

Final Assignment

» The Business and the Competition.....	2
» Role and Qualifications	3
» Pricing	4-5
» Critical Path.....	6-7
» Purchase Order.....	8
» Process	9

The business and the competition

The XYZ Beauty Salon is a new enterprise set to launch in May, 2013 in Vancouver's Kitsilano neighbourhood. It is a "one stop" beauty emporium offering a wide variety of services such as hair, makeup application, and massage, with Botox and physiotherapy treatments planned as future service offerings. The Salon will also retail the Aveda product line. The clientele will be predominantly female, though specific treatments for men will be available and marketed as such. The proposed price-points are mid-range, to appeal to a wide spectrum of clients. The Salon has sought us out to create their website.

The competition within this sector and location is high. There is, on average, a beauty salon or spa on every city block on the major east/west arteries of West 4th Avenue and West Broadway. While it has become more common for salons to offer a combination of hair and aesthetic services, this salon does seek to differentiate itself by adding more traditional health services like physiotherapy and massage by registered therapists.

Role

My role in this project is to ensure XYZ Salon has a compelling and fully functioning website by the launch date on April 12, 2013. I will perform the research, secure the URL and ISP, facilitate site planning and user testing, design all pages, do any photo editing and file management, source a web template and modify the coding, and lead all presentations.

I will also continue this role into Phase 2 where we will address the online shopping tool, the virtual makeover and appointment bookings features, and the email form.

I will also oversee the work of any third party suppliers including a database contractor, copywriter, as well as the design firm we'll be hiring to do the identity portion of the project.

I will also do the project management for this project which includes administration, billing, and sending contact reports.

Qualifications

I bring to the table 17 years of experience as a graphic designer and production artist in both Vancouver and Toronto. While my undergraduate degree in Liberal Arts gave me an opportunity to explore my strength as a writer, it's my later studies in Two Dimensional Design at ECUAD that provided me with the formalized training I needed to round out my lifelong interest and personal pursuits in the craft of typography and print design.

My experience is well rounded, having worked for nine years as an in-house designer at MEC, five years at TAXI Canada Inc. within an agency setting, and the remaining years as an independent freelancer. Managing positive and productive client relationships and offering value-added skills like writing and proofreading have made for fruitful long-lasting relationships between me and my clients.

(intentionally inaccurate) I am also a recent graduate of ECUAD's Interaction Design Essentials program which has provided me with the education and understanding of designing and producing for the digital space.

Quote for Services

To: Carolina Becerra
XYZ Salon
Vancouver, BC

Date: March 25, 2013

Quote: 20130302

Deschamps Design

16-1485 West 13th Avenue
Vancouver, BC V6H 1P1
Phone: 604.781.4490
Email: donna.deschamps@gmail.com

HST 89723 1403 RT0001

DIGITAL & GRAPHIC DESIGN COMPONENTS, PHASE 1

- Marketing and design research for both your print and digital design needs

Subtotal: \$1,248.00

GRAPHIC DESIGN COMPONENT, PHASE 1

- Brand identity
 - logo** - a selection of logos in a variety of file formats (AI, EPS, JPG, PNG) and colours (PMS, CMYK, black+white, reverse)
 - colour palette, fonts, brand graphics** - colours, fonts and any graphics will be selected or created to best express your brand
 - stationery** - includes a business card design template and custom letterhead and envelope
- Copywriting - includes a tagline and a mission statement
- Creating four ads
- Two rounds of revisions

Please note that any additional revisions will be charged at \$95/hour; rate is determined by Graphic Design Studio X, our identity design collaborator.

Subtotal: \$7,013.50

DIGITAL COMPONENT, PHASE 1

- Planning the information architecture
- Researching, registering, and securing a URL
- Securing a Service Provider and negotiating hosting rates
- Providing data base management and compilation (provided by a dedicated third-party professional)
- Sourcing a web template and modifying with custom coding (the cost of the template is not included in this estimate)
- Performing user testing with your target market and modifying design and functionality based on feedback
- Two rounds of revisions

Please note that any additional revisions will be charged at \$60/hour.

Subtotal: \$4,680.00

DIGITAL DESIGN COMPONENT, PHASE 1

In our meeting, you shared that you would be providing us with images for your site. It is for this reason that photography is not included on the estimate. If, however, the images are of a quality that would compromise the overall look of your site, we may need to consider hiring a photographer for an additional fee. We do, however, know of someone who is just starting out and would be a perfect fit, in price and area of specialization, for this project.

- Designing a temporary 'splash' page with your contact information, opening date, and location
- Designing five unique pages of your website
- Copywriting
- Copy editing/proofreading
- Image retouching or resizing
- Two rounds of revisions

Please note that any additional revisions will be charged at \$60/hour.

Subtotal: \$3,432.00

TOTAL PHASE 1: \$16373.50

PHASE 2

- An online shopping feature, including check-out
- The virtual makeover
- Online appointment booking
- An email form
- Two rounds of revisions

TOTAL PHASE 2: \$3,783.00

Our payment terms: we require 30% of payment at project outset, 30% upon approval of design comps, and 40% upon project completion. Our payment terms are 30 days from date of invoice date of issue.

