Proposal & SOW — Martial Apps Marketing Website (UI-Only)

Client: Martial Apps (existing app live)
Scope: Public website only (no product rebuild)
Budget: 600 CAD (fixed)
Timeline: ~14 business days (three revision round)

1) Goal

Make a fast, clean marketing site that:

- Explains *what Martial Apps does* and *why it's better*.

- Drives signups/demos to the **existing app** (deep links / CTA).

- Improves trust (testimonials, logos, FAQs, compliance notes).

- Ranks better on search for core keywords.

2) Tech Stack

- **Next.js 15** (App Router) + **TypeScript**

- **Tailwind CSS v4**, **shadcn/ui**

- Deployed on **Vercel** (preview + prod)

- **Content as JSON/MDX** (no CMS in this budget)

- Basic analytics (Vercel Analytics or Plausible snippet if provided)

3) Sitemap (UI pages)

1. **Home** – clear value prop, hero, features, social proof, CTAs ("Start Free Trial", "Book Demo").

2. **Features** – short, scannable benefit blocks (Scheduling, Members, Payments, Communication).

3. **Pricing** – simple tiers (copy-only, can link to app's billing page).

4. **About** – brand story, credibility, security/compliance highlights.

5. **Contact** – form UI (mock submit with success state) + direct email link.

6. **Legal (footer links)** – Terms, Privacy (static placeholder pages if text provided).

Optional (fits if time allows within budget): **FAQ** section on Home or Features page.

4) Deliverables

- Responsive **Next.js** site with the pages above.

- **UI kit** (buttons, inputs, cards, tables, badges, alerts).

- **App Deep Links** (CTA buttons to the existing app/login/signup).

- **SEO basics**: title/meta/OG tags, sitemap.xml, robots.txt, semantic headings.

- **Performance**: image optimization, code-splitting, Lighthouse desktop ≥90.

- **Handoff**: Git repo + README (how to edit content JSON/MDX, deploy steps).

5) What's Out of Scope (Phase 2 items)

- Backend, real form handling (no email/SMS), databases, auth.

- Blog/CMS, multi-language, complex animations.

- New illustrations/video production (client provides assets).

- Copywriting beyond light edits (client supplies core copy).

6) Acceptance Criteria

- Pages match the agreed wireframes & component library.

- Mobile/tablet/desktop responsive.

- CTAs link to the **existing app** (login/signup/demo).

- Lighthouse desktop ≥90 (Home), mobile ≥80.

- Deployed on Vercel; client can access previews + production.

- One round of minor UI/content revisions included.

7) Timeline & Milestones

- **Days 1–2:** Wireframes + messaging outline (Bangla/English copy placeholders if needed).

- **Days 3–6:** Build Home, Features, Pricing + UI kit; hook CTAs to app.

- **Days 7–8:** About, Contact, Legal stubs; SEO & performance pass.

- **Day 9:** Client review & one revision round.

- **Day 10:** Final QA, deploy, handoff.

8) Budget Split (600 CAD)

- Wireframes & messaging layout: **100 CAD**

- Build (pages + UI kit + responsiveness): **380 CAD**

- QA, SEO basics, deploy, handoff: **120 CAD**

9) Client To Provide (before build)

- Logo, brand colors (if any), screenshots of the app (web/mobile).

- Final copy (or rough copy for me to lightly edit).

- Target CTAs (URLs to app login/signup/demo calendar).

- Any trust signals: client logos, testimonials, certifications.

10) Nice-to-Haves (priced separately)

- Blog (MDX starter) — **120 CAD**

- Contact form to Email/Webhook (serverless) — **90 CAD**

- Animation polish (Framer Motion micro-interactions) — **60 CAD**

- CMS hookup (Notion/Contentful) — from **180 CAD**

Quick Notes (for you to pitch)

- "You already have the product. This website is your **sales engine** — clear message, fast load, strong CTAs to the existing app."

- "Keeping content in **JSON/MDX** avoids CMS cost now; easy to upgrade later."

- "One revision round keeps the price low; extra work can be phased."