



Website Design Proposal

Prepared for

OSEPCCA NGO

INTRODUCTION

Thank you for the opportunity to submit a proposal for the re-design of the OSEPCCA NGO website. Working together, I believe we can create a dynamic website that is simple to navigate and has a professional, yet welcoming design.

Based on our open discussion with the Marketing team, I have identified and listed below the Needs and Solutions that we will want to address in this project.

NEEDS

OSEPCCA NGO needs a website design to update its brand and presence on the web. The site design will be built to reach out to prospective clients, as well as serve and support the current OSEPCCA NGO clients.

SOLUTIONS

Umbrella Innovators LTD will provide OSEPCCA NGO with a fresh new web design that is easy to navigate and provides useful information to current visitors. The design will also convey to potential visitors that OSEPCCA NGO is a professional, reliable company.

The design will integrate the current logo and colour palette so it will maintain a familiar look to current visitors, but will at the same time show them that OSEPCCA NGO is improving its web presence in order to serve them better. It would also include blog, live chat and social media platforms for OSEPCCA NGO, reference information for prospective and existing clients and the latest industry news to keep traffic coming to the site.

Website Organization

The new design will have 6-9 main landing pages:

These 6-9 main pages will be "hardwired" into the new design by Umbrella Innovators LTD and links to them will appear in the horizontal menu bar at the top of the page.

WORKFLOW

Preliminary Design

- Working in conjunction with OSEPCCA NGO, Umbrella Innovators LTD will recommend templates based on the needs we have discussed. Once a template is approved, Umbrella Innovators LTD can begin incorporating the Content Management System and getting it ready for initial design and content setup. The preliminary design concept for the new website will include the basic layout, colour palette, font choices, etc.
- OSEPCCA NGO will need to provide the basic website content prior to initial design beginning. We have found that content can be the biggest roadblock in finishing a website in the time projected, which is why we require the initial copy prior to starting. This allows us to focus on more of the design and function of the site, rather than trying to piece it together as we go along.
- Generally clients will gather existing materials (*pamphlets, forms, papers, photographs*) and ready them for the site. The content is then parsed out into individual web pages and assembled in a hierarchy which is easy to understand and to navigate. Site content is added to pages which have a consistent theme and look in terms of headers, footers and custom accent graphics, like buttons, bullets and more.
 - Umbrella Innovators LTD can help to provide a basic template to assist in developing the site content if needed upon request.

Once we complete our initial review of the website, the copy can be added to or changed as needed.

Initial Design Review

Once the initial design is ready for review, Umbrella Innovators LTD will setup a meeting or phone call to go over the website with OSEPCCA NGO. In this review, we will go through the site page by page and notes will be taken regarding any edits, changes or additions we discuss.

Second / Final Design Review

Once the changes and edits have been made to the website, Umbrella Innovators LTD will setup another meeting or phone call to go over the website with OSEPCCA NGO. In this review, we will once again go through the site page by page and notes will be taken regarding any edits, changes or additions we discuss.

At this time, based on the changes discussed, we will decide if we are in need of a third review or if we are close enough to begin getting the site ready to go live.

Training

Once the site is ready to go live, Umbrella Innovators LTD will run ONE two-hour training session with

OSEPCCA NGO employees, showing them how to use the Content Management System. This can be done on site or online.

Launch

When OSEPCCA NGO has finished incorporating all the content they wish to have at launch, they will ask Umbrella Innovators LTD to make the site go live...*Congratulations!*

PROJECT Deliverables

Website Design and Setup

- work with client to create a custom website interface - layout, colours, and fonts
- set up website architecture and navigation system
- implement nameplate/logo placement and design
- integrate content management system
- integrate Blog system
- integrate live chat system
- Integrate Quote Request System
- Integrate Mailing system
- Integrate Google Analytics
- Integrate Google Search Console

Enhance Website Graphics and Functionality

- Customize website to tailor to both the prospective and current client, with less clicks to get where they are trying to go.
- Update website content that is provided, both new and from current website, and create menu items based on navigation layout.
- add high resolution images and custom graphics based on the intended audience to make the website more appealing to the user
- create custom form for inquiries
- Create latest news and resources section of website.
- setup meta description, keywords and page titles to help with SEO
- design new icons for services to make the website more appealing to the user
- Creating FAQs (Frequently asked questions).
- Design Mobile version responsiveness
- Design Tablet version responsiveness

Pages

- Home page
- Service Page
- Service Description Page
- Media Room Page
- NGO (About Us)
- Leadership Team
- Awards
- our mission
- Contact Us
- Site Maps
- FAQs (Frequently asked Questions)
- Blog Page

On each of these pages, we can include a live chat button that any visitor can chat with the team through live chat.

Additional Components

- Set up a Gmail account to link directly to Google Analytics to allow the ability to monitor traffic and retrieve analytic statistics.
- integration of social media in the website through multiple channels – ability for Facebook, Instagram, Twitter, LinkedIn and more
 - includes custom Facebook, Twitter, Instagram, LinkedIn buttons

PROJECT Schedule

Line Item	Duration
Pre Website Planning	1 day
Information Architecture & User Flows	1 day
Design Layouts, User Interface & Experience	1 day
Development of website and adding all features as listed above in Project Deliverable	2 weeks

Developing Mobile & Tablet Version	1 week
Testing, Review and Deploy (launch)	2 days

Total Estimated time of completion of building and launching OSEPCCA NGO is **3 weeks**.

Our Team

We think our vast experience with websites such as this make us the right fit for your project. For 3 years, Umbrella has been the source of some of the best websites out there. We have built a number of good website including the following:

- sunny-voyage.com
- lavabiketours.com
- roc.rw
- ihahiro.rw
- zoomdestination.com
- hotelsconnect.rw

The Cost

Below you can find the one-off cost of our web design services.

This is paid upon signing of your proposal and allows us to get straight on with developing your website and getting your business the boost you are looking for.

Item	Price
Web Design and Development	300,000 Frw
Domain name & Hosting	100, 000 Frw/ Year

Total 400,000Frw

N.B: The price above is negotiable according to the features needed in the website.

Terms & Conditions

Once the project fee is paid in full to Umbrella Innovators LTD, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to OSEPCCA NGO for inclusion in website are owned by OSEPCCA NGO.

Umbrella Innovators LTD assumes OSEPCCA NGO has permission from the rightful owner to use any images or design elements that are provided by OSEPCCA NGO for inclusion in the website, and will

hold harmless, protect, and defend Umbrella Innovators LTD from any claim or suit arising from the use of such elements.

Umbrella Innovators LTD retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects. Umbrella Innovators LTD also retains the right to place their logo and link at the bottom of the website page(s).

The agreement contained in this contract constitutes the sole agreement between OSEPCCA NGO and Umbrella Innovators LTD regarding all items included in this agreement.

Acceptance

OSEPCCA NGO

UMBRELLA INNOVATORS LTD

Signature

Signature