

Detailed Website Development Proposal for Galloways Insurance

Prepared by: Development Team (3 Members)

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Executive Summary

We are a team of three developers proposing a full redesign and development of Galloways Insurance's website. This expanded proposal includes competitor-driven feature insights, technical requirements, design strategy, and a clear delivery plan. Our aim is to create a secure, user-friendly, and conversion-focused platform.

Competitive Analysis — Industry Best Practices

Reviewing top insurance companies' websites (Jubilee, Britam, AIG, Allianz, Prudential) reveals essential features customers expect:

- Customer Portal (policy management, renewals, payment history, downloads)
- Online claims submission & tracking
- Interactive quote tools and calculators
- Downloadable forms
- Comprehensive Help Center
- Agent/Broker portal
- Branch & partner locator
- Live chat/chatbot support
- Trust indicators
- Mobile-optimized design
- Benefit-driven product pages
- Content-rich resource center

Feature Breakdown

- Home Page: Hero section, key services, CTAs for quotes/claims/login, testimonials, partner logos.
- Products & Services: Dedicated product pages with benefits, comparisons, eligibility, brochures.
- Quote Tools: Instant quote widgets and calculators.
- Customer Portal: Secure login for policies, renewals, claims.
- Claims System: Step-by-step submission, uploads, tracking.
- Help Center: FAQs, guides, tutorials.
- Agent Portal: Submissions, commissions, lead tracking.
- Branch Locator: Map with branch and partner info.
- Live Chat: 24/7 support.
- Blog/Resources: Articles, videos, explainers.

UX/UI & Content Strategy

Mobile-first, fast-loading, and accessible design. Clear calls-to-action, trust-building sections, professional copywriting, and regulatory info.

Technical Architecture

- Frontend: Next.js
- Backend: Node.js with Express
- Database: PostgreSQL
- Authentication: JWT
- File Storage: S3-compatible

- Payments: Mpesa + Card
- CMS: Headless CMS
- Hosting: Vercel + AWS
- Monitoring: GA4, Sentry

Security & Compliance

Full HTTPS, secure uploads, validation, rate limiting, encryption, and regular security audits.
Compliance with Kenyan data protection laws.

SEO & Performance

Structured metadata, schema.org markup, optimized images, CDN delivery, lazy loading, and fast Core Web Vitals.

Accessibility

WCAG 2.1 AA compliance with semantic HTML, keyboard navigation, high contrast, and alt text for images.

Expanded Deliverables

- Full responsive site with all sections.
- Admin dashboard & CMS.
- Mpesa & card payment integration.
- Claims system with uploads.
- 2 design revisions + 2 UAT cycles.
- Staff training + manual.
- 3 months free maintenance.

Detailed Project Timeline

- Week 1: Discovery
- Week 2: Wireframes
- Weeks 3-5: Frontend & CMS
- Weeks 6-7: Backend, payments, claims system
- Week 8: QA
- Week 9: UAT & revisions
- Week 10: Launch & training

Team Roles

Developer 1: Frontend lead (UI/UX, SEO)

Developer 2: Backend lead (API, database, integrations)

Developer 3: DevOps & QA (deployment, security, testing)

Testing & QA

Unit & end-to-end tests, cross-browser testing, performance/load checks, accessibility audits.

Maintenance & Support

3 months free support post-launch; extended contracts available for updates & security patches.

Next Steps

1. Approve scope & timeline
2. Provide branding assets
3. Sign agreement & deposit
4. Schedule kickoff meeting