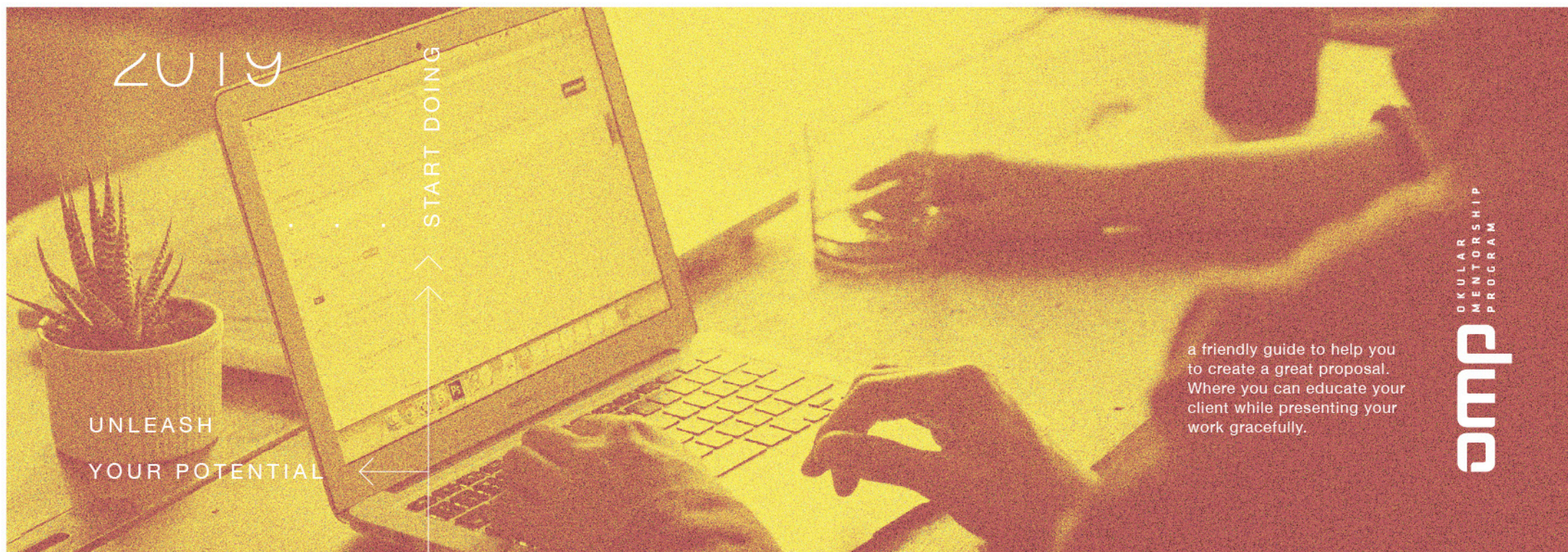# Website Design Proposal Template

2019

START DOING

UNLEASH

YOUR POTENTIAL

a friendly guide to help you to create a great proposal. Where you can educate your client while presenting your work gracefully.

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About making proposal

Proposal is the most important part when it comes to getting a new prospective client. That's why it's very crucial, you need to gain client's trust and show them that you are the right person to do this job.

Here are ourstep-by-step guidelines for making a proposal.

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// Step 1

What do we know?

This is the introduction slide. Show what we have learnt about the project. We can include information such as:

- What is the product
- Who is the company behind the product
- The product concept & USP
- Make it brief

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// Step 2

Target Market

List the target market that we have been collected from the client insight and assessment. We can list the information such as:

- SES (sistem ekonomi sosial : A,B & C)
- Age
- Gender
- Region (Ex. urban, rural or suburb, etc)
- Buyer's criteria (is it home buyers? Or investor? Or other)
- Characteristic and lifestyle (Ex. Health enthusiast, dog lover, busy lifestyle)

// Step 3

Competitors

List the competitor that we have been collected from the client insight and assessment. Give the information about who is the competitor and the analysis (briefly).

// Step 4

Approach

In this part, you can explain briefly which approach is suitable for the product. Why the specific approach should be done in this particular product. You can use references to explain about your approach toward the project.

// Step 5

Supporting Theory (If possible)

To create a strong design, we have to start with a good foundation for the work that we are developing. We should have some theory or facts to support our design in an effort to build a strong concept that is based on a critical analysis.

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// Step 6

Moodboard

A mood board is a type of collage consisting of images, text, and samples of objects in a composition. It can be based upon a set topic or can be any material chosen at random. Moodboard is meant to give the impression of the visual approach.

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// Step 7

Sitemap & Wireframe

Start with the sitemap of the website to give a general picture of the website to the audience.

// Step 8

Website Structure (wireframe)

Include the wireframe of the website that you have analysed based the product they offer. Make sure to construct the website to be informative and to optimize the experience to be engaging

// Step 9

Website Reveal

Paste the preview of the website that has been designed based on the wireframe that is constructed.

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// Step 10

Features

Mention the features for the website, include the little details like web applications, animation, and other key features that will add the engagement points of your website.

// Step 11

Story or the goal of The New Website

Gives the story or the goal about this new website creation. On how it reflects the company/product what purpose it will serve and what kind of impression we are aiming to get from the targeted audience (make sure to use the information about the target market).

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Thank you !

We hope that this guide will help you build your proposal. We hope you a very good luck on your project!

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Okular Mentorship Program is organized as a course to share our knowledge in the practice of Graphic Design field especially in Brand Identity Design. We aim to share the good and bad experience and knowledge that we have gained in more than 5 years of Okular's journey.

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