



Service Level Agreement

Nobody really reads these things and that can be a very big problem, this is essentially a legal agreement that also serves to break down what you are spending your precious, hard-earned money on.

This document serves to outline certain boundaries and procedures, I know this sounds terribly boring, however it is important that we start out with absolute clarity.

Good communication leaves little room for error or discomfort.

Standard Procedure: What To Expect

The project can be started in two easy steps:

Step 1

Get a quote

Start the paper trail here.

Step 2

Quote Accepted & 1st Payment Received

You can accept the quotation simply by paying the 50% deposit

Phase 1

Project Commences

Congratulations on taking your first two steps in your website design journey. Your project has begun. Your Staged website will be installed.

Skeleton Website Assembled

This is the bare bones, the empty structure of your website. We first figure out where to put everything before we load the real content.

Staging Link Sent For Client Approval

A staging link will be shared directly with you and you will be asked for approval of the general layout before we move on to the next phase of this process.

<p>Either</p> <p>Client Approves</p> <p>In which case, we would move on to the next phase of the website design project,</p>	<p>Or</p> <p>Client Does Not Approve</p> <p>In which case, a snag list of all the changes will need to be sent to us and those changes can be made before we resubmit a staging link directly to you for approval again.</p>
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Phase 2

Content Loading Begins

This is where we put the actual meat onto the bones.

All the content gets put into place and the website is given a good polish to ensure that your data and information is displayed in the best light. With the most important parts drawing appropriate levels of attention.

Updated Staging Link Sent For Client Approval

A new staging link will be shared directly with you and you will be asked for approval of the website design in its entirety before we move on to the next phase of this process: Going Live.

<p>Either</p> <p>Client Approves</p> <p>In which case, we would move on to the next phase of the website design project.</p>	<p>Or</p> <p>Client Does Not Approve</p> <p>In which case, a snag list of all the changes will need to be sent to us and those changes can be made before we resubmit a staging link directly to you for approval again.</p>
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Phase 3

Final Payment Invoiced

This document is sent once your approval for the website design is gained. **An invoice for the final 50% payment of the design fee will be sent to you, which will also reflect the 50% deposit already paid. Once that amount is paid we can begin the process of going live.**

Final Payment Received

After which, you will receive a receipt reflecting both payments.

Hosting Information Requested

This will involve us communicating with your chosen host to push the website files from my server to theirs, so that the public may now access your fancy new website.

Hosting Information Received

Once this information has been received the process begins immediately, but may take some time, we will do our best to keep you in the loop.

Website Deployed to Live Server

The website files are transferred over to the live server of your chosen host and final tests and checks are done.

Website Back End Information Sent To Client

A username and password will be sent to you. These are login details to your website, so please keep them safe and private.

Tour of Website and Basic Rundown Given

Dani will chat to you while guiding you through the back end of your new website. Here you will be able to see the basic layout of the website and if you request it, Dani will also teach you how to edit some small things on your website to get you going.

Boundaries and Allowances

It's not because we don't love you, boundaries are super healthy!

1. Time Management

Each project has an amount of time allotted to it. Typically 10 or so hours for the actual design work. Allowing for slight deviations, within reason of course.

If your project runs over the allotted time, don't stress. We would have a conversation where we assess just how much more needs to be done and more time can always be allocated at a price agreed upon by both parties.

This process will require you to approve or request changes once or twice, please try to be as swift with your feedback as possible.

We typically allow for 3 - 5 working days before we follow up again, thereafter, your project will be moved to "Purgatory" where the client typically has another 3 - 5 working days to respond before the project is moved to be terminated due to stagnation. In total this adds up to 10 Business Day at maximum.

No website Design Project may exceed the allotted time as this will result in a stagnation and loss of profits on my side. A project can be paused at any time, however, Fat Unicorn will only hold onto the design files for no more than a month, after which the website files will be destroyed.

The best practice to ensure that everything is perfect in a timely manner is to go through your website via the link which will be sent to you each time approval is requested, while you are going through your website, put together a "snag list" of changes and email that list directly to me at dani@fat-unicorn.co.za.

2. Payment

The project officially begins once your 50% deposit is received and ends once the remaining 50% of the agreed upon fee is paid.

Don't worry, your approval and go ahead is a requirement before I even start invoicing.

In the event that your project has been left stagnant for too long, no further payment will be required upon termination, however, the deposit will not be refunded either.

3. Content

The content is an essential part of this process. The Minimum Content requirements are:

- A good quality logo image file
- Contact details
- A list of your products/services.
- Information surrounding your product/brand
- Information surrounding your business for your "About Us" section
- Links to your social media

Please note that no project can begin until the content and financial requirements are met.

4. Data Protection and Privacy

We promise to use the data you provide to us for strictly professional purposes. Your data will only be accessible for us during the design process as we load it onto your website, thereafter all files are deleted.

We also don't hold onto your username or password so hold on tight to those, but don't stress if you forget or lose them, WordPress has data recovery systems already in place, just make sure you have access to the dedicated email address used to set up your profile.

Unreasonable Requests Clause

Fat Unicorn holds the right of admission. Should we receive any requests to break any laws, we, unfortunately, have no choice but to terminate the project. So please don't ask us to break any laws for you, we just don't do that.

Creative Difference Exit Clause

We get it, sometimes personalities just don't gel, this exit clause ensures that both parties retain the right to exit at any point during the project. But there are boundaries within this as well. We promise not to hold it against you.

The Nitty Gritty Of Exiting -

Exiting the project results in a full cease of design and planning.

The Deposit remains non-refundable however, no further payment is required to exit the agreement (i.e. the remaining 50% will no longer be due) and the files will be destroyed to protect the privacy of your data.

The design cannot be passed over, unless the remaining 50% of the design fee is paid in full, barring which the design files remain the intellectual property of Fat Unicorn.

Thanks for taking the time to read and understand this agreement, we really appreciate it. We look forward to working with you.