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Purdue Health & Human Sciences Extension Website Design

Digital Website Design Interface Study for
Purdue Health & Human Sciences Extension.

Prepared for:

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Commercial in Confidence:

New strategy, ideas, concepts, artwork and copy introduced by us to our client are copyright to Maximummedia Design and remain the property of Maximummedia Design until the acceptance, completion and full payment of this material. This proposal is confidential and cannot be shared with other parties.

Welcome

Welcome to Maximummedia

Our goal is to give life to this project through clever thinking, design & engagement.

Thank you for the opportunity to provide this proposal for the development of the HHS Extension website design interface study. Here's our understanding of your needs:

The HHS Extension desires a website design overhaul which should include a focus on interface in order to create a better user experience and more communication between users and HHS Extension. It might be assumed that visuals developed for the website/social media should be considered as a starting point for new graphic and communication standards.

Deliverables include this study which attempts to create several conceptual options and studies how best to implement such in a campaign that includes all partners and their associated programs and communication needs based on specific target markets. Ultimately, this is a quality of life-focused project that will also serve as a portal for related information on the facility, programming, staff and philosophy with calls to action in order to drive the audience to call or otherwise contact HHS Extension.

It is can be a high risk market – HHS Extension wants the confidence that the website they build will, over a short space of time, convert visitors, and ultimately attract more people to the benefits which HHS Extension provides in order to create an environment for those seeking a higher quality of life.

We know we can help – because our strengths lie in developing strong user interfaces that connect with consumers, and we have the ability to relay that proposition to well designed and functional print and digital assets. This proposal outlines how we will approach the development of the HHS Extension website into a high performing community and wellness asset...

About Us

We're a digital creative agency

Who We Are

We're a digital creative agency.

When we work together to discover a better brand message, we can guarantee you exceptional results. So whether you need brand positioning, an advert, a website or something in between, we can help you do it better.

We've been Maximummedia since 2009 – so we're well practiced at our craft. As an agile digital creative agency we're not bound by structure and templates but we do deliver well-developed, cohesive designs that are straightforward and effective.

If the best thing to grow your audience right now is getting rid of your complex sales structure, we'll tell you. If you want a glossy product catalogue but we don't see a return on your investment, we'll recommend alternatives.

What We Do

The success of a brand hinges upon great positioning. So that's what we specialize in.

If we can think of a better brand position for our clients, then we can build a stronger brand; and that's where a community-oriented business, a loyal staff, stronger features and higher profits exist. After assessing the market, we can recommend and apply that better brand position to the right mediums:

- Brand Development and Visual Identity
- Website Design & Development
- Creative Copywriting & Content
- Search Engine Optimization
- Online Banner Advertising & Social Media
- Secondary Online Platform Integration
- Facility/Services Promotion & Printed Collateral.

Our User Interface Platform

We deliver exceptional experiences

PRODUCT IDEATION/ STRATEGY

We take a holistic approach to early-stage projects, researching to understand the general landscape - your vision and your goals. We employ several methods of collaborative teams regarding research, design thinking, and strategic planning to help build a solid user experience. Whether you're creating the next greatest digital product from the ground up or taking a new lens to an existing idea, we can help you make it a success.

INFORMATION ARCHITECTURE

With our understanding of your users' needs and your goals, we address the high-level architecture with the following considerations: goals of your target users, scenarios that support your users in meeting their goals, and objectives for the different components of the system. We communicate the architecture through large-scale design maps that illustrate the information hierarchy and the grouping of content and functions.

CONTENT STRATEGY

You've got great content and now it's time to create a great user experience for it. Through our user-centered design process we deliver plans for the creation, delivery, and maintenance of useful, usable content. We will provide a plan so that your content meets your core objectives and we will focus on how your content is organized, accessed, and used.

INTERACTION DESIGN

Interaction design defines the interaction between your users and your website. We believe that the key to creating great interaction design and a great website is finding the intersection between your needs, user needs, and technical implementation. Our designers have the experience to both create design objectives from the data and create compelling designs that meet these objectives.

VISUAL DESIGN

While the interaction design provides the foundation for your product, well-guided visual design creates confidence and positive perception about your brand. We create visual design directions that build on and enhance evidence-driven interaction design. We like to evaluate visual designs with users. Information on how users perceive visual styles allows us to tailor the best direction to fit the brand and the needs of that brand.

Goal Driven Design

The clearer your message, the higher the quality of engagement.

