

Web Interface Design



# Web Design Interview and Cost Estimation

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## Interview

This interview was conducted with Unai Benito, an entrepreneur who wants a website to promote his electronic peripherals business. It is a neighborhood establishment that stands out for its customer service and involvement in solving their problems. They are specialists in high quality materials and will advise you in a sincere and efficient way.

### General Questions

1. Do you already have a website, or is it a project from scratch?

It is a project from scratch.

2. Who is the website intended for?

People who use technology and need to replace some parts of the hardware, peripheric, cables...

3. What is the purpose of the website?

To make my services known, to offer proximity and to promote neighborhood commerce.

4. What sets your business apart from others?

Close and familiar treatment by phone or email, specialization in quality peripherals.

5. How do you envision your website looking? Provide examples.

Cyberpunk, futuristic style.

6. Does your company have a defined color scheme?

Different shades of blue, purple and pink and as contrasting colors black and white.

7. Do you like the design/functionality of any existing websites?

I like the design of the online shop of Bicycle Cards <sup>1</sup>. It is very intuitive, well organized and designed as a user would search for products.

8. What elements from that design would you include in yours/what would you exclude?

I like the way they present their products on the web, the main menu bar contains the essentials to meet the basic needs of the user, the texts are short and give the essential information.

9. Who will be involved in the project? (other designers, programmers, or technical staff).

For this project I need the collaboration of a designer and a programmer.

10. Do you have a maximum budget?

I would like to spend less than 3.000€ but at most I can afford about 4.000€.

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<sup>1</sup> Source: <https://bicyclecards.com/>

Additional Questions for new projects:

1. Do you have a domain?

No.

2. Does your company have a logo?

No.

3. Have you planned a structure for your site?

I want a structure similar to that of the Bicycle cards store, with search engine, cart and predefined search sections for each type of electronic component.

4. Do you have content for your site?

I think so, I have the images and descriptions of the suppliers.

5. Does the content need to be imported from another site? From where?

Descriptions will be imported from suppliers and photos will be provided by the supplier or taken in the store itself.

6. Do you need training for using your website, content creation, and publishing, etc.?

No, I have experience in do it.

7. Do you have a gallery of images and photos?

Yes.

8. Does your site need to include any videos?

No.

9. Do you want to install a chat system on the website?

Yes, I would like to implement a WhatsApp chat to be able to answer my clients' questions personally.

10. Do you have any other content formats you'd like to include on your site? (PDF, etc.)

No.

11. Does your site need to support multiple languages?

No, the store is only for shop in Spain.

12. Do you have any CMS (content management system) preferences, like WordPress?

Yes, I like WordPress because is easy to maintain the website.

13. Do you need different access levels?

Yes, I need an Admin for maintain and update the website and a User for the clients to shop online.

14. Do you want to include a blog or a forum?

Yes, I would like to share information about technology, technological reviews and comparisons between different components that may look similar.

15. Will users need to register on your site?

Yes, they need to give me the basic information to make purchases.

16. Do you need social media content sharing features?

Yes, to promote the content of the blog and gain more views and reach more clients.

17. Do you need contact forms? How many? For what purpose?

Yes, I need one for general questions and other for collect purchase data.

18. Do you need to integrate any applications into your website?

Yes, a virtual POS for the payments.

19. What information should always be visible?

Login, category selection, search bar and shopping cart.

20. What information should be emphasized?

Keywords, calls to action (buttons), price and category selected.

21. Do you need an internal search function?

Yes, to provide the item they are searching for.

22. Will you offer advertising? What spaces need to be created?

Yes, for our own offers and discounts.

23. When do you need your site to be completed?

I would like to have it in 8 months.

## Cost estimation

In this section we will make a calculation of the approximate costs of building the website that Unai has requested based on the information previously collected.

### Domain costs

The cost of the domain will depend on the chosen hosting and whether it ends in .com, .es, etc.

The screenshot shows the DonDominio website interface. At the top, there's a navigation bar with links for Domínios, Hosting y correo, Certificados SSL, Revendedores, and Ayuda. On the right, there's a user area (Área de cliente) and language/currency settings (Español/EUR). The main content area features a large green banner for 'latiendaunai.es' with a price of 6,95 €. Below this, there's a table listing other domain options:

Domain	Price	Action
latiendaunai.com	14,95 €	Añadir al carrito
latiendaunai.net	13,95 €	Añadir al carrito
latiendaunai.online	28,95 € <b>4,45 €</b> (Condiciones de la oferta)	Añadir al carrito
latiendaunai.site	34,95 € <b>2,95 €</b> (Condiciones de la oferta)	Añadir al carrito
latiendaunai.org	12,95 € <b>9,99 €</b>	Añadir al carrito

Source: [DonDominio](#)

