

WEBSITE/APP PROPOSAL GUIDE

This is a set of guidelines for creating a website or app proposal document. Inclusions and omissions may vary depending on the assignment and project requirements.

The website proposal for your Diploma in Web and UX Design assignments is comprised of two documents:

- × External document
- × Internal document

Both documents must follow Yoobee Website/App Proposal Best Practices.

External document

This is a professionally designed client-facing document that is easy for the client to follow.

It should include:

- × the name of the project, project commencement and projected completion date and both the client and author's contact details on the cover page
 - × a contents page
 - × an introduction of the client, the context, and the problem that needs to be solved
 - × communication of how the website or application will meet the client's needs in terms of overall user experience, which includes visual design, information architecture and functionality
 - × a simple timeline which corresponds to deliverables
 - × an agreement & contract with any terms & conditions
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Internal Document

This is for the development team to use internally.

It may include:

- × research results and analysis
- × strategic planning
- × conceptual and visual designs
- × reflection
- × technical UML diagrams (Use-case diagram, activity/flow diagram, etc)
- × detailed timetable/Burndown chart (breakdown of hours, deadlines, deliverables for each stage)
- × technical requirements (languages/code libraries/3rd party APIs/devices)
- × development notes
- × additional documentation required for the assignment

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Sections to consider including:

- × client overview
- × problem statement/intention of site/identified requirements
- × research (personas/target market, competitor analysis, user testing results and analysis)
- × website analysis (for existing site)
- × concept development with reasons for design choices that adhere to requirements that were identified in the planning stage (mood board/style tiles, typography, colour palette)
- × information architecture (site map, wireframes, content, calls to action)
- × high fidelity mockups to give close representation of what the site will look like (mobile version, link to online prototype)
- × functionality (identified as a result of modelling the application's behaviour using UML diagrams)
- × SEO plan/strategy
- × deliverables
- × timeline/number of hours (corresponds to deliverables)
- × budget/costs (corresponds to deliverables and number of hours)