Revised website design and development quotation for 'Nex-Lumière product portal'

Submission by:

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Project Objectives

This proposal summarizes the estimated features, schedule, and investment required to deliver a successful website for **Nex-Lumière.**

Digiudaan propose to create and maintain a dynamic, interactive project office website for **Nex-Lumière** lighting solutions. Outlined in the following document is the proposed website design and format suggestions.

The developer will work with existing graphic material and text to create the website and will make recommendations on improving the graphic presentation. Website sections, design concepts and site 'flow' will be addressed. All changes will be pre-approved before the new website becomes available online.

Technologies used includes: HTML5, CSS, Javascript, Bootstrap, PHP v7.1 and Wordpress CMS for backend management.

The objective of the **Nex-Lumière** webpage is to be current and interactive while offering a product overview and contact information to improve connections in the community and throughout the country.

The developer's proposed website solution would help **Nex-Lumière** to:

- To create a brand awareness.

- Provide a clear online message and easy navigation.

- To create an online presence considering it influences a customer's buying decisions.

- Promote organizational client tie-ups and increase visibility.

- Keep **Nex-Lumière** customers and business partners better informed.

- Create informative interactive elements.

- Increase customer convenience.

- Broaden exposure with increased Internet marketing.

- Promote the exchange of information and sharing of ideas in a secure and accessible environment.

Data-centric dynamic website. Data-centric refers to the fact that data presented on the site is based on a structured database of information. Dynamic refers to the fact that the content on the site is updated automatically when administrative staff make changes to the data through the user-friendly control panel.

Section 1 – Initial Development

Website Development Process

The developer initially develops a flowchart based on corporate and marketing information provided by **Nex-Lumière** to determine the most effective navigational structure for this website. An online demo or a storyboard demonstrates appropriate colors, text fonts, graphics, text buttons and their placement with dummy text and images. A well planned, well presented website will attract and encourage **repeat** visitors. Effective and professional design capabilities increase the overall success of the site, making it more functional and user-friendly.

Goals Identified

The developer proposes to create a product web portal that:

- Provides a mechanism to support Internet based services, programs and projects.

- Uses dynamic website features to communicate information about **Nex-Lumière.**

- Provides contact information and links to related websites.

- Makes product images and categories available online.

- Supports and enhances existing brand awareness, services, training programs and business-to-business opportunities.

Major Assumptions

The developer will:

- Gather all required text or information.

- Use **digital format** for all text, information and/or visual content (photographs, diagrams, etc.) included in the site.

- Maintain the color scheme and style of any existing promotional materials.

- Provide a dynamic back-end interface to allow **Nex-Lumière** to manage its content in all sections of the website.

- Provide a user manual and/or short (2-hour) training session to **Nex-Lumière** to prepare them for the entry of data on their website.

Nex-Lumière will be expected to:

- Provide the developer with access to any relevant materials such as graphics, logos, videos or photographs that can be used in the design process.

- Provide timely feedback on each step identified in the development plan.

This proposal is for the development in English language only. Any additional language will be considered a new project and will be priced accordingly. All language version text other than English will be provided to Digiudaan in digital, translated format.

