

MARCH 25, 2023

MRC Rock & Sand

# Branding, Website Design, & Development

WE ARE YOUR DIGITAL POWERHOUSE,  
WHERE YOUR BUSINESS THRIVES  
TO ITS FULL POTENTIAL.



APPS



BRANDING



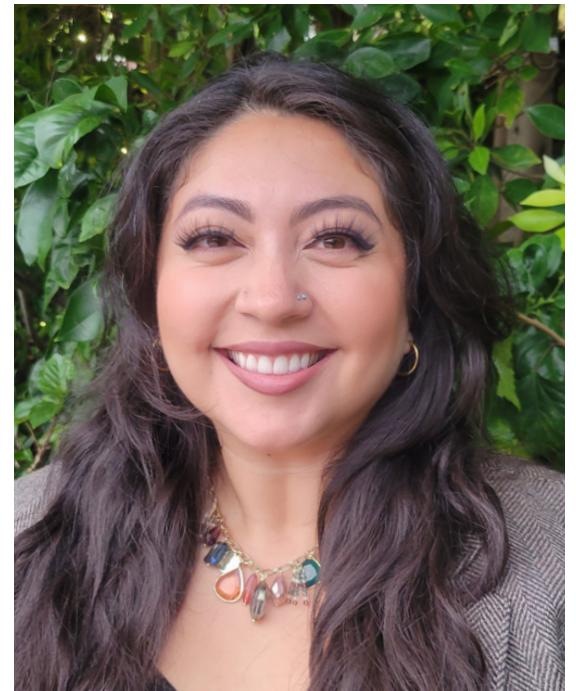
WEBSITES



ONLINE FORMS



# THE TEAM



**Serina Zepeda**  
Product Designer  
Founder



**Ethan Flores**  
Software Developer  
Founder



**Miguel Castillo**  
Sr Product Designer  
Graphic Designer



**Jose Roman**  
Sr Software  
Developer



**Danny Castillo**  
Software Developer

We have over **7 years of experience** in product design, graphic design, and software development.



# MRC ROCK & SAND'S GOAL

The overall goal of this project is to design an engaging and intuitive brand identity alongside a visually compelling and user-friendly website for MRC Rock & Sand, Santa Paula Materials, and STONEYARD.

Our aim is to create a captivating online presence that seamlessly communicates the offerings of each company, delineating their unique materials and services. In addition, we want to provide visitors with clear avenues for contacting the companies to place orders.

# INSERT SCREENSHOT AND DESCRIBE ISSUES

The screenshot shows the homepage of the MRC website ([mrcrs.com](http://mrcrs.com)) in a browser. The page features a large banner image of a quarry site with wind turbines in the background. Overlaid on the banner is the text "Shop Mojave Rock" and a "Get Started" button. Below the banner, there is a call-to-action text: "Recycling concrete & rock, transformed through". The website has a dark header with the MRC logo and navigation links for Services, Design Gallery, Products, About Us, and Contact.

mrcrs.com

★ Book Click to go forward, hold to see history Productive Struct Eng UX/UI/CAREER Finances ChatGPT All Bookmarks

MRC

Services Design Gallery Products About Us Contact

# Shop Mojave Rock

Get Started

Recycling concrete & rock, transformed through

# OUR PROCESS

## Discovery



- Consultation
- User Research
- Industry Research
- Strategy
- Analysis of Needs
- Project Scoping
- Roadmap

## Design



- Branding
- Ideation
- Wireframes
- Prototyping
- Style Guide
- Feedback
- Accessibility

## Build



- Coding
- Integration
- Testing
- Bug Fixes
- Responsive Product
- Deployment

## Launch



- Delivery
- Deployment
- Training
- Documentation
- Handoff

## Validate



- Product Analysis
- User Feedback
- Retrospective



# DISCOVERY PHASE

CLIENT: MRC ROCK & SAND

## GOAL

- Understand & outline needs
- Gather insights of your industry
- Prioritize and define strategy

## OUTCOME

A well-defined project roadmap.

## HERE'S WHAT WE DO...

- 01 Meet with MRC Rock & Sand to understand their business goals, target audience, & requirements
- 02 Research MRC Rock & Sand's industry and competitors to gather insights
- 03 Identify key features and functionalities for the product
- 04 Define the overall strategy for the product

## DELIVERABLES

Client meeting summary

Competitive analysis

Feature recommendations

Overall product strategy

# DESIGN PHASE

CLIENT: MRC ROCK & SAND

## GOAL

- Create a consistent brand identity
- Craft a user-friendly digital product
- Design for accessibility

## OUTCOME

A comprehensive and visually cohesive foundation for your product.

## HERE'S WHAT WE DO...

- 01 Develop a style guide with color palette and typography.
- 02 Develop logos.
- 03 Create a site map and define the website layout.
- 04 Develop wireframes to outline the structure of key pages.
- 05 Create high-fidelity responsive UI designs with three iterations.

## DELIVERABLES

Logos & Color Palette

Wireframes

Sitemap

Responsive UI designs

# BUILD PHASE

CLIENT: MRC ROCK & SAND

## GOAL

- Translate designs into code
- Optimize for performance
- Cross-platform responsiveness

## OUTCOME

A robust digital footprint effectively communicating MRC Rock & Sand's brand identity and products to clientele on a global scale.