Goal-driven design is design that holds problem solving as highest priority. In other words, goal-driven design focuses first and foremost on satisfying specific needs and desires of the end-user, as opposed to older design methods.

The international standard (ISO 9241) has also broken down the word into five principles.

- Learnability: how easily can a new user learn to navigate the interface?
- Understandability: how well can a user understand what they are seeing?
- Operability: how much control does the user have within the interface?
- Attractiveness: how visually appealing is the interface?
- Usability compliance: does the interface adhere to standards?

Clearly, there are common themes that make up what it means for an interface to be “usable.” Regardless of the usability principles a designer follows, it’s an important consideration for any interface.

The process involved in goal-driven design, requires four tenets affecting the way we think as interaction designers.

Design Tenets

- 1** Design first; program second. Begin with considerations for how users interact (and how things look!), rather than beginning with technical considerations.
- 2** Separate responsibility for design from responsibility for programming. This refers to the necessity of having an interaction designer who can champion the end-user, without worrying about the technical constraints.
- 3** Hold designers responsible for product quality and user satisfaction. Though stakeholders or clients will have their own objectives, the interaction designer has a responsibility to the person on the other side of the screen.
- 4** Define one specific user for your product. This particular idea has developed into something that is now more commonly associated with user research: personas. Connect personas back to the product, and constantly ask: where will this person use this? Who is he or she? What does he or she want to accomplish?

Project Goals

Branding is about the promise of a distinct, **memorable experience.**

1**Research**

Perhaps the most important part of any website project is defining the client's requirements. Dependent on the size of the project, Planning & Research will include completing a detailed brief and specifying the Information Architecture and UX (User Experience). In this case, we have a detailed existing persona and a clear goal of creating more and better interaction with HHS Extension..

2**Design**

The Creative Phase is of course where we let the web designers loose. Its important that the client's visual identity and brand positioning is clearly represented in the design. It's also vital that User engagement, Call-to-Action prompts and Return-on-Investment considerations are built into this design phase. In this case, we also must take into account considerations laid out in the Purdue brand guidelines.

3**Develop**

Your Web Developers and Programmers take over in this phase. Work there should involve interpreting the web design into HTML code – that's often referred to as Mark Up. It also involves adding all the special movements and actions that happen on screen (usually JavaScript). Backend Development tasks might include database installation and CMS installment.

4**Review**

Our review phase includes content and graphics revision and alterations, and testing. Checking cross-browser compatibility is an important part of this phase and it can take some time dependent on the complexity of your site. We test and debug overall functionality. We are ready to make final adjustments to the design before your site is published.

User Persona

Let's learn more about the user.

User Persona

The typical HHS Extension user is a from a very general variety of factors - income, skillset, level of education, athleticism, etc. The user persona for whom we developed our design resembles this person:

- May be of any race or religion
- May be characteristically struggling with money or bills, may also have other social responsibilities like child support
- May be struggling to provide fresh, clean, healthy food due to transportation or location of groceries
- May sometimes be too busy to make good decisions related to food, health and money
- May often rely on the female head of household to make food and health decisions
- May also be a male single-parent household

User Engagement Strategy

Our design will attempt to engage the user in the following general ways:

- Provide concise, easily understandable messaging
- Provide fresh, creative imagery to stimulate interaction
- Provide several "points of entry" in terms of where the user able to decide "yes, I need this" and click in for more information
- Provide uniformity of content and formatting for quicker comprehension
- Provide an ease to outcome situation where users will feel rewarded bot only with the outcome, but the ease of which they arrived

Website Design

This is what you came for **here are our design components.**

Masthead / Slider

PURDUE EXTENSION | HEALTH AND HUMAN SCIENCES

HOME FOOD FAMILY MONEY HEALTH ABOUT 🔍 f t g+

It's as Simple as
**Food, Family,
Money & Health**

Purdue Extension Health and Human Sciences provides education to people of all ages in Indiana's 92 counties. The community is our classroom – where we bring university information to the local level and help people strengthen families, spend smart, eat right, and live well.

Your Community...

Your Programs.

We offer a number of effective, informative programs across Indiana.



Save Money

Explore ways to get more value out of your every dollar.



Eat Better

Find foods that match your lifestyle and enjoy the benefits of a better diet.

