BASIC IDIQ

Website Refresh + Maintenance

basicidiq.com

Prepared For
Basic IDIQ
Darryl Rubscha

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By
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Project Overview

This project aims to revitalize the Basic IDIQ website by enhancing user experience, design, functionality, and performance, while preserving the existing content structure. The redesign will address current challenges, update outdated design elements, and ensure the website aligns with modern accessibility and security standards.

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Objectives

- Modernize the website's look and feel with a clean, responsive, mobile-first design.

- Boost site performance and loading speeds, using Google's performance metrics as benchmarks.

- Refine and simplify navigation to improve user experience and help users quickly locate desired content.

- Ensure full compatibility across all major browsers and devices..

- Implement SEO best practices to enhance search engine visibility.

- Achieve accessibility compliance with WCAG 2.1 standards.

- Integrate analytics tools for comprehensive tracking and reporting.

- Maintain or enhance content management workflows for efficiency and scalability.

Deliverables

- Design and UI/UX Enhancements: Updated design mockups (desktop and mobile views).

    - Homepage

    - About Us page

    - Projects page

    - Servcices page

    - Interior pages

- Development & Implementation:

    - Responsive front-end design implementation, mobile first development.

    - Enhanced navigation.

    - Improved page load speed and performance optimizations.

    - Integration with any new or existing third-party services (e.g., CRM, analytics, etc.).

- SEO Optimization: Implementation of on-page SEO strategies.

- Testing & QA:

    - Cross-browser and cross-device testing.

    - Security and performance testing.

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Assumptions + Exclusions

- Content will be written and delivered to developer. Developer will not be responsible for any content writing.

- Images can be delivered to the developer by either the client, or the developer can use his stock photography to fill in, but will seek final approval from client.

- Any third-party integrations or additional functionality not covered in the initial scope will be considered out of scope and may require additional time and budget.

- Ongoing website maintenance post-launch is not included in the project scope unless a maintenance agreement is established.

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Success Criteria

- New design meets stakeholder approval and testing shows it is responsive to all device sizes.

- Performance improvements are measurable and are matching or better than pre-design Lighthouse scores:

  - Performance - 39 / 75

  - Accessibility - 73 / 73

  - Best Practices - 79 / 78

  - SEO - 54 / 54

- Site accessibility meets WCAG 2.1 compliance.

- SEO rankings improve or are maintained post-launch.

- User feedback post-launch indicates an improved experience.

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Budget

Creative Elements

Site Design Research and Mockups (16 x $75 /hr)	$ 1200.00

- Homepage, About Us, Projects, Services, Interior

Development

Server Environment Setup (4 x $75 /hr)	$300.00
Template Development (40 x $75 /hr)	$3,000.00
Third-Party API Connections (8 x $75 /hr)	$600.00
Form Development (4 x $75 /hr)	$300.00
SEO Tactics (12 x $75 /hr)	$900.00
Testing + QA (8 x $75 /hr)	$600.00

Deposit (15%)	$1,035.00

TOTAL:	**$ 6,900.00**

Monthly Maintenance (optional)

Monthly updates as needed/requested (15 x $75 /hr)	$ 1,125.00

- More details upon request

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Scope of Work + Timeline

The timeline below outlines the milestones and process we'll follow to complete this project. Our approach consists of four phases to ensure customer satisfaction and project efficiency:

Discovery and Design: We begin by thoroughly planning the project, defining goals, and creating a detailed design roadmap.

Development: Next, we bring all visual elements to life, translating designs into a functional, interactive website.

Testing and QA: In this phase, the website undergoes rigorous testing by multiple users to ensure functionality, usability, and quality.

Launch: Finally, we launch the website, making it live for users while continuing to monitor for any improvements.

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DISCOVERY & DESIGN PHASE

DEVELOPMENT PHASE

TESTING & QA PHASE

LAUNCH PHASE

MILESTONE	MILESTONE	MILESTONE	MILESTONE	MILESTONE	MILESTONE	MILESTONE
Week 1	Weeks 2 & 3	Weeks 3 to 6	Weeks 6 to 8	Weeks 8 to 9	Week 10	Week 12
Agreement to Begin Work	Design Mockups Completed and Reviewed	Development Begins	Third-Party Connections	Beta Testing	Testing Changes	Testing Complete Site Launched
Deliverables:	Deliverables:	Deliverables:	Deliverables:	Deliverables:	Deliverables:	
- Signed contract	- Homepage, About, Services, Projects, and other interior page mockups. - Basic IDIQ sign-off on mobile and desktop mockups. - Agreement on infrastructure and platform to be used.	- Testing server for reviews setup and login information sent to Basic IDIQ stakeholders.	- Third-Party API connections and content added to site. - Content updated across site with additional pages added where needed.	- Testing performed by Andrew and Basic IDIQ across test servers on all pages and any changes noted for updates.	- Updated pages with any changes noted from the test phase.	