

**A PROPOSAL**

**ON**

**THE DESIGN AND DEVELOPMENT OF OASIS**

**CORPORATE SYSTEMS WEBSITE**

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## **OBJECTIVE**

This proposal summarizes the estimated features, schedule, and investment required to deliver a cutting edged corporate website for Oasis Corporate Systems.

I propose to create and maintain a dynamic, interactive website for the Oasis company. Outlined in the following document is the proposed website requirements, structure and design, development time frame, cost implication and payment methodology.

## REQUIREMENTS

A corporate and brand site that features:

- About oasis systems limited and comprehensive list of services offer.
- Job portal where potential employee gets to discover the impact he/she could make with a career at Oasis.
- Blog to manage articles related to Oil & Gas and Oasis operations
- Webmail client dedicated to staffs of Oasis only.
- Testimonies from clients of Oasis.
- Active support channel

## **WEBSITE PURPOSE**

The purpose of this website is to provide background information about Oasis Corporate Systems: Its aim, vision, mission, core values and services. The website will also serve as a digital branded content that informs and engages digital audience and ultimately affects their behavior and perception of Oasis's brand.

## **TARGET AUDIENCES**

- Oil and gas establishments
- Digital Audience
- Skilled labour
- Company's staffs

## **STRUCTURE AND DESIGN**

### **DESIGN**

With 51% (3.2 billion) of world population and 28.9% of Nigeria population having access, website options must be carefully considered. The design has to be cutting edged and responsive across PCs, tablets and mobile phones.

I can provide a full audit of Oasis's current website, make recommendations for improvement, and create and implement a new design to better deliver its Brand's communication messages.

### **SITE MAP**

The following site map is proposed.

- Home Page – including an introduction, testimonies from faithful clients, subscriber sign up form, related blog posts, promotions and social modules
- About us and service listing pages
- Job page where potential employee gets to discover the impact he/she could make with a career at Oasis

- Article Pages – up to 10 Search Engine optimized article pages providing information to visitors searching the web looking for information on your firm, tourism or China travel
- A blog page for additional information and to assist your SE Optimization effort.
- A Contact Us page– including company's address, phone, fax, and an online contact form to minimize spam email messages
- A detailed Site Map – an outline of your website to aid both people and Search Engines finding your web pages

## **DESIGN PHASES**

- Wireframes
- UI/UX
- Mockups/Design
- Front end coding
- Back end coding
- QA & Testing
- Hand over (deployment)



## **TIME FRAME AND PRICING**

### **PHASES & TIMING**

#### **Phase 1 (1 day)**

- Proposal review,
- Contract signing,
- Kick off meeting to confirm objectives, project scope, communication culture, milestones

#### **Phase 2 (2 days)**

- Register or transfer domain name,
- Design of look and feel,
- Development of navigation scheme,
- Additional keyword and competition research,
- Finalization of site map, site layout, and final preparations for construction
- Client review and approval

#### **Phase 3 (4 day)**

- Receiver of website contents (text, logo and photographs that you would like to include)

- Receiver of affiliate link information and anything else that you would like to include in the site
- Wireframe design,
- Mockups/Design,
- Front end coding,
- Back end coding,
- QA & Testing,
- Hand over (deployment)

## COST IMPLICATION

| S/N | Service                               | Cost (N)   | Cost (\$)                 |
|-----|---------------------------------------|------------|---------------------------|
| 1   | Comodo SSL/HTTPS certificate (1 year) | 71,820     | 199.50                    |
| 2   | Dedicated hosting (1 year)            | 64,800.00  | 180.00 at 15.00 per month |
| 3   | Domain name (1 year)                  | 4,312.00   | 11.98                     |
| 4   | Development fee                       | 100,000.00 | 277.78                    |
|     | TOTAL                                 | 240,932    | 669.26                    |

Cost of infrastructures stated above can be verified on:

<https://ssl.comodo.com/>

<https://www.dreamhost.com>

## **PAYMENT METHODOLOGY**

Infrastructural fees (domain, hosting and SSL) must be paid on development commencement day. While 50% of development fee is required at start, 25% after completion and the remaining 25% after deployment.