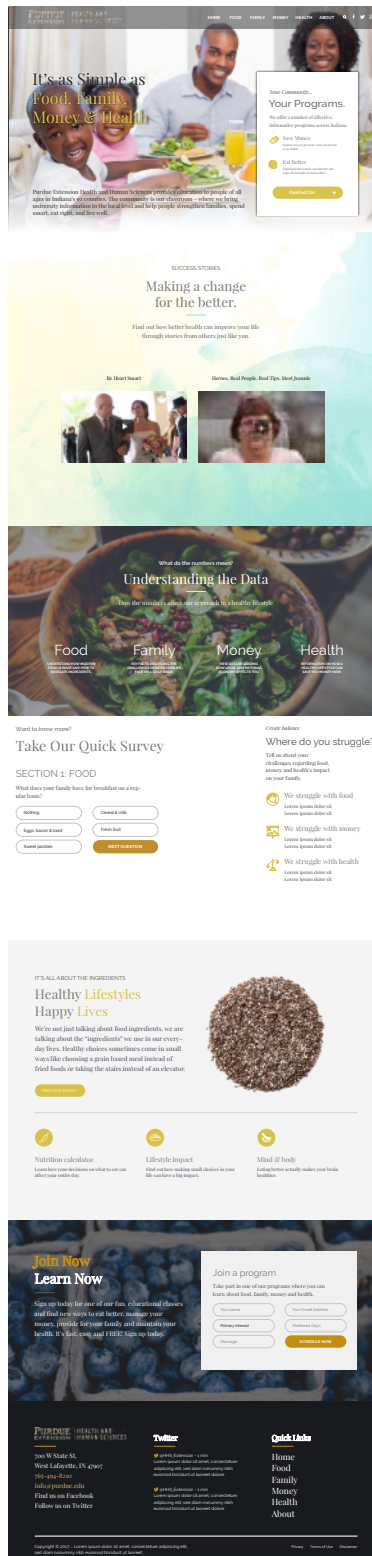
Contact Us



Masthead / Slider Features

- Our first and most vital opportunity to capture the users attention with the display of the HHS Extension logo and vivid imagery
- Easy to find navigation at top right
- Simple, evocative expression of the HHS Extension mission via “It’s as Simple as Food, Family, Money & Health” or something like it with a brief prose explanation
- The Call to action at left attempts to gain our audience’s actual interaction with simplified points and a bright button
- Employed colors and diagonal lines as presented in Purdue’s visual guidelines
- Masthead navigation menu incorporates our main categories as they exist on current website (nav menu will float in a white rectangle at top of page as user scrolls downward)
- Notice social media links top right
- Background image would benefit from a parallax effect to add depth and visual dynamism

Possible Front Page Configuration



Case Studies

SUCCESS STORIES

Making a change for the better.

Find out how better health can improve your life
through stories from others just like you.

Be Heart Smart



Heroes. Real People. Real Tips. Meet Jeannie



Case Studies

- We are asking our audience for their trust by presenting others like them and engaging them in an expressly personal way
- We will incorporate actual anecdotal interviews so that users can gain insight into the ways that HHS Extension is helping others in the real world
- This item will require actual case studies, professional photography and the consent actual “clients”
- - OR - we will need to reformat the writing in order to “create” three perfect potential clients and utilize stock photography to present fictional albeit hypothetical clients of HHS Extension

Take Away I

What do the numbers mean?

Understanding the Data

How the numbers affect our approach to a healthy lifestyle

Food

UNDERSTAND HOW MODERN FOOD IS MADE AND HOW TO NAVIGATE INGREDIENTS.

Family

KEY FACTS REGARDING THE CHALLENGES MODERN FAMILIES FACE ON A DAILY BASIS.

Money

NEW DATA REGARDING HOW LOCAL AND NATIONAL ECONOMY AFFECTS YOU.

Health

INFORMATION ON HOW A HEALTHY LIFESTYLE CAN SAVE YOU MONEY NOW.

Take Away I

- We are “giving away” information without asking anything from the user
- To accomplish engagement, we present 3-4 easy to understand facts that correlate to an every day activity or challenge the user faces, in this case reading nutrition labels
- We will use photography that demonstrates the take away vividly and emotionally
- Our take away should be straightforward and could be presented in a light-hearted manner to further affect trust with our user

Engagement Op I

Want to know more?

Take Our Quick Survey

SECTION 1: FOOD

What does your family have for breakfast on a regular basis?

Nothing

Cereal & milk

Eggs, bacon & toast

Fresh fruit

Sweet pastries

NEXT QUESTION

Create balance

Where do you struggle?

Tell us about your challenges regarding food, money and health's impact on your family.



