WEBSITE DEVELOPMENT PROJECT PROPOSAL

CLIENT/COMPANY NAME: 1 STEP  
Nature of Business:

1 STEP are a premium contemporary dance studio offering a tuition and training in traditional ballet and abstract dance.

1 STEP offers daily classes, as well as owning a dance studio that individuals and groups can also hire.

Because of this most of the websites main visitors tend to be professionals; guest shows and groups.

The company do market themselves as a high-end brand, and provides leading facilities.

PROJECT BRIEF/OUTLINE

As 1 STEP are a high-end premium contemporary dance studio, and they have professional clientele they would like their site to:

* Be professional
* Include links to common social media
* Must be responsive so it works on a lot of different devices

PROPOSED SOLUTION

The proposed solution is a modern looking dynamic website that has many sleek looking animations and a good colour palette that would help show off their high-end brand.

Their website should have a main part that includes 5 pages:

Home, About Us, Classes, Gallery and Contact Us.

However there will be the ability for users to log in, this also means that accounts can be given different types of account and permissions which will give different users different views of the websites, for admins this allows them to be able to edit parts of the website and add things they need by giving them a content management system.

This is good for 1 STEP as it means they can edit whatever they need without having to come back to Logical View solutions, this allows them to have independence with their own website as well as save them time with any edits that they may want to make.

Each page will also include links to their social media so that they can attract users there for increased interactivity with users and provide more connection with them.

This website will be responsive to be able to be used on every device and will be made to make sure to act in accordance with GDPR and the UK data protection act.

As well as that the website will include many different accessibility features to be more usable by all users, this is as 1 STEP would like everyone to be able to access and use their website.

TECHNICAL REQUIREMENTS

The 1 STEP website will be hosted on a server in a virtualised server of it’s own. Which will cost £20 a month to upkeep.

1 STEP wants to use the domain name: [www.1stepballet.co.uk](http://www.1stepballet.co.uk) which will cost them £10 a year to rent out.

Logical View Solutions will provide maintenance for the 1 STEP website after publishing which will cost £100 a year after the first year with the first year after publishing being free.

Maintenance does not include general site changes such as text changes or adding of images as this can be done in the content management system that will be produced with the site, however will include updating accessibility features if required or fixing errors with the site that 1 STEP has not produced)

TIMEFRAME

During the first estimated 10 days time can be sent getting information from 1 STEP like photos they might like, some input on the feel of the website and the colour schemes and any other information they might want to add or even text, this is the initial planning stage.

This also allows time for ideas on how the designs should be made and things that should be included on the website.

In the next stage several prototypes will be produced to allow for the best design to be picked and make sure that small parts of the website like animations will work along with creating the systems like the content management system and the dynamic parts of the website. This is estimated to take 20 days.

After that has been completed it is important to test all the systems and make sure they work and fix any bugs, this allows for any minute errors in things such as animations or even bugs in the content management system to be squashed to make sure the site works as smoothly as it possible can.

Finally the site can be published and some time can be spent to make sure it has the best SEO it can as well as testing the hosting to make sure it is working the best it can for providing this website and making sure that everything works perfectly in the new hosted environment. This will take around 8 days making the total time frame for the website roughly 52 days.

COSTS AND ESTIMATIONS

As 1 Step would like a .co.uk website domain this will cost around £10 a year to rent out and will be a constant cost that they will continue to pay, as well as web hosting cost money as they are renting out a virtual space in a server which will cost £20 a month or £240 a year.

The upfront cost of the website will be about £7500.

If 1 STEP would like maintenance on their site (Which only includes making sure they website is kept up to date with accessibility measures or fixing errors that was not caused by them) will cost £100 a year.

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| Web Hosting (duration) | £20 a month / £240 a year |
| Domain Name | £10 a year |
| Website Development | £7,500 |
| Ongoing maintenance (12 Months) | Free first year, £100 for each year after (If wanted) |
| Total | 1st year - £7,750 - 2nd - £350 (Full maintenance) £250 (No maintenance) |

This in turn means that this website will cost

£7,750 for the first year which can be paid upfront or in monthly payments making 12 payments in total of £650 (Totaling to £7,800 after the 12 months)

Every year after that 1 STEP will have to pay £250 per year and an additional £100 if they want maintenance on their website (Maintenance contains only the things mentioned earlier)

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| Project Manager | Date |  |
|  |  | Sign this box! |