google Search Console configured.	Deployed Website/Report	SEO Setup
Live Website Deployment	Deployment of the fully redeveloped, speed-optimized, mobile-responsive website to new hosting environment.	Deployed Website	Go-Live
Admin Training Session	Training for client team on managing products, leads, and content updates.	Live/Recorded Session	Post Go-Live

DELIVERABLE	DESCRIPTION	FORMAT	MILESTONE
Handover Package	Admin credentials, documentation, and user guides for ongoing management.	PDF/Word/Spreadsheet	Project Close

All deliverables will be provided in the formats specified above. Milestones are subject to the fixed 14-day project timeline.

6.2 Acceptance

A deliverable will be considered accepted when Manchester Technology confirms in writing that it meets the agreed requirements, functions as specified, and is free of critical defects. Acceptance criteria for each deliverable are as follows:

- Design mockups and assets match the approved visual direction and include all required page types.
- Staging environment is accessible, complete, and includes all migrated content and product catalogue features.
- Product catalogue supports search, filtering, lead-capture, and checkout as specified for each product.
- All migrated content is accurate and complete, with no missing data or formatting errors.
- SEO and analytics setup is verified and functional.
- Live website is deployed to the agreed hosting environment, loads quickly, and is mobile-responsive.
- Admin training is delivered and client team can demonstrate ability to manage site content and leads.
- Handover package contains all required documentation and credentials.

DELIVERABLE REVIEW WINDOW

Manchester Technology will have two business days to review and either accept or request revisions for each deliverable. If no feedback is received within this window, the deliverable will be deemed accepted.

Fixed Timeline All deliverables must be completed and accepted within the fixed 14-day project timeline. No extensions will be granted.

COMPANION DOCUMENTS

This engagement will also produce a Statement of Work, project plan, and migration checklist as companion documents, to be delivered alongside the primary artefacts.

7 Testing & Quality Assurance

Manchester Technology's website redevelopment project requires a comprehensive testing and quality assurance process to ensure the new site meets all specified functional, performance, and usability requirements. Testing will cover the redesigned pages, searchable product catalogue, lead generation forms, checkout processes, and integrations with Google Analytics and WhatsApp. The process will verify compliance with the defined requirements, performance benchmarks, and compatibility across supported browsers and devices.

7.1 Test Types & Responsibility

TEST TYPE	OWNER	SCOPE	ENVIRONMENT
Functional Testing	KrishaWeb Delivery Team	Verification of all functional requirements including product catalogue, enquiry forms, checkout, and content management features	Development and Staging Environments
Performance Testing	KrishaWeb Delivery Team	Page load speed, image optimization, caching effectiveness, and hosting performance	Staging Environment
Cross-Browser and Device Testing	KrishaWeb Delivery Team	Compatibility across specified browsers and devices	Staging Environment
Security Testing	KrishaWeb Delivery Team	Basic security checks related to form submissions and data handling	Development Environment
User Acceptance Testing (UAT)	Manchester Technology	Validation of all delivered features against business needs and acceptance criteria	Staging Environment
Regression Testing	KrishaWeb Delivery Team	Verification that new changes do not adversely affect existing functionality	Development and Staging Environments

7.2 Requirement Coverage

FUNCTIONAL AREA	FR-IDS	TESTING METHOD
Content Management and Page Redesign	FR-CM-01, FR-CM-02, FR-CM-03, FR-CM-04, FR-CM-05, FR-CM-06, FR-CM-07, FR-CM-08, FR-CM-09, FR-CM-10, FR-CM-11	Functional testing of redesigned pages and content management features
Searchable Products Catalogue	FR-SE-01, FR-SE-02, FR-SE-03, FR-SE-04, FR-SE-05	Functional and regression testing of product search, filters, and individual product pages
Blog/News and Testimonials	FR-BK-01, FR-BK-02, FR-BK-03, FR-BK-04, FR-BK-05	Functional testing of blog/news section and testimonials redesign
E-commerce and Lead Capture	FR-EC-01, FR-EC-02, FR-EC-03, FR-EC-04	Functional testing of enquiry forms, request quote, and checkout processes