We struggle with food

Lorem ipsum dolor sit
Lorem ipsum dolor sit



We struggle with money

Lorem ipsum dolor sit
Lorem ipsum dolor sit



We struggle with health

Lorem ipsum dolor sit
Lorem ipsum dolor sit

Engagement Op I

- Here, we are very directly asking our user to tell us explicitly where they are facing the majority of trouble regarding family.
- A survey will be implemented here composed of 5-8 straightforward, telling questions regarding: average breakfast options, how often does one smoke or exercise, how often does one eat fast food, etc. The survey could be designed in HTML5 where the next question appears when the user clicks the "NEXT QUESTION" button.
- We will implement a call to action in the form of a question to choose one of three simplified ideas to begin changing diet and health - these ideas link to their respective topic with the idea of the objective being "family."
- Data will be presented on a white background for ease of understanding and to effect a more clinical aesthetic and add clarity to the survey

Engagement Op II

IT'S ALL ABOUT THE INGREDIENTS

Healthy Lifestyles Happy Lives

We're not just talking about food ingredients, we are talking about the "ingredients" we use in our every-day lives. Healthy choices sometimes come in small ways like choosing a grain based meal instead of fried foods or taking the stairs instead of an elevator.



TAKE OUR SURVEY



Nutrition calculator

Learn how your decisions on what to eat can affect your entire day.



Lifestyle impact

Find out how making small choices in your life can have a big impact.



Mind & body

Eating better actually makes your brain healthier.

Engagement Op II

- Here, we are encouraging interaction by presenting the value in HHS Extension services and asking for the user to “Take Our Survey”
- This is our last and perhaps most aggressive attempt at eliciting engagement with our user
- This engagement opportunity allows us to gain data on our user and presents the added opportunity for the user to begin the process, hopefully making contact at the conclusion of the survey
- Similarly, we present three items with icons that the user may identify with and click - these should reflect typical challenges to our user persona
- We have employed a simple, striking photograph which could be replaced to fit the HHS Extension message here
- Note we have included a call to a nutrition calculator as a secondary function here - it might be the primary function if so decided

Engagement Op II Alternatives

Join Now Learn Now

Sign up today for one of our fun, educational classes and find new ways to eat better, manage your money, provide for your family and maintain your health. It's fast, easy and FREE! Sign up today.

Join a program

Take part in one of our programs where you can learn about food, family, money and health.

Engagement Op II Alternatives

- An alternative or adjunct engagement opportunity might be a sign-up form where interested individuals are able to find available classes or find a syllabus or other information regarding HHS Extension offerings

Footer



700 W State St,
West Lafayette, IN 47907


765-494-8210

info@purdue.edu


[Find us on Facebook](#)

[Follow us on Twitter](#)

Twitter

 @HHS_Extension - 1 min

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 @HHS_Extension - 1 min

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Quick Links

[Home](#)
[Food](#)
[Family](#)
[Money](#)
[Health](#)
[About](#)

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[Privacy](#) [Terms of Use](#) [Disclaimer](#)

Footer

- Our footer is a collection of items including our most recent stories, social media feeds, disclaimers and/or copyright statement and a mini-navigation menu
- The footer functions as a way to continue navigating the site once users have come to the end of the page
- A secondary function of the footer may be to engage the user in adding herself to a newsletter, joining us on social media, getting information from other sources that align with HHS Extension, making contact with HHS Extension or finding new side experiences that we have to offer online or via social media

Secondary Page



Save Money

Explore ways to get more value out of your every dollar.

Eat Better

Find foods that match your lifestyle and enjoy the benefits of a better diet.

Find Balance

Find foods that are easy to prepare that your family will love.

Drawing upon research and expertise...

Quality Education, Delivered Locally

Purdue Extension in the College of Health and Human Sciences (HHS) is a network of county-based Extension Educators that serve all 92 Indiana counties. These educators draw upon research and expertise from Purdue University to educate communities and help identify practical solutions to local needs. HHS Extension delivers educational programs and applied research and resources to your community, with a focus on issues related to food, family, money and health.

FOOD

What we eat impacts our health and wellbeing. To help prevent and manage chronic disease, HHS Extension offers guidance on healthy food choices and meal preparation. Our educators share information on subjects ranging from food safety and nutrition to healthy eating on a limited budget, and we work with schools, communities, families and individuals to improve lives through healthy eating.

FAMILY

Strong individuals and families build a foundation for healthy communities and a productive society. Building upon a solid base of parent education programs, HHS Extension programs and resources address issues across the lifespan, including childcare, school readiness, relationships and aging.

