

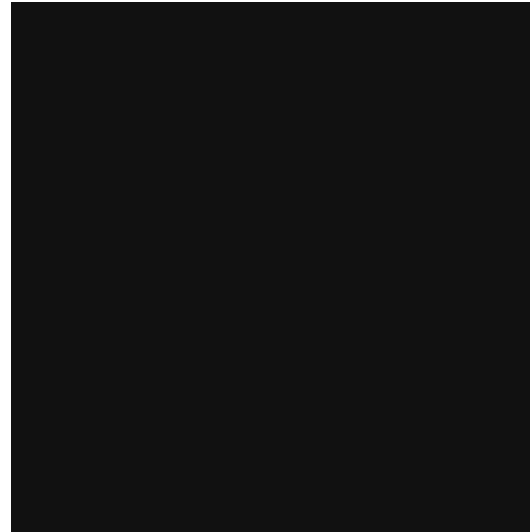
Web Design Proposal

Luxe Studio

Luxe builds production-ready digital products that balance elegant design with reliable engineering. We partner with startups and growing businesses to create websites and apps that perform, scale, and convert.

Proposal prepared for: [Client Name]

Date: [Current Date]



Cianan Donald



Joshua Huisman

We're the product studio behind Luxe

Executive Summary

This project is intended to establish a scalable digital foundation for [Client Name], enabling clear communication of value, improved user engagement, and future growth without requiring a rebuild.

Luxe Studio will partner closely with your team to deliver a product that aligns with your brand, supports your business goals, and is built to scale as your needs evolve.

| Primary Goals | Secondary Goals | Measurable Success |
|---|--|---|
| <ul style="list-style-type: none">Establish a clear and professional digital presenceCommunicate the client’s value proposition effectivelyDeliver a fast, responsive, and accessible experienceBuild on a scalable foundation for future growth | <ul style="list-style-type: none">Improve user engagement and conversionReduce friction in user journeysEnable easy content updates and future expansion | <ul style="list-style-type: none">Clear stakeholder sign-off at each milestonePerformance benchmarks met (load speed, responsiveness)Positive user feedback during UATSuccessful launch with no critical defectsClient satisfaction post-handover |

Scope of Work & Deliverables

Establishing project boundaries

| In Scope | Out of Scope |
|---|--|
| <div><p>Design</p><ul style="list-style-type: none">Wireframe creation based on selected layoutHigh-fidelity visual designsUp to 2 revision rounds during design phase<p>Development</p><ul style="list-style-type: none">Front-end build using modern frameworksComponent-based architectureResponsive implementationBasic SEO structureDeployment to production environment<p>Quality Assurance</p><ul style="list-style-type: none">Cross-browser testingResponsive testingBug fixing prior to launch</div> | <ul style="list-style-type: none">Extensive copywritingLarge-scale backend systemsThird-party service feesOngoing content managementMajor scope changes after approval |

Deliverables

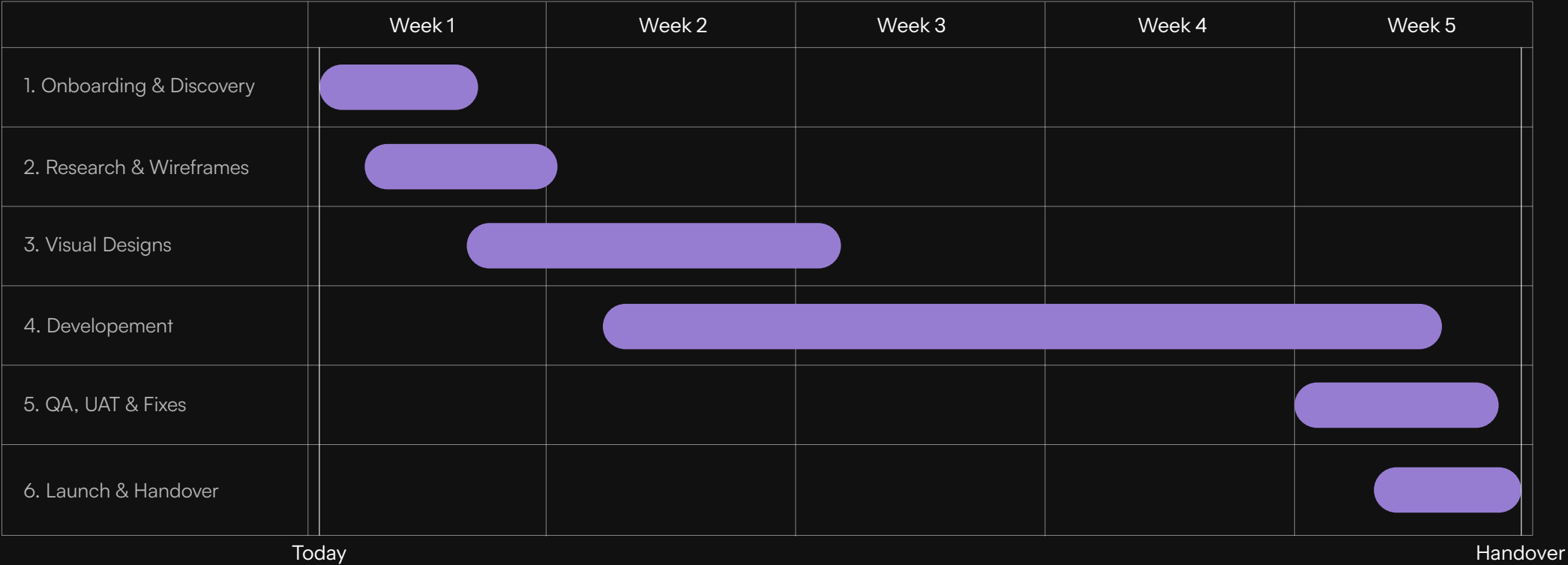
- Final approved design files
- Fully built and deployed website/app
- Preview link during development
- Source code repository (handover on final payment)
- 30-day post-launch bug-fix support

