

JW School of Dance - Design Document

Prepared for: Jess, JW School of Dance

Applied Imagination - Joel Severne JW School of Dance

Prepared by: Joel Severne

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# Outline

## Process Stages

* Initial meet-up: discuss ideas and objectives for project.
* Client sign-off on design document.
* Begin development.
* First review meeting: present project at minimum viable product (MVP) stage to client, review design.
* Continue development, following outcomes from the first review meeting
* Second review meeting: present project with development complete, have a second design review.
* Additional development period if changes are requested at second design review, with third design review to evaluate said changes.
* Deployment to server.
* Website launch.

## Timeframe

Estimated development time of 4-6 weeks, commencing once design document has been signed off.

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## Pricing

£200 - £250, based on an estimate of 20 - 25 hours work at a rate of £12.50 p/h, **capped at £250**.

## Content Overview

Homepage:

- Photo of Jess.

- Bio of Jess.

- Reviews e.g. reference from care home.

Classes page:

- Information about classes offered - e.g. Over 50s, toddler classes, monthly dance days, children parties, hen parties, private sessions, care home.

Media page:

- Page to display videos and photos demonstrating the quality and range of classes offered by JW School of Dance

Contact page:

- Page with contact form