
Project Proposal

IntelliGrow

OCTOBER 2023

Introduction & Background

ISSUED BY

LemonLogic

REPRESENTATIVE

ANTONY JOSE MALAKKARAN

ajosemal@confederationcollege.ca



Project Description

LemonLogic

LemonLogic Technologies is at the forefront of AI integration, improving everyday system efficiency and visibility. Their innovative solutions empower data-driven decision-making, supporting business success in the digital era. LemonLogic is the parent company, and IntelliGrow is its flagship product.

IntelliGrow

Next-generation Accounting and Financial Management Software designed to empower small and medium-sized enterprises (SMEs) with powerful financial tools. IntelliGrow goes beyond traditional accounting software, offering an extensive range of features and capabilities to help businesses thrive and make data-driven financial decisions.

Key Features:

1. Bookkeeping
2. Invoicing and Billing
3. Expense Tracking
4. Financial Reporting
5. Financial Analytics
6. Cash Flow Management
7. Integration and Automation
8. Collaboration and Team Management
9. AI-Driven Financial Insights

The purpose of this project is as follows:

Creation of the IntelliGrow website to enhance online presence, credibility, global reach, lead generation, customer support, feedback, testimonials, online sales and analytics.

Web Project Topic

1. What is the name of the website?
 - a. IntelliGrow by LemonLogic

2. What is the purpose of the website?
 - a. Online Presence and Credibility: Establish software's legitimacy and reliability online.
 - b. Global Reach: Expand the software's market to a worldwide audience.
 - c. Lead Generation: Collect potential customer info for future engagement.
 - d. Customer Support and Documentation: Help users with software-related resources.
 - e. Feedback and Testimonials: Build trust with user experiences and reviews.
 - f. Online Sales and Transactions: Enable secure software purchases online.
 - g. Analytics and Marketing: Gather data for decision-making and effective marketing.

3. What do you want the site to accomplish?
 - a. I am considering a 6 - 12 month period time frame
 - b. Goals:
 - i. Increase sales through the website.
 - ii. Increase the website's conversion rate steadily, including actions like free trial sign-ups, free trial initiations and purchase of the product.
 - iii. Elevate website traffic and engagement, expanding the audience and encouraging extended visits.
 - iv. Enhance online visibility in search engine results through effective SEO strategies.
 - v. Collect valuable customer feedback and reviews to enhance the website and the product.
 - vi. Achieve a positive ROI on marketing and website development expenses.
 - c. Success Metrics:

- i. Attain a minimum of 100 new customers from online sales within 6 months. Double these figures within 12 months.
- ii. Achieve a minimum website conversion rate of 5% within 6 months and aim for 7% within 12 months.
- iii. Increase website traffic from 5,000 to 10,000 monthly visitors within 6 months and to 15,000 within 12 months. Improve average session duration from 2 minutes to 3 minutes within 6 months and to 4 minutes within 12 months.
- iv. Achieve a 20% increase in organic search traffic over 12 months.
- v. Gather a minimum of 50 customer reviews or feedback submissions within 6 months and double this number to 100 within 12 months.
- vi. Attain a positive ROI of \$20,000 within 6 months and increase it to \$50,000 within 12 months. This will be determined by comparing the cost of marketing efforts to the revenue generated through the website.

4. Who is your target audience?

- a. Persona 1: Small Business Owner: Sarah
 - i. Age: 35
 - ii. Gender: Female
 - iii. Socioeconomic Characteristics:
 - 1. Owns a local bakery with five employees.
 - 2. Annual revenue of around \$200,000.
 - 3. Limited accounting knowledge.
 - iv. Needs:
 - 1. Sarah needs a user-friendly financial management tool to handle daily bookkeeping tasks, generate invoices, and track expenses effortlessly.
 - v. Goals:
 - 1. She aims to streamline financial processes to save time and reduce errors.
 - 2. Wants to gain insights into her bakery's financial health and cash flow.
 - vi. Challenges:

1. Limited time and resources to manage finances.
2. Struggles with complex accounting terms and financial analysis.

b. Persona 2: Financial Manager at a Medium-Sized IT Company: Alex

- i. Age: 40
- ii. Gender: Male
- iii. Socioeconomic Characteristics:
 1. Works as the financial manager for an IT services company with 50 employees.
 2. Annual revenue of approximately \$5 million.
 3. Strong financial background and experience.
- iv. Needs:
 1. Alex requires comprehensive financial management software to handle complex financial transactions and financial reporting.
- v. Goals:
 1. He aims to optimize the company's financial processes for better cost management and profitability.
 2. Wants advanced financial analytics tools to forecast cash flow and identify growth opportunities.
- vi. Challenges:
 1. Managing a large volume of financial data.
 2. Manually data entry.

