

Requirements Document for Custom Code Block in Webflow: Web Design Cost Calculator

Objective:

Develop a custom code block in Webflow that replicates the functionality of the calculator found on WebFX's web design services page

(<https://www.webfx.com/web-design/services/#calculator>). The calculator will provide an estimate for web design projects based on user inputs and prompt the user to fill out a proposal form upon submission. The user will then receive a custom proposal via email.

Functional Requirements:

1. Calculator Interface:

- Input Fields:

- Number of Pages: Gauge from 10-250+
- Style of Web Design: Dropdown with options: Simple, Moderate, High-End, World Class

- SEO Integration:** Checkbox (Yes/No)

- Responsive Design: Checkbox (Yes/No)

- E-commerce Functionality: Dropdown with options: None, Basic, Advanced, Enterprise

- Database Integration: Gauge with options: None, Basic, Advanced, Full

- CMS Integration: Dropdown with options: None, Basic, Advanced, Enterprise

Platform: Dropdown with options: Custom, Shopify, Webflow, Wix, Rocketspark, Squarespace, Wordpress, Woocommerce

2. Calculations:

- Base Cost:

- Simple: \$1000

- Moderate: \$3000

- High-End: \$5000

- World Class: \$10000

- Additional Costs:

- Number of Pages: \$100 per page

- SEO Integration: Cost based on the number of pages (e.g., \$100 per page for on-page SEO, \$2000 base cost for technical SEO)

- Responsive Design: \$1500

- E-commerce Functionality:

- None: \$0

- Basic: \$3000

- Advanced: \$6000

- Enterprise: \$10000

- Database Integration:

- None: \$0

- Basic: \$2000

- Advanced: \$5000

- Full: \$10000

- CMS Integration:

- None: \$0

- Basic: \$2000

- Advanced: \$4000

- Enterprise: \$8000

Platform Cost Adjustments:

Custom: No change

Webflow: 10% discount

Shopify: 25% discount

Wix: 30% discount

Rocketspark: 30% discount

Squarespace: 25% discount

Wordpress: 25% discount

Woocommerce: 25% discount

- Total Cost Calculation:

Base Cost +

(Number of Pages * \$100) +

(SEO Integration ? (Number of Pages * \$100 + \$2000) : 0) +

(Responsive Design ? \$1500 : 0) +

(E-commerce Functionality Cost) +

(Database Integration Cost) +

(CMS Integration Cost) +

* Platform Cost Adjustment

3. Submission Flow:

- Upon clicking "Calculate" button:
 - Display the estimated cost inside the form.
 - Prompt user to fill out a free proposal form with fields:
 - Name
 - Email
 - Phone Number
 - Website
 - Project Description
- Upon form submission:
 - Store the user inputs and calculated estimate.
 - Send an email to the user with a custom proposal based on their inputs (liaise with Cam White about this)

4. Email Integration:

- Use an email service (ActiveCampaign) to send custom proposals.
- Email should include:
 - User's inputs
 - Detailed cost breakdown
 - Next steps for scheduling a consultation

Technical Requirements:

1. Webflow Setup:

- Create a new page for the calculator or embed it on an existing page.
- Use Webflow CMS for managing the form and submissions.

2. Custom Code:

- JavaScript for handling calculations and form interactions.
- AJAX for form submission to prevent page reloads.
- Integration with Webflow's CMS and email service API.

3. Security and Validation:

- Validate all user inputs to ensure they are within expected ranges and formats.
- Securely handle user data and comply with privacy regulations (e.g., GDPR).

Deliverables:

1. Custom Code Block:

- HTML/CSS for form layout and styling.
- JavaScript for dynamic calculations and form interactions.

2. Documentation:

- Detailed explanation of the code structure and logic.
- Instructions for integrating and testing the custom code block in Webflow.
- Configuration guide for setting up email service integration.

Timeline:

- Development: 2 weeks
- Testing and QA: 1 week
- Deployment: 1-2 days

Notes:

- Ensure the calculator is mobile-responsive and performs well on all devices.
- Provide a user-friendly interface with clear instructions and error messages where necessary.