[WEB DESIGN INTERVIEW AND COST ESTIMATION]

PRACTICE 7

MARTA FRANCÉS PINTADO

INTERFACES WEB DESIGN

INDEX

1. QUESTIONS FOR THE "INTERVIEWER"

1. Do you already have a website or is it a project from scratch?

  - It is a new project.

2. Who is the website intended for?

  - Students of all ages interested in improving their study skills.

3. What is the purpose of the website?

  - To provide educational resources, techniques, and tips to improve study skills, as well as interactive tools to practice these skills.

4. What t sets your business apart from others?

  - They offer a variety of research-backed study skills, presented in an accessible and practical way for students of different educational levels.

5. How do you envision your website looking? Provide examples

  - Imagine a clean, easy-to-navigate website, with clear sections for different study skills (e.g., reading skills, organisation, memorisation, etc.) and interactive quizzes for users to apply what they learn.

6. Does your company have a defined colour scheme?

  - No, it is open to suggestions for colour schemes that are professional and appealing to learners.

7. Do you like the design/functionality of an existing website?

  - He likes "Khan Academy" and "Quizlet".

8. What elements of that design would you include in yours/what would you exclude?

  - Would like to include the interactivity of Quizlet and the organisational structure of Khan Academy. I would exclude any complicated design that makes navigation difficult.

9. Who will be involved in the project (other designers, programmers, or technical staff)?

- Look for a team that includes web designers and programmers.

10. Do you have a maximum budget?

   - Yes, your maximum budget is 7000€.

11. Do you have a domain name?

   - No, you will need help to choose and register a relevant domain name.

12. Does your company have a logo?

   - No, I will need a logo for my company.

13. Have you planned a structure for your site?

   - Yes, have you thought of sections such as "Study techniques", "Practice with quizzes", "Recommended resources" and "Blog with interesting articles".

14. Do you have content for your site?

   - Yes, it has some basic content, but I need help to expand it and make it more interactive.

15. Does the content need to be imported from another site? From where?

   - No, all content will be original.

16. Do you need training for using your website, content creation, and publishing, etc.?

   - A basic user manual will be sufficient.

17. Do you have a gallery of images and photos?

   - No, you will need images related to study techniques and the educational environment.

18. Does your site need to include any videos?

   - You would like to introduce some explanatory videos.

19. Would you like to install a chat system on the website?

   - Would like a live chat that is available for a few hours a day and redirects the enquiry to email when out of hours.

20. Do you have any other content formats you would like to include on your website (PDF, etc.)?

   - Yes, downloadable PDFs with study tips and additional resources would be useful.

21. Does your site need to support multiple languages?

   - At this stage, it will only need to support one language, but in the future, we hope to expand to other languages.

22. Do you prefer a CMS (content management system), such as WordPress?

   - Trust the option they recommend, it will adapt to it.

23. Do you need different levels of access?

   - Yes, you need one level of access for registered users and another for administrators.

24. Do you want to include a blog or a forum?

   - It would be interesting to include a forum to discuss some study techniques or activities.

25. Will users have to register on your site?

   - Yes, to access certain resources, track progress and participate in interactive quizzes.

26. Do you need social media content sharing features?

   - Yes, you would like to have social sharing buttons with a fun design.

27. Do you need contact forms? How many? For what purpose?

   - Yes, a contact form for general enquiries and another one to request collaborations or more specific enquiries.

28. Do you need to integrate any applications into your website?

   - No, for the moment I don't need to integrate external applications.

29. What information should always be visible?

   - A link to study techniques, access to interactive quizzes, links to the blog and recommended resources, as well as contact information should be visible.

30. What information should be emphasized?

   - New study techniques and recommended resources should be highlighted, if possible, I would also like to add the latest blog post of interest.

31. Do you need an internal search function?

   - Yes, an internal search function that recognises content by words.

32. Will you offer advertising? What spaces need to be created?

   - You are aware that it is recommended, but you would like to have advertising only on the sides.

33. When do you need your site to be completed?

   - He would like it to be finished before the end of the year to be able to launch it at the beginning of the winter holidays.

2. COST ESTIMATION

1. Domain: It would cost 12€ once a year.

2. Photography: I consider 1 photoshoot and it would cost around 500€. The video session it would cost around 300€

3. Languages: they are not needed.

4. Graphic Design: the web designer would do it so the cost will be included on their incomes (around 1800€/month).

5. SEO: It would be divided in two parts, the first one will be web texts and the cost will be around 100€. The second one will be the rankings improvement and it will cost around 600€ monthly.

3. EVALUATION

I have made a cost evaluation considering the answers to the questions I have asked my client. He wants to make a website about online courses.

By way of summary, I can say that the cost estimate in the previous section is 6912€, so it fits perfectly with my client's budget, which in this case was 7000€.

My customer needs a domain name, as the website needs to be created from scratch. This will cost around 12€.

He has asked for a photography session related to studio techniques and educational environment so the cost of the session will be around 500€. In addition, my client wanted to include videos on the website to explain something, so this will cost 300€.

Also, he needs a logo so I will hire a web designer to make the logo and design the website, he will work with us for about a month so I will pay him 1800€. Also, we will need to hire the web programmer, his salary is 1800€ per month but he will need two months so the final cost of this worker will be 3600€.

Finally, we need to pay for the SEO to position the website, this will cost around 600€, also to position the website we need text so it is approximately 50€ per 1000 words, on the client's website there will be approximately 2000 words so the final cost will be approximately 100€.

4. BIBLIOGRAFÍA

(s.f.). Obtenido de https://www.artilet.com/presupuesto-pagina-web/?classId=78b2619f-6fbc-48bc878e-9942f99702f6

(s.f.). Obtenido de https://www.xplora.eu/preguntas-a-cliente-antes-disenar-web/