Website Development Proposal for VinamraArts.com.

Prepared by Qodeways Technologies Pvt. Ltd.

INTRODUCTION

Qodeways Technologies is pleased to initiate the development process for a user-friendly e-commerce website for Vinamra Arts. This project aims to create a dynamic online platform that showcases Vinamra Arts' signage and printing services while providing a seamless shopping experience for customers.

The website, tailored specifically for Vinamra Arts, will encompass essential pages such as Home, Shop, Product Categories, Product Details, Cart, Checkout, My Account, About (About Our Business), Services, and Contact, among others. Each page will be meticulously designed to effectively communicate the brand's identity and services while facilitating smooth transactions and communication with its audience.

Qodeways Technologies is committed to delivering a website that encapsulates Vinamra Arts' vision, combining captivating design elements with functional e-commerce features to ensure an enriching user experience. Our team is excited to embark on this journey, dedicated to creating a digital representation that aligns seamlessly with Vinamra Arts' ethos.

SCOPE OF WORK

Page Breakdown:

- **Home:** A visually appealing landing page showcasing Vinamra Arts' signage and printing services, highlighting key products and offers. A section displaying customer reviews and featured projects to enhance credibility.

- **Shop:** An easy-to-navigate shopping section where customers can browse and purchase signage and printing products.

- **Product Categories:** A detailed breakdown of the product categories offered by Vinamra Arts, allowing customers to easily filter through different types of products.

- **Product Details:** Individual product pages with descriptions, pricing, and customization options (if applicable).

- **Cart:** A user-friendly cart page to review selected products before proceeding to checkout.

- **Checkout:** A secure checkout page for completing purchases with multiple payment options.

- **My Account:** A section where registered customers can manage their orders, view past purchases, and update personal details.

- **Services:** Detailed information about the printing and signage services offered by Vinamra Arts.

- **About Us:** Information about the business, its history, mission, and values.

- **Contact:** Contact details and a user-friendly contact form for inquiries or service requests.

Design Considerations:

- **Branding:** Consistent use of Vinamra Arts' brand colors, logos, and visual elements across the website.

- **Responsiveness:** Ensuring the website is mobile-responsive for optimal viewing on various devices.

- **User Experience:** Intuitive navigation and user-friendly interface for seamless interaction.

- **Customization:** Customization of themes to align with Vinamra Arts' branding and aesthetic.

Functionality and Features:

- **Admin Login:** Secure login access to an admin panel.

- **Content Management System (CMS with WordPress):** A user-friendly interface allowing easy editing of website content (text, images, products, etc.).

- **Product Management:** Ability to add, modify, or delete products and their respective content (descriptions, images, pricing).

- **Order Management:** Full control over managing customer orders, including order status updates and customer notifications.

- **Payment Gateway Integration:** Secure integration with popular payment gateways for online transactions.

- **Image Management:** Feature to upload, manage, and update images across the website, especially for product listings.

Client Collaboration:

- **Collaborative content creation and review cycles** to ensure alignment with Vinamra Arts' messaging and goals.

- **Client's input and feedback** incorporated into the design and content creation process.

- **Communication Plan:** Regular updates and progress reports provided to Vinamra Arts via designated communication channels (emails, meetings, etc.).

- **Timely responses** to queries or feedback from the client.

DELIVERABLES:

Home Page:

- Engaging landing page design reflecting Vinamra Arts' brand identity.
- Key features and products prominently displayed to capture visitor attention.
- Clear call-to-action elements directing users to explore products or contact the business.

- Customer testimonials showcasing successful projects and customer satisfaction.
- Visual highlights of key services and offers.

Shop Page:

- Dedicated page displaying all products available for purchase, categorized for easy navigation.
- Detailed information for each product, including descriptions, images, prices, and customization options (if applicable).

Product Categories and Details Page:

- Clearly structured pages for different categories of signage and printing services.
- Each product page to provide detailed descriptions with high-quality images, pricing, and options for size or material customization.

About Us Page:

- Comprehensive information about Vinamra Arts, including its history, mission, and values.
- Introduction to the team and insights into the business's creative process.

Services Page:

- Detailed description of all signage and printing services offered.
- Information on custom projects and consultations for bespoke requests.

Contact Page:

- Contact details, including address, phone number, and email for inquiries.
- User-friendly contact form allowing visitors to reach out for service requests or queries.
- Links to social media accounts for broader engagement.

Blogs Page:

- CMS and Responsive Design: Implementation of a content management system with a responsive layout for seamless browsing on all devices.
- Engagement Tools: Features such as search, categories, comments, SEO standards, social sharing, and subscription options to boost user interaction and visibility.
- Analytics and Archiving: Integration of analytics to track user engagement and an archiving system for efficient content management.

Admin Panel:

- Secure admin login providing access to the backend of the website.
- Content Management System (CMS) allowing easy editing of website content:
    - Ability to modify text, images, product details, or any other content elements across pages.
    - Option to add, modify, or remove products and categories as needed.

Client Training:

- Optional client training sessions to ensure the effective use of the admin panel and e-commerce features.
- Q&A sessions to address any queries or clarifications regarding website management.

1. Phase 1: Planning and Design (Duration: 2 days)

- Requirement gathering and initial client meetings to understand the specific needs of Vinamra Arts.