## HERE'S WHAT WE DO...

- 01 Code the front-end and back-end of the website.
- 02 Integrate any third-party APIs or services as needed.
- 03 Testing of website's functionality, usability, & performance.
- 04 Identify and fix bugs or issues.
- 05 Conduct thorough quality (QA) testing of the website.

## DELIVERABLES

high-performing, error-free, and reliable website  
suggested tech stack and platform for development  
~~(documentation of codebase, frameworks, scripts,~~  
configurations files, libraries required to build, maintain,  
deploy locally.

# LAUNCH PHASE

CLIENT: MRC ROCK & SAND

## GOAL

The goal is to finalize & unveil your website by presenting it for your review, preparing it for online presence, providing user-friendly client training, & delivering all necessary documents for a seamless transition.

## OUTCOME

A **presented, fully functional, & deployed website**, ready for public access, with the client empowered through training and all necessary documents/credentials to manage the website and for future maintenance.

## HERE'S WHAT WE DO...

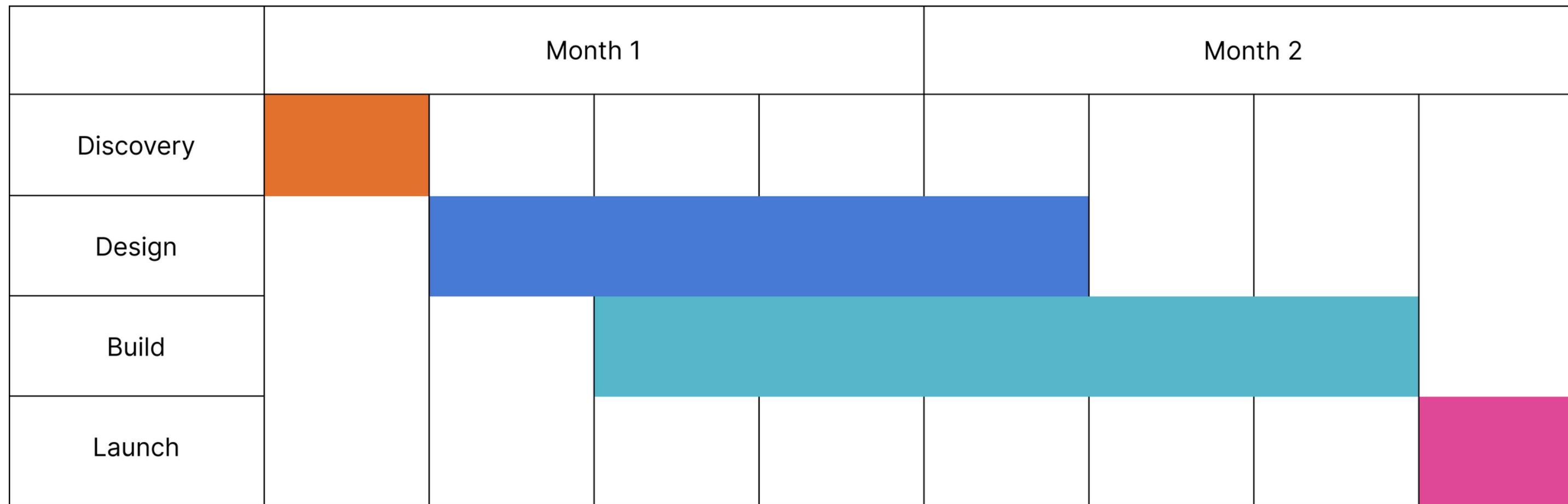
- 01 Present the developed website to the client for review.
- 02 Prepare the website for launch.
- 03 Deploy the website to a hosting environment.
- 04 Provide training to client on how to use & manage website.
- 05 Hand over all necessary documentation, credentials, & assets.

## DELIVERABLES

deployed website  
training documentation

training session  
documents/credentials

# PROJECT TIMELINE



CLIENT: MRC

# TOTAL INVESTMENT

Professional fees for the services are estimated to total **\$28,200** for the project approach outlined in this proposal.

Services will be billed on a flat project rate and the estimated professional fees are based on the objectives, scope of work, activities, deliverables, and timeline as described in the past few pages. Half of the payment is due at the beginning of the project and half at the launch phase.

For additional ongoing support and/or maintenance, we can charge a [\\$100/hr rate](#) or set a comfortable monthly base price.

STANDARD

## WEBSITE

- |   |                 |          |
|---|-----------------|----------|
| ✓ | Discovery Phase | \$2,200  |
| ✓ | Design Phase    | \$7,200  |
| ✓ | Build Phase     | \$17,600 |
| ✓ | Launch Phase    | \$1,200  |

**\$28,200**



# READY FOR THE NEXT STEPS?

## Let's keep in touch!

 [contact@madasacollective.com](mailto:contact@madasacollective.com)

 [Calendly link](#)

 [MadasaCollective.com](http://MadasaCollective.com)



## Your next steps

Terms in the contract are agreed upon and signed and then the first invoice follows.