***FOCUS***

To keep up with projected demand for product, and maintain pace with competitors, the Re-Yo-Yo company needs to increase its reachable customer base, add consumer demographics, and optimize both logistical and customer support.

***PROPOSAL***

To facilitate these goals and provide the potential for increased revenue generation, my firm will design, implement and maintain a website for the Re-Yo-Yo company. We guarantee exceptional quality of work from design to launch, and are confident that the finished website will provide quantifiable benefits to your business. Our design process focuses on these key aspects to ensure a well-rounded, fully functional and efficient finished product:

1. Access - The website (proposed domain name [www.reyoyo.biz](http://www.reyoyo.biz) ) will provide access to Re-Yo-Yo products and services to a vast online audience, and through the use of key meta words and phrases can be prioritized in search engine queries.
2. Convenience – Once up and running, customers will be able to shop Re-Yo-Yo from the comfort of their couch, or as they enjoy their favorite beverage from a coffee shop, or anywhere in between! Wherever there is access to the internet, your product will be available.
3. Revenue – By providing a new medium for purchase, not only will customers be able to “search and buy”, but will be able to view product images, details, reviews and specifications, which can help bridge the gap between browsing and actually purchasing.
4. Logistics – Once online, the company will be able to take advantage of a wide array of logistical support programs and functions, including real-time updates for available stock, tracking for product orders, deliveries, and even predictive algorythms to assist with suggesting production quantities to match projected sales.
5. Simplicity – By prioritizing a system that *works* and minimizing excess code while maximizing efficiency and ergonomics, the finished website will provide a clearly defined, easy to use interface to reduce customer confusion and streamline the user’s experience.

***TARGET AUDIENCE***

The target audience for this website will be consumers with a preference for online shopping vs in-store shopping, and new potential customers who will see the product and advertisements online and through browser searches.

***SITE OUTLINE***

1. Home Page - Includes:
   * Overview of website w/brief description
   * Search bar
   * Shopping Cart tracker w/hyperlink
   * Scrolling images (provided by client)
   * Client logo (optional)
   * Navigation bar
   * Contact information
   * Copyright information
2. Products – Includes:
   * Product Category Index
   * Search bar with filter (dropdown menu)
   * Shopping Cart tracker w/hyperlink
   * Hyperlinks to Product Categories (client provided link/button image optional)
   * Client logo (optional)
   * Navigation bar
   * Contact information
   * Copyright information
3. Product Category “A” – “Z” (based on client needs) Includes:
   * Search bar with filter (dropdown menu)
   * Shopping Cart tracker w/hyperlink
   * Product Images (thumbnail)
   * Brief Product Description
   * Style selector dropdown menu
   * Color selector dropdown menu
   * Size selector dropdown menu
   * Quantity selector dropdown menu
   * “Add to Cart” button
   * Client logo (optional)
   * Navigation bar
   * Contact information
   * Copyright information
4. Detailed Product Page – Includes:
   * Search bar with filter (dropdown menu)
   * Shopping Cart tracker w/hyperlink
   * Product Image w/mouseover zoom
   * Detailed description of product
   * Product specifications
   * Product reviews (verified purchasers only)
   * Style selector dropdown menu
   * Color selector dropdown menu
   * Size selector dropdown menu
   * Quantity selector dropdown menu
   * “Add to Cart” button
   * Client logo (optional)
   * Navigation bar
   * Contact information
   * Copyright information

***PRICING INFORMATION***

* $500 minimum (includes 3 pages)
* $150/pg. additional pages
* $65/hr.
* $300-900 custom layout/design fee
* $200-700 additional custom logo fee

Our firm’s strategy for completing a project involves planning a swift but feasible timeline, approaching each component with an efficient and flexible plan, and maintaining continuous coordination with the client throughout the process to ensure the client’s intent and vision maintains its integrity. Employing these methods allows us to minimize the overhead caused by costly mistakes or backtracking.

***NEXT STEPS***

To get started building the website, Re-Yo-Yo should:

1. Email our firm at [thomasw1210@student.faytechcc.edu](mailto:thomasw1210@student.faytechcc.edu) to accept proposal or discuss changes.
2. Finalize and sign contract and any additional necessary documentation. When the contract is finalized, our firm will contact Re-Yo-Yo to set a meeting to go over timelines and get a solid understanding of any aesthetic and/or ergonomic design elements Re-Yo-Yo wishes to incorporate.