- Wireframing and conceptualization of the website layout and design specific to signage and printing services.

- Approval of design concepts and initiation of development.

2. Phase 2: Development (Duration: 2 weeks, 2 days)

- Creation of the website structure and layout based on approved designs.

- Implementation of e-commerce functionalities and integration of CMS (WordPress).

- Initial product population and layout refinement, including detailed product pages and categorization.

3. Phase 3: Client Review and Revisions (Duration: 5 days)

- Presentation of the developed website for Vinamra Arts' review.

- Feedback collection and incorporation of necessary revisions.

- Final adjustments based on client input to ensure all products and services are accurately represented.

4. Phase 4: Testing and Optimization (Duration: 3 days)

- Thorough testing across different devices and browsers for responsiveness and functionality.

- Optimization for load speeds and user experience.

- Final client approval for launch readiness.

5. Phase 5: Launch (Duration: 2 days)

- Deployment of the finalized website to the live server.

- Post-launch checks and monitoring for any potential issues.

- Handover of admin credentials and documentation to Vinamra Arts.

Please note that the durations provided are estimations and can be adjusted based on project complexity, client feedback cycles, or any unforeseen challenges during development. Regular communication and timely feedback from Vinamra Arts will play a crucial role in adhering to this proposed timeline. Adjustments can be made based on mutual agreement and project requirements.

COST ESTIMATION

Services Cost Category	Price
Planning and Design Phase	₹2,500
Development Phase	₹7,000
Client Review and Revisions	₹4,000
Testing and Optimization	
Launch Phase	₹1,500
Total Estimated Cost	₹15,000

The estimated project cost is Rs. **15,000/-** as per the scope of work and deliverables of the Project for 3-4 **weeks**. The project is scheduled for completion and launch before/on November 15. However, we will endeavor to expedite the process and aim for an earlier completion, if feasible. If there are any additional requirements over and above the mentioned scope and deliverables, the cost will vary in tune with revised resource requirements.

Terms and Conditions/Agreement

Payment Structure:

Initial Deposit (Milestone 1 - Project Initiation): ₹3,000

- Upon project commencement, an initial deposit of ₹3,000, which is 20% of the total project cost, is required to initiate the development process.

Development Phase (Milestone 2 - Mid-Project): ₹6,000

- After completion of approximately half the project development (mid-project milestone), a payment of ₹6,000, representing 40% of the total project cost, is due.

Final Delivery and Launch (Milestone 3 - Project Completion): ₹6,000

- The remaining balance of ₹6,000, which is another 40% of the total project cost, is payable upon final delivery, launch, and handover of the completed website.

Payment Information:

- **Bank Name:** Kotak Mahindra Bank
- **Account Name:** QODEWAYS TECHNOLOGIES PRIVATE LIMITED
- **Account Number:** 0549587765
- **IFSC Code:** KKBK0000725
- **Branch:** Pimpri-Chinchwad

Invoices will be issued following each payment milestone and will be sent via email.

Change Management:

Change Request Procedure: Any proposed changes to the project scope, functionalities, or deliverables must be formally submitted as a change request, including a detailed description of the proposed alteration, its impact on the project timeline, and any associated costs (if applicable).

Evaluation and Approval: Upon receiving a change request, Qodeways Technologies will evaluate its feasibility, impact on the project timeline, and additional costs (if any). A formal approval process will be initiated with Vinamra Arts before implementing any changes.

Change Implementation: Once the change request is approved, Qodeways Technologies will proceed with implementing the agreed-upon changes as per the revised project scope.

Cost and Timeline Adjustments: Any changes resulting in additional work or resources will be accompanied by a revised cost estimate and adjusted project timeline. Vinamra Arts will be informed of the updated costs and timelines before the implementation of approved changes.

Documentation: All change requests, approvals, revised estimates, and associated communications will be documented and shared with Vinamra Arts for transparency and record-keeping purposes.

Warranty and Support

Post-Launch Support: Qodeways Technologies will provide 1 year of post-launch technical support following the website's deployment to address any issues or bugs arising from the development process.

Bug Fixes and Technical Issues: During the support period, Qodeways Technologies will promptly address and rectify any bugs or technical issues reported by Vinamra Arts, ensuring the website's proper functionality.

Scope of Support: Support covers issues directly related to the development and functionalities implemented by Qodeways Technologies during the project. Any new and complex features or modifications beyond the initial scope may require additional discussions.

Warranty Period: Qodeways Technologies offers a 1-year warranty period post-launch, ensuring that the website functions as per the agreed-upon specifications and is free from defects arising from the development process.

Exclusions from Warranty: The warranty does not cover issues resulting from modifications made by parties other than Qodeways Technologies, third-party plugin conflicts, or changes made after the warranty period.

Communication Channels: Vinamra Arts can report issues or bugs via email and Qodeways Technologies will acknowledge and prioritize these reports accordingly.

Response Time: Qodeways Technologies commits to responding to reported issues within 24-48 hours and will work diligently to resolve them within 2-3 business days, depending on the complexity of the reported issue.

Extension or Renewal: Any extension or renewal of support and warranty beyond the specified period can be discussed and agreed upon between Qodeways Technologies and Vinamra Arts based on mutual understanding and terms.