VIRCREATIVE

Website Design and Development

LGU – Don Carlos Bukidnon

PROPOSAL

This proposal summarizes the estimated features, schedule, and investment required to deliver a successful website for the **LGU of Don Carlos** community services website**.**

VirCreative propose to create and maintain a dynamic, interactive website for the **LGU of Don Carlos**. Outlined in the following document is the proposed website design and format suggestions.

The LGU of Don Carlos seeks a responsive, browser independent website to function as a key information resource for the community. The proposed website will use modern platform in web development with a clear, intuitive and easily searchable design so that members of the community and visitors are able to maximize their browsing experience when accessing information even if it is there first time to access the website.

While there is a lot of important content to be place on the site, we feel that the design and navigation of the site should also be fun. There is so much the city has to offer and we feel, through superior design, that we can convey the dynamic energy and diversity to all who visit the site.

To accomplish the above, the site must be easy to maintain and easy to update with new content. Blogs and social media should engage the public to return and seek out what is happening. Administrators in the Information Technology Department and Communication and Public Engagement Division and content editors in each of the LGU's departments will all be able to add new information to the site, as needed. Since the site will require timely updates, the process to update must be simple and efficient using several sections or template types and corresponding cascading style sheets so the current and future staff will be able to easily update the content, news, calendar, building data and generally maintain the site.

The site will be search engine optimized and designed with page load speeds to provide an enjoyable user experience. We believe the site should be simple yet visually appealing with type that is easy to read, uncluttered pages and dynamic use of imagery, video and other devices.

The developer will work with new graphic material and text to create the website and will make recommendations on improving the graphic presentation. Website sections, design concepts and site 'flow' will be addressed based on the **LGU of Don Carlos** community services website framework. All changes will be pre-approved before the website becomes available online.

The objective of LGU of Don Carlos community website is to be current and interactive while offering value-added service to its community by using information and communication technologies to improve connections to all the people not just in Don Carlos but throughout the country.

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time. Once your web design project kicks off, here's what to expect:

Requirements Gathering and Documentation

In this phase of the web design project we gather the project requirements and detail needs to develop formal solutions and document all of the LGU of Don Carlos goals. It's this research and discussion that help the project process go smoothly and ensure that we have all the requirements, needs and "wish list" items identified. Vircreative believes the design process is a collaboration that fuses our creative strengths with your in-depth understanding to produce a website that will exceed expectations.

Initial Planning

The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process. During this phase, we will have project meetings with the Information Technology Department, Communication and Public Engagement Division staff, as well as, any other staff needed to review design ideas, gather content, review layouts, and set requirements for the propose sites.

Wireframing

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout. Vircreative will work closely with the LGU to create a design that meets with their approval while drawing on their own experience in LGU management. Vircreative will utilize Adobe XD/Photoshop software to model 1 to 2 design concepts, as needed, to provide the client with the best overall design possible. All designs will be responsive to maximize the users experience on mobile devices.

Mockups

Once all site Wireframes are completed and approved, we'll proceed with site mockups. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.

Development

There are certain key design features that will be built into the overall design and each will need to be approved by the client before the final design is accepted. Those features are:

- **Navigation**: It is particularly important to create a navigational system that is available on every page, maintains the overall feel of the site while making the site intuitive and easy to locate data and information.
- **Colors**: The design will be built around a coordinated color palette that will provide the professional yet simple look as determined by the LGU of Don Carlos while maintaining the cohesiveness of the website.
- **Fonts**: The fonts' family, size and color combine to maintain a professional and cohesive feel.
- **Images**: Photos, graphics and individual images will be submitted by the client and may be modified in the appropriate software to meet the overall design requirements of the site. All photos/graphics must be supplied by LGU of Don Carlos or stock photos without copyright protection can be used.
- **Layout**: The design must take into account the content that will appear in the site to ensure its usefulness and readability. Certain elements will need to be highlighted more so than others, so Vircreative will work with the client to determine what the best layout should be.
- **Overall**: Once all the elements are pulled together, the client will determine if the design meets their needs and the needs of the community.

Testing

Once our writers, designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.

Deployment & Optimization (Hosting)

Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. We will create monthly backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request.

The table below represents our projected timeline for your web design project.

Requirements Gathering and Documentation, Initial Planning
Day 1 - 5
Project Definition Meeting with LGU of Don Carlos to determine precise details concerning the scope of the project and develop an accurate and detailed timeline outlining the development and delivery of the project, including deliverables for the developer, and LGU of Don Carlos.

Wireframing
Day 6 – 15
Design the website backbone including presentation

Mockups
Day 16 – 23
Finalize the website navigation flow, including presentation, approval of the content. This include copy of final data or text to be seen on the website and its images.

Development

Database Design
Day 24 – 39
Before we proceed to web development, we must finalize the design of our database. Well planned backend/Database will avoid us future problem.

Website development
Day 40 – 70
Development of the entire website

Testing
Day 71 – 73
Vircreative will test each page template type for functionality, accessibility, and browser compatibility for all text and graphics. Administrators in the Information Technology Department and Communication and Public Engagement Division and content editors will be provided with at least 5 hours of hands on training on the templates website content update to make sure they are able to delete, add and modify content to the site.

Deployment
Day 74 – 80
Uploading all data to the hosting provider, website will go live.

Pricing

The table below details the costs associated with your web design project.

Service Details	Total	Qty.	Subtotal
Partial Payment (50%)	30,000.00	1	30,000.00

Sub Total = Php. 30,000.00

Service Details	Estimated time of completion	Total		Qty.	Subtotal
Web Design and Development	70 days		30,000.00	1	30,000.00
Domain Registration	1 day	(1 year Free)	995.00	1	0.00
Domain Privacy Protection	1 day	(1 year Free)	500.00	1	0.00
Web Hosting	1 day	(1 year Free)	3,600.00	1	0.00
Setup	1 day	(1 year Free)	600.00	1	0.00
SSL Certificate Activation	1 day	(1 year Free)	2,500.00	1	0.00
Site Protection	1 day	(1 year Free)	1,750.00	1	0.00

Sub Total = Php. 30,000.00

Total = Php. 60,000.00

Note: The web design and development pricing may vary if the website doesn't have Database or backend. The Proposal include a database so the admin can easily update web content easily.

Project Terms

VirCreative will build a website for LGU of Don Carlos according to the description laid out in this proposal. Any additional features, pages, or other changes to project requirements may affect the timeline laid out in the tables above.

All works produced as a result of the above described web design project will become the sole intellectual property of LGU - Don Carlos. VirCreative reserves the right to use visual representations of the final product as part of our project portfolio.

VirCreative is located at Antonio St, Valencia City, Bukidnon. VirCreative team is composed of dedicated, passionate and awesome IT and business professionals with years of experience in web design, development, and custom business application development which strives for sustainability yet ensuring the stability concerning the cost of technology and the worth of the project designs. We hope to provide a positive and flexible path toward technological innovations. This is an important measure and we believe the best way to attain constant outcomes is to build and maintain a positive response from our clients. To work with passion and integrity in implementing the desired outcome and services.

Contact Details:

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