Luxe SOPs (2026)

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Building Brand Identity

1. What is Luxe?

Luxe is a digital product studio that designs and builds modern websites, web applications, and mobile applications for businesses that value clean modern design, performance, and scalability.

We focus on creating production-ready digital products using reliable, modern technologies. Our work balances aesthetics with engineering, ensuring that what we build not only looks good, but is maintainable, secure, and ready to grow with the business. We try our best to cover all the little details that most competitors would look over.

Luxe operates at the intersection of design and development - offering both productized solutions for fast delivery and custom builds for more complex requirements.

2. Who is Our Target Audience?

Our target audience consists of:

- Startups and founders launching new products

- Small to mid-sized businesses upgrading or rebuilding their digital presence

- Product teams needing reliable engineering support

- Businesses that require custom dashboards, portals, or internal tools

We primarily serve clients who:

- Understand the value of quality software

- Want clear communication and predictable delivery

- Prefer long-term, scalable solutions over quick fixes

We are not focused on ultra-low-budget clients or one-off "cheap" websites. Our services are positioned for clients who want a professional partner, not just a vendor.

3. What is Our Business Model?

Luxe operates on a hybrid business model that combines:

- Productized services (fixed-scope, predictable pricing)

- Custom project work (tailored pricing based on complexity)

- Recurring revenue through managed hosting and support

Revenue streams include:

- Website development (standard and custom)

- App development (web and mobile)

- Hosting subscriptions

- Ongoing maintenance and support retainers

This model allows us to deliver fast, accessible entry-level services while still supporting larger, high-value projects and building long-term client relationships.

4. What Problem Does Luxe Solve?

Luxe solves the problem of unreliable, poorly structured digital products.

Many businesses struggle with:

- Websites that look good but perform poorly

- Developers who deliver code that is hard to maintain

- Projects that run over time and budget due to unclear scope

We address this by offering:

- Clear project structure and pricing

- Clean, scalable architectures

- A defined process from discovery to launch

Our goal is to remove uncertainty and technical debt from digital projects.

5. What Makes Luxe Different From Competitors?

Luxe differentiates itself through:

- A strong balance between design and engineering

- A modular, component-based approach that improves speed and consistency

- Transparent pricing and clearly defined scopes

- A focus on long-term maintainability, not just launch-day delivery

We do not sell templates disguised as custom work, nor do we over-engineer solutions that don't need it. Every project is built with intent and purpose.

6. How Do We Decide Between Productized vs Custom Work?

We offer productized services when:

- The client's needs align with our existing components and wireframes

- Speed and cost-efficiency are priorities

- The project does not require complex interactions or bespoke logic

We recommend custom work when:

- The project requires unique UI or workflows

- There are advanced data, authentication, or integration needs

- The product is expected to scale significantly or evolve over time

This distinction allows us to deliver value at different levels without compromising quality.

7. What Kind of Clients Are We Not a Good Fit For?

Luxe is not a good fit for clients who:

- Are primarily price-driven and looking for the cheapest option

- **Expect unlimited changes without defined scope**

- Are unwilling to collaborate or provide timely feedback

- View software as a one-time expense rather than a long-term asset

By being selective, we ensure better outcomes for both our clients and our team.

8. What Does Success Look Like for Luxe?

Success for Luxe is defined by:

- Clients who return for ongoing work

- Products that are still maintainable and performing well years after launch

- Predictable delivery timelines and clear project handoffs

- **A growing base of recurring revenue from hosting and support**

Our focus is on building a sustainable studio, not chasing short-term wins.

9. How Do We Want Clients to Feel When Working With Us?

Clients should feel:

- Confident that their project is in capable hands

- Informed at every stage of the process

- Supported, even after launch

- Proud of the product we deliver together

A successful project leaves the client with clarity, not confusion.

Operational Flow (Client's Journey)

0. Pre-entry (marketing & discovery)

- Traffic arrives from ads, referrals, organic, or direct outreach.

- Track source via UTM tags so sales can prioritize warm leads.