MONEY

Everyone here is from learning how to make smart choices that maximize their names and household resources. From balancing checkbooks, saving for college and choosing the right health insurance coverage to understanding mortgages and estate planning, HHS Extension delivers best practices for all of your money management needs.

HEALTH

Many risk factors for disability or death are preventable, and HHS Extension is dedicated to helping individuals and families improve their quality of life by eating right and remaining active. Our educators partner with community organizations to form coalitions that address local health and wellness issues. With the help of HHS Extension, over 60 Indiana coalitions promote nutrition programs, school wellness plans, positive parenting and youth development, and community and economic development.



YOUR COMMUNITY, YOUR PROGRAMS

Our HHS Extension Educators offer a variety of effective, engaging programs across Indiana based on community needs related to food, family, money and health. These diverse programs include:

- Be Heart Smart™ – Learn about heart disease and how to reduce your risk factors
- Captain Cash – Students master the basics of earning, saving, spending and borrowing money
- Dining with Diabetes – Manage diabetes through healthy food preparation and cooking
- Early Morning 4 and Learning – Early learning professionals work to prevent obesity in young children
- Parenting Counts – Acquire parenting skills to care for children from birth to age 6
- ServSafe® – Food safety training for restaurant and food service professionals
- Where Does Your Money Go? – Help consumers better understand how they spend.



Join Now Learn Now

Sign up today for one of our fun, educational classes and find new ways to eat better, manage your money, provide for your family and maintain your health. It's fast, easy and FREE! Sign up today.

Join a program

Take part in one of our programs where you can learn about better health, finance, food & family.

Your name

Your Email Address

Primary Interest

Preferred Days

Message

SCHEDULE NOW

MAKE A DIFFERENCE EVERY DAY

Love empowering others and building stronger communities? Consider a Purdue Extension career. Find information, current openings and links to apply at extension.purdue.edu/CAREERS

[CONTACT US](#)

PURDUE HEALTH AND HUMAN SCIENCES EXTENSION

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Quick Links

- Home
- Food
- Family
- Money
- Health
- About

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Secondary Page







- Secondary pages should remain neatly organized and provide for ample content in a high contrast environment
- We have condensed the slider area for immediate access to the content - this area houses brief introductory copy but could just as easily accomodate breadcrumbs
- Providing iconic representation of the content will help users identify points at a glance which is essentil to how we find the data we need, likewise good titles will provide instant understanding of what is on the page
- Secondary buttons should be placed below relevant content, ie. "Download the Form Here" or "Learn More About Our Classes"
- It should be noted that duplicating our Engagement Opportunities on secondary pages may be an excellent opportunity to capture the user's interaction and start the process of forming a relationship with her
- Footer is duplicated and presents formatted information on every page

Notes

- This report serves as a sort of “a la carte” of possible solutions to the HHS Extension user interactivity quotient - as such, it should be noted that the best solution will be come to through testing and peer group discussion - these designs represent our best attempt at refining our understanding of user engagement and presenting a useable design for your in-house coder to take and adapt the concept for actual use and further development by your staff
- We have tried to provide a form of order or priority of our concept with obvious exceptions like the masthead and footer, the rest can be organized according to actual interface studies after implementation
- We have designed the website to fit a certain screen width for the sake of presentation, the actual preferred screen width should accomodate wide format screens so as to appear full screen (meaning, images should be designed to scale to fit large screens without ending at left and right, or “boxed” format)
- Similarly, the website ought to be built with breakpoints for mobile and/or tablet devices - items that appear horizontally “3-up” should be stacked and font become enlarged for readability factor
- Dynamic elements (content fade-in, parallax backgrounds,slider animations, etc.) could be employed in a subtle, fluid manner so as not to detract from user experience
- Substitutions (copy, photos, titles, etc.) are most likely when our design is not completely relevant to the expertise of HHS Extension, as the experts you will be the primary in creating content and furnishing it to your in-house designers
- Our design represents a general, “perfect-case scenario” and will most likely benefit from the oversight of HHS Extension staff regarding subject material, brand guidelines and other items

