Date: 25-January-2024
Contact Person: Jaspal S Sandhu

Dear Jaspal**,**

We appreciate the opportunity to present this proposal for the development of three dynamic websites, each designed to elevate user experience and interface aesthetics. We have carefully examined the reference websites provided—http://queensford.edu.au/, http://applyboard.com/, and https://albrightinstitute.edu.au/. Our goal is to not only replicate their functionalities but to surpass them by delivering an enhanced, modernized look and feel.

➢ **Technology:**

After careful consideration, we propose utilizing the robust and versatile WordPress platform for the development of your websites. WordPress, with its extensive plugin ecosystem and user-friendly interface, will provide the perfect foundation for creating feature-rich, scalable, and easily maintainable websites.

➢ **Key Points of Focus:**
- **Intuitive User Interface (UI):**
  - o Our design philosophy revolves around creating a seamless and intuitive UI. Users will navigate effortlessly, ensuring a positive and engaging experience.
- **Enhanced User Experience (UX):**
  - o By incorporating best UX practices, we aim to optimize the overall usability of the websites, focusing on user satisfaction and efficiency.
- **Visual Appeal:**
  - o Aesthetics matter. We intend to deliver visually stunning websites that not only capture attention but also convey professionalism and credibility.
- **Mobile Responsiveness:**
  - o Recognizing the prevalence of mobile usage, our design will prioritize responsiveness, ensuring a consistent and enjoyable experience across all devices.
- **Customization and Scalability:**
  - o WordPress's flexibility allows for easy customization and future scalability, ensuring your websites can adapt to evolving needs and trends.

User Flow and Feature of the Website: http://queensford.edu.au/

➢ **Header Section:**
- **Log-in and Sign-up:**
  - o Easily accessible from the top right corner (or a dedicated "Login" button in the navigation bar).
- **Contact information:**
  - o Phone number prominently displayed in the top bar or navigation menu. Contact form and chat option readily available (dropdown menu within "Contact Us" section).
- **Social media icons:**
  - o Linked to your official pages on Facebook, Instagram, and other relevant platforms (displayed discreetly, perhaps in the top right corner or footer).

- ➢ **Middle Section:**
  - **Hero section:**
    - o Eye-catching and informative banner showcasing your strengths (e.g., student success stories, flexible study options, international student support).
  - **Course-specific features:**
    - a. **Comprehensive course listings:**
      - o Dedicated page with filterable list of programs, including duration, fees, curriculum, and career pathways.
    - b. **Flexible study options:**
      - o Prominent display of online, on-campus, and blended learning options for each course.
    - c. **Recognition and accreditation:**
      - o Logos and certifications displayed alongside course descriptions.
    - d. **Trainer profiles:**
      - o Short bios and qualifications of instructors accessible through individual course pages or a dedicated "Meet the Team" section.
    - e. **Student support:**
      - o Information about career services, learning resources, and student clubs easily accessible on course pages or a dedicated "Student Support" section.
    - f. **Application process:**
      - o Clear instructions and online application form readily available on each course page.

  - **International student features:**
    - a. **Dedicated international student section:**
      - o A comprehensive webpage with visa requirements, living expenses, cultural adjustments, and contact information for international inquiries.
    - b. **Entry requirements and procedures:**
      - o Detailed explanation with downloadable documents and application steps.
    - c. **Financial information:**
      - o Transparency around tuition fees, scholarships, and estimated living costs.

- ➢ **Footer Section:**
  - **FAQs:**
    - o Easily accessible link to a comprehensive FAQ page addressing common enrollment, fees, and other student concerns.
  - **Search bar:**
    - o Prominently displayed for easy navigation across the website content.
  - **Blog:**
    - o Recent blog posts with teasers and links to the full articles (categorized by education, careers, and personal development).
  - **Testimonials and case studies:**
    - o Rotated featured testimonials in the footer with links to a dedicated page showcasing more success stories.
  - **Calendar of events:**
    - o Upcoming workshops, webinars, and open days displayed with dates and links to registration pages.

