



Website Redesign Proposal

v.3

Prepared for Aha! Career Coaching
By Ben Hartwig
Ben Hartwig Design

1. Introduction

About Me

I am a adaptive, passionate, and driven designer who specializes in graphic and web design as well as photography. My expertise spans more than just in creating compelling designs; I also specialize in end-to-end project management to ensure that the designs we create achieve your desired outcomes. I work with you to evolve your ideas from concept to finished project.

My areas of specialization include:

- Visual identity and brand standards development
- Print design including brochures and sell sheets, corporate presentations, annual reports, advertisements, business cards, etc.
- Website and interactive media design
- Display design

2. Design Process

A Four-Phase Approach to Design Excellence

I believe that good quality design requires more than just creativity. It requires research, analysis and close collaboration with you to reflect your organization's vision, strengths, messages and priorities. To ensure that our design aligns with your expectations, we've developed a four-phase process to guide us every step of the way.

Phase I: Research

Before any actual creative work begins, I will conduct extensive background research. I will provide a form for you to understand your goals, audience needs and project expectations. In addition, I will conduct market, customer and competitive research to gather additional insight. Once our research is complete, we will provide a creative brief to summarize the results of our inquiries and outline the project, along with a detailed project schedule to ensure on-time delivery.

Phase II: Design

When my analysis is complete and you are on board with the initial concepts, design work begins. I keep your communication needs and priorities at the core of every design decision – from colors to image selection to font styles. Typically, I explore several different creative approaches before centering in our our main creative ideas. Based on your feedback, I evolve these creative approaches into comprehensive design directions. As part of this process, I will deliver at least three creative concepts for your evaluation.

Phase III: Implementation

After you select your preferred creative direction, we begin design execution. I will work with you to select images and gather copy for the final design pieces. I produce draft outputs for your review and make sure that your input is reflected before any piece goes live. When your quality standards (and mine) are achieved, I prepare your website to go live.

Phase IV: Evaluation

After the design is complete, I will follow up with you to assess the outcome of the project. I am keen to hear not only your insights on our process and designs, but also any feedback you have received from your audiences. If desired, I can work with you to design data-gathering tools – such as customer surveys – to collect insight from your target audiences.

3. Scope of Work

Based on our understanding of your needs, I will create two websites for Aha! Career Coaching. Below are some goals for this project:

Project Goals

One Website:

- Section for college-aged students and their parents
- Section for non-students (all ages) who want help figuring out "what to do with their lives."

Site to include:

- Split home page with one section for each demographic leading to a page about each
- "Dynamic" features such as things to click on (say, for current short articles on major/career-related topics)
- Fun, up-to-date things

4. Fees

Project	QTY	Price	Subtotal
Research/Competitor Audit	1	\$25.00	\$25.00
Wireframes and mockups for initial concept	3	\$25.00	\$75.00
Website template setup	15	\$25.00	\$375.00
UX testing for site navigation	1	\$25.00	\$25.00
SEO/ Social Media	1	\$25.00	\$25.00
Domain/Domain Transfer	1	\$12.00	\$12.00
	0	\$0.00	\$0.00

Subtotal **\$537.00**

Total \$537.00

Name	QTY	Price	Subtotal
Hosting Fee for 1 Year (approx.)	1	\$30.00	\$30.00

Subtotal **\$30.00**

Total \$30.00

Name	QTY	Price	Subtotal
(Optional) Logo Redesign	1	\$200.00	\$200.00

Subtotal **\$200.00**

Total \$200.00

4. Terms and Conditions

Client shall pay Ben Hartwig Design 50% upon invoice receipt and 50% after project completion. Project is scheduled to be completed within **2 months** from initiation payment date.

Payment terms are net fifteen (15) days from the date of invoice initiation or project completion date. Any amounts not paid within the thirty (30) days shall be charged an interest fee of 1-1/2% for each month (or portion thereof) any such payment is late.

Claire M. Peters

11/7/16

Claire Peters

Aha! Career Coaching

Ben Hartwig

11/07/2016

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