Please remember that this quote is based on our evaluation of the job described above. It does not include any unforeseen price increases or additional services/contracting or materials than those mentioned here (such as stock photography, illustration, couriers, or colour proofs.

This quote is valid for 30 days.

Thank you for the opportunity to work together on this diverse and exciting project with you.

Sincerely,

Donna Deschamps
Web Design Firm X

Critical Path

Please note that the Critical Path only reflects Phase 1 content.

Digital & Graphic Design Component

Project kick-off and information gathering 2 days

Identify XYZ salon's team members and their roles, launch date, collect all pertinent brand documents, past work, etc.

Research 3 days

Analyze current spa/salon market and trends, competition, learn more about target audience, etc.

Digital Component

Develop site architecture 1 day

Hierarchical site map of content areas to be populated, and identifying navigation/linking.

URL management .5 days

Research, register, and secure URL

Secure service provider and negotiating hosting rates .5 days

Working with ISP

Database management and compilation 1.25 days

Working with third party professional

Sourcing web template and modifying with custom coding 3 days

Refining the infrastructure to work with our requirements

User testing 1 days

Hold in-house testing sessions

Revisions 1 day

First round

Revisions .5 days

Second round

Create wireframes 2 days

Placeholder content identifies page requirements.

Digital Design Component

Create landing page .5 days

Placeholder while actual site is in development

Website design 2 days

All pages

Copywriting 1.25 days

Inhouse

Copy editing & proofreading .6 days

Inhouse

Image retouching and resizing 1 day

On supplied images

Graphic Design Component

Brand identity 5.625 days

logo, colour palette, fonts, any brand graphics, stationery

Copywriting .6 days*

Web design firm X

Design four ads 1.3 days*

Web design firm X

Revisions 1 day

First round: Web design firm X

Revisions .5 days

Second round: Web design firm X

Process

Research In order to know how to understand what will serve the YXZ Salon best in creating a website, I'll ask the client a number of questions about the current status of the business as well as her future goals. While my client does not yet have a business plan or any prior creative work to show, I will ask for samples of websites she likes and ask for key words that define the business for her. I will also research her competition to find out what makes her different and how.

Clarification The next step is to clarify the information gathered and to clarify what's needed for the project. Without this stage, one might think the best website would be the combination of *all* the relevant beauty salon sites we find. Critical thinking allows you to sift through the information gathered and make relevant associations and discard less relevant ones. The website's purpose and objective should be revisited time and again. You ask yourself the difficult questions, even if it means starting from the beginning again.

Incubation During the incubation phase, there is less to be accomplished externally and more to be learned in observation, in letting ideas percolate until something unexpected arrives, as solutions are rarely readily available. This is when creative ideas are "hatched". With this particular job, the incubation period will likely assist me greatly in imagining the creative differentiation between XYZ's Salon's web presence versus the dozens of others. Patience will be required!

Development The development stage is when we will start to elaborate on the most winning ideas that arrive during the incubation phase, judged against the parameters we set in the clarification phase. This phase requires constant reevaluation to ensure we're on the right track, but not so much as to limit our creativity. Sometimes the most effective solution involves an unpredictable spark of genius.

Implementation This is our "blood, sweat, and tears" phase of the project, when all hopes and desired outcomes are tested, and evaluated. We will respond quickly to what's not working, create new solutions, and test again. This stage will test not only our ideas but us too to detach from the work so as to best perceive its effectiveness and address any shortcomings.

Deployment The final step is deployment, which for this project means uploading the website to the server, thereby launching it to the world wide web. Final tweaks may be necessary before formal launch.

PURCHASE ORDER

Graphic Design Studio X

1234 West 8th Avenue
Vancouver, BC V6P 2R4
604.781.4490
WEBSITE
please email all invoices to XXXX.COM

P.O. NO. 20131303_Design Firm
DATE March 25, 2013
CUSTOMER ID
GST number: INCLUDE YOUR NUMBERS

VENDOR Graphic Design Studio X
SHIP TO Donna Deschamps
16-1485 West 13th Avenue
Vancouver, BC
V6H 1P1

Via:	Terms:	Date required:
online	NET PAY 30 DAYS	May 30, 2013

QTY	ITEM #	DESCRIPTION	UNIT PRICE	LINE TOTAL
45.00		Brand identity: logo, colour palette, fonts, brand graphics, stationery		\$ 4,050.00
5.00		Copywriting (mission, tagline)		\$325
6.00		Design four ads		\$360
6.00		Revisions 1		\$420
4.00		Revisions 2		\$240
		Setup charge		
		Fuel surcharge		

Account Code: BEAUTY STUDIO

Originator: DONNA DESCHAMPS

APPROVED BY: DONNA DESCHAMPS

Purpose: DESIGN FIRM HIRED TO SUPPLY IDENTITY DESIGN SUITE FOR XYZ BEAUTY SALON PROJECT.

SUBTOTAL	\$ 5,395.00
FREIGHT	
HST	647.40
TOTAL	\$ 6,042.40