**Background**

Our business is real estate photography and videography. We have an existing website and app written in Django with a React front end. The two communicate with restful APIs.

The whole website currently sits within one Django app, but can logically be thought of as two distinct components:

1. A single page application (SPA) that sits behind login and requires registration. This takes orders, and manages the workflow of uploading images/videos, processing these through editing, and returning these to customers. It also deals with ticketing, customer details etc.
2. A public facing website that has a home page and details of our services and information about the company etc.

We are going through a re-branding exercise which will result in an all new look with new logos, new fonts, new colours etc. We are also building a new go to market strategy which will include launching a blog and setting up the site correctly for SEO, gated content, etc.

Given this we will completely rebuild part 2, the public facing website. Part 1, the SPA will initially stay as is. In due course we will make styling changes to the SAP to reflect the new look and feel. We will also make changes to improve UI/UX.

**Architecture**

The preferred architecture is to build the public facing website as a separate Django app. This has the advantage of having a separate code base for the public facing content that can be managed separately from the SPA.

The new Django app would have a login function in the main menu bar and this would take users to the SPA and this would be the point of handover from one Django app to another.

This architecture makes sense because:

1. In the SPA we use React to optimise UI/UX in a dynamic data environment. For the public facing pages this is not a priority (no dynamic data), but SEO is key. This is simpler to manage with basic HTML pages
2. For the public facing pages we have needs that are not relevant to the SPA, such a geo-targeted versions (see below), and it would be cleaner to manage these separately
3. The public facing Django app needs to enable easy content publication, which would be a security risk in the SPA
4. Routing of public facing vs SPA (both will sit under the same .com))URL’s can be managed in NGNIX and in Django routes/views

**Requirements**

The requirements are as follows:

1. From design file (which will be delivered in Figma) build a Django app for the public facing pages
2. In the menu, include login to the SPA which will hand the user off to the legacy Django app
3. The website includes a main menu, routes and views for home / services / gallery / blog (see detail below)
4. Pipedrive integration – specifically Pipedrive forms for email capture, Pipedrive ChatNow. The company uses Pipedrive as its CRM
5. Faceted search – use standard library, cover public facing site
6. Geo-targeted sites – we need to render separate versions of the site for NYC, Miami and UK. This will use reverse IP look-up to select the correct site. Florida Ips will get Miami site. All other US IP’s will get NYC site. All non-US Ips will get UK site. All sites will share the same views, but the following content will be geo-targeted: 1) Images, 2) videos) 3) text. Geo-targeting applies to the home page, and pages describing services. For the blog (called “magazine” below) there will not be geo-targeting, but we may have sub blogs for each area
7. GitHub, clean-code (“Uncle Bob” style)
8. For the public facing pages, use basic HTML pages, with JavaScript, Ajax etc as required to improve usability, but with a focus on SEO. The site must index all pages correctly in Google search console
9. Google tag manager. Include cookies for Google Analytics. Ensure success URLs for accurate event tracking in GA4. Pingdom score must be at least 90/100. Targeted page load speed is below 2 seconds for a full load, and the maximum acceptable speed is 3 seconds.
10. Mobile responsive version. All functions must work, be legible and look good on mobile. Somewhat slower page load is acceptable

**Draft website map**

Main menu

1 Home

(simple scroll page)

Company description

Brand Story of why we are the leaders in storytelling

(Could include here latest magazine article as available)

Latest videos of projects / photography at the btm (only 4 or 5 see more takes you to Gallery)

2 Services

(drop down when cursor hovers)

When you hover over the Services you have an arrow dropdown that shows you the different offerings as follows. If you click on each it links to the right element of the services page.

* Storytelling
* Video\*
* Ariel\*
* Photography\*
* Floorplans
* Agent
  + Agency Profile
  + Teams
* Lifestyle\*
* Social Media

Category page features:

Services example and description

Testimonials

‘Your Expert’ in each service with a photo and description

3 Gallery / OR Home Stories

(simple scroll page)

Navigational system

A large collection of videos and photos. We may structure this around the storytelling process / different story examples / drone etc but the format can be duplicated

Some more testimonials

4 Magazine

(simple scroll page)

Looks good as you have it

A page with articles and larger articles on a single scroll page

Click into individual pages

Must include video capabilities

Menu functionality

1. Book now – button, takes user to login / registration in SPA
2. Sign in – button. To SPA
3. Register for newsletter -Pipedrive form
4. Chat now – Pipedrive integration
5. Search bar
6. Social links

**Proposal**

Please provide a fixed price quote and a detailed timeline to complete the work. It is expected that the Figma layout of the website will be available 4th March. Specifically, a firm deadline is required.