Proposal Response Sample

“Architecture for Humanity is a non-profit,

that has been building a better future through the power of design for the past 15 years.

We provide architecture, planning and project management services including construction management and post-occupancy analysis, and facilitate community engagement throughout each project.

At the core of our mission, we believe **everyone deserves access to the benefits of good design.** “

Architecture for humanity is seeking submissions from a professional, highly qualified software development firm to create a fully responsive website. The website design/development will include:

* a landing page layout
  1. with featured news items and call to action for donation/purchase/ or about video
* a content page/regular page layout
* a blog/news section (with date, author, tags, comments) and a sidebar
* a place for users to login / login screen

social links (facebook, twitter, instagram) and a donate link

**Overview**

Our team is proud to have the opportunity to work with a non-profit organization like Architecture and humanity. We plan to help this organization by providing them with the latest trends and updates on their website to help communicate properly their purpose to the community and people around the world.

By reorganizing content, we will ensure that the visual flow will attract more people and volunteers. They will process the information better and be persuaded to help or donate.

Our key method to accomplish this is by adding hierarchy to the content to facilitate the information and not overwhelm or confuse the users.

We also believe that by updating the branding with a modern and sleek approach will target the right kind of people and show more stability and security.

**Phases/Timeline**

Description of each phase of the project, and what deliverables are included for each phase as well as dates estimations for deliverables

This project will take approximately two months, starting January 7th to march 13th. We will provide Architecture and humanity a fully responsive website with a landing homepage and its respective pages.

Phase 1: sketch’s, mood boards, site maps and branding ideas: our team will divide these tasks to decide what are directions we will take. How the website will look like. And how the content will be rearranged. Branding will consist of : logo, icons, font, colour, photographs, styling photographs and all other elements that take relate to your brand.

Phase 2: Wireframes and content: this is were we decide the content and how we will apply hierarchy and rearrangement

Phase 3: Usability testing: Here we will test the wireframes, we will be able to see what needs improvement or if we accomplished our goal.

Phase 4: Setting up Jekyll and coding: In this phase it where everything comes together and we formulate the final product

Every Monday from the beginning of the project until the end, there will we a group meeting to determine updates that are happening with the project. There were also be two decisive meetings with the client to ensure that what is being done gets approved, also there will be one opportunity for changes.

Through fresh books we’ve established a quote proposal of the cost of this project.

(attach screen shot)

**Workflow**

To develop this project we will be using Github as our host, for coding structure we will use Jekyll. We will use brackets, which is a coding program. For styling we will be using css, scss. To make a fully responsive website we will use media queries. To make animations using parallax we will use javascript. When we complete the project we will validate the code to ensure everything flows properly. To edit content, one of our team members is a qualified text editor. We will also use Photoshop to stylize images. These will all be custom and provided from the gallery of photos your organizations provides.

**Competitive Analysis**

All the items listed will make the website more effective. This is a positive change being applied to help attract more people. To help countries being affected.

Obvious navigation

The use of sections for content, full vh pages.

Full width banner

Full sized images

Better hierarchy with typography

Use of icons

Scrap repeating content and keep the most important but limiting the length, keep it short and straight to the point.

Less white space

Use of more images

Footer arrangements

New colours

More explained “About us” page. With a one page scroll style.

Have a volunteer/donate section.

Press and media

Big Footer

* donate btn make donation aspect of the organization more evident. easy step by step on how to donate

Hover Menu, the use of hover on all the reasonable areas.

Fixed nav

Responsive fully responsive website.

Good use of information

Easy to understand

Drop down hover for nav,

Ideas and concept:

* Make donation aspect of the organization more evident.

Doctors without borders

[www.doctorswithoutborders.org](http://www.doctorswithoutborders.org)

Public Displays of affection

[www.publicdisplaysofaffection.ca](http://www.publicdisplaysofaffection.ca)

Kounkuey

[www.kounkuey.org](http://www.kounkuey.org)

D-impact

[www.d-impact.org](http://www.d-impact.org)

Mass design group

[www.massdeisgngroup.org](http://www.massdeisgngroup.org)

Mercy Corps

<http://www.mercycorps.org/>

Walu International

<http://waluinternational.org/>

The Hunger Project

<http://thp.org/>

One Laptop per Child

<http://one.laptop.org/>

Whiz kids Workshop

http://www.whizkidsworkshop.com/

**World Wildlife Fund**

<http://www.wwf.ca/>

**Unicef**

<http://www.unicef.ca/>

**The Snowsuit Fund**

http://snowsuitfund.com/

**Online Store - Home Depot**

http://www.homedepot.ca/

**Online Store - Ikea**

<http://www.ikea.com>

**Canadian Red Cross**

<http://www.redcross.ca/>

**Features**

Breakdown to be implemented features of the project, what they are, with examples (for the less tech-savvy client), what cool things you plan on incorporating into your project that set you apart from other companies bidding, what may be incorporated or expanded on in the future

We want to tell a story as soon as you ­­­go on the page. This will go straight to the point and image the crowd right away. We will add parallax to make things appear subtly

* Create an online store to buy supplies that will be donated to the organization.

The homepage will be a one page scrollable. Divided intro 100vh sections that highlight the story of who architecture and humanity is. There will be icons identifying the sections and a brief paragraph explaining.

As you scroll down there will parallax added to those section to make things appear smoothly.

The “Our team” page will have the sections of the team members with small content to show who represents the team. There will be an accordion style dropdown menu to organize the content.

**Use Case Examples (Personas) / Target Audience**

How will this project be used, in what capacity do you envision it being used, who is the target audience, and what use case ex­­amples exist (personas)

**Estimate and Invoicing**

This is provided through Freshbooks, by the project manager - tied in with time-tracking of the team members