

Website design & development proposal for

Blue Basket Online Store

alter**SENSE**

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Date

24th November 2014

Client

Blue Basket

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Project Title

Website design and development for Blue Basket Online Store.

Project Description

Blue Basket is entering the online shopping portal business, with this project we intend to build a powerful comprehensive web store for Blue Basket. The website will provide Blue Basket's customers an easy access to all the products the store showcases. Through bleeding edge technology, eye-catching design and user friendly formatting the website will enable Blue Basket to gain traction in the market with considerable ease. At the same time the site will also enable Blue Basket to perceive data it has made from the sales of the products. Using the Business Analytics provided by the site will enable Blue Basket to make informed intelligent decisions in bettering their decisions and actions in the business.

Project Scope/Requirements

The following requirements have been analyzed and the proposal has been created in accordance to these requirements:

Requirement	Details
Website	The web portal will enable Blue Basket to gain traction in the market. This site would work as the most important tool for promotion and as well as an information gathering tool for the web store.
Search Engine Optimization	The website will be developed with search engine optimization in mind. It will be ensured that the website shows up in the initial pages during searches.
Mobile Responsiveness	Website would be designed for optimum mobile responsiveness and will be visible in its best form in the multitude of screens.
Backend CMS	A backend will be setup for comprehensive content and user management of the website.

Business Analytics	The backend will also serve as a powerful business analytics tool for Blue Basket
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Project Deliverables

1. Comprehensive Design Document

Comprehensive design document would be signed by all parties to ensure there are no gaps in the understanding of all the client requirements. The first major version would be shared by the vendor Altersense any change in requirement will be updated in this document. Any changes to the requirement after the signing off the design document would create a need for re-negotiation of the agreed fees and time frame.

2. Alpha Versions of the site

Alpha versions of the site would be implemented and tested for cross browser and multiple resolution capabilities. The beta versions would be released as an when significant features are added to the website. Further details on testing and release would be mentioned in the design document.

3. Beta Version of the site

Beta version of the site would be released and hosted after confirming that all the client requirements are met.

4. Post release maintenance

Quality of the delivered product is of greatest importance to alterSENSE, we would carry out post release maintenance for a year tracking the website performance. All requirements agreed in the design document will be tracked to completion.

5. Sign off Document

On completion of warranty support the project sign off document would be signed by both parties agreeing to the closure of the project. Any additional requirements identified by the client after design document sign-off, will call for a need for renegotiation of the estimate. We believe that through active communication scope-creep of any kind can be avoided at all phases of the project.

Work Plan & Milestones

The table below outlines the work process phases, milestones, due dates and deliverables needed to complete this project. This four phase process begins at the concept phase where everything is planned, then the design phase where look and feel (artwork) is produced, next is the technical phase where design is given life, and finally the testing phase where everything is thoroughly tested and reviewed. This process is designed to ensure project efficiency and your complete satisfaction.

Concept Phase

Milestone	Due Date	Deliverables
Commencing of work	1 st December 2014	Signed Contract
Documentation & Requirement analysis	5 th December 2014	Requirement Specification

Design Phase

Milestone	Due Date	Deliverables
Design framework	12 th December 2014	Basic design document
Realizing the design	22 nd December 2014	Basic static web pages

Technical Phase

Milestone	Due Date	Deliverables
Alpha site	12 th January 2015	Alpha website all modules
Beta site	2 nd February 2015	Beta site with all modules functioning properly.

Test Phase

Milestone	Due Date	Deliverables
Alpha Site	19 th January 2015	Beta site with all the modules.

Beta Site	9 th February 2015	Final Website
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Budget Details

Concept Elements

Description	Fee
Requirement Document	3000
Design Document	3000

Design Elements

Description	Fee
Website basic design	25000

Technical Elements

Description	Fee
Dynamic Website	15000
Mobile Responsiveness	5000
Admin Panel	15000
Business Analytics	9000
Subtotal:	75000
Tax:	
Total:	75000

About Altersense

A few software engineers bonded by their passion for the web space came together during their course work to establish Altersense. A small company dedicated to help our clients get immediate impressive results from their web applications.

Our primary goal is to bring about a change in the way people use technology and how they interact with technology. We deliver great quality websites aligned to the specific needs of the customer and thereby growing your business through successful web based implementations.

The Team

Our team comprises of engineering graduates with a proven pedigree for website design and implementation. The team throughout these years of experience has shown exemplary work in this field. Group of software engineers with a variety of skill set you can rest assure that the team would take care of your web designing needs the way you expect it to be.

Basic Conditions

- This proposal is valid for 1 month from the date at the top.
- A 40% deposit is due prior to project commencement. The balance is payable on completion.
- This proposal is for information purposes only and does not form a contract.
- We are currently a group of elite freelance developers.

Thanks

We really appreciate the fact that you have decided to consider our proposal!

If you've got any questions, just ask us and we'll try to answer them.
Email maresh@altersense.in or call Mahesh Mohan on +919895007733

For AlterSENSE