Section 2 - Recommendations

Digiudaan' Website Suggestions for Nex-Lumière

Using a consistent navigation format, the development team will create a dynamic, interactive and easily navigable site, which will include all general requirements identified in the compliance matrix (*See Appendix: Compliance Matrix*).
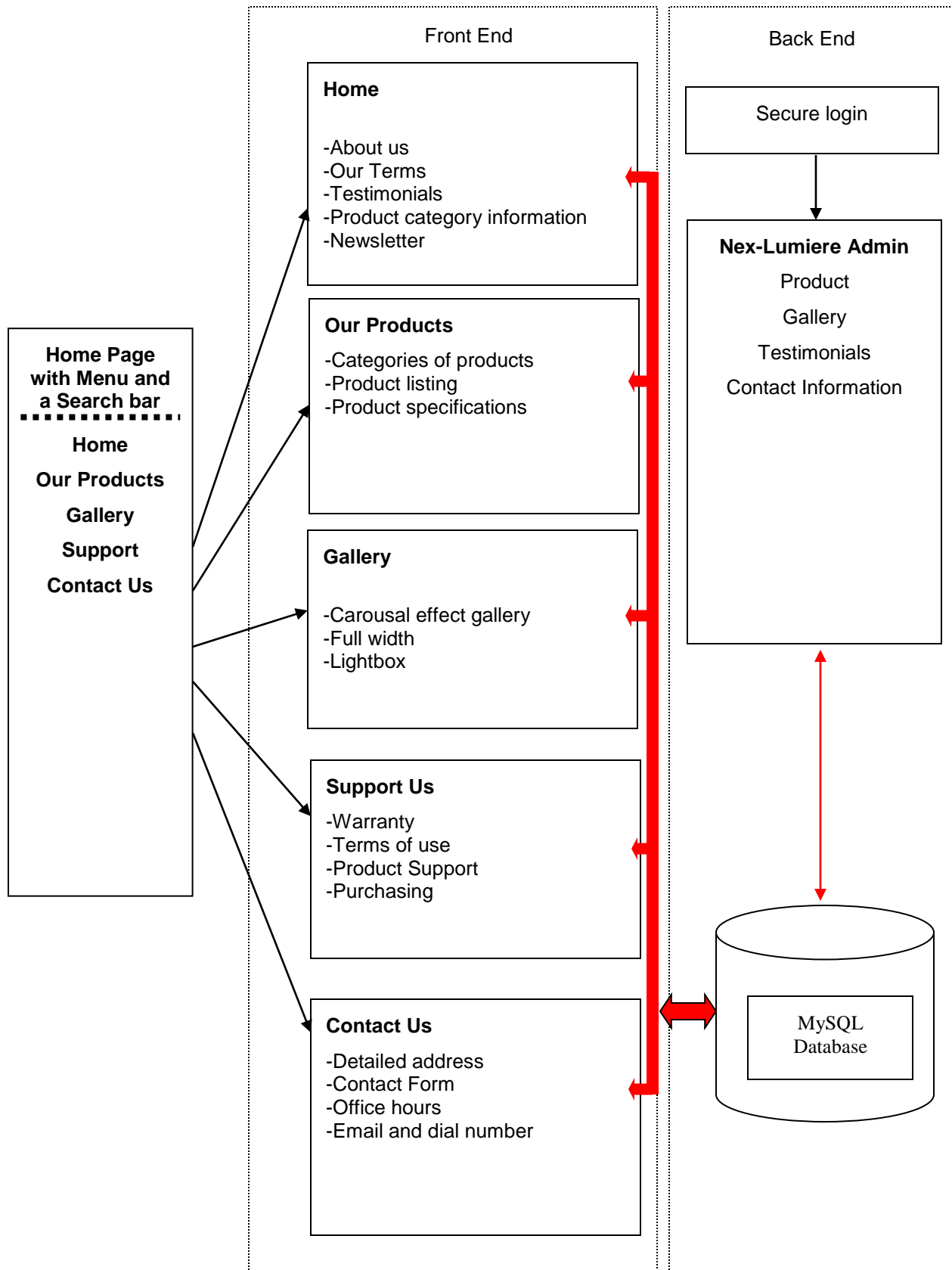
Optional suggested features, also identified in the compliance matrix, include:

1. A data-centric back-end that will allow **Nex-Lumière** to implement and manage features and to administer the site.

2. Search mechanisms that will allow users to filter data and identify specific information.

3. Reduced content on some site pages to provide a general overview or link to more detailed presentations.

Special Features

1. A **copyright stamp** on the website created with JavaScript and implemented to emphasize that the site is current and contains regularly updated content.

2. Powered by **domain protection system** so that the domain transfer, bidding, and theft is prevented, and no contact information gets displayed in ICANN whois lookup.

3. A feedback form or **contact form** for users to submit their name, email address, details to suggest improvements or requests for additional information or to enquiry about a product.

4. **Live Instagram feed** that acts as a live gallery and updates without having to manually add the images or information via backend.

5. **Back end** data-entry system to allow Nex-Lumière staff to securely update information to the database and website. This application is the heart of the dynamic nature of the website – see more in the website structure map and details following.

6. **Three levels of security** for data entry or for managing and sharing information through the website. Level 0 access identifies information available to the general public by public subscription, level 1 will refer to clerical access to back-end data entry, and level 2 will be administrative access to the underlying code.

7. **SSL Certificate** deployment included without any extra charges.

8. **Minified javascript, css** for faster page loads and higher search engine rankings.

9. **Responsive** web design to adjust to any screen sizes.

