

PRICING: PLANNING & BUDGETING AN INTERACTIVE KIOSK PROJECT

	<i>START DATE</i>	<i>MILESTONES</i>	<i>COMPLETION DATE</i>	<i>BUDGET ESTIMATE</i>	<i>VARIABILITY</i>
1. SERVICE DESIGN					
1.1 Business Case Development	} 5 weeks 30-35 person days Please see "Design and Development" document enclosed			38,000	STC Fixed Price Approach
1.2 Services Definition					
1.3 Content and Data Analysis and Flow Charts					
1.4 Media Matrix					
1.5 Technical Planning					
1.6 Transaction Planning					
1.7 Equipment Planning					
1.8 Network Planning					
1.9 Operations Planning					
Sub Total				38,000	
2. APPLICATION					
2.1 Customization	6—10 weeks		Ballpark – to be Defined as part of the Service Design	30-60,000	
2.2 BUSINESS OFFICE Template				45,000	
2.3 Databases Sequel Server plus ODBC / xml					
2.4 Integration	3 weeks				

2.5 Testing	3 weeks				
2.6 Documentation	1 week				
2.7 Training	1-2 weeks				
SubTotal				105-130,000	
3. Content					
3.1 Interface and Master Design	Included in		Ballpark		
3.2 Theme Creative	“Service		Estimate		
3.3 Functional Visual Elements	Design”		only - could		
3.4 Images and Production	Process		start at		
3.5 Audio and SFX			\$45,000 and		
3.6 Full Motion Video	To be		grow		
3.6.1 Introductory	Discussed		depending on		
3.6.2 Functional			scope		
3.6.3 Merchandising					
3.7 Library					
3.8 Fixed Text / Dynamic Text					
3.9 Dynamic Assembly / Transitions / Etc					
SubTotal					
4.0 Physicals	Please see attached				
4.1 Hardware					
4.2 Enclosure					
4.2.1 OTS / Custom					
4.2.2 CAD / Engineering					
4.2.3 Prototypes					
4.3 Integration					
4.4 Burn-In					

4.5 Shipping					
4.6 Installation					
SubTotal					
5.0 Connectivity					
5.1 Source Data	}	To be		Some projects in the past have been \$30,000; Some in excess of \$100,000 16% of customization and Connectivity	
5.2 Comms Links		Resolved			
5.3 Comms Interfaces		During			
5.4 Testing		Service			
5.5 Documentation		Design			
SubTotal					
6.0 Quality Assurance		To be Determined			
7.0 Operations	}	Known factors here are:			
7.1 Local / Remote		COMMAND & CONTROL license			27,000
7.2 Field Service		KIOSK ADMINISTRATOR license		Unit #1	1,800
7.3 Help Desk				Unit #2-249	159 / each
7.4 Training		WEBWRAP		Unit #1	1,800
				Additional Units	59 / each
7.5 Reporting		EXTRANET / TRANSFORM / PREVIEW for multi source content			13,500
7.6 Content Sourcing					
7.7 Content Updating					
7.8 Version					
7.9 Telecommunications					

8.0 Marketing	}				
8.1 Pre-Testing		To be			
8.2 Site Providers		determined			
8.3 Introduction		during			
8.4 Ongoing		Service Design			
SubTotal					
9.0 Measurement	}				
9.1 Pre-Testing		A number of			
9.2 Site Reports		reports			
9.3 User Statistics		are built in			
9.4 Productivity Reports		COMMAND & CONTROL			
9.5 Post Use		We usually customize			
9.6 Product / Response		some elements			
9.7 Marketing Tests					
SubTotal			Allowance	7,500	
10.0 Project Management	}	Based on 2.5 days / week for 17 weeks			59,000
10.1 Project Manager		after Service Design			
10.2 Third Party					
SubTotal					