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# Website Refresh + Maintenance

**carrushealth.com**

Prepared For
Carrus Health
Anita Von Fischer & Jon Rains

Oct 23, 2024

By
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# Project Overview

The purpose of this project is to refresh the Carrus Health website to improve user experience, design, functionality, and performance while maintaining the existing content structure. The refresh will address current pain points, outdated design elements, and ensure the website meets modern accessibility and security standards.

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## Objectives

- Enhance the overall look and feel of the website with a modern, clean and responsive design built mobile first.

- Improve site performance and loading times, depending on Google for those performance stats.

- Update and streamline navigation for better user experience allowing users to find the content they are looking for.

- Ensure compatibility across major browsers and devices.

- Implement SEO best practices to increase search engine visibility.

- Ensure the site meets accessibility standards (WCAG 2.1 compliance).

- Integrate analytics tools for tracking and reporting.

- Maintain or improve content management workflows.

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# Deliverables

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

    - Homepage

    - Leadership page

    - Careers page

    - Contact 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 - 73 / 70

  - Accessibility - 82 / 84

  - Best Practices - 93 / 92

  - SEO - 85 / 85

- 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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# Scope of Work + Timeline

The timeline chart below outlines the milestones, and procedure we will follow to complete this project. We follow a four phase process to ensure customer satisfaction and project efficiency; Our process begins with a discovery and design phase where we plan everything clearly, then a development phase where all visual elements are brought to life, then a testing and qa phase where the visual elements are put to the test by multiple users, and finally the launch phase.
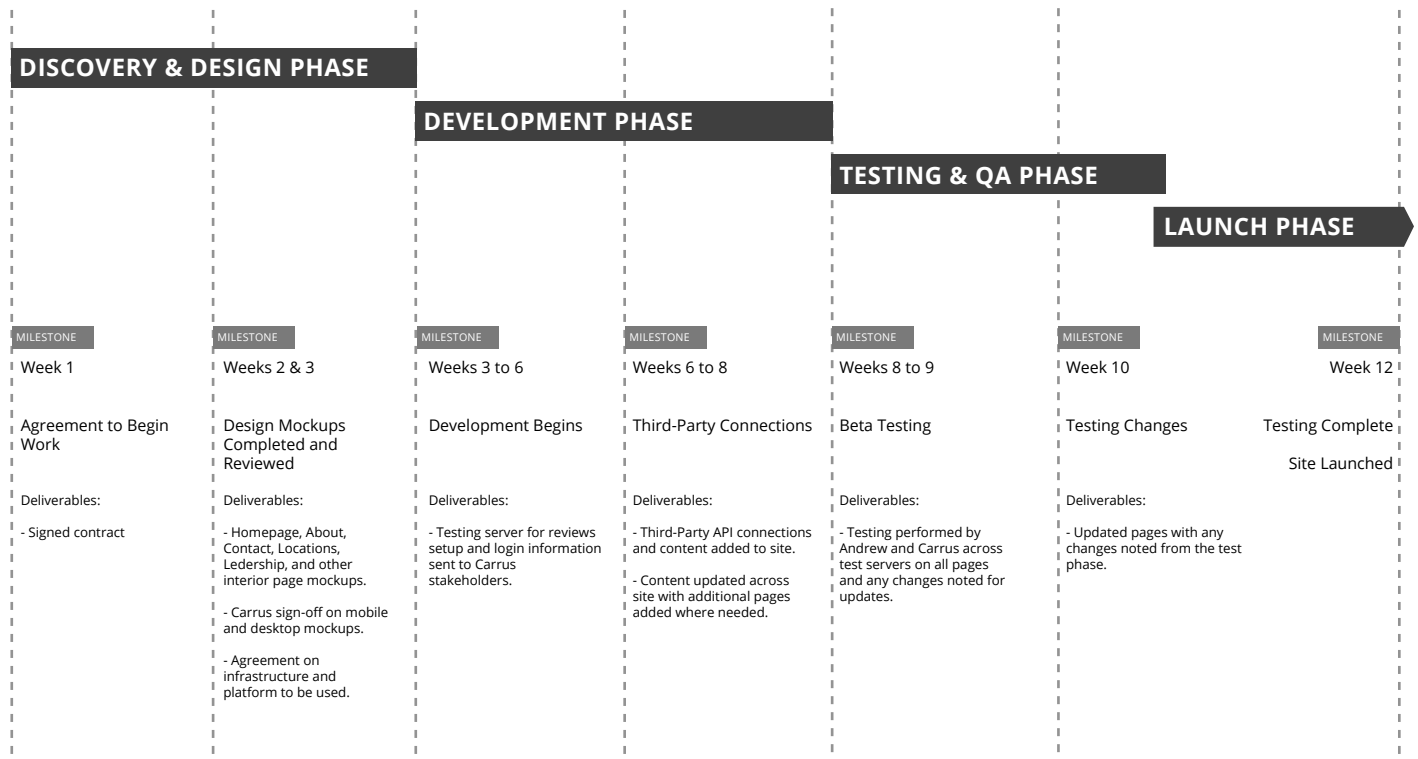
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**DISCOVERY & DESIGN PHASE**

**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<br>Site Launched |
| Deliverables: | Deliverables: | Deliverables: | Deliverables: | Deliverables: | Deliverables: | |
| - Signed contract | - Homepage, About, Contact, Locations, Ledership, and other interior page mockups.<br><br>- Carrus sign-off on mobile and desktop mockups.<br><br>- Agreement on infrastructure and platform to be used. | - Testing server for reviews setup and login information sent to Carrus stakeholders. | - Third-Party API connections and content added to site.<br><br>- Content updated across site with additional pages added where needed. | - Testing performed by Andrew and Carrus across test servers on all pages and any changes noted for updates. | - Updated pages with any changes noted from the test phase. | |

# Budget

## Creative Elements

| | |
|---|---|
| Site Design Research and Mockups (16 x $75 /hr) | $ 1200.00 |
| - Homepage, Leadership, Contact, Careers, 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** |

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## Monthly Maintenance (optional)

| | |
|---|---|
| Monthly updates as needed/requested (15 x $75 /hr) | $ 1,125.00 |
| - More details upon request | |

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