



# **E-Commerce Web Design Proposal**

Prepared for High Born  
By Muhammad Ahmad  
**Experintsol**

# Introduction

## Overview

Experintsol will develop a custom e-commerce website for High Born.

## About Us

Experintsol is a contemporary Website design and development company with a focus on user-centered design while helping our clients achieve the desired result.

Our strategy for achieving the desired result can be broken into four parts:

**1. Website Design and Development:** First, we'll develop the client's website by conducting a research into the client's industry and target market with the aim of understanding what works and determining how it can be applied in meeting the client's needs. We then develop the website based on our client's requirements, our understanding of the industry and our evaluation of the target customer's modus operandi.

**2. Search Engine Optimization:** Upon successful design and development of the website, we'll move to the next stage which involves promoting the website by employing search engine optimization tactics, with a large focus on content marketing, considering Google's "status quo."

**3. Results Measurement:** With the attainment of Google's first page on popular keywords relevant to the client's product or services and an exponential growth in traffic, we'll then move on to the third stage which involves measuring the website's performance by using Google analytics, heat maps and other efficient website monitoring tools. We generally measure bounce rates, website traffic, website visitors' geographical location, and most importantly, conversion rate.

# Scope of Work

High Born is interested in having the following functionality integrated in the e- commerce platform:

- Layered / Faceted Navigation for filtering of products
- Static Block tool to create category-landing pages
- Configurable search with autosuggested terms
- Recently viewed products
- Product comparisons

## **Catalog Browsing**

- Recently compared products
- Stock Availability
- Popular Search Terms Cloud
- Filter by Product Tags
- Product Reviews
- Product listing in grid or list format
- Inventory Management with Backordered items, Minimum and Maximum Quantities
- Batch Import and Export of catalog (CSV)
- Batch Updates to products in admin panel
- Simple, Configurable (e.g. size, color, etc.), Bundled and Grouped Products
- Media Manager with automatic image resizing.
- Search Results rewrites and redirects
- Approve, Edit and Delete Product Tags
- Approve, Edit and Delete Product Reviews
- RSS feed for Low Inventory Alerts
- Multiple Images per Product
- Product Image Zoom-in Capability

## **Catalog Management Product**

### **Browsing**

- Add to Wish list
- Send to a Friend with Email
- Order status and history
- Orders from account
- Recently ordered items
- Address Book with unlimited addresses
- Default Billing and Shipping Addresses
- Wish list with ability to add comments
- Email or Send RSS feed of Wish List
- Newsletter Subscription Management
- Product Reviews submitted
- Product Tags submitted
- Account Dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wish list, recently ordered items, recently reviews and recent tags
- Control multiple websites and stores from one Administration Panel with ability to share as much or as little information as needed
- Multi-Lingual (on demand)
- Administration Permission System Roles and Users
- Content Management System for Informational Pages
- View, edit, create and fulfill orders from admin panel.
- Create one or multiple invoices, shipments and credit memos per order to allow for split fulfillment Print invoices and packing slips

## **Customer Accounts**

### **Site Management Order Management**

- Includes ability to create new customer, or select existing customer and view shopping cart, wish list, last ordered items, and compared products list, as well as select addresses, give discounts and assign custom prices
- Create re-orders for customers from administration panel.
- Email Notifications of Orders
- On-site order tracking from customer accounts
- Ability to specify allowed destination countries per method
- Free Shipping
- Table rates for product sub-totals and destination
- Table rates for number of items and destination
- One-Page Checkout
- SSL security support for orders on both front-end and back-end
- Shipping to multiple addresses in one order
- Checkout without account/Guest Checkout
- Shopping Cart with tax and shipping estimates
- Checkout with account to use address book
- Option to create account at beginning of checkout

## Development Cost:

Tasks	Reporting	Cost
Analysis and design stage, gather data and create system mockup	None	\$200
Architecture design	None	\$200
Design work plan (distribution of tasks to development teams)	Client meeting to review work plan	-
Create database	None	\$800
Create GUI(Including All Web pages) Web design	Client meeting to review GUI	\$2000
JS / PHP Backend Coding	None	\$4000
Testing of whole product	None	\$1000
<b>Total:</b>		<b>\$8200</b>

# Terms and Conditions

**1. Authorization.** High Born is engaging Experintsol, as an independent contractor for the specific project outlined below:

- Beyond Beauty's ecommerce website design and development.

**2. Completion Date.** Experintsol, and High Born must work together to complete the project in a timely manner. Experintsol agrees to work expeditiously to complete the project no later than **90 days** (depending on date of acceptance of agreement).

**3. Payment of Fees.** Fees to Experintsol are due and payable on the following schedule: **40%** due upon agreement to this contract, the second payment is due on first release (**40%**) and the **final 20%** when the project has been constructed according to High Born original written specifications.

**4. Assignment of Project.** Experintsol reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

**5. Project Revision During Execution:** High Born may be charged additional fees if it decides to make changes to the agreed upon project scope and objectives.

**6. Legal & License.** Experintsol warrants that the functionality contained in this project will meet High Born requirements and that the operation will be reasonably error-free.

The entire risk as to the quality and performance of the project is with High Born. In no event will Experintsol be liable to High Born or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate the website, even if Experintsol has been advised of the possibility of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.



**7. Copyright to Project.** Experintsol guarantees that all aspects of design and construction of the project will be disclosed to High Born upon completion, and full code, copyrights and ownership will be the sole property of High Born. Experintsol retains the right to display graphics and other design elements as examples of its work in its portfolio.

Information

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Client Name  
High Born

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Muhammad Ahmad  
Experintsol