- **Resources section:**
    - Links to downloadable brochures, course guides, and student handbooks.
- **News and announcements:**
    - Latest college news and achievements showcased with teasers and links to full articles.
- **Privacy policy:**
    - Easily accessible link to a clear and concise privacy policy

Estimated Timeline (In Business Days):	45 Business Days
Estimated Cost:	7600 AUD

User Flow and Feature of the Website: http://applyboard.com/

- **Header Section:**
    - **Log-in and Sign-up:**
        - Easily accessible buttons in the top right corner for both existing users and new registrations.
    - **Search bar:**
        - Prominently displayed for quick access to specific programs or universities.
    - **Language toggle:**
        - Offer options for multiple languages to cater to a global audience (if applicable).
    - **Contact information:**
        - Phone number and email address discreetly displayed (consider a dropdown menu for "Contact Us" with additional options like chat).
    - **Social media icons:**
        - Linked to official pages on Facebook, Instagram, and other relevant platforms (icons discreetly placed, perhaps in the top right corner or footer).

- **Middle Section:**
    - **Hero section:**
        - Eye-catching banner showcasing benefits for students (e.g., "Find your dream program abroad," "Simplify your application journey").
    - **Program search:**
        - Dedicated page with powerful filtering options allowing students to browse by country, degree level, subject, and other criteria.
    - **Featured universities:**
        - Highlight top universities or partner institutions with logos and links to detailed profiles.
    - **Student testimonials:**
        - Rotated quotes and links to success stories showcasing students who achieved their study abroad goals.
    - **Call to action:**
        - Prominent button labelled "Start your application" or "Find your program" to guide students towards action.

- **Student Features:**
  a. **Application management:**
    - Dedicated dashboard where students can track applications to multiple universities, upload documents, and receive updates.
  b. **Admission guidance:**
    - Resources section with tips and advice on essays, interviews, visa applications, and more.
  c. **Financial aid assistance:**
    - Information on scholarships, grants, and student loan options, including a search tool and eligibility checker.
  d. **Community forum:**
    - Active forum where students can connect with peers, alumni, and ApplyBoard counselors for advice and support.

- **Recruitment Partner Features:**
  a. **Partner dashboard:**
    - Streamlined platform for universities to manage applications, send communications, and access data-driven insights on student trends and preferences.
  b. **Global reach:**
    - Access to a diverse pool of qualified international students through extensive network.
  c. **Brand marketing:**
    - Utilize marketing tools and resources to promote your institution to students worldwide.
  d. **Dedicated account manager:**
    - Receive personalized support and guidance from representative.

- **Partner School Features:**
  a. **Simplified application process:**
    - Integrate your application system with to reduce administrative burden and streamline the admission process for international students.
  b. **Increased recruitment:**
    - Attract high-quality international students through platform and marketing reach.
  c. **International exposure:**
    - Enhance your global reputation and branding by partnering with a trusted international education platform.
  d. **Compliance support:**
    - Access resources and guidance to ensure your recruitment practices comply with regulations and visa requirements.
  e. **Data and analytics:**
    - Gain valuable insights into student trends and preferences to inform your academic offerings and recruitment strategies.

➢ **Footer Section:**
- **News and blog:**
  - o Latest articles and updates on international education trends, university news, and student success stories.
- **Events and webinars:**
  - o Calendar of upcoming virtual and in-person events for students and universities to connect and learn.
- **Resource center:**
  - o Downloadable guides, ebooks, and other helpful materials on navigating the study abroad process.
- **FAQs:**
  - o Comprehensive list of frequently asked questions addressing common student and university concerns.
- **Terms and privacy policy:**
  - o Easily accessible links to legal documents outlining user agreements and data protection practices.

