



# Bloom Consulting

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# Understanding of requirements

- Development of a full-stack, GDPR and WCAG-compliant business website with desktop and mobile functionality.
- Integration of performance analytics (e.g., Google Analytics) for tracking website activity
- Training ACME staff on website maintenance and conducting minor updates



# Our Suggestions

- We think you should be using Wix for a website builder...
  - It has a user-friendly interface for non-technical people so that it doesn't become a burden to maintain
  - It has a fast development time
  - There is a wide range of professional templates
  - Although primarily a no-code solution, Wix has a code editor for more complex tasks
  - Wix has built in SEO and marketing tools to help rank your site better on search engines
  - Wix has an app market with hundreds of user made apps
  - Wix Data is a built-in tool to handle databases

# Alternatively

- React – A great option for complete customization but...
  - Need code knowledge for maintaining in the future
  - Longer development time leading to decreased scope
  - Complexity could add more issues, sometimes hidden until late in the project
  - It does give you the option to add a proper back-end to store user contact information
- Squarespace – Lacks in a lot of departments
  - Less flexibility compared to Wix with designs
  - Lacks app integrations like Wix's App Market
- WordPress – Another solid option but at the cost of simplicity
  - Wix has an easier to use interface, but WordPress might give you more options
  - Wix gives you an all-in-one solution for creating, editing, and hosting a website, but then you are tied to Wix
  - WordPress heavily relies on third party plugins (i.e., databases) , which could become deprecated throughout the website's life but also gives you endless customization



# Concerns

- Our main concern is about security of making a portal...
  - Security Risks: Handling sensitive client data (contracts, e-signatures) requires robust security measures that can be complex and expensive to implement properly
  - Compliance: Ensuring GDPR compliance with sensitive client information adds legal and technical complexity
  - Maintenance: A custom-built portal would require ongoing updates, security patches, and maintenance, which doesn't fit the scope of the project
  - Scalability: If the business grows, the demands on the portal could increase, and scaling a custom solution may be difficult or require significant investment

# We suggest...

- Google Workspace
  - Ideal if you want a fast, affordable, and flexible solution for client management and document handling
  - It provides excellent collaboration tools and can be customized with add-ons or integrations
  - You are already considering using Google Analytics, so you'd be tied into the ecosystem
- Deel
  - A great choice if you're primarily focused on managing contracts, client onboarding, and legal compliance, especially for businesses dealing with international clients or contractors
- Dropbox Business, PandaDoc, Freshbooks (and more)
  - We don't have experience with these, but people say they are great!



# Thank you

- We're excited for the opportunities in the next two semesters to continue learning, developing our skills, and finding new ways to support your business's growth