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# Project Proposal for Website Redesign

## Commercial Mechanical Construction Inc.

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### INTRODUCTION

This proposal outlines the plan for redesigning the website for CMC Inc., an award-winning mechanical construction company. The goal of the redesign is to create a more modern, informative, and user-friendly website that better reflects CMC Inc.'s industry expertise and company culture. The new website will appeal to potential clients and employees by providing clear insights into the company's success, services, and culture.

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### CLIENT OVERVIEW

CMC Inc. specializes in mechanical construction services, focusing on HVAC, plumbing, and piping for commercial, industrial, and institutional clients. As an award winning company, they aim to present their industry experience and team-oriented culture through a new website that will:

- Showcase their successful projects and services.
  - Convey their company values and spirit to prospective employees.
  - Provide updated content on their company's history, milestones, and employment opportunities.
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### OBJECTIVES

- **Enhance Brand Image:** The redesign will showcase CMC Inc.'s industry experience and company culture through a fresh and modern website.
- **Improved Information Flow:** Include informative sections such as "About Us," "Employment," and "Contact Us" to provide users with a clear understanding of the company's values, services, and opportunities.

- **Project Portfolio:** Highlight CMC Inc.'s completed projects with detailed descriptions and photo galleries.
  - **Employee Engagement:** Leave an impression on potential employees by emphasizing company culture with unique employee introductions and photos.
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## SCOPE OF PROJECT

### 1. Homepage Design & Layout:

- **Hero Section:** Full-width image slider or video showcasing high-quality images of completed projects, emphasizing CMC Inc.'s expertise.
- **Headline Text:** Introducing CMC Inc. with a tagline like "Building Excellence Through Expertise" or "Award-Winning Mechanical Construction".
- **Call-to-Action (CTA):** Simple CTAs like "Explore Our Projects" and "Meet Our Team" to draw users into learning more.
- **Quick Links:** Easy access to the company's services, projects, and culture sections.
- **Feature Projects Section:** Thumbnails of key projects with hover effects for brief descriptions and a link to a full Projects page.
- **Services Overview:** Highlight services offered (HVAC, plumbing, piping, etc.) with icons.
- **Company Culture Section:** A carousel or grid layout featuring employee testimonials and images of team events.
- **Footer:** Company logo, physical address and/or PO box address, social media links, and quick links to important pages, plus a compact map or contact info (as per client preference).

### 2. About Us Page:

- **Mission Statement:** A clear, concise statement of CMC Inc.'s values and goals.
- **Company History:** A timeline or written history of the company with major milestones and achievements.
- **Accreditations & Awards:** Display certifications, licenses, and industry recognition.
- **Meet the Team:** Profiles of key team members with roles, expertise, and personality.

### 3. Projects Page:

- **Project Categories:** Organize projects by type (commercial, industrial, etc.).

- **Detailed Descriptions:** Each project includes a title, description, date, location, and high-quality images.
- **Client Testimonials:** Quotes or endorsements from clients highlighting successful project outcomes. Include client information to emphasize the endorsement by high profile clients, increasing the company's credibility.

#### 4. Employment Page:

- **Company Culture:** Emphasize CMC Inc.'s team values, career growth, and work-life balance.
- **Current Openings:** A list of job positions with descriptions and qualifications, or links to jobs posted on external job search websites.
- **Employee Testimonials:** Quotes or stories from employees about the work environment.

#### 5. Contact Us Page:

- **Contact Form:** Fields for name, email, phone, and message, with a drop down for inquiry types (e.g., Project Inquiry, Employment).
- **Location:** A smaller or optional map, or just an address and contact details as per client preference.
- **Social Media Links:** Easy access to CMC Inc.'s social media profiles.

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## ADDITIONAL CONSIDERATIONS

- **Responsive Design:** The website will be fully optimized for mobile and tablet devices, ensuring a smooth user experience across all screen sizes.
- **Content Management System (CMS):** The website will be built on a user-friendly CMS (WordPress) to allow CMC Inc. to update and maintain content independently. We will provide training or documentation on how to manage the website.

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## VISUAL & STYLE ELEMENTS

- **Color Scheme:** Retain the existing color palette, focusing on professional tones like blues, grays, and whites to convey trust, stability, and reliability.
- **Typography:** Modern, easy-to-read fonts; bold serif for headers and clean sans-serif for body text.
- **Imagery:** High-resolution photos of completed projects, the CMC team, and the office environment will showcase the company's human side and expertise.

- **Icons & Graphics:** Simple, intuitive icons will be used for services, milestones, and team sections to guide users through the site effortlessly.
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## CLIENT PROBLEM SOLUTIONS

- **Modern Software:** The new website will be built on WordPress, a modern and scalable platform that is easy to update and maintain.
  - **Information-Rich Design:** The new site will provide a clean, structured layout with ample space for company history, milestones, and employee culture.
  - **Location Map:** The map will either be smaller or removed entirely, as per the client's request.
  - **Removal of Timecard Link:** The timecard link will be removed to streamline the user experience and keep the focus on the company's core services.
  - **Filter Spam Messages:** The contact form will have a filter provided to help prevent spam messages.
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## TIMELINE

- **Phase 1: Discovery & Planning** (3 weeks): Finalize project requirements, review current site, and develop site map.
- **Phase 2: Design** (4-5 weeks): Develop wireframes and mockups for the homepage and key pages. Client review and feedback.
- **Phase 3: Development** (5-6 weeks): Build out the site structure and integrate content. Client review and feedback.
- **Phase 4: Testing & Launch** (2 weeks): Perform thorough testing across devices, implement final changes, and launch the site.
- **Phase 5: CMS Training** (1 week): Provide CMS training for future changes through documentation or meetings.

**Estimated Total Timeline: 15-17 weeks**

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## COST ESTIMATE

- **Discovery & Planning:** \$19/hr with approx. 75 hours
- **Design & Development:** \$26/hr with approx. 225-275 hours
- **Testing & Launch:** \$19/hr with approx. 50 hours
- **CMS Training:** \$130
- **Total Estimated Project Cost:** \$8,355-\$9,655

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## CONCLUSION

This website redesign will enhance **Commercial Mechanical Construction Inc.'s** online presence by showcasing their industry expertise, celebrating their company culture, and providing a user-friendly, easy-to-manage platform for the team. With an emphasis on clear information, modern design, and mobile responsiveness, the new website will effectively communicate the company's brand and attract both clients and prospective employees.

We look forward to collaborating with CMC Inc. to deliver a website that aligns with their goals and brand identity.