FUNCTIONAL AREA	FR-IDS	TESTING METHOD
Integrations and Analytics	FR-IN-01, FR-IN-02, FR-IN-03	Verification of Google Analytics, Google Search Console setup, and WhatsApp integration
Advertising and SEO	FR-AD-01, FR-AD-02, FR-AD-03, FR-AD-04, FR-AD-05	Testing of SEO elements, Google Ads landing page readiness, and URL structure
Accessibility and Mobile Responsiveness	FR-AC-01	Testing across mobile devices and screen sizes for responsive design
Reporting and Performance	FR-RP-01, FR-RP-02	Performance testing using Google PageSpeed Insights benchmarks
User Authentication and Roles	FR-UA-01	Verification of admin access and user roles for content and product management
Miscellaneous	FR-ML-01	Testing of any additional miscellaneous requirements specified

7.3 Browser & Device Matrix

PLATFORM	VERSIONS	PRIORITY
Desktop Browsers	Latest versions of Chrome, Firefox, Edge, Safari	High
Mobile Browsers	Latest versions of Chrome for Android, Safari on iOS	High
Tablets	Latest iPadOS Safari, Android tablets latest Chrome	Medium
Legacy Browsers	Internet Explorer 11 (if required)	Low

7.4 User Acceptance Testing

- UAT will be conducted by Manchester Technology within a 5 working day window following delivery of the staging site.
- KrishaWeb will provide support and guidance during the UAT period to address any issues or questions.
- Manchester Technology is responsible for validating that all functional requirements as per Section 3 are met and that the site meets business objectives for lead generation, product display, and performance.
- Any defects or change requests identified during UAT must be reported within the 5 working day window.
- If no response or feedback is received from Manchester Technology within the UAT window, the delivery will be considered accepted as is.

7.5 Defect Severity

SEVERITY	DEFINITION	RESPONSE TIME
Critical	Issues causing complete failure of key functionality or site unavailability	Within 4 hours
High	Significant functionality impaired with no workaround	Within 1 business day

SEVERITY	DEFINITION	RESPONSE TIME
Medium	Partial loss of functionality with workaround available	Within 3 business days
Low	Minor issues or cosmetic defects not affecting functionality	Within 5 business days

NOTE ON UAT RESPONSE

If Manchester Technology does not provide feedback within the 5 working day UAT window, the delivered website will be deemed accepted and the project will proceed to closure without further revisions.

8 Deployment

Manchester Technology's website redevelopment project involves migrating the existing WordPress site to a new hosting environment, with a fully redesigned and optimized product catalogue and lead generation system. The deployment will be managed to ensure minimal downtime and a smooth transition, including DNS updates and integration of Google Analytics and WhatsApp. The project timeline is fixed at 14 days, with a requirement for a rollback plan in case of deployment issues.

8.1 Environments & Promotion

ENVIRONMENT	URL PATTERN	PURPOSE	WHO CAN DEPLOY
Development	dev.manchestertech.ae	Initial development and internal testing of the redesigned website and product catalogue features.	KrishWeb Development Team
Staging	staging.manchestertech.ae	Pre-production environment for client review, user acceptance testing, and final content migration verification.	KrishWeb Development Team and Manchester Technology
Production	www.manchestertech.ae	Live website accessible to end users, supporting lead generation, product enquiries, and Google Ads campaigns.	Manchester Technology IT Team with KrishWeb Support

8.2 Go-Live Checklist

1. Complete final content migration including product data, case studies, and other pages from the existing site to the staging environment.
2. Perform full site audit and optimization for speed, including image compression and caching setup.
3. Verify mobile responsiveness and cross-browser compatibility on the staging environment.
4. Configure and test enquiry forms on all product pages and ensure WhatsApp click-to-chat functionality is retained and improved.
5. Set up Google Analytics and Google Search Console accounts if not already configured.
6. Confirm SEO elements such as page titles, meta descriptions, and alt text are correctly implemented on all pages.
7. Conduct client review and approval of the final design and functionality on the staging environment.
8. Coordinate DNS update to point www.manchestertech.ae to the new hosting environment.
9. Deploy the website to the production environment and perform smoke testing to confirm all features operate as expected.
10. Provide basic training to Manchester Technology staff on managing products, leads, and content in the new system.

8.3 DNS & Credentials

ITEM	CURRENTLY HELD BY	REQUIRED BEFORE
Domain DNS Control	Manchester Technology IT Team	Go-live DNS update to new hosting environment
Hosting Account Credentials	To be decided by Manchester Technology	Deployment to production environment
Google Analytics Account	Manchester Technology or KrishaWeb (if setup required)	Final SEO and analytics configuration
Google Search Console Access	Manchester Technology or KrishaWeb (if setup required)	SEO verification and monitoring
WhatsApp Business Account	Manchester Technology	Retention and improvement of click-to-chat feature

8.4 Rollback

In the event of critical issues during or after deployment, the rollback procedure will revert the website to the previous stable version hosted on the existing environment. This ensures continuity of service and lead capture while issues are resolved.