- Tools: Google Analytics, UTM generator, CRM (e.g., HubSpot, Notion + integrations).

1. Entry point (Site / Web Builder / Contact)

A. Web Builder (productized path) - Client builds a wireframe using our component system -> on submit the system emails/creates a lead in CRM with chosen wireframe, pages, feature toggles, contact details, and a short message.
B. Contact Form (custom path) - Client fills contact form -> CRM/Inbox notifies sales.

Automation:

- Auto-acknowledgement email on submit with expected response time and Calendly link to schedule (if they want an immediate call).

- Tag lead as Productized vs Custom based on form.

Data captured (see Onboarding form fields below).

2. Triage & Rough Quote

- **Sales / PM** reviews lead within X hours (target: 24–48h).

- Provide **rough ballpark** pricing via email (range or starting price) based on inputs. Use standard templates for productized vs custom.

- Include CTA: "Confirm to proceed to scope call" or "Decline — send quick feedback".

Decision:

- **If client declines**, send decline feedback form (short, 3 questions). Save insights.

- **If client confirms**, schedule a scope meeting (Calendly) and send discovery prep doc.

Automation:

- If no reply in 3 days, automated gentle follow-up + offer for a 15-min discovery call. **(Manual for now)**

3. Scope Call / Discovery

- 30–60 minute call (virtual). Use the Scope Meeting Question Set.

- Outcome: agreed scope summary, risks, preliminary timeline, and next steps (Discovery fee if required).

- If the project is productized and simple, you can skip Discovery and move directly to proposal + contract.

Deliverable:

- Send **Scope Summary Email** within 24 hours with bullet points, price estimate, and project timeline. Include link to proposal.

4. Proposal & Contract

- Prepare proposal doc: scope, deliverables, timeline, milestones, price, payment schedule, legal terms.

- Contract includes IP, confidentiality, warranties, termination, change request procedure.

Payment:

- Request deposit (50% upfront no negotiations). Use escrow/Stripe/PayFast as preferred method. Manual EFT for now

Decision:

- Client signs and pays deposit -> advance to onboarding.

- If they decline: send decline feedback form.

5. Onboarding Form

- After contract & deposit, send **onboarding form link** (web) + calendar invite for kickoff.

- Onboarding captures content, access, accounts, brand assets, analytics, users, functional requirements, preferred colours, examples, and admin contact.

Deliverable:

- Project kickoff deck + timeline. Assign roles (PM, designer, dev). Add to project management tool (Asana/Trello/**Notion**/Jira – Open to suggestion).

6. Design Phase

- Designer produces wireframes/mock-ups (Figma).

- Stages: Low-fi wireframes -> High-fi mock-ups -> Client review & signoff.

- Limit revisions (e.g., 2 rounds included for productized work, 3 for custom).

Deliverables:

- Figma links, design system tokens, asset library.

- Figma Prototype demonstration

Automation:

- Use Figma comments for asynchronous feedback; consolidate feedback into one consolidated list before revisions.

7. Development Phase

- Developer creates feature branches in GitHub, implement per designs.

- Continuous integration, automated builds on push (Vercel).

- Share **preview links** (Vercel preview) for client UAT.

Process:

- Daily/weekly standups internally (depending on scope).

- Feature demo on completion of milestones.

QA:

- Developer self-tests -> QA engineer runs checklist -> Client UAT (2 rounds).

Deliverables:

- Preview link(s), UAT feedback list, bug fixes.

8. Final Review & Launch

- Sign-off checklist (design accepted, functionality accepted, SEO basics, performance baseline met).

- Production deploy to Vercel / App Store submission (for apps).

- Push code to main branch on GitHub, tag release, backup.

Deliverables:

- Production URL, access handoff docs, repo access, credentials (secure transfer), license keys.

9. Post-launch & Retainer Offer

- Send post-launch handover packet + **retainer offer** and optional **testimonial/case-study request**.

- Retainer proposals (tiered) for ongoing maintenance, feature work, or priority support.

Automation:

- **If no retainer selected, schedule a 30-day check-in**. Send review request (NPS + testimonial ask) after 30 days.

10. Offboarding if Declined / Lost Deal

- If the client declines early, send short survey to capture reasons (pricing, timing, scope, competitor). Offer a small discount or future follow-up opt-in.

Pricing Overview

1. Websites — Pricing Breakdown

Standard Website (Productized)

- **Best for:** startups, small businesses, landing pages, MVPs

Single-Page Website - R4,999.99

Includes

- 1 fully responsive page
- Built using our **pre-made component library**
- Choice of **5 flexible wireframes**
- SEO-ready structure (meta, headings, accessibility basics)
- Performance optimized (fast load times)
- Custom domain availability + SSL
- Basic analytics setup
- 2 design revision
- 2 build/content adjustment rounds

Delivery: 1–2 weeks

Additional Pages - R2,999.99 / page

- Built using the same component system
- Consistent design & layout
- SEO-ready and responsive

Designer / Custom Website

- **Best for:** portfolios, dashboards, custom landing pages, SaaS marketing sites

Custom Landing Page - R8,999.99 / page

Includes

- Fully custom UI & layout

- Bespoke components (not from the standard library)

- Advanced interactions & animations (where needed, defined within the scope)

- 2 design revision rounds

- Production-ready front-end build

Delivery: 2–4 weeks (per page)

==Additional Custom Pages - R4,999.99 / page==

- Complex layouts

- Dashboards, data-heavy pages, or bespoke flows

Full Custom Website - Quoted per project

- Discovery & planning phase

- Custom architecture & component system

- Multi-page builds with advanced logic

- ==Example for 6 pages – R8999.99 + 5 * R4999.99 + Anything outside the scope / 15% discount==

Typical timeline: 3–8 weeks

2. Apps — Pricing Breakdown

Developer Account Setup

==R3,999.99 (once-off)==

Includes:

- Apple Developer Program setup

- Google Play Developer setup

- Certificates, provisioning, and store configuration

- App submission & review handling

Simple App

From R24,999.99 - Best for: utilities, tools, simple workflows

Includes:

- Single-purpose app

- No authentication or payments

- Minimal backend (if required)

- App store submission

Timeline: ~1–2 months

Standard App

R45,000 – R79,999 - Best for: small SaaS, client portals, authenticated apps

Includes:

- User authentication

- Database setup

- 3–5 screens/views

- API integrations

- Payment integration (if needed)

- Admin/basic management tools

Timeline: 3–4 months

Complex / Enterprise App

From R100,000+ - Best for: SaaS platforms, multi-role systems, enterprise tools

Includes:

- Advanced backend architecture

- Role-based access

- Analytics & integrations

- Security & scalability planning

Timeline: 4–8 months+

3. Hosting — Monthly Plans

Starter

R299.99 / month - Best for: small websites, portfolios, landing pages

- ~100GB bandwidth / month
- ~300 build minutes
- Basic serverless functions
- CDN & image optimization
- Custom domain & SSL
- Daily backups
- Email support (48–72h response)

Scale (Recommended)

R499.99 / month - Best for: growing businesses & startups

- ~1TB bandwidth / month
- ~1,000 build minutes
- Higher serverless limits
- Faster deployments
- Priority email support (24–48h)
- Preview environments
- Free onboarding & migration

Enterprise

R999.99 / month - Best for: high-traffic & business-critical systems

- ~5TB bandwidth (or custom)
- Advanced serverless limits
- Multiple team members
- Enhanced security options
- Priority support & SLAs

- Custom infrastructure options

Overage (only if limits are exceeded)

- Bandwidth overages billed per GB

- Build minutes & function usage billed per unit

- Usage alerts provided to avoid surprises

4. Add-Ons & Extras

- Copywriting & content creation

- SEO audits & optimization

- Ongoing maintenance & updates

- Monthly retainers (feature work & support)

- Analytics dashboards & tracking setup

- Design systems & component libraries

Add-ons are quoted based on scope.

Documentation

1. Onboarding Form (Web form fields — exact structure)

Basic Information:

- Company name (required)

- Contact name (required)

- Email (required)

- Phone (optional)

- Website (if it exists)

- Country / Time zone

Project Type & Goals:

- Project type (select): Single page / Multi-page / Custom site / Web app / Mobile app / Other

- Short project summary (required, 1–3 sentences)

- Primary goal (select): Lead gen / Sales / App users / Internal tool / Other

- Preferred launch date (date field)

Design:

- Brand assets upload (logo, colours, fonts)

- Example sites you like (URLs)

- Design preferences (short text)

Content:

- Will you provide copy of content? (Yes / No)

- Will you provide images/media? (Yes / No)

- If No, do you want us to provide content creation? (tick)

Functionality:

- List required features (checkboxes + text): Forms, CMS, Payments, Auth, Admin panel, Integrations (Stripe, Zapier), Analytics, 3rd party APIs, Other (text).

Access & Accounts:

- Domain registrar (who) / admin contact

- Current hosting & access? (Yes / No + details)

- Analytics & search console access? (Yes / No)

Budget & Billing:

- Budget range (choose): R5k–R15k / R15k–R50k / R50k+ / Prefer not to say

- Preferred payment method (Text)

Legal / Security:

- NDA required? (Yes/No)

- Compliance needs? (GDPR, HIPAA etc.) (text)

Final:

- Anything else we should know? (text)

- Agree to Terms & Conditions (checkbox)

2. Scope Meeting — Question Set (Checklist)

Intro (5 min):

- Confirm roles and communication preferences (email/Slack/phone).

- Confirm the expected launch date and why.

Business & Goals:

- What metrics define success for this project? (e.g., conversions, signups, load times)

- Who are the target users/customers?

Content & Branding:

- Who will provide content and assets?

- Any brand guidelines, tone & voice?

Functional Requirements:

- List all features (auth, payments, CMS, integrations).

- Are there third-party systems to integrate? (APIs, ERPs)

Technical & Non-functional:

- Expected traffic & usage (peak users per day).

- Performance expectations (TTFB, first meaningful paint).

- Security/compliance requirements.

Design:

- Any accessibility requirements?

- Preferred device priority (mobile-first? desktop-first?)

- Any animations or complex interactions required?

Timeline & Milestones:

- Key dates or events that drive the schedule.

- Availability for feedback & reviews.

Budget & Payment:

- Confirm budget range and payment terms.

- Will you need phased / MVP approach?

Operational:

- Who approves final signoff?

- Who will be the day-to-day contact?

Post-launch:

- Handover expectations (docs, training)

- Ongoing support needs

Risks & Assumptions:

- Anything that might delay the project?

- Any integrations we cannot access?

End: summarize next steps, timeline, and who does what. Send minutes within 24 hrs.

3. Proposal & Contract Essentials (must-haves)

Proposal (client-facing):

- Project summary + objectives

- Deliverables (explicit list)

- Timeline & milestones (with dates)

- Acceptance criteria for each milestone

- Price & payment schedule (deposit % + milestone payments)

- Included revision rounds & change process

- Hosting & maintenance options (optional)

- Contact & communication plan

Contract (legal):

- Parties & scope reference

- Payment terms & late fees

- Intellectual Property (transfer on full payment or license terms)

- Confidentiality / NDA clause

- Warranties & limitations (bug fix warranty window, liability cap)

- Termination & refund policy

- Dispute resolution & governing law

- Deliverable acceptance procedure

- Change request procedure + rates

- Data protection & privacy (GDPR mention if applicable)

4. Build / QA / Deployment Checklist (operational, repeatable)

Pre-development

- Design signoff in Figma (date + approver)

- Required assets & copy received

Development

- Branch per feature / page
- Linting & code review process (PR required)
- Unit/Integration tests (when relevant)
- Accessibility checks (basic contrast, alt text)