Estimated Timeline (In Business Days):	45 Business Days
Estimated Cost:	7600 AUD

User Flow and Feature of the Website: https://albrightinstitute.edu.au/

➢ **Header Section:**
- **Log-in and Sign-up:**
  - o Easily accessible buttons in the top right corner for existing users and new registrations.
- **Search bar:**
  - o Prominently displayed for quick access to specific courses, information, or resources.
- **Contact information:**
  - o Clearly displayed phone number and email address (dropdown menu for "Contact Us" with chat and social media links).
- **Social media icons:**
  - o Linked to official pages on Facebook, Instagram, and other relevant platforms (discreetly placed, perhaps in the top right corner or footer).

➢ **Middle Section:**
- **Hero section:**
  - o Eye-catching banner showcasing student success stories, highlighting focus on ELICOS and vocational courses, and emphasizing flexible study options.
- **Course listings:**
  - o Dedicated page with interactive filter options allowing browsing by type, duration, career pathway, and study format. Each course displays detailed information including curriculum, fees, and practical learning components.

- **Student testimonials and stories:**
  - Rotated quotes and links to success stories building trust and showcasing diverse student experiences.
- **Featured sections:**
  - Dedicated areas highlighting small class sizes, career services support, and international student resources.
- **Student Journey:**
  - a. **Domestic Students:**
    - Interested users explore courses, compare options, and access information on career services and student life through readily available resources. They can apply directly online or contact admissions for further guidance.
  - b. **International Students:**
    - Dedicated section provides comprehensive information on visa requirements, living expenses, cultural adjustments, and airport pick-up service. Student ambassadors and multicultural support resources are highlighted for additional guidance.
- **International Student Flow:**
  - User accesses the international student section and finds answers to key concerns.
  - They are enticed by the airport pick-up service and multicultural support offerings.
  - They explore specific courses and find the flexible study options appealing.
  - They download visa requirement documents and contact international student support for further assistance.

- **Footer Section:**
  - **Blog:**
    - Regularly updated articles on education, careers, and living in Australia, categorized for easy navigation.
  - **FAQs:**
    - Comprehensive list addressing common enrollment, fees, and other student concerns.
  - **Calendar of events:**
    - Upcoming workshops, webinars, open days, and social events displayed with dates and registration links.
  - **Student life section:**
    - Highlights extracurricular activities, cultural opportunities, and student ambassador program.
  - **Privacy policy:**
    - Easily accessible link to a clear and concise privacy policy.

Estimated Timeline (In Business Days):	45 Business Days
Estimated Cost:	7600 AUD

All the required 3rd Party Plugin's and API's (which is accepted by WordPress) will be provided by Jaspal.

Webmobril Technologies Pvt. Ltd.   **Landline: +91-120-402177**

G-18, Sec-63, Noida (201301), U.P   **Email: info@webmobril.com**   **www.webmobril.com**

Registered Company Number: U74999UP2016PTC083214

Proposed Quote for website Includes:
- The website would be user-friendly, Mobile friendly, and SEO-friendly.
- The website would be dynamic.
- We will consider WordPress as a Technology.
- The website would be optimized and lightweight.
- Complete QA and Testing of the website.
- Complete copyrights and ownership would be transferred to the client on completion.

Please Note: Bug fixing support and ongoing maintenance services including updates, versions, and/or new releases as a part of the Contract and agreed on the scope.

Production/Development Process:
- We will create your project over Basecamp (Project management tool) where our entire team will communicate with you and provide you with daily updates and exchange project details.
- We will align a dedicated team for your project where you will have having project manager who will be your single point of contact and take care of all communication.
- Our development team will prepare the Sprint plans and share them with you to ensure that you will have a clear understanding of the upcoming milestones.
- We will ensure the service delivery and keep you posted with all the necessary updates.
- We will also set up weekly meetings to go over our completed milestones and gather your feedback, comments, modifications, and adjustments required.
- After completing every milestone, our team will give you a walkthrough of what we have done, and what we are planning for upcoming milestones and gather your feedback on the same.
- Once the project is completed, we will deliver it to you with all the necessary documents, credentials, and files of the project along with ownership rights.