- Notify all stakeholders of rollback decision and expected impact.
- Update DNS records to point back to the original hosting environment.
- Restore any data or configurations changed during deployment if necessary.
- Verify that the original website is fully operational and accessible.
- Document the cause of the rollback and plan corrective actions before reattempting deployment.

Go-Live Freeze Period No changes to content, design, or infrastructure should be made during the go-live freeze period starting 24 hours before the DNS update until 24 hours after the new site is confirmed live to avoid inconsistencies and deployment failures.

9 Timeline & Milestones

Manchester Technology requires a full redevelopment and redesign of its existing WordPress website, including a searchable product catalogue, lead generation features, and migration to a new hosting provider. The project has a fixed, non-negotiable deadline of 14 calendar days from project kick-off. All existing content, product data, and case studies will be migrated, with content responsibilities split between the client and agency. The schedule below reflects the required sequence of deliverables, dependencies, and payment triggers.

9.1 Milestone Schedule

MILESTONE	DELIVERABLE	DURATION (DAYS)	CUMULATIVE DAY	CLIENT DEPENDENCY
Project Kick-off	Project initiation, requirements confirmation, access provision	1	1	Client: Confirm requirements, provide access
Design Concept Approval	Custom homepage and key page mockups submitted for approval	2	3	Client: Approve/revise design concept
Content & Asset Handover	Client and agency provide all required product images, specs, and written content	2	5	Client: Provide assigned content/assets
Development Phase 1	Homepage, About, Solutions, Case Studies, News & Events, Contact page build	3	8	None
Development Phase 2	Product catalogue, individual product pages, filters, lead forms, WhatsApp integration	3	11	None
SEO & Analytics Setup	On-page SEO, Google Analytics, Search Console, Google Ads readiness	1	12	None
UAT & Feedback	Staging site review, client UAT, feedback submission	1	13	Client: Review and provide consolidated feedback
Go-Live & Handover	Migration to new host, final QA, admin training, project closure	1	14	Client: Approve go-live, confirm DNS/hosting details

All durations are calendar days. Cumulative days are relative to project kick-off.

9.2 Phase Detail

PHASE	ACTIVITIES	OUTPUT
Initiation	Requirements review, access setup, project plan confirmation	Project plan, access credentials
Design	Custom design mockups for homepage and key pages, client review and approval	Approved design concept
Content Preparation	Collection and migration of product data, images, case studies, and written content	All content and assets ready for build
Development	Build all site pages, implement product catalogue, filters, lead forms, WhatsApp, checkout, and SEO features	Fully functional staging site
SEO & Analytics	Configure on-page SEO, Google Analytics, Search Console, and Google Ads landing page readiness	SEO-optimized, analytics-enabled site
UAT & Feedback	Client reviews staging site, submits feedback, agency implements revisions	Client-approved site ready for launch
Go-Live & Handover	Migrate to new host, final QA, admin training, project closure	Live website, admin access, training delivered

Each phase output is required before proceeding to the next phase.

9.3 Payment Schedule

MILESTONE	PERCENTAGE	TRIGGER
Project Kick-off	20	Upon project initiation and access provision
Design Concept Approval	20	Upon client approval of design concept
Development Completion	40	Upon completion of all development and delivery of staging site for UAT
Go-Live & Handover	20	Upon successful migration, go-live, and admin training

Payment percentages are cumulative and total 100.

Schedule Impact of Client Delays

Delays in client feedback, content provision, or approvals will result in a day-for-day extension of the overall project timeline. The 14-day deadline is contingent on timely client responses at each milestone.

10 Client Responsibilities

Manchester Technology is responsible for providing timely inputs and approvals to enable the redevelopment and redesign of the manchestertech.ae website within the agreed 14-day timeline. This includes supplying content, assets, access credentials, and decisions necessary for the project progression and delivery.

