

Brady Tile Imports Web Design Proposal

Written By: Luke Boerdam

L.B. Web Design (freelance)

0413 696 199

luke.boerdam@me.com

GOALS AND OBJECTIVES

Brady Tile Imports is a family owned Tile Wholesaler established in 1978 at Northgate Brisbane. It represents tile manufacturers from Japan, Italy, Spain, Taiwan, Malaysia, China and includes Australian Terracotta and Decorative tile studios.

Their current BTI website needs to be rebuilt as it can be difficult for customers to navigate and find relevant information. The look and feel of the site is outdated and currently fails to represent the quality and great customer service the BTI brand is known for.

A high impact web site is necessary to effectively reach new clients and provide an edge over the competition. This proposal suggests building a whole new website and web catalog for Brady Tile Imports that:

- Provides a modern web presence that effectively communicates the BTI brand with a modern and clean aesthetic.
- Increases and converts visitors
- Display BTI's thorough industry and technical knowledge,
- Offers current information with useful tools about the BTI Tile range.
- Gives current and potential clients the means to contact the office for further information (convert sales)

Also required is a content management system that will allow BTI to easily manage content on the site.

PROPOSED SOLUTION

The proposed website development for BTI will be completed in two parts. The first phase will concentrate on a new and revamped site with a database for the BTI Tile Range (rebuilt *TileSelect*). The second phase will be focused on testing, training and data-entry for the site's content.

Phase 1 (4 weeks)

Phase 1 will be the development of a completely original site, built from the ground up with original graphic design elements. This phase will focus on:

- A revamped design including the new BTI logo, with a contemporary (3 revisions) layout with new look and feel. This design will be geared towards “showing off” the BTI Tile with high-resolution photos and galleries.
- A blog will allow BTI staff to engage with visitors and display their thorough technical and industry knowledge.
- The website will be fully responsive - allowing customers to connect on tablets and smartphones.
- A CMS will be provided to control every aspect of the site's content.
- A mini web application will be built as part of the website to house the BTI Tile Range - This will be a new improved version of the current application *TileSelect*. Furthermore, BTI will be able to open this application up to external users through a special 'client area' of the website. It may be opened up to external users on a case-by-case basis, allowing BTI staff to control which users see particular data about which tiles.

Phase 2 (4 - 6 weeks)

Phase 2 will focus in testing the new site, and also training BTI staff to update content and use the new *TileSelect*.

- Two separate training sessions will be provided on-premises at BTI (Northgate)
- Testing will be completed in this stage to ensure the site works in all major browsers and devices.
- Search Engine Optimization (SEO) will be completed ensuring the site is ready for search engines to drive more traffic to the site.
- We will provide web hosting services on a monthly basis.

OPTION 1

Project Timeline and Estimated Cost w/ External *TileSelect* Application

We offer the following timeline and cost for the development of a new website inclusive of a web application that allows clients to log in to view privileged information about the BTI Tile Range. Data entry has been excluded.

	Project Activities	Est. Hours
WEEK 1	<ul style="list-style-type: none">3 iterations of Detailed Mockups for 3 key pages (Home Page, TileRange Page and Blog Page).Wireframe Mockups will be provided for every other page.End-of-week Signoff is required to stick to meet proposed deadline.	24
WEEK 2	<ul style="list-style-type: none">Development of Website	36
WEEK 3	<ul style="list-style-type: none">Development of Website	16
WEEK 4	<ul style="list-style-type: none">Development website to BTILB make changes and incorporates feedback. Multiple iterations allowed on small details.	16
WEEK 5	<ul style="list-style-type: none">Training to be provided to BTI staff in two 3 hour sessions.Data Entry, Development and Testing	16
WEEK 6	<ul style="list-style-type: none">Data Entry, Development and Testing	36
WEEK 7	<ul style="list-style-type: none">Data Entry, Development and Testing	16
WEEK 8	<ul style="list-style-type: none">Data Entry, Development and Testing.Complete Testing, Website Launched.5 hours added for post go-live support and monitoring.	16
	Total Hours	176
	Total Cost (rate is \$50 per hour) <i>L.B. Web Design does not charge GST. Price is final of all extra charges.</i>	\$8800.00

Ongoing Charges	Est. Hours
<ul style="list-style-type: none">Monthly Hosting Charges	\$20 per month.

Optional Charges	Est. Hours
<ul style="list-style-type: none"> Data entry to be completed by L.B. Web Design 	TBD

OPTION 2

Project Timeline and Estimated Cost without external *TileSelect* Application (client portal)

We offer the following timeline for the development of a new website exclusive of *TileSelect* customer portal. Data entry has been excluded.

	Project Activities	Est. Hours
WEEK 1	<ul style="list-style-type: none"> 3 iterations of Detailed Mockups for 3 key pages (Home Page, TileRange Page and Blog Page). Wireframe Mockups will be provided for every other page. End of week Signoff is required to stick to meet proposed deadline. 	24
WEEK 2	<ul style="list-style-type: none"> Development of Website 	36
WEEK 3	<ul style="list-style-type: none"> Development of Website 	16
WEEK 4	<ul style="list-style-type: none"> Development website to BTI LB make changes and incorporates feedback. Multiple iterations allowed on small details. 	16
WEEK 5	<ul style="list-style-type: none"> Training to be provided to BTI staff in two 3 hour sessions. Data Entry, Development and Testing 	16
WEEK 6	<ul style="list-style-type: none"> Data Entry, Development and Testing 	16
	Total Hours	126
	Total Cost (rate is \$50 per hour) <i>L.B. Web Design does not charge GST. Price is final of all extra charges.</i>	\$6200.00

Ongoing Charges	Est. Hours
<ul style="list-style-type: none"> Monthly Hosting Charges 	\$20 per month.

Optional Charges	Est. Hours
------------------	------------

<ul style="list-style-type: none"> • Data entry to be completed by L.B. Web Design 	TBD
---	------------

NEXT STEPS

To proceed with this project, Brady Tile Imports is required take the following steps:

- Accept the proposal as-is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
- Finalize and sign contract. (This proposal acts as a contract)
- Submit initial payment of 50% of total project fee.
- Once these steps have been completed we will begin the project as planned with L.B. Web Design completing the first design iteration of detailed and wireframe mockups.

TERMS AND CONDITIONS

- Once project fee is paid in full to L.B. Web Design - any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to Brady Tile Imports for inclusion in website are owned by Brady Tile Imports.
- L.B. Web Design assumes Brady Tile Imports has permission from the rightful owner to use any images or design elements that are provided by Brady Tile Imports for inclusion in the website, and will hold harmless, protect, and defend L.B. Web Design from any claim or suit arising from the use of such elements.
- L.B. Web Design retains the right to display graphics and other Web content elements as examples of their work in their portfolio and as content features in other projects. L.B. Web Design also retains the right to place a text link on the bottom of every page.
- This agreement becomes effective only when signed by agents of Brady Tile Imports and L.B. Web Design. Regardless of the place of signing of this agreement.
- Brady Tile Imports. agrees that for purposes of venue, this contract was entered into in Brisbane, QLD and any dispute will be litigated or arbitrated in Brisbane, QLD.
- The agreement contained in this contract constitutes the sole agreement between Brady Tile Imports and the L.B. Web Design regarding all items included in this agreement.

SIGNING AND AGREEMENT

L.B. Web Design <i>Luke Boerdam</i>	Brady Tile Imports <i>Director - Brian Brady</i>
WITNESS:	WITNESS: