

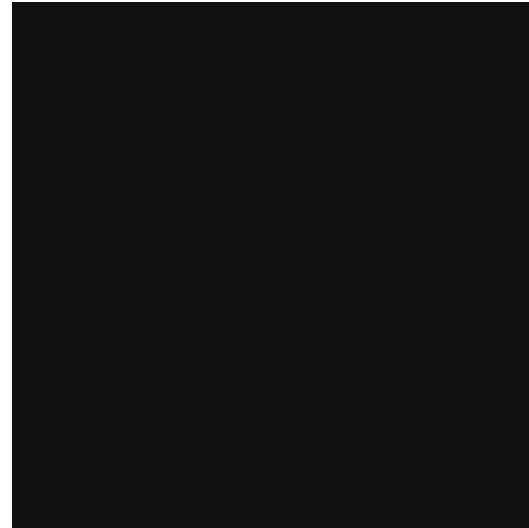
Web Design Proposal

LUXe Studio

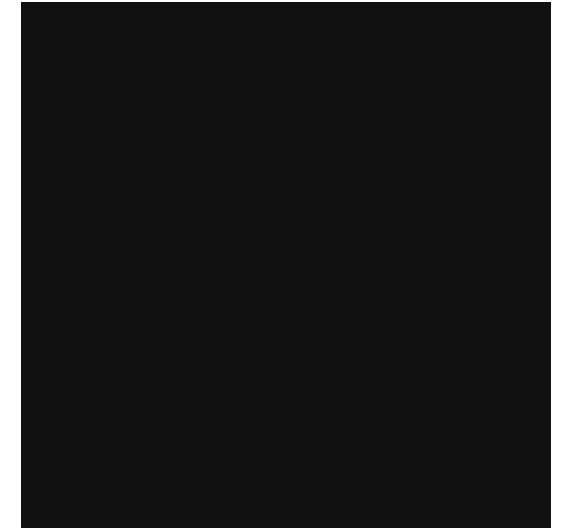
Luxe builds production-ready digital products that balance elegant design with reliable engineering. We partner with startups and growing businesses to create websites and apps that perform, scale, and convert.

Proposal prepared for: [Client Name]

Date: [Current Date]



Cianan Donald



Joshua Huisman

We're the product studio behind Luxe

Executive Summary

This proposal outlines the design and development of a modern, scalable digital experience for [Client Name].

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

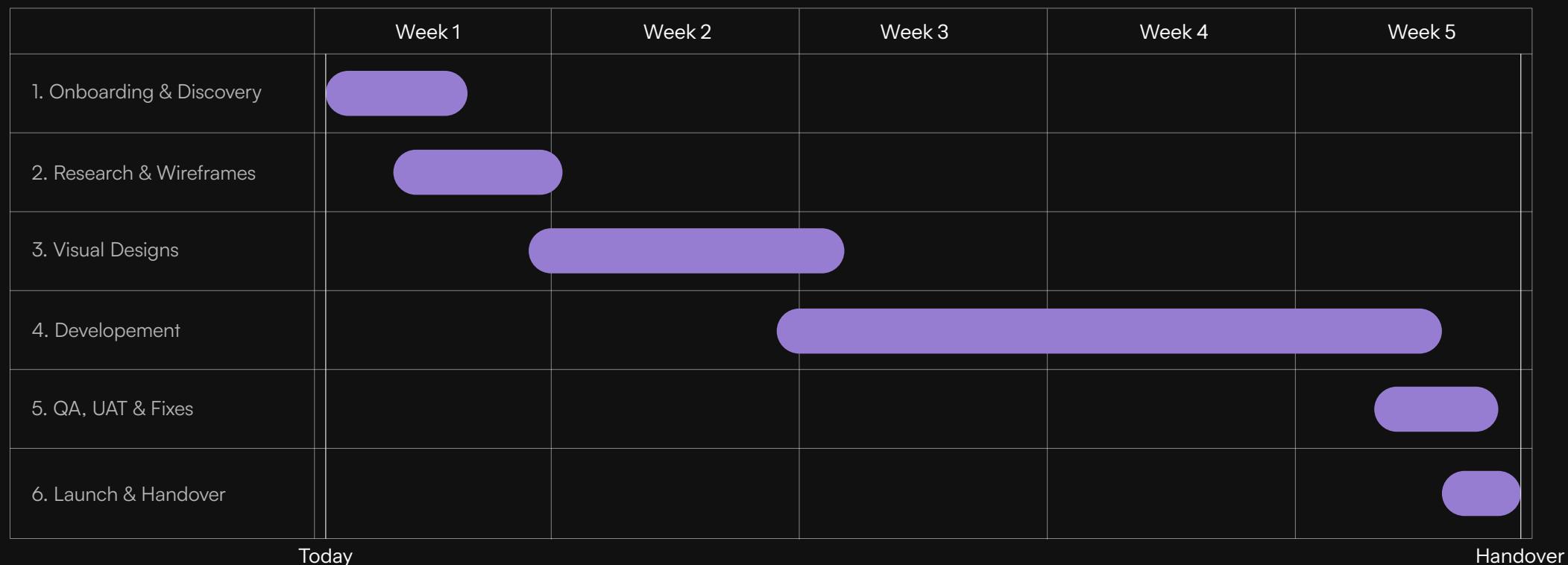
Scope of Work & Deliverables

Establishing project boundaries

In Scope	Out of Scope	Deliverables
<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	<ul style="list-style-type: none">Extensive copywritingLarge-scale backend systemsThird-party service feesOngoing content managementMajor scope changes after approval	<ul style="list-style-type: none">Final approved design filesFully built and deployed website/appPreview link during developmentSource code repository (handover on final payment)30-day post-launch bug-fix support

Project Timeline

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



Cost Summary

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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 Strategy UI/UX Design Web Design Web Development Integrations

We're excited to partner with you. At Luxe, we don't just deliver websites - we deliver reliable digital experiences built to grow with your business.

Cianan Donald
Co-Founder & Directional Lead

Joshua Huisman
Co-Founder & Lead Engineer



Assumptions & Change Requests

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Hosting & Post-Launch Options

Explore what best fits your needs

Next Steps & Acceptance

Were we able to meet expectations?

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: _____