10.1 Responsibilities

RESPONSIBILITY	OWNER ROLE	REQUIRED BY	CONSEQUENCE IF LATE
Provision of existing product data, case studies, and content for migration	Manchester Technology Content Manager	Project start date	Delays in content migration and project timeline extension
Provision of new product images, specifications, and written content as per split responsibility	Manchester Technology Product Manager	Within 3 days of project start	Incomplete product pages affecting site launch
Approval of design mockup (single concept)	Akshar, Client Contact	Within 5 days of design delivery	Delay in development start and overall project delivery
Decision on hosting provider and domain management	Manchester Technology IT Manager	Within 7 days of project start	Delay in site deployment and hosting setup
Setup and provision of Google Analytics and Google Search Console accounts if not already in place	Manchester Technology Marketing Manager	Within 5 days of project start	Delay in analytics integration and campaign tracking
Provision of access to current website and hosting environment	Manchester Technology IT Administrator	Project start date	Delay in site audit and redevelopment commencement
Provision of feedback and approvals on content migration and new content drafts	Akshar, Client Contact	Within 10 days of project start	Delays in content finalization and site readiness
Provision of WhatsApp click-to-chat account details and permissions	Manchester Technology Customer Support Lead	Within 5 days of project start	Delay in integration and lead capture functionality
Decision on e-commerce model per product (checkout vs. lead capture)	Manchester Technology Sales Manager	Within 7 days of project start	Delay in product page functionality implementation
Provision of split content responsibilities clarification	Akshar, Client Contact	Within 3 days of project start	Unclear content scope causing delays in content creation and migration

10.2 Communication & Governance

MEETING	FREQUENCY	ATTENDEES	PURPOSE
Project Kickoff	Once, at project start	KrishaWeb Project Manager, Manchester Technology Project Lead (Akshar), IT Manager, Content Manager	Align on project scope, timeline, responsibilities, and access
Design Review	Once, after design mockup delivery	KrishaWeb Design Lead, Akshar, Content Manager	Review and approve design concept
Weekly Status Update	Weekly until project completion	KrishaWeb Project Manager, Manchester Technology Project Lead, IT Manager	Progress review, issue resolution, and timeline tracking
Content Review	Twice during project	KrishaWeb Content Lead, Manchester Technology Content Manager, Akshar	Review content migration and new content drafts
Final Review and Pre-launch	Once, prior to site launch	KrishaWeb Project Manager, Manchester Technology Project Lead, IT Manager, Marketing Manager	Confirm readiness for launch and address final issues

WARNING Delays in client-provided inputs, approvals, or decisions will cumulatively impact the project timeline and may result in missed deadlines or additional costs.

11 Assumptions

Manchester Technology has commissioned a full redevelopment and redesign of its existing WordPress website, with a focus on product catalogue functionality, lead generation, and improved speed and design. The project scope, deliverables, and requirements are based on information provided by the client and clarifications received to date. The following assumptions and dependencies are critical to the delivery timeline, cost, and scope of this engagement.

11.1 Assumptions Register

ASSUMPTION	BASIS	IMPACT IF UNTRUE	OWNER
Client will provide all required product images, specifications, and written content for specified pages as agreed.	Client clarification response.	Delay in content delivery will result in project timeline extension and possible additional cost for content creation.	Client
All existing product, content, and case study data from the current site will be migrated by the agency.	Client clarification response.	If additional data sources or formats are required, additional effort and cost will be incurred.	Agency
The website will migrate to a new hosting provider as part of this project.	Client clarification response.	If hosting decision is delayed or changed, project go-live may be postponed and additional migration costs may apply.	Client
No explicit brand guidelines, color schemes, or design assets are provided; agency will propose new visual direction.	Client clarification response and lack of provided guidelines.	If brand direction is provided late or changes after design approval, rework and additional design costs will apply.	Client
Only 2 to 3 individual products require full checkout/payment functionality; others require lead-capture only.	Client clarification response.	If more products require checkout, additional development and integration costs will apply.	Client
All required third-party integrations are limited to Google Analytics and WhatsApp; no CRM or inventory integrations required.	Client clarification response.	If further integrations are required, additional scoping, cost, and schedule impact will result.	Client
A single design concept will be provided for approval before development, not multiple mockups.	Client clarification response.	If multiple design iterations are requested, project timeline and cost will increase.	Agency

ASSUMPTION	BASIS	IMPACT IF UNTRUE	OWNER
The 14-day timeline is a fixed, non-negotiable deadline for go-live.	Client clarification response.	If scope expands or client deliverables are delayed, timeline extension or scope reduction will be required.	Both
Some assets (such as icons, banners, or fonts) will be provided by the client; others will be created by the agency.	Client clarification response.	If asset provision is delayed or incomplete, agency will create assets at additional cost or timeline impact.	Both
No set budget has been communicated for this project.	Client clarification response.	If budget constraints are introduced after SOW signature, scope or quality may be reduced to meet budget.	Client

Assumptions are material to project cost and schedule. Any change or failure of these assumptions will require formal change control.