Tech Specs

Standards & Specifications for this Project

	<p>Content Management System (CMS): We recommend Wordpress 4+ for a platform if desired. Other options available on request. Wordpress is also regularly updated, supported by a huge community of developers, scalable and transferable.</p>
	<p>Browser Compatibility: Windows: IE8 and above, Firefox and Chrome latest versions. Compatibility for IE7 is often no longer supported. Mac: Safari, Firefox and Chrome latest versions.</p>
	<p>Screen Framework Default: 1024x768 screen resolution unless otherwise requested. Responsive Design: Adjust to screen sizes including Smart Phones & Tablets. For this project: Medium to high dynamics</p>
	<p>Server Platform: Linux PHP architecture. MySQL Server database. At discretion of in-house coder.</p>
	<p>Email Accounts: At discretion of in-house coder.</p>
	<p>Server Backup Systems: Nightly backups; disk image backup, disk image replication, file backup, separate database backup. Website files & databases should also be mirrored off site every night. Minimum guaranteed retention should be 2 weeks; normal retention for off site should be up to 2 months.</p>

Limitations & Exclusions – PLEASE READ

As part of this document, Maximummedia has provided specific designs, which are based on the information provided by the client. Although all quoted hours involved are Maximummedia's best estimates, we reserve the right to pause design and provide a revised quote if, after deeper investigation, the client's project requirements are clearly not achievable within our initial time estimates.

This website design and development proposal DOES NOT cover costs and accountability for:

- Extra designs, coding, features and requests not fairly requested or scoped in this proposal or the initial approved Project Brief. This includes higher levels or complexities of proposed features, as judged by Maximummedia.
- Extra costs of final selected photography and image stock including unforeseen image retouching.
- Gathering and deciphering of product detail (including copy and images) and technical information and similar website content if not provided in an orderly ready-to-use format and not covered in the proposal.
- Website Off-page SEO if that premium service hasn't been requested from Maximummedia. Projects where we have been requested to write full copy will include our basic on-page SEO research.
- Website ranking anomalies following go-live, outside the scope of this website development project.
- Administration of client-provided website hosting services and client email addresses. We will happily load our projects on to a client's ISP, but providers have different admin and control systems and we cannot be accountable for extra administration time.
- Management, setup and syncing with 3rd party systems (e.g. for CRM, application processing or inventory control) – if more complex than initial indicated or if not covered in this proposal.
- **Feature creep** including extra feature requests, higher levels or complexities of proposed features not fairly requested or scoped in this proposal, as judged by Maximummedia. Every project we undertake could have numerous extra features, higher feature complexities and/or feature improvements added to it – clients should consider a budget allowance of 15% extra (or more) for desired increased complexities, extensions and/or new-found features.

Maximumedia Trading Terms

1) Scope of Agreement – These terms and conditions (also known as Service Agreement, User Agreement) are to operate between Maximumedia (the “Supplier”) and any person, persons, company, incorporated society, or government body (the “User”) who by use of any services or products including, but not limited to, design, strategy, web development, media placement, print, hosting and technical support services (collectively, the “Services”) thereby consents to this Agreement simply by their said Use.

2) Estimations – All estimations/quotations are based on information supplied and/or interpreted on the client’s behalf. The client should take due care in checking that products & services quoted by Maximumedia are as required before work proceeds. (The term ‘quotation’ includes estimates for the purpose of these terms and conditions.)

3) Feature-Creep and Additional Charges – Given the nature of marketing, design and digital projects, changes by the client to the initial approved brief and additional feature requests may add extra costs. If through the Client’s error or change of mind, additional work is required, that additional work will be charged at current rates. We reserve the right to charge for additional client requested work undertaken on behalf of the client not outlined in the original brief (unless otherwise requested, a revised fee proposal will not be submitted). This is defined as any work involving changes to the original project specification, revised or new design requests, further meetings and disbursements related to the additional work.

4) Deposits & Progress Payments – Fees and charges for some Services (e.g. Websites, Media production, media placement) may be required in advance; whether in part payment or in full-payment. In these circumstances work will not commence until Maximumedia receives such payments.

5) Billing and Payment – The Client agrees to provide payment for all goods & services supplied to the Client by Maximumedia, within 7 days (unless otherwise arranged or required under our terms) following the date of the relevant Maximumedia invoice. Maximumedia will Progress Invoice for work undertaken (in-progress, partcompleted or completed) on a periodic basis, usually monthly.

6) Client Delays & Payment – Due payments may not be withheld by the Client due to delays outside of Maximumedia’s control. This includes, but is not limited to, Client delays with supply of project instructions or delays to a client’s internal or external work projects.

