



Moccamaster Australia

Website Redesign





Overview

NordCoffee / Moccamaster Australia is the Australian distributor of Moccamaster coffee makers, the finest filter coffee makers in the world. This proposal covers the design of the new Moccamaster Australia eCommerce website, with the eventual using these designs to rebuild the website layout

This proposal does not cover the the building of the website, just the design stage.





Steps involved

1

The first step is to identify the essential website **content** such as product information, contact details, core functionality etc

2

Step two is to create **wireframes**: rough diagrams that describe where the elements and content of each page will go.

3

Step three is to **discover** visual inspiration from other sources that fits the brand and message. These can be websites, billboards, clothing, anything at all.

4

Lastly we begin to create polished **design** based on our wireframes and visual inspiration. This is an ongoing process until both parties are happy.



Website Content

01

In this step we try to make a list of everything the website should include, such as page names, product types, and any custom features.

We'll also think about the kind of text and images we'll need for each part of the design.

Client Requirements:

We require a face to face meeting / brainstorm with the client for this step.





Wireframes

02

We use the website content to create rough layout diagrams. These are blueprints that will make sure that nothing is omitted when creating the final design.

Client Requirements:

None





Discover

03

In this step we collect visuals from other sources that we like, or might fit the brand. This is to try and get our tastes within a similar range.

Client Requirements:

I think we should collect some visuals we each like separately (Josephine, Lars, Martin), and then get together to compare with each other, and see how they will fit the wireframes.





Design

04

This is the final design stage, where we begin creating the finished visuals.

Client Requirements:

We like to present our initial design in person, because this is where we expect the most feedback. We will use your feedback to revise the design, and continue to review and revise over email. We do not limit the number of revisions a client can request; it's most important that we get it right.





Cost and Timeframe

The total cost for the website design is **\$1800 excluding GST**.

Usually the process of deciding the content, developing the wireframes and submitting our first design happens within 2 weeks.

The length of the revision process is directed by you, the client. Usually the entire process from signing the proposal to finishing a design is 2-4 weeks.





Thank you.