11.2 Dependencies On Third Parties

DEPENDENCY	PARTY	RISK
Timely provision of product images, specifications, and written content for all required pages.	Client	Delay in content delivery will delay project milestones and go-live.
Access to current website and all data for migration.	Client	Lack of access will prevent data migration and delay project start.
Provision of new hosting credentials and environment prior to migration.	Client	Delay in hosting setup will delay deployment and go-live.
Approval of design concept within agreed review period.	Client	Delayed approval will impact development start and overall timeline.
Timely feedback on deliverables and milestone reviews.	Client	Delayed feedback will extend project duration.
Availability of agency resources for content migration and asset creation.	Agency	Resource constraints may impact delivery timeline.
Availability of third-party services (Google Analytics, WhatsApp) for integration.	Third Parties	Service outages or API changes may delay integration or require rework.

Project delivery is dependent on timely actions by the client, agency, and third-party service providers.

CHANGE CONTROL

Any change to the assumptions or dependencies listed above will require a formal change request, with associated impact on project cost, timeline, or scope to be agreed in writing by both parties.

12 Risk Factors

Manchester Technology's website redevelopment project involves a full redesign and migration of the existing WordPress site, with a fixed 14-day timeline and a mix of content, data migration, and new feature requirements. The project scope includes a custom product catalogue, lead generation features, selective e-commerce, and integration with Google Analytics and WhatsApp. The engagement requires close coordination between KrishaWeb and Manchester Technology, with shared responsibility for content and assets, and a hard external deadline.

12.1 Risk Register

RISK	LIKELIHOOD	IMPACT	MITIGATION	OWNER
Delay in client review or approval of design, content, or functionality, impacting the fixed 14-day timeline (Assumption 11.2)	Medium	High	Escalate delays within 24 hours; adjust project plan and communicate revised delivery dates if client-side actions are late.	Client
Incomplete or late delivery of product images, specifications, or written content from client, affecting data migration and page setup (Assumption 11.3)	Medium	High	Identify missing assets by Day 2; escalate to client with a list of outstanding items and deadlines.	Client
Unforeseen issues during migration of existing product, content, and case study data from the current site (FR-CM-01, FR-CM-02, FR-CM-03)	Medium	Medium	Perform a pre-migration audit; schedule contingency time for troubleshooting; communicate blockers immediately.	KrishaWeb
Unconfirmed hosting provider decision may delay DNS changes and go-live (Assumption 11.4)	Medium	High	Client to confirm hosting provider by Day 3; KrishaWeb to prepare migration scripts for both scenarios.	Client
Custom design requirements not fully defined at project start, leading to rework or approval delays (FR-CM-04, FR-CM-05)	Medium	Medium	Obtain written sign-off on design mockup before development; limit design revisions to one round.	Client
Ambiguity in which products require checkout vs. lead-capture only, causing development rework (FR-EC-01, FR-EC-02)	Medium	Medium	Client to provide final list of products with checkout enabled by Day 2; freeze scope after confirmation.	Client
Google Analytics and Search Console integration issues due to missing credentials or access (FR-IN-01, FR-IN-02)	Low	Medium	Request credentials by Day 2; escalate if not received by Day 4.	Client

RISK	LIKELIHOOD	IMPACT	MITIGATION	OWNER
Dependencies on third-party plugins or APIs (e.g., WhatsApp, payment gateway) may introduce compatibility or update risks (FR-IN-03, FR-EC-03)	Low	Medium	Select stable, supported plugins; test integrations in staging; monitor for updates during project.	KrishWeb
Client-side delays in providing direction on color scheme, fonts, and iconography may impact design timeline (Assumption 11.5)	Medium	Medium	Request brand direction by Day 2; proceed with agency proposal if not received by Day 4.	Client
Hard external deadline (14 days) leaves no buffer for scope changes or late requirements (Assumption 11.1)	High	High	Freeze scope at project start; any new requirements are deferred to a future phase.	Both

Each risk is mapped to a specific requirement or assumption where applicable.