7) Discontinuing or Withholding Work – Maximumedia reserves the right to discontinue any work in hand for the client in the event of non-payment of accounts at the stipulated time. We also reserve the right to withhold product/service delivery or not to Go Live with websites until payment has been received. Where websites are Live and the client is in default, Maximumedia reserves the right to remove the site until outstanding payments are received.

8) Overdue Invoices – The Client will reimburse Maximumedia all costs incurred by Maximumedia in collecting any payment, which is overdue by the Client (including all collection agency fees and legal fees). Maximumedia reserves the right to charge interest at a rate of 2% per month on all balances not paid within the payment terms.

9) Credit Limit – Maximumedia may impose a credit limit at its discretion and alter the credit limit without notice. Where the credit limit is exceeded, Maximumedia may refuse to supply goods to the Client, or require security in a form satisfactory to Maximumedia.

10) Delinquent Account – Maximumedia reserves the right to suspend or terminate services to any delinquent payer. Such suspension or termination shall not relieve any User of their obligation to pay the fees and charges due.

11) Credit Checks Privacy Consent – The Client consents to Maximumedia obtaining credit reports and information containing personal information (as well as information concerning commercial credit worthiness and activities) for the purpose of assessment of an application for credit.

12) Project Cancellation & Fees – If a project is terminated before completion, Maximumedia will be compensated for all fees and disbursements incurred up to the date of the termination plus 20% of the full quoted price (but will charge in total not more than the quoted price).

13) Suspended Work – The suspension of any work for a period of 30 days or longer will entitle Maximumedia to immediate payment in full of the portion of the work completed.

14) Cancellation of Orders – Orders cannot be cancelled except upon terms, which fully compensate Maximumedia for all expenses, incurred or to be incurred by Maximumedia in connection with those orders, and fully protect Maximumedia against loss, which Maximumedia may suffer in connection with those orders.

15) Project Assignment – the contract for Services may not be reassigned without the prior written consent of Maximummedia.

16) Experimental Orders – Work prepared in an experimental way at the Client's request, including design concepts, briefs and plans, will be considered an order and charged to the Client.

17) Project Pitches – Strategies, creative concepts and copy submitted by Maximummedia on a speculative basis will remain Maximummedia's property and may not be used by the Client (nor will any idea obtained from them be used) except following compensation to Maximummedia, as determined by Maximummedia.

18) Automatic Contract Renewal – The Contract for Services is automatically renewed unless a Client requests termination by email giving at least 30 days notice prior to the next renewal date – particularly pertains, but not limited to, domain name registration, web hosting and email media services.

19) System Abuse or Unexpected Overuse – Running bandwidth-hungry programs or file servers (including chat rooms, media streaming etc) on Maximummedia servers without the prior written authorisation is not acceptable use of Maximummedia servers. Clients will be contacted and asked to eliminate the problem within 24 hours or negotiate an appropriate hosting plan with Maximummedia. The Client agrees to pay for additional hosting and/or traffic charges incurred under such circumstances.

20) Claims – Any complaint by the Client in respect of goods & services supplied by Maximummedia must be made in writing within 10 days of the receipt of the goods. After this time no claim will be recognised by Maximummedia and the Client will be deemed to have accepted the goods & services. Any complaint by the Client with respect to invoices sent from Maximummedia must be made in writing before the payment due date of that invoice. After this time no claim will be recognised by Maximummedia and the Client will be deemed to have accepted the invoice for payment under Maximummedia's terms.

21) Taxes – In addition to other consideration payable by the Client under these terms and conditions, the Client shall pay to Maximummedia, goods and services tax or charges imposed by the Government (or any statutory or regulatory authority), that are payable by Maximummedia, resulting from the supply of any goods or services to the Client.

22) Acceptance – Unless a quotation is accepted in its existing form within 30 days from the date on which it is given it will be deemed to have been withdrawn. Quotations may be withdrawn by Maximummedia at any time in writing.

23) Errors – Maximummedia will not be liable in any way whatsoever (including negligence) for errors or omissions

arising from an oversight or misinterpretation of a Client's verbal instructions, or where a proof or plan has been submitted to and approved by a Client.

24) Ownership – In most cases where the Client has been separately invoiced for the cost of strategy, creative, digital artwork or other such work, the Client will own all such endproducts. Exception to this clause is where Maximummedia hold intellectual rights to the strategic formats, design processes and production techniques used. Where the client requests endproduct material, Maximummedia may nominate to provide this material in such a manner as to not reveal their intellectual properties and internal practices. Unless under specific agreement, Maximummedia will not supply project application files (e.g. InDesign, Photoshop, Avid files).