The screenshot shows the OVH website interface. At the top, there's a navigation bar with links for Search results, Price ex.VAT/1st year, and Buy. The main content area features a large green banner for 'latiendaunai.es' with a price of \$13.49. Below this, there's a table listing other domain options:

Domain	Price	Action
latiendaunai.com	\$11.75 then \$13.99/year	Buy
latiendaunai.com.br	\$25.59 then \$27.99/year	Buy
latiendaunai.us	\$8.49 then \$10.49/year	Buy
latiendaunai.co	\$11.72 then \$27.99/year	Buy
latiendaunai.shop	\$3.19 then \$42.99/year	Buy
latiendaunai.ovh	\$2.15 then \$3.49/year	Buy
latiendaunai.club	\$12.89 then \$15.59/year	Buy
latiendaunai.info	\$20.90 <b>\$3.74</b> then \$20.99/year	Buy

Source: [OVH](#)

In addition to the domain, it is necessary to contract a hosting service and a SSL Certificate.

### ¿Quieres añadir hosting?

Para pequeños proyectos con PHP/MySQL y hasta 15 cuentas de correo. **Por solo 3,25 €/mes**



☐ No volver a preguntar

**Añadir Hosting Básico**

[Continuar sin hosting](#)

Source: [DonDominio](#)

All these services can be obtained for a price of around 90-150€ per year depending on the site where they are contracted.

## Photography

Professional photography services are not needed since the suppliers will provide this part, in case of needing creativities for the web we will resort to the use of free image banks.

## Graphic Design

The design of the brand identity and style book will be around 200€ - 1.000€ depending on the professional hired for it. These prices are approximate since most of them charge additional fees depending on the number of changes the client wishes to make to the designer's proposals.

The image displays three screenshots of freelance design services offered on a platform. Each screenshot shows a project listing with a thumbnail image, a title, a list of services, the designer's name and rating, and the price.

Service Title	Designer	Rating	Price	Delivery Time
Design your brand book / style guide	by Steven I.	5.0 (1276)	€355	delivered in 6 days
Get your Brand Style Guide Designed (Limited Offer)	by Fiona S.	4.9 (33)	€180	delivered in 5 days
Design a modern Brand guideline/Style guide	by Z J.	4.9 (127)	€150	delivered in 5 days

Source: [People Per Hour](#)

## SEO and Web Positioning

The research and definition of keywords to position the web will depend on the number of pages to promote, the market saturation for them and the hours of work dedicated to extract the most valuable words. The price can be between 200€ - 500€.

The image shows three service cards from People Per Hour. Each card has a header image, a title, a description, a list of tags, a provider profile, a price, and a delivery time.

Service Title	Description	Tags	Provider	Rating	Price	Delivery Time
PRO Keyword Research & Site Structure	Highly Optimised SEO Strategy	marketing strategy	Green D.	5.0 (5782)	€170	5 days
SEO AUDIT REPORT	Reveals how your website is performing	audit, keyword research	White Hat SEO ...	4.8 (4314)	€10	1 day
Detailed SEO Audit - Strategy, Keywords & Competitor Analysis		marketing strategy	Martin H.	4.9 (1150)	€180	4 days

Source: [People Per Hour](#)

## Copywriting

Attractive and selling texts must be created to accompany the call to action on the web. The cost of the services of a copywriter depends on the number of words or hours of work involved in writing them. The approximate cost would be about 100€ - 200€.

The image shows a section titled 'Top Copywriting Offers' with a subtitle 'Complete work quickly and at a fixed price by buying a pre-packaged offer from one of our talented freelancers.' It contains six service cards.

Service Title	Description	Price
Write 3,000 Word SEO Friendly Website Content For Your Website		€145
Write High Quality 500w Blog/Article With SEO		€15
Write Engaging 500 Word Blog Posts, Web Content Or Articles		€25
Write A Press Release & Distribute To Press (Unlimited Revision)		€120
Write 4 Engaging 500-600 Word Blog Posts Or Articles		€65
Write A Super Effective Sales Letter For Your Business Or Product Th...		€35

Source: [People Per Hour](#)



## Conclusion

The creation of an online store involves the hiring of different services beyond the aesthetic part of it. It is very important to have a holistic view of it and orient it very well towards its ultimate goal, the sale and customer loyalty.

Building an online store requires the design of multiple pages, each with a specific purpose. The home page attracts the user to the purchase section, the product page to complete the purchase, the registration page to obtain the customer's data and redirect him to the payment gateway, the purchase confirmation with the order data and finally the user profile page with all his data, orders, etc.

To make this customer journey a success, it is necessary to plan very well the aesthetic and functional part of the store. For this, it is necessary to count on the services of professionals who work together throughout the sales funnel.

The approximate cost of building the website for Unai would be around 2.000€ without taking into account the cost of the payment gateway or the possible commissions of the different online payment services.

## Bibliography

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