c. Persona 3: Small Business Consultant: Jordan

- i. Age: 30
- ii. Gender: Male
- iii. Socioeconomic Characteristics:
 1. Run a consultancy firm serving various small businesses.
 2. Annual revenue of approximately \$250,000.
 3. Moderate accounting knowledge.
- iv. Needs:

1. Jordan needs versatile financial management software to manage financial data for multiple clients with different needs.
 - v. Goals:
 1. They aim to provide customized financial insights and reports to clients for informed decision-making.
 2. Wants a solution that supports collaboration with clients on financial matters.
 - vi. Challenges:
 1. Balancing the financial needs of multiple clients.
 2. Ensuring data security and privacy when handling client financial information.
5. What opportunity or issue is your site addressing? What do you want the user to do on the site (call to action)
 - a. IntelliGrow's website addresses the opportunity of simplifying accounting and financial management for small and medium-sized businesses. Its primary purpose is to help users streamline their financial processes efficiently.
 - b. Call to Action (CTA):
 - i. Starting a Free Trial: Users can sign up for a free trial to gain hands-on experience with the software.
 - ii. Purchase of product: Users can view pricing plans and decide which plan is suitable for them.
6. What type of content might be included in your site?
 - a. Text Content:
 - i. Detailed product descriptions highlighting its features and benefits.
 - ii. How-to guides and tutorials explaining how the software works.
 - iii. Pricing information, including free trial options.
 - iv. Customer testimonials to build trust.
 - b. Graphics and Media:
 - i. Screenshots of the software's user interface.
 - ii. Infographics illustrating benefits and workflows.
 - iii. Charts and graphs showcasing financial data.

- iv. Images of professionals using the software.
 - c. Educational Content:
 - i. Blog posts on accounting and financial management topics.
 - ii. eBooks provide in-depth insights.
 - iii. Webinars or tutorials for user education.
 - d. Support and Contact Information:
 - i. Contact details and a contact form.
 - ii. An FAQ section for common queries.
 - e. Social Proof:
 - i. Customer reviews and ratings.
 - ii. Case studies demonstrating real benefits.
- 7. List at least two related or similar sites found on the Web.
 - a. Primary Competitors:
 - i. QuickBooks Online: <https://quickbooks.intuit.com/ca/online/>
 - ii. FreshBooks: <https://www.freshbooks.com/en-ca/>
 - iii. Xero: <https://www.xero.com/ca/pricing-plans/>
 - iv. Hubdoc: <https://www.hubdoc.com>

Web Project Planning Analysis

What results do I want to see?

- 1. Home Page
 - a. Purpose: Introduction to IntelliGrow and its core features.
 - b. User Interaction: Users land on this page, get an overview of IntelliGrow, and can explore more sections or take actions like starting a free trial or viewing pricing.
- 2. Product Features
 - a. Purpose: Highlights key features and benefits of IntelliGrow.

- b. User Interaction: Users can read detailed descriptions, view graphics and screenshots, and gain a comprehensive understanding of the software's capabilities.
- 3. Pricing & Plans
 - a. Purpose: Provides information about pricing options and plans.
 - b. User Interaction: Users access pricing details, compare plans, and choose the one that suits their needs.
- 4. Testimonials & Reviews
 - a. Purpose: Showcases customer feedback and testimonials.
 - b. User Interaction: Users read real customer reviews and testimonials to build trust in IntelliGrow's reliability and effectiveness.
- 5. Support & Resources
 - a. Purpose: Offers customer support, documentation, and educational resources.
 - b. User Interaction: Users find helpful resources such as FAQs, how-to guides, webinars, and contact information for assistance.
- 6. Blog & Insights
 - a. Purpose: Provides educational content related to accounting and financial management.
 - b. User Interaction: Users explore blog posts, whitepapers, and eBooks to gain insights into financial best practices.
- 7. Contact Us
 - a. Purpose: Offers a means of direct communication with IntelliGrow's team.
 - b. User Interaction: Users can reach out through a contact form, email, or phone for inquiries, customization requests, or support.
- 8. Free Trial & Demo
 - a. Purpose: Encourages users to try IntelliGrow.
 - b. User Interaction: Users can start a free trial or request a demo directly from this page.

What information do I need?