10. Fade and zoom **animations** with **super retina compatible** parallax effect.

11. **Protected** by Antivirus and Antispam.

Section 3 – Proposed Website Structure

Front End

Home

-About us
-Our Terms
-Testimonials
-Product category information
-Newsletter

Our Products

-Categories of products
-Product listing
-Product specifications

Gallery

-Carousal effect gallery
-Full width
-Lightbox

Support Us

-Warranty
-Terms of use
-Product Support
-Purchasing

Contact Us

-Detailed address
-Contact Form
-Office hours
-Email and dial number

Back End

Secure login

Nex-Lumiere Admin

Product

Gallery

Testimonials

Contact Information

MySQL
Database

**Home Page
with Menu and
a Search bar**

Home

Our Products

Gallery

Support

Contact Us

Section 4 - Proposed Timeline/Schedule

Stage 1 – Concept Development

Day 0-2

Deliverable: signed agreement to proceed with development

Stage 2 – Planning

Day 3

Project Definition Meeting with Nex-Lumière to determine precise details concerning the scope of the project and develop an accurate and detailed timeline outlining the development and delivery of the project, including deliverables for the developer, and Nex-Lumière.

Deliverable: Information provided by Nex-Lumière. Includes relevant promotional/corporate material, research and background information.

Day 4-6

The developer has determined a precise project specification for the entire website and present it to Nex-Lumière for approval.

Deliverable: Project Specification & Proposal is provided to Nex-Lumière for approval.

Nex-Lumière either approves the Project Specification or provides feedback on the Project Specification to request revisions.

Deliverable: Project Specification approval.

Stage 3 – Implementation

Day 7-15

The developer provides a complete list of all required content, which needs to be provided by Nex-Lumière.

Deliverable: A complete list of required content.

Developer begins design development.

Developer presents sample designs for review by Nex-Lumière.

Deliverable: First sample designs.

Nex-Lumière will have to either approve one of the design samples or provide feedback for revisions and adjustments to design. Nex-Lumière provides any relevant graphics and content.

Deliverable: All website content including relevant pictures, text, contacts, etc.

Developer develop the website. During this time there will be deliverables for development and periodic sign-off by Nex-Lumière.

Deliverable: Complete website and approval to begin testing

Stage 4 – Testing

Days 16-17

Developer will test all aspects of the project, including Quality Assurance testing for functionality, spelling and grammatical errors, consistency of graphics, and technical specifications. During this time, Nex-Lumière may request some revisions and tweaking, which will be completed by Day 8.

Deliverable: Fully tested website.

Stage 5 – Launch and Phase Out

Day 17-20

Digiudaan will unhide the coming soon portal and set up ftp access. The website will be posted live on the server and any final testing and tweaking will be completed. The project will be signed off by Nex-Lumière on Day 15.

Schedule Overview

This plan presents an overview of the basic schedule in the development of your website. The proposed schedule is divided into five stages: Concept Development, Planning, Implementation, Testing and Launch & Phase Out.

A more detailed description of each stage is provided below. Status reports that are provided by Digiudaan keep Nex-Lumière informed of project progress.

Stage 1 – Concept Development

Step			Description
1.	Request for Proposal (RFP)	Day 1	NEX-LUMIÈRE description of project; begins to formalize the website concept and design. Define the scope.
2.	Proposal	Day 2	Developer's written estimate of the schedule and cost of project.
3.	Contract/Budget Approval	Day 3	NEX-LUMIÈRE, Developer agree in writing to proceed with the project.

Stage 2 – Planning

Step			Description
4.	Product Requirement (Project Plan)	Day 4	Submit written plan to NEX-LUMIÈRE. Includes general project overview and goals, resource/staffing plan, testing plan, milestones, and other tactical details. Forms basis for Project Definition Meeting.
5.	Project Definition Meeting	Day 5	Meeting between key players from NEX-LUMIÈRE, Developer. Group agrees on exactly what will be included in the website and how it is presented, on a detailed section-by-section basis. Implementation begins after this meeting. **Please Note: After the client has signed off on the creative and structural definitions, any changes may affect the timeline and/or the budget of the project.**
6.	Project Specification	Day 6	Developer completes specific written description of project as defined in Project Definition Meeting. NEX-LUMIÈRE approves Product Specification. Changes after this date require Change Order Form and

		may incur additional charges.

Stage 3 – Implementation

Step			Description
7. Content Acquisition	Day 7		NEX-LUMIÈRE supplies digital data and other content sources. Developer converts content into application formats.
8. Data Integration	Day 8-9		Developer imports and integrates data content into website.
9. Customization	Day 10-14		Developer creates unique graphics and screens (pages) for the website. Custom programming begins.
10. Server Set-Up	Day 15		Developer assists set up of Web Server, domain, and options.

Stage 4 – Testing

Step		Description
11. Alpha Testing (Staging)	Day 16	Developer begins internal testing of application functionality. Bugs are systematically reported and fixed.
12. Beta Testing (Staging)	Day 17	Developer validates the content and finalize live project with review by NEX-LUMIÈRE. NEX-LUMIÈRE reports any bugs, signs off fixes, and approves site for launch.

Stage 5 – Launch and Phase Out

Step		Description
13. Activation	Day 18	Website goes live.
14. Project Review	Day 19	Digiudaan internal project review (non-billable time). Feedback requested from NEX-LUMIÈRE.
15. Admin/Support	Day 20	Maintenance work by Digiudaan begins.

* Note – actual days and development days have some discrepancy to accommodate weekends, and holidays. The proposed schedule is assuming no delay in feedback from Nex-Lumière to approval, fixes, and sign-off. Delays caused at the client side, may cause additional delays development side due to scheduling issues within the development team's job queue. Every effort will be made to provide appropriate priority for this project to minimize such delays. In any event, significant delays resulting from such scheduling interruptions will be communicated to the client at the earliest possible occasion.

Section 5 - Pricing

Digiudaan software as developers provide the following estimate to develop the NEX-LUMIÈRE Website.

Development of the NEX-LUMIÈRE Website

Digiudaan provides the following production elements for development:

➢ Project definition includes operating schedule, technical specifications and storyboard development.
➢ Production includes import content, image conversion/file set-up.
➢ Images provided by NEX-LUMIÈRE will be optimized for web presentation.
➢ Custom programming - research and testing.
➢ Creation of custom request and input forms.
➢ HTML5 page construction, CSS styling and Javascript for custom actions.
➢ Graphic design and customization.
➢ On-site server set up.

Development Details

- **Enhanced graphics to represent each of the main sections, possibly incorporating photographs/illustrations.**
- **JavaScript Date insert.**
- **Data driven content in all sections.**
- **Back-end management for data entry to all sections.**
- **Contact form, Registries and all relevant e-mail links.**
- **Minified js and css for faster page load.**

Development Costs:

Details		Cost
Website Design & Development		Rs. 60,000
Further Discounts	-	Rs. 10,000
Revised Total Development Charges		**Rs. 50,000**
Domain, Hosting & SSL charges for 2-years		Rs. 36,200

Note: The following are total costs for the application design and development charges with other mandatory domain, hosting and SSL charges provided by third parties (eg. Godaddy, Hostgator, Cloudflare, Securi, Yoast). Additional changes or additions of features like video creation, chatbot or other changes in layout post the site going live will be chargeable depending upon the nature of the change.

Maintenance Solution

Digiudaan Software, Inc. will provide the NEX-LUMIÈRE with the most flexible maintenance solution, based on monthly needs and requirements.

Digiudaan can offer flexible maintenance solutions that meet your organization's requirements. Our solution includes a full annual contract.

Yearly Maintenance Fee (Retainer):   Rs 10,000

(Includes a maximum of **two hours** of updates per month by Digiudaan - additional hours Rs. 500/each).

Hosting

We recommend hosting to be done via Digiudaan, but would be pleased with supporting your preferred host to configure the application setup and installation. The solution presented is based on Linux based servers with 99.9% uptime and 24*7 support.

Pricing Notes

- This proposal is provided for your budgetary purposes and we expect 50% payment of the total cost in advance within 5 days, failing to which the agreement will be null and void.

- Domain, hosting and SSL charges to be considered separate and not a part of development. Hosting is done on wordpress servers with maximum uptime and SSD for faster page loads. If the hosting is provided in advance, developer recommends hosting this website on a well-known web host with higher uptime and SSD hard drives for optimized speeds.

- Domain registration is charged independently of this proposal and will be done by Digiudaan or NEX-LUMIÈRE's chosen web host. The domain pricing varies based on the type of domain, domain protection, quantity of domain, number of domains, email accounts associated with the domain and currency rates at the time of purchase of domain. Until the domain is registered and the host site established, Digiudaan will make the development website available at their development server.

- All prices included in this proposal are confidential and should not be disclosed to other parties without the expressed written permission of Digiudaan.

- Any additional travel costs for delivery, support or maintenance to be approved by the Client and billed accordingly.

Acceptance of Proposal

Signing the Services Agreement in the Appendix indicates acceptance of this proposal.

COMPLIANCE MATRIX

Requirements	Recommendations	Comments
Accessibility: • Browser Independent • Viewable on any size monitor • Non-graphics mode • No required browser add-ons	PHP based application is server-based. Requirement is at server side, some proprietary services would have to be registered on the server to support Digiudaan. All scripting at client-side will be JavaScript to ensure cross-browser capability.	Because Active Server Pages is a standardized technology, this application could be supported and expanded on by any developer with Visual Basic and PHP scripting knowledge and experience. NEX-LUMIÈRE would not be left with a proprietary technology to have to manage in the event the developer was unable to support the website after the term of the contract.
Content: • Easy to read • Short pages (no long scrolling windows) • Highlight specific info	Content is driven by database. Fields will be kept short to ensure appropriate "bite-sized" chunks of information. PHP can allow for multi-page design to customize page size. Highlighting can be done based on field or style sheet classes.	The website will be designed to allow for the database to take pieces of information from specific fields in discreet pieces.
Design: • Simple, clean presentation • Sans serif font • Judicial use of colour • Consistent look and feel • Relative width tables • Animations • No music	Cascading Style Sheet for basic elements. Percent-based tables and widths throughout the site. Multimedia Resources are provided as downloadable resource files to specific forums and are considered only where they help to support content.	All browsers to some degree support CSS Technology. Since the style sheet is external to the content, the design elements can be controlled separately from the HTML code. In this way, if the NEX-LUMIÈRE should decide next week that it would like to have all text in a dark gray instead of black, or that the font could be more Tahoma than Arial, one single change in one external file would allow the site to change look dynamically.
Interaction: • E-Mail link to project office • Guest book	Use of CDONTS collaboration objects (native to NT/Windows 200 and IIS) provides a variety of collaborative support including automated email.	Developers experience in CGI via Microsoft Technologies is significant – various posting options can be presented within the scope of this proposal.
Links: • Grouped links to other related sites	Link Manager in back-end	Nex-Lumière back-end will allow the NEX-LUMIÈRE staff to place a link in any page on any site through an intuitive interface.

Navigation: • Simple menu bar used consistently on every page	Dynamic Section-based menu	By managing the menu/navigation through the same back-end interface, the backend page will allow NEX-LUMIÈRE staff to deploy, edit or remove sections of the website on the fly. Menus are created by polling the database to create quick, dynamic content
Speed: • Small, quick loading pages with minimal graphics • Optimized graphics	Most data-centric information is polled from small data fields on the database. Popular page loads are cached browser side. Page watermarks, small discreet image navigation icons.	Page Watermarks will cause no problem for non-graphics mode and all images are optimized Gif and Jpeg files.

Services Agreement

The undersigned on behalf of NEX-LUMIÈRE authorizes Digiudaan and Vivek Prasad(collectively, the Developer) to commence work as outlined in the project described in this document. The client agrees to pay a commitment deposit in the amount of 50% of the proposal price with an additional 30% due at the commencement of beta testing and the balance due on sign-off at project review (not exceeding 30 days of the project posting date). The client further agrees to review and sign-off project in-progress reports upon confirmation of milestone performance as defined in the project document.

Dated this _____ day of _____, 2018

_____   _____

for NEX-LUMIÈRE   for the Developer

Received from Nex-Lumière the sum of Rs_____ this _____ day of _____, 20_____ as commitment deposit against the project outlined in this document.

_____

for the Developer

Project Sign-Off Sheet

Milestone	Signatures
Proposal Acceptance _____ Date	 _____ For NEX-LUMIÈRE _____ For Developer
Website Design/ Structure Completed _____ Date	 _____ For NEX-LUMIÈRE _____ For Developer
Graphic Design Completed _____ Date	 _____ For NEX-LUMIÈRE _____ For Developer
Back-end Mgt Interface Completed _____ Date	 _____ For NEX-LUMIÈRE _____ For Developer
QA & Roll-Out Completed _____ Date	 _____ For NEX-LUMIÈRE _____ For Developer