MASSABIELLE MOBILE HAIR DESIGN-
NEW WEBSITE DESIGN PROPOSAL

WEBSITE DESIGN AND BUILD BY:

SWEEDAL RENILA PLATINA

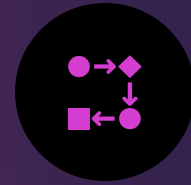# Contents

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EVERY PROJECT HAS A BEGINNING. WEBSITES ARE BUILT ONE STEP AT A TIME

OVERVIEW

This project encompasses the research, design and creation of a new website for Massabielle Mobile Hair Designs. Having a website is an essential asset to all businesses. It helps in showcasing your work and target the potential customers.

BACKGROUND

Massabielle's is a hair designing business, which provides great hair services with the comfort of your home. Their high-quality hair services are enjoyed by clientele ranging from kids to the seniors.

COMMUNICATION PLAN

▶ We will conduct bi-weekly meetings to discuss about the website progress and requirements.

▶ During our first client meeting various design and client-based features will be discussed and agreed upon.

▶ We will build a "client portal" to display the website progress. Client will be able to find various project related documents in this portal like wireframes, mockups, prototypes etc.

PROTOCOL FOR CHANGE

If you shall change your mind about something, please

Drop an Email to:

srplatina@myseneca.ca

Alternatively, you can give me a call if any high priority change pops up

Give a call to*:

+1 (416) 8365027

*I will be available from Monday-Friday 9AM-6PM

FOR CANCELLING OR MAKING CHANGES TO A MEETING TIME:

If you are unable to attend the weekly meeting, please inform prior to 24hours.

#	ITEM	IN SCOPE	OUT OF SCOPE
1	Font	Research appropriate font; Discuss with client; Add it to code;	Create a new font; Use Adobe font;
2	Colour	Research industry standard colours; Discuss with client; Create colour scheme; Embed in code	Will not keep changing colour schemes based on client's likes/dislikes on a given day;
3	Layout	Research industry standard layouts; Discuss with client; Fixed horizontal navigation bar; CMS (Content management System);	Paid theme in WordPress; Ecommerce;
4	Validation	Valid HTML and CSS code;	Theme feature validation; plugin;
5	Accessibility	Colour Contrast will be checked to WCAG standard; Alternate text for images will be included;	WCAG AAA standard
6	Responsive	Responsive design for major screen sizes;	High Definition screens;
7	Images/Videos	Photoshop(crop and optimize), modify; embed in web design;	Take photos/videos; Purchase images/videos; Complex photoshop modifications to images; Edit videos;
8	Logo	Recreate logo similar to client's existing Logo;	Creation of a new logo design;
9	Content	Minor content editing and placing in the code;	Content creation / writing;
10	Navigation	About, Stylist, Services and Pricing, Contact and appointment, Portfolio	No more than 5 navigations
11	Web 2.0 Technologies(Social media)	Design and code Font awesome icons and links to client's Facebook and Instagram pages	Manage communications to client's social media accounts;
12	Social Media Pages	Help client in setting up Facebook and Instagram Pages;	Content filling; Posting images; Maintaining the account; Sharing content;
13	SEO	Minimal SEO; Create basic meta tags like robots and description;	Advanced SEO; plugins;
14	Contact form	basic form;	scheduling;
15	Multi Page Website	Research for Theme; Discuss with client; Create a multi-page website; English language website;	Build website from scratch; Multilingual website;
16	User Testing	Basic testing;	Complex testing;
17	Web Domain	Connect Domain;	Buy and Maintain domain contract;
18	Web Hosting	Upload to Host Server;	Buy subscription plan for hosting;

STATEMENT OF SCOPE

#	DESIGNER BASED FEATURES	#	CLIENT BASED FEATURES
1	Four Design Features	1	Images
1.a	Font	2	Social Media icons
1.b	Colour	3	Contact Form
1.c	Layout	4	CMS
1.d	Navigation	5	Website Domain
2	Wireframe	6	Website Hosting
3	Mockups	7	Logo
4	Web Functionality		
4.a	W3C Validation		
4.b	Accessibility		
4.c	Responsive		

STATEMENT OF DELIVERABLES

WEBSITE PROCESS AND PHASES

► DESIGN PHASE

PHASE 1: Preliminary Exploration and prototyping.

PHASE 2: Design and Build

PHASE 3: Final Tweaks, Connect to domain and upload files to the Hosting server.

► TIMELINE

Phase 1 to be completed by 11-Nov-2019

Phase 2 to be completed by 29-Nov-2019

Phase 3 to be completed by 11-Dec-2019

Thank You!

PROPOSAL BY:

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