- 1. Initial Setup:
 - a. Font: [google font: <https://fonts.google.com/>]
 - b. Colors: [realtimecolors: <https://www.realtimecolors.com/>]

- c. Icons: [Icons8: <https://icons8.com/>]
- 2. Home Page:
 - a. Information about IntelliGrow's features and benefits (written by the developer).
 - b. Images and screenshots of the software (created by the developer).
 - c. Images of the small business (royalty-free). [unsplash: <https://unsplash.com/>, pexels: <https://www.pexels.com/>]
 - d. Infographics [canva: <https://www.canva.com/create/infographics/>]
 - e. Illustrations [undraw: <https://undraw.co/illustrations>]
- 3. Product Features:
 - a. Detailed feature descriptions (written by the developer).
 - b. Graphics and screenshots (royalty-free and created by the developer). [figma: <https://www.figma.com/>]
- 4. Pricing & Plans:
 - a. Pricing details (written by the developer).
 - b. Graphics or tables for plan comparisons (created by the developer). [canva: <https://www.canva.com/create/infographics/>]
- 5. Testimonials & Reviews:
 - a. Customer testimonials (written by the developer). [google: <https://www.google.com/>]
 - b. Customer avatars (face generator). [<https://generated.photos/face-generator>]
- 6. Support & Resources:
 - a. FAQs and answers (written by the developer). [google: <https://www.google.com/>]
 - b. How-to guides, blog posts, whitepapers, and eBooks (written by the developer). [google: <https://www.google.com/>]
 - c. Webinars and tutorial videos (written by the developer). [google: <https://www.google.com/>, youtube: <https://www.youtube.com/>]
- 7. Blog & Insights:
 - a. Blog posts (written by the developer). [google: <https://www.google.com/>]
 - b. eBooks (written by the developer). [google: <https://www.google.com/>]
- 8. Contact Us:
 - a. Contact information [current address and contact info]

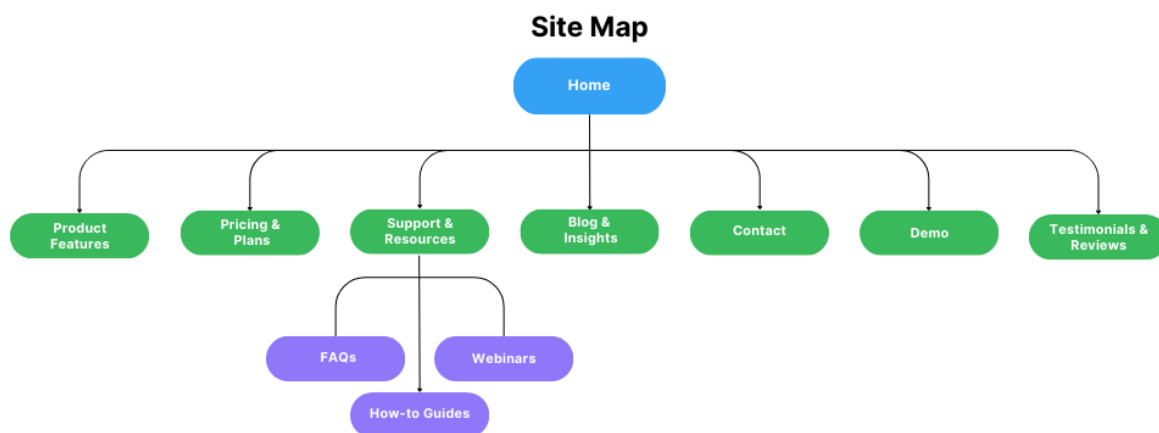
- b. Integrated contact form. (created by the developer)
- 9. Free Trial & Demo:
 - a. Information about starting a free trial or requesting a demo (created by the developer)
 - b. Forms for user input. (created by the developer)

Project Timelines

Content Strategy	Week 1: Develop content for the website, including keyword research and SEO planning.
Content Creation	Week 2: Create content for the Home Page, Product Features, and Pricing and plans.
	Week 3: Continue content creation for Testimonials and reviews, Support and resources, and Blog and insights.
Design Planning	Week 4: Begin website design in Figma, including user flow, wireframing, design system, designing, and adding text and visuals. [ref: https://www.youtube.com/watch?v=wluVvCuiJhU&t=3s]
Development and Integration Additional Data: FrontEnd Framework: React CSS Framework: TailwindCSS Animation: FramerMotion	Week 5: Begin website development, focusing on the Home Page and Product Features.
	Week 6: Continue development, integrating Pricing and plans and Testimonials and reviews. Implement user interactions.

	Week 7: Develop Contact Us and Free Trial & Demo sections.
	Week 8: Complete website development, integrating Contact Us and Free Trial & Demo sections.
Final Development, Testing, and Launch Additional Data: Testing including usability, compatibility [desktop and mobile], and performance.	Week 9: Perform thorough QA testing and if possible host the website.
Additional Buffer Time	Week 10: Reserved for addressing unforeseen obstacles or making final adjustments.

