



Website Design Proposal & Quote for QEG

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CONTENTS

OVERVIEW	3
SCOPE OF WORK, AND DELIVERABLES	3
1. Photography and photo editing.....	3
2. Concept creation and design.....	3
3. Web development and Coding.....	3
4. CMS Integration.....	3
5. Client training and creation of a user manual.....	3
PROPOSED WEBSITE FEATURES	4
1. Church Leaders Portal	4
2. Donations and fundraising portal.....	4
3. Newsletter and SMS to members	4
4. Church group portal.....	4
5. Events Calendar.....	4
6. Multimedia Gallery	4
7. Full Social Media Integration.....	4
COSTINGS AND TIME ESTIMATES	5
Payment plan:	5
Maintenance:	5
MY PREVIOUS WORKS	6
CLIENT RESPONSIBILITIES	7
CONCLUSION	7

I have reviewed your business requirements and have prepared the following proposal. Given my experience and specific expertise in design, usability and programming, I am confident that I can work with you to achieve your aims and goals. Please let me know if you have any questions. I look forward to working with you!

OVERVIEW

The purpose of the project is to execute a complete design & development of a professional website for QEG. The website will feature all the elements, functions, and specifications mentioned in the attached document "Request For Proposals -QEG Website Redesign.doc", as well as other additional features to be discussed after approval of my proposal.

Given that the website is a church website, I propose the user experience must remain particularly smooth and simple. The home page especially must be neat and inviting to website users just as the church is. The design must be high-end, pleasant and clean, creating an atmosphere of professionalism and elegance. The major web technologies used on the website will be Wordpress, PHP, MYSQL, JavaScript, AJAX, XHTML and CSS.

The main goal of this proposal is to determine an accurate time and budget estimate, as well as determine the main technological route, web technologies, methodologies, phases of work, and other important details to best achieve the business and creative goals.

SCOPE OF WORK, AND DELIVERABLES

The primary purpose of this website project is to create a website using the latest technologies and trends designed to portray **QEG'S** aims and objectives. The process includes building a visual representation and integration with the technologies.

This project's work process will be a five-step methodology for delivering the web solution. The five step process includes the following deliverables for the development of a high end, modern website featuring all the specifications required and discussed:

1. PHOTOGRAPHY AND PHOTO EDITING

The website will feature high resolution pictures and images of the church, its congregants and church leaders. A photographer will be commissioned to take the photographs.

2. CONCEPT CREATION AND DESIGN

This involves designing and conceptualization of all the website pages. The designs will then be submitted to the client for approval. Once approval is given, coding and development will begin.

3. WEB DEVELOPMENT AND CODING

This is the process of creating actual web pages from approved concepts and designs. It will involve XHTML, CSS and JavaScript coding of all the web pages.

4. CMS INTEGRATION

A CMS (content management system) will allow the client to change and edit content on the website directly without having to consult the developer. For this project I will use Wordpress CMS.

5. CLIENT TRAINING AND CREATION OF A USER MANUAL

Once website development and CMS integration is completed, the client will be provided with a user manual and trained to edit and create website content.

PROPOSED WEBSITE FEATURES

The website will have the following main features (among others)

1. CHURCH LEADERS PORTAL

The church leader's portal will be the channel through which the church leader(s) will communicate with their congregants. Here congregants will be able to send messages or seek guidance from the church leader(s) who will be able to reply to them thereby creating a direct personal 2-way link. Additionally here users will find the leader(s) profile, other information about the leader(s), read sermons, get published items such as books etc.

2. DONATIONS AND FUNDRAISING PORTAL

Here, church congregants and friends will be able to make financial donations to support a cause. Donations and contributions will be made securely via M-pesa, Airtel Money, Visa, MasterCard and other payment platforms. The website administrator (a member of the church's staff) will receive a notification every time a donation/contribution is made and a Thank You message will be sent to the contributor automatically.

3. NEWSLETTER AND SMS TO MEMBERS

This feature will allow the church to keep in touch with its congregants easily and cost effectively. It will allow the church to send periodic Email and/or SMS messages to subscribed members informing them of events, sending scripture messages and so on.

4. CHURCH GROUP PORTAL

Church groups for example Choir or Women's groups will be provided with "space" on the website to post announcements, communicate with each other and inform other church members of their activities. They will also be able to post multimedia content such as pictures, video and audio.

5. EVENTS CALENDAR

This will function as a real life calendar where the church will post Events, informing the church members. Members will be able to view past events as well as upcoming events.

6. MULTIMEDIA GALLERY

A multimedia gallery will allow the church to post videos, pictures and audio elements onto the website. Here users will be able to view and stream the various content comfortably on the website.

7. FULL SOCIAL MEDIA INTEGRATION

Full social media integration will be done between the website and the church's social media platforms such as Facebook and Twitter. For example, when a sermon is uploaded on the website, it will automatically be posted onto the church's Facebook page where members can comment and have a discussion around certain topics.

COSTINGS AND TIME ESTIMATES

Item	Time Estimate	Cost (KES)
Photography	2 church days (2 Sundays)	25,000
Design and Concept Creation	Maximum 14days	35,000
Web Development	5 Days	50,000
CMS Integration	5 Days	25,000
Training & User Manual	2 Days	15,000
Web Hosting, Domain Registration	----	----
TOTAL	28 Days	150,000

PAYMENT PLAN:

A first 35% deposit will be required upon signature of a contract. The remaining balance will be paid in agreed phases throughout the development of the project.

MAINTENANCE:

I recommend a maintenance plan based on a monthly retainer that will include all necessary maintenance/update needs of the website. I can scope out the maintenance budget upon completion of the project or prior to getting started with the development.

MY PREVIOUS WORKS

I have been creating and developing websites for 3 years now, here are some of my recent developments;

www.aphrc.org



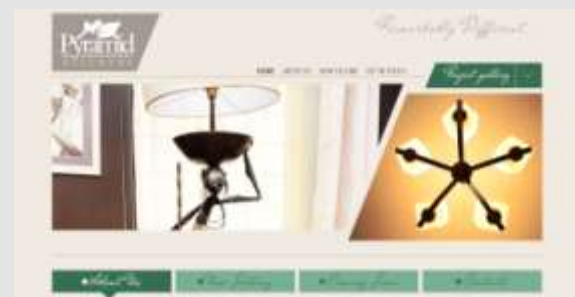
www.covaw.or.ke



www.gulfenergy.co.ke



www.pyramidbuilders.co.ke



www.careerconnectionsLtd.com



www.premiergasco.com



CLIENT RESPONSIBILITIES

For the solution we have prepared for your project, we have assumed that:

- The client will provide initial website content including multimedia.
- The client will provide the company's branding material, including the logo (digital source files)
- The client will provide feedback in a timely and organized manner.

CONCLUSION

I think my experience, vision, and personal interests lend themselves to accomplishing your creative and goals. If you have any questions, please feel free to contact me. Thanks! I appreciate your business and I am looking forward to working with you.

Best regards,

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