E-Commerce Web Design Proposal

Prepared for White Spring

By Smeo Web

Introduction

*Overview*

Smeo Web will develop a custom e-commerce website for White Spring.

*About Us*

Smeo Web 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 it 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’s visitors’ geographical location, and most importantly, conversion rate.

4. Fine Tuning : Upon results measurements, we’ll then fine tune the website in order to improve results. We determine what to fine tune by analyzing data obtained from the previous stage. Fine tuning can range from changing the order of the website’s menu items to changing font sizes.

Scope of Work

White Springs is interested in having the following functionality integrated in the e-commerce platform:

Catalog Browsing

* Product Reviews
* Product listing in grid or list format
* Simple, Configurable (e.g. size, color, etc.), Bundled and Grouped Products
* Multiple Images Per Product
* Stock Availability

Product Browsing

* Product description
* Colour selector
* Add to Wishlist
* Add to cart
* policies

Order Management (customer side)

* Includes ability to view shopping cart, wishlist, give discounts.
* Email Notifications of Orders
* One-Page Checkout

Fees:

Rs.34000/-

Terms and Conditions

1. Authorization : White Spring is engaging SmeoWeb,as an independent contractor for the specific project outlined below:

**• White Spring ecommerce website design and development**

2. Completion Date : SmeoWeb, and White Spring must work together to complete the project in a timely manner. SmeoWeb agrees to work expeditiously to complete the project no later than 30 days.

3. Payment of Fees : Fees to SmeoWeb are due and payable on the following schedule : 50% due upon agreement to this contract and the final 50% when the project has been constructed according to White Spring original written specifications.