

GRAPHINK

PROJECT ESTIMATE

BACKEND DASHBOARD RESPONSIVE DESIGN



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BACKGROUND & UNDERSTANDING

ArtChain Global intends to establish an art trading/exchange platform using the ACG blockchain through a modern, user-friendly website in line with current design trends and functionality. This will create a unique and extraordinary experience for the different users.

GraphINK Design, with its creative capability, superior customer understanding and fast-paced turnaround, will provide the backened UX/UI for the project that Swinburne University will develop.

This Estimate is based on the discussions between ArtChain Global and Swinburne University on 3rd September 2018. The estimated timeframe for this project is 2 weeks after the scope of work is agreed upon and the deposit is paid.

Below are the pages that will be in the scope for your new website (as per the site map):

- **Registration**
 - Step 1: Card details page
 - Step 2: Billing information page
 - Step 3: Shipping information page
 - Step 4: Social media page
- **Dashboard**
- **Profile** (users can edit the information to be displayed in their frontend profile/storefront)
 - General user page
 - Artist page
 - Gallery page
 - Auction house page
- **Collection Page** (users can manage the artworks they have uploaded, bought, published and/or sold)
 - On Hold
 - On Platform
 - In Processing
 - Artwork Edit page
 - Add Artwork page
- **Followed Page** (users can manage artworks, artists and galleries that they follow)
- **Auctions Page** (galleries and auction house users can manage their auction events)
 - Create Auction Event page
 - Pending Auction page
 - On Platform Auction page
 - In Processing Auction page
- **My Events** (users can manage the events and exhibitions on this page)
 - Events and Exhibitions page
 - Add Event page
- **My Wallet** (users can manage their wallet and transactions on this page)
 - Overview and Account Details page
 - Transactions page
 - Top Up page
 - Withdraw page
 - My Wallet page
- **Cart Page**
 - Step 1: Shopping Cart page
 - Step 2: Checkout page
 - Step 3: Delivery page
 - Step 4: Payment page
- **Upgrade to Artist Page** (general users can upgrade their account to an artist account)
- **Success Pages** (generic success pages all across the platform)

CONSIDERATIONS

The creative solution provided by GraphINK Design will consider the following during the design & development process:

- **Enjoyable user experience for an art trading/exchange platform based on Artnet and Artsy**
- **Modern design & functionality**

At GraphINK Design, we're all about the experience. We design unique, compelling and functional creative products that make it easy for customers to identify you, and to find exactly what they're looking for.

We create an unparalleled experience that transforms customers into engaged users of your platform.

We do this by listening to you and understanding your target audience. Putting our extensive creative knowledge to work, we will create a solution that improves your business goals and makes your user interaction more efficient.

FEE ESTIMATE

We deliver **first-class creative products**, designed to help **build and grow businesses**.

Let us work with you to create a visual identity that's right for you.

The following deliverables are supplied in a PSD format.

DELIVERABLES	DESCRIPTION	FEE (EX GST)
DESKTOP SCREENS	UX / UI DESIGN FOR 32 SCREENS AND GUI ELEMENTS Wireframes and PSD designs	\$10,500
MOBILE RESPONSIVE SCREENS	UX / UI DESIGN FOR 32 SCREENS AND GUI ELEMENTS Wireframes and PSD designs	\$2,000
TOTAL ESTIMATED COST		\$12,500 (Ex GST)

All prices listed are a minimum fee. Full scope of work will determine the final cost of the service.

ESTIMATE APPROVAL

By signing this document, I approve the estimate and scope of work for the ArtChain Global Marketplace backend design, and that there may be additional fees if I request anything outside the agreed scope of work.

GRAPHINK

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