



PTARMIGAN

***Website Development Proposal
for
Ptarmigan Lumber Ltd.***

*Oct. 06, 2020
Drafted by Ben Ha*

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Proposal #: TAM000116

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Prepared for: Alex and Lydia

Introduction

This proposal outlines a plan for the website development project for Ptarmigan Lumber Ltd.

Client Needs

Having recently expanded their services to more specialty orders and design projects, Ptarmigan Lumber Ltd. is looking for better ways to draw in new kinds of customers. With a new website, they would like to be able reach their target audience online, which will be makers and designers, while still appealing to their current customers — commercial contractors in the greater Edmonton area. This is also an opportunity to showcase their products and achievements, illustrate their company values and establish an online branding image that is design forward and quality focused.

This website should be user friendly, intuitive, and easy to maintain. The process of adding pages and blog posts should be streamlined and straightforward.

The goal for the new website is to net them 20-30 new customers a month.

Recommended Solution

To ensure the success of the project, we will go through the development process which include the following seven steps:

Research & Planning

This phase will include two, 2-hour workshops, during which a detailed set of design and technical specifications will be established. We will use this time to gather as much information about the company as relevant to this design project.

Mockups

This is where the first draft of the final design will take place. There will be 2 rounds of revisions during this phase, meaning that after the first draft is presented, there will be an opportunity to revise the design twice. We recommend revisions be compiled into one email to ensure there is no confusion on the number of revisions.

Testing

Testing includes mobile responsiveness (on the iPhone 11 and Samsung S20) and cross-browser testing (Google Chrome, Safari, Microsoft Edge, and Firefox). Additional cost will be incurred for any additional testing.

Go Live / Launch

Once the website is ready and the training is complete, we will deploy it on a public domain. Since this will be the company's first website, there will be costs for creating a domain and hosting.

Following the launch, we will enter a 12-month support period at fixed rate, during which time we will create monthly backups of the site, update scripts and plugins to maintain security, and perform layout and content updates on request. After those 12 months, any minor requests will be assisted with additional costs per request. For major requests, renewal of maintenance subscription or a complete redesign, a new proposal and contract will have to be created.

Sitemap & Wireframing

This is where we define and visualize the high-level design of the website. While it will not be nearly as detailed as the final design will be, this step will give us a visual representation of the site's overall layout.

Frontend & Backend Development

After we have agreed on the final design, we will kick off the technical side of the web design process. This will include deploying a CMS (Content Management System), creating custom themes and page designs, and setting up the website's analytics.

Training

There will be at most two, 2-hour training workshops on the CMS, how to manage the website, and understanding web analytics. Additional training can be provided with additional costs.

Pricing

Description	Due	Cost
Initial Invoice	Upfront, within 15 days	\$2500.00
Project Invoice 2	Within 15 days after launch	\$2500.00
Web Hosting	Within 30 days after launch	\$35.00
Maintenance Subscription (12 months)	Within 30 days after launch	\$500.00
Any additional agreed-to costs	Within 30 days after launch	Variable
Total		\$5535.00

Milestones & Deliverables

During or at the end of the project, we will provide Ptarmigan with the following deliverables:

1. Fully functional and approved website uploaded to the clients designated servers.
2. A CMS feature allowing for easy blog posting.

The timeline for project milestones and deliverables is listed below.

Milestone		Timeline
1	Planning	Oct. 1-6, 2020
2	Wireframing	Oct. 7-13, 2020
3	Mockups	Oct. 14-20, 2020
4	Mockup Revisions	Oct. 21-27, 2020
5	Front-End & Back-End Development	Oct. 28 - Nov. 17, 2020
6	Testing & Approval	Nov. 18-24, 2020
7	Training	Nov. 25 - Dec. 01, 2020
8	Launch	Dec. 02-08, 2020

Next Steps

To proceed with this project, Ptarmigan Lumber Ltd. is required to take the following steps:

- Accept the proposal “as is” or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
- Finalize and sign contract.
- Submit initial payment of \$2500.00, which is due upon signing of contract.

Once these steps have been completed we will begin the project.

Terms & Conditions

1. This agreement shall commence upon signing of contract, and shall remain effective until the services are completed and delivered.
2. We will build a website for Ptarmigan Lumber Ltd. according to the description laid out in this proposal. Any additional features, pages, or other changes to project requirements may affect the timeline and costs laid out in the tables above, and will require a separate change order document.
3. Initial invoice will be generated after signing of contract, while other invoices will be generated after launch. All invoices are due within the times specified in the pricing table above. Payment may be made by wire transfer or credit card. Credit card payments are subject to an additional 2% convenience fee. Payments made past an invoice’s due date are subject to a \$100 late fee per late day.
4. If the initial invoice is not received within 15 days past due date, the project will come to a halt. If the initial invoice is not received within 30 days past due date, the contract will be terminated.
5. If any post-launch invoice is not received within 30 days past due date, the website will be taken down until payment is received.
6. All works produced as a result of the above described web design project will become the sole intellectual property of Ptarmigan Lumber Ltd. We reserve the right to use visual representations of the final product as part of our project portfolio.