Client Responsibilities

- Provide required content, assets, and feedback within agreed timelines
- Assign a primary decision-maker
- Review deliverables within the allocated review windows

Project Timeline

Total Duration ≈ [Duration]
(Flexible depending on feedback and revisions)



Phases may overlap to maintain momentum. Timelines may adjust slightly based on feedback cycles and scope changes.

Cost Summary

Any changes to scope may impact pricing and delivery timelines.

| | |
|--------------------|---|
| Billing Style | 50% Deposit 30% Design Sign Off 20% Before Handover |
| Total Investment | [Total Price] |
| Total Timeline | [Duration] |
| Total Revisions | 2 Revisions Per Phase |
| Project Highlights | Brand Stratergy UI/UX Design Web Design Web Developement Integrations |

We approach every project as a long-term partnership, not a one-off delivery. Our goal is to provide a reliable, scalable product that continues to add value well beyond launch.

Cianan Donald
Co-Founder & Directional Lead

Joshua Huisman
Co-Founder & Lead Engineer



Assumptions & Change Management

Ensures transparency and protects both parties

| Assumptions | Exclusions |
|---|---|
| <ul style="list-style-type: none">• Client will provide content, assets, and feedback on time• One primary decision-maker is assigned• Feedback is consolidated per review round• Scope remains aligned with agreed deliverables | <ul style="list-style-type: none">• Third-party subscriptions or licenses• Major feature additions• Content population beyond agreed pages• Ongoing maintenance outside support window |

Change Request Process

1. Change request submitted via email
2. Impact on timeline and cost assessed
3. Written approval required before implementation

Hosting & Post-Launch Options

We offer managed hosting solutions designed for performance and scalability.

Starter

R 299.99 / month

Small websites, portfolios, landing pages

- Small Projects
- Low Traffic
- Custom Domain
- SSL Certificates
- Basic Monitoring
- DDoS Mitigation
- Traffic & Performance Insights

Scale

R 499.99 / month

Growing businesses & startups

Everything in starter plus:

- Higher Traffic Tolerance
- Performance Optimisations
- Higher Serverless Limits
- Enterprise add-ons
- Custom Environments
- Web Analytics
- Global, Automated CDN
- Web Application Firewall

Enterprise

R 999.99 / month

High-traffic & business-critical systems

Everything in scale plus:

- High-traffic Applications
- Advanced Monitoring
- Dedicated Support
- 5TB Bandwidth (or custom)
- Advanced serverless limits
- Multiple Team Members
- Enhanced Security Options
- SLA's
- Custom Infrastructure Options

Next Steps & Acceptance

By signing below, you confirm acceptance of the scope, pricing, and timeline outlined in this proposal.

01. Review and approve this proposal
02. Sign the acceptance below
03. Pay the initial deposit
04. Complete the onboarding form
05. Schedule project kickoff

Client Name: _____

Signature: _____

Date: _____

Luxe Representative: _____

Date: _____