QA

- Cross-browser testing (Chrome, Firefox, Safari, Edge)
- Responsive checks (mobile, tablet, desktop)
- Functional tests for forms, payments, auth
- Performance baseline (Lighthouse score target)
- Security checks (HTTPS, CSP headers, environment secrets)

Client UAT

- Provide Vercel preview link(s) + instructions for testing
- **Collect consolidated feedback (1 list) rather than many small requests**
- Fix issues and retest

Launch

- Final production deploy (main branch)
- DNS setup & SSL validation
- Smoke test on production
- Backup snapshot / export of DB if applicable

Post-launch

- Monitor for 72 hours (errors, performance)
- Share final handover docs & credentials via secure tool (1Password, LastPass)
- Schedule 30-day check-in

5. Review / Decline Feedback Forms

<u>If client declines (short survey):</u>

1. What was the main reason you decided not to continue with us? (Pricing / Timeline / Scope / Chose competitor / Other)

2. What could we have done differently to win your business? (short text)

3. Would you like us to follow up in X months? (Yes / No)

<u>Post-project review (30 days after launch):</u>

- NPS question (0–10): How likely are you to recommend Luxe?

- Open text: What went well? What could be improved?

- Testimonial consent: May we use your feedback as a testimonial / case study? (Yes/No)

- Permission to display logo in client carousel (Yes/No)

Use responses to improve processes, and flag promoters for case studies.

6. Retainer / Post-launch Offers

Retainer (Basic) - R1,299 / month

- 2 hours of small changes / fixes per month

- Monthly backups & security patching

- Monitoring alerts

Retainer (Growth) - R3,999 / month

- 8 hours of changes per month

- Priority bug fixes (48h SLA)

- Monthly performance & security reports

- Minor feature changes & content updates

Retainer (Premium) - R7,999 / month

- 20 hours of changes per month

- 24/7 monitoring & 24h SLA for critical issues

- Monthly optimization, analytics review, and one design tweak per month

- Quarterly strategy session

Offer rollover hours for 1 month only. Add hourly rate for overages (R650/hr).

7. Automation & Templates

<u>Auto-ack email (on form submission)</u>
Subject: Thanks — We received your project request
Body: Thanks {name}, we received your request and will respond within 24–48 hours. If you want to jump straight to a call, book here: {Calendy link}. — Luxe

<u>Rough quote email (template)</u>
Subject: Rough estimate for {project name}
Body: Thank you {name}, based on the info you provided, we estimate this project will start at R{range}. This covers {short bullets}. If you'd like a firm quote, schedule a 30-min discovery call here: {link}.

<u>Scope summary email (after meeting)</u>
Include bullet points: deliverables, exclusions, timelines, next steps (proposal link).

<u>Post-launch email (with retainer offer & review)</u>
Congratulate, link to handoff doc, offer retainer tiers, request short testimonial + case study permission.

8. KPIs, SLAs & Internal Targets

<u>KPIs to track</u>

- Leads per week & conversion rate (lead -> proposal -> signed)

- Average time to first response (target <24–48h)

- On-time delivery rate (projects delivered on agreed timeline)

- Client satisfaction (NPS)

- Retainer uptake rate (% of clients on retainers)

<u>SLAs</u>

- Initial response: 24–48 hours (standard); 8–24 hours for priority leads

- Bug fix urgency: Critical issues (24h), High (48–72h), Low (7 days) — specify in contract

Misc operational tips & traps to avoid

- Single source of truth: Use one PM tool for every project. Sync automation from forms -> CRM -> PM.

- Consolidate feedback: Always ask clients to consolidate feedback into one doc or Figma comment thread per review round.

- Charge for discovery on larger custom builds - it pays for accurate scoping and reduces scope creep.

- Limit included revisions and clearly price extra rounds.

- Keep legal simple, readable 0 but include key protections: IP, payments, termination, warranties.

- Backups & credentials: Use secure password manager flow for handing off passwords; never email raw credentials.