25) Electronic Storage – Unless otherwise agreed, the Client will have no right or title to material stored by Maximummedia on disk or any other electronic form of storage. If Maximummedia agrees to duplicate or transfer stored electronic material to the Client, Maximummedia may charge the Client fees for these services. Disks, files and materials supplied by the Client remain the property of the Client but unless otherwise instructed in writing, Maximummedia will assume that these items are duplicates of the original and hold no value. Unless advised by the Client in writing within a period of 6 months from the date of the relevant invoice, Maximummedia may dispose of all project materials, with proceeds arising from disposal used to offset the cost of storage.

26) Client's Property & Property Supplied – All property of the Client, which is held by Maximummedia on the Client's behalf, will be held at the Client's risk. Where the Client supplies materials or equipment, Maximummedia will use all reasonable endeavours to secure good results from the use of those materials or equipment. However, Maximummedia does not accept responsibility for sub-standard work caused by defects in or unsuitability of any materials or equipment supplied by the Client.

27) Variations in Quantity – Maximummedia will use all reasonable endeavours to deliver the quantity of work specified. All print & merchandise quotations are, however, subject to possible over or under supply up to 10% unless specifically stated on the face of the quote. The variations will be charged or deducted, as the case may be, in proportion to the quantum of the over or under supply.

28) Delivery & Freight – Unless specified otherwise, quotations are to Maximummedia's or our suppliers business gate, with all freight and associated costs incurred in the delivery of goods to the Client being payable by the Client. Maximummedia is not liable for any delay on delivery. Risk in the goods (but not ownership) passes to the Client at Maximummedia's or the Supplier's business gate regardless of the party arranging freight. If the Client requests an urgent delivery and that delivery requires overtime or other additional costs, those additional costs will be at the Client's expense.

29) Liability – Maximumedia will not be liable for any direct or consequential loss suffered by the Client or any other associated person including, without limitation, loss of profit, loss of revenue or loss of goodwill arising from Maximumedia’s supply or failure or delay in supplying products and services. To the extent permitted by law, all warranties, conditions and guarantees, whether express or implied by statute, law or otherwise, do not apply to any goods or services supplied by Maximumedia to the Client. Where the Client is acquiring goods or services for business purposes, Maximumedia and the Client agree that the Consumer Guarantees Act 1993 does not apply.

30) Personal Guarantee of Company Directors or Trustees – If the Client is a company or trust, the director(s), owners(s) or trustee(s) signing this contract in consideration for Maximumedia agreeing to supply goods and/or services and grant credit to the Client, also sign this contract in their personal capacity and jointly and severally personally guarantee the performance of the Client of its obligations hereunder including payment of any and all monies now or hereafter owing hereunder. Any personal guarantee granted by any party shall not discharge the Client from the liabilities and obligations contained in this contract. The guarantors and the Client shall be jointly and severally liable under the terms and conditions of this contract.

31) Risk & Ownership of Goods – Risk of any loss, damage or deterioration of or to the goods passes to the Client at Maximumedia’s or our supplier’s business gate. Title in the goods supplied by Maximumedia to the Client will not pass to the Client until the Client has discharged all outstanding indebtedness to

Maximumedia in respect of the goods and other monies owing. If the Client makes a default in payment for the goods or becomes insolvent, bankrupt, has a resolution passed for its liquidation, or has a receiver or manager appointed over all or any of its assets, the Client grants to Maximumedia and it’s agents an irrevocable license to enter without notice onto any premises occupied by the Client and remove the goods.

32) Illegal Matter – Maximumedia will not produce or use any matter, which in our opinion may be illegal or defamatory in nature. The Client undertakes to indemnify, and keep indemnified, Maximumedia from and against all claims, losses, damages, costs as a result of any copyright, patents, design rights or other intellectual property rights resulting from any matter produced for the Client.

33) Force Majeure – Maximumedia will not be liable for any failure to fulfil its obligations under these terms and conditions if that failure is due to any cause beyond Maximumedia’s own reasonable control.

34) These Terms to Prevail – If there is any inconsistency between these terms and conditions and any order by the Client, these terms and conditions will prevail.

Signature: _____

These Terms of Trade have been reviewed and are accepted.

See You Soon

Thank you for considering Maximumedia.

We're always open
to discussion on strategy,
creative, development
and price!

**See what other people have to say, or view a few of our case
studies at <http://maximumedia.com>**