

Umami TLabs – Website Quote

Prepared for: Dr. Jasmal Salim

Prepared by: Umami TLabs | Greyquill Software Pvt. Ltd.

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Project Overview

This quote is for designing and developing a **professional website for a medical practitioner**, focused on visibility, credibility, and easy patient interaction.

Scope summary:

- Single-doctor or small-practice website
- Clean, modern, healthcare-appropriate design
- Responsive (mobile, tablet, desktop)
- Deployment to live hosting

Pages & Core Features Included

- Home / Landing Page
- About the Doctor / Practice
- Services / Treatments
- Appointment / Contact Page (form or external booking link)
- Basic informational page (Facilities / FAQs / Contact details)

Effort & Pricing Breakdown (Transparent)

Item	Estimated Effort	Rate	Cost
UI Design & Layout	~6 hours	₹1,500 / hour	₹9,000

Item	Estimated Effort	Rate	Cost
Front-end Development (5 pages)	~5 hours	₹1,500 / hour	₹7,500
Deployment, Testing & Handover	~1 hour	₹1,500 / hour	₹1,500
Total Project Cost (Fixed)	~12 hours		₹18,000

Our usual professional-grade builds typically range between ₹30,000–₹45,000 based on Indian 2025 market rates. For this engagement, we are offering a **special reduced fixed quote of ₹18,000** by keeping the scope focused and efficient.

Timeline

- Initial Design & Development: 2 weeks
- Design Changes & Refinements: 1 additional week
- Total Duration: Up to 3 weeks

Design & Revision Policy

Design will be based on one selected reference direction from the shared options.

Includes reasonable design adjustments during the 1-week revision window.

Major scope changes or new pages beyond this will be discussed separately.

Commercial Terms

- **No upfront payment required.**
- Invoice will be raised only after you review and approve the design and work.
- If you choose not to proceed after reviewing the design, there is **no cost or obligation.**

What Is Not Included (Can Be Added Later)

- Content writing / copywriting

- SEO campaigns or advanced marketing
- Patient record systems or admin dashboards
- Ongoing maintenance or hosting fees
- Advanced animations or custom illustrations
- Custom domain name
- Google My Business setup
- Google Maps integration
- Advanced Appointment forms with Spam protection

Notes & Context (For Reference)

Our internal working rate for this project is aligned with a mid-market professional rate (~₹1,800/hour), while keeping the final quote intentionally conservative and value-focused, and saving cost with speed of working.

If this quote works for you, the next steps would be:

1. Finalize the preferred design reference
2. Share initial inputs via the questionnaire
3. Begin design mockups

As discussed, we are sharing a few design reference options to help you visualize different layout styles and choose a direction that best suits your practice. These are only reference designs—we will adapt and customize them specifically for your clinic.

Website Design Options (For Reference)

#	Design Type	Comments
1	Single Doctor – One Page (Scrollable Sections)	Clean, modern, single-scroll layout. Ideal for a solo practitioner who wants everything on one page.
2	Multiple Sections with Clickable Pages	Structured, multi-page layout with clear navigation. Good for growing practices.
3	Multiple Doctors / Group Practice	Best suited for clinics with multiple doctors and shared services.

#	Design Type	Comments
4	Single Doctor Portfolio + Appointments	Combines a personal profile with a clear appointment booking area.
5	Modern Aesthetic Design (Adaptable for Ortho)	Designed for aesthetic/plastic surgery but easily adaptable for orthopaedics.
6	Simple Blue-Themed Healthcare Design	Minimal and calm look; blue tones convey trust and professionalism.
7	Green-Themed Healthcare Design	Wellness-focused design with green tones, suitable for therapy and ortho clinics.
8	Dental Clinic Design (Adaptable for Ortho)	Dental-focused layout that can be repurposed effectively for orthopaedic services.
9	Existing Ortho Lab Website Reference	Real-world orthopaedic lab reference to understand content structure and expectations.

Notes & Comments from Our Side

We have many more design references available, but we didn't want to overwhelm you with too many options at once.

If these references are sufficient, we can proceed by:

- Selecting one primary direction, and
- Creating a custom mockup tailored specifically to your clinic.

If you have any ideas, sample content, wording, or references you like (even from other websites), sharing those will help us design something closer to your vision.

Most of the examples above use blue or green color palettes, as they are commonly associated with healthcare. However, we can fully **customize the colors, theme, and overall look** to your preference.

Some of these designs include animations and visual effects. These can be:

- Reduced, simplified, or removed
- Optimized for a **smoother, faster, and more professional** browsing experience.

Once you review these, please let us know:

- Which design(s) resonate with you most

- Any preferred colors, themes, or styles
- Any features you definitely want (or want to avoid)

Based on your feedback, we'll create a focused mockup and then move towards the final version.

Looking forward to your thoughts on design and references.

We look forward to your confirmation and feedback.

Umami TLabs

Greyquill Software Pvt. Ltd.