12.2 Escalation & Communication

TRIGGER	WHO IS INFORMED	WITHIN
Client review or approval delayed beyond agreed timeline	Project Manager, Client Contact	24 hours
Missing content or assets identified during migration or setup	Project Manager, Client Contact	24 hours
Integration or plugin failure blocks development	Project Manager, Technical Lead, Client Contact	12 hours
Unconfirmed hosting provider decision by Day 3	Project Manager, Client Contact	12 hours
Any risk to meeting the 14-day deadline	Project Manager, Client Contact, Department Head	Immediately

Escalation triggers and notification timelines for project risks.

CLIENT COOPERATION REQUIRED Timely client reviews, approvals, and asset delivery are critical to maintaining the 14-day schedule. Any delay in client-side actions will result in a corresponding extension of the project timeline, with revised delivery dates communicated in writing.

13 Out of Scope

Manchester Technology's website redevelopment project excludes several items that are outside the agreed scope of work. These exclusions clarify the boundaries of the deliverables and ensure mutual understanding of responsibilities and limitations.

13.1 Excluded Items

CATEGORY	EXCLUDED ITEMS	AVAILABLE SEPARATELY
Content	Copywriting for new content, photography, logo design, and rewriting of existing content except for technical migration tasks	Yes
Creative	Creation of new brand guidelines, iconography, and fonts beyond the custom visual design mockup	Yes
Marketing	Ongoing search engine optimization services, paid media campaigns, and Google Ads management	Yes
Technical	Native mobile application development, third-party license costs, and integrations beyond Google Analytics and WhatsApp	Yes
Data	Migration of historical data beyond current website content and product information	No
Post-launch	Ongoing website maintenance, hosting fees, domain registration, and support beyond initial training	Yes
E-commerce	Full online checkout/payment process for all products; only some products will have checkout as per client decision (FR-EC-01, FR-EC-02)	Partially
Hosting	Decision and execution of hosting migration or retention of current hosting provider	No
Product Setup	Setup of individual product pages limited to 2 to 3 products as specified; additional products require separate agreement	Yes
Third-party Systems	Integrations with CRM, inventory, or other marketing tools beyond Google Analytics and WhatsApp	No

13.2 Commonly Assumed Inclusions

- Copywriting for website content is not included.
- Professional photography and logo design services are excluded.
- Ongoing SEO and paid advertising management are not part of this project.
- Migration of historical data beyond the current website content is excluded.
- Native mobile applications are not included.
- Third-party license fees for software or plugins are excluded.

Scope Clarification This Statement of Work supersedes all prior correspondence and discussions regarding the project scope. Any items not explicitly included in this document are considered out of scope unless agreed otherwise in writing.

Manchester Technology's Website Redevelopment project includes a defined maintenance and support phase to ensure the live website remains operational and meets performance expectations after deployment. This phase covers defect resolution and support services tailored to the redeveloped WordPress site, including the searchable product catalogue, lead generation forms, and integrations such as Google Analytics and WhatsApp.

14.1 Hypercare

COVERAGE	DURATION (DAYS)	RESPONSE TIME	CHANNEL
Defect fixes only; no new feature development or enhancements	14	Within 4 business hours for critical defects, 1 business day for high priority, 2 business days for medium priority	Email and phone

Hypercare covers immediate post-launch defect resolution only.

14.2 Support Tiers

TIER	DEFINITION	RESPONSE	RESOLUTION TARGET
Tier 1	Basic support including troubleshooting of user issues and minor configuration changes	Within 1 business day	3 business days
Tier 2	Technical support for defects affecting website functionality, including product pages, forms, and integrations	Within 4 business hours	5 business days
Tier 3	Critical defects causing site downtime or major business impact	Within 2 business hours	1 business day

Support tiers define response and resolution expectations.

14.3 Annual Maintenance

An Annual Maintenance Contract (AMC) is available post-hypercare to provide ongoing support and updates for the website. The AMC includes the following services:

- Regular security updates and patching of WordPress core, themes, and plugins
- Performance monitoring and optimization including image compression and caching improvements
- Content updates and product catalogue management support
- Lead form and integration maintenance including WhatsApp and Google Analytics
- Backup management and disaster recovery planning
- SEO maintenance including updates to page titles, meta descriptions, and alt text
- Mobile responsiveness checks and fixes
- Technical support as per agreed support tiers

DEFECT VS CHANGE REQUEST

A defect is a failure of the website to meet the agreed functional requirements, such as a product page not displaying correctly or a lead form not submitting data. A change request is any new feature or enhancement beyond the agreed scope, such as adding a new payment gateway or redesigning the blog section. Defects are covered under maintenance and support; change requests require a separate agreement.