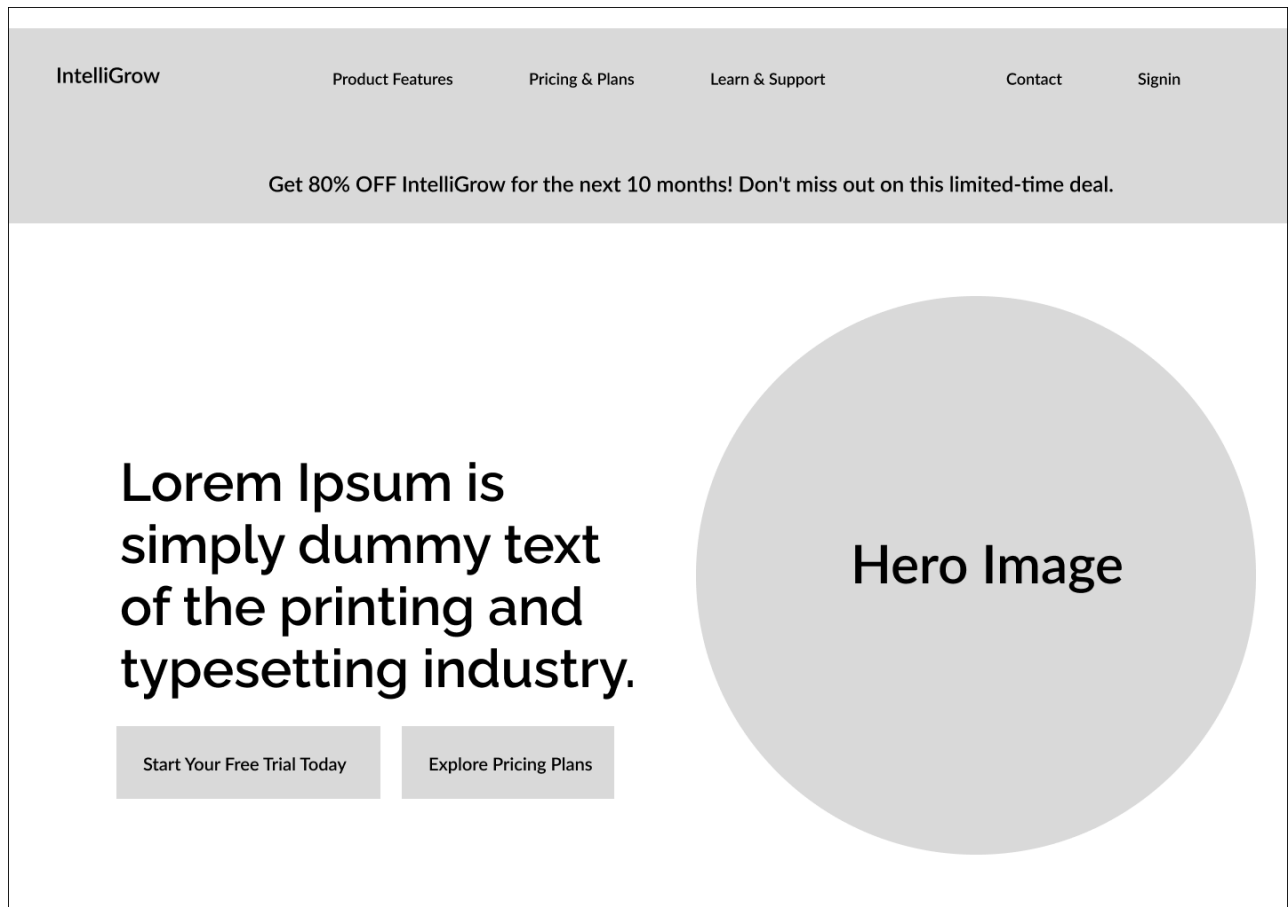
Web Project Site Map





Web Project Page Layout Design

1. Home



2. Product Features

IntelliGrow

Product Features


Pricing & Plans

Learn & Support


Contact

Signin


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Sell All Features

3. Pricing & Plans

IntelliGrow

Product Features

Pricing & Plans

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Lite

\$ 10.00 CAD/mo

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Let's Talk

4. How-to Guides

IntelliGrow

Product Features

Pricing & Plans

Learn & Support

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HOW IT WORKS

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Try A Demo

See Our Videos

Product Screenshot

5. Blog & Insights

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6. FAQs


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
FAQ


Answers to some questions you might have.

Why do we use it?

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Why do we use it?

Why do we use it?

Why do we use it?

7. Contact

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Talk to sales

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Lorem ipsum dolor sit : troutman5000@historictheology.com



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8. Testimonials & Reviews

IntelliGrow

Product Features

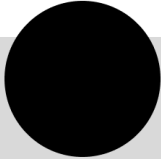
Pricing & Plans

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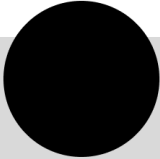
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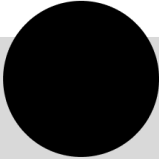
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9. Footer

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Together, we'll build your business.

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Explore Pricing Plans

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