Proposal for the design and development of the Compass Land Consultants website

Including discovery meetings, developing navigation, wireframing, and integration of the new site design into a Content Management System

BCP Contact: lynda@blohmcreative.com
Understanding why...

All websites are not created equal.

Understanding what you want, need and expect from your website is critical to designing a successful site.

As a marketing and communications firm, we create websites that are visually and functionally well-designed and rooted in marketing strategy.

Our process is designed to find the right solutions for your organization. We want to ensure your site is intuitive, easy to use and built to the latest standards—while remaining consistent with your brand and appropriate for your intended audiences.

Our Web Process

1. Discovery:

Discovery is the single most important step in ensuring we understand your needs and expectations for your website.

We’ll meet with you and your key stakeholders to learn about your organization, its goals and its audience(s). We’ll also discover as much as possible about the specifics of your web project, including:

- The website’s primary purpose (e.g., image building, consumer education, e-commerce, student recruitment, etc.)
- Technical requirements
- Desired functionality
- Any “sacred cows”—must-haves/must-not-haves
- Available content (photos, copy, etc.) and what needs to be created or obtained
- Available brand assets (e.g., logo) and style requirements
- Your visual style preferences
- Analytics/metrics from your current site
- Other special considerations
- Process for presentation/approval of deliverables
- Target timeframe

After discovery, we’ll have an accurate idea of the features you want, a sense of your visual preferences, and the basis for a project plan.

Sign-off on written estimate (amended, if necessary, to include any new features/functionality uncovered during the Discovery) occurs here, before further work begins.

2. Information Architecture:

Next, we’ll work with you to develop the navigation structure (sitemap) for your website. Before beginning this stage, BCP will research other websites in your field to give you an idea of the types of content and functionality they include.

Once the information architecture has been agreed upon, BCP will develop wireframes—simple one- or two-color layouts showing the relative prominence and positioning of content elements—for the main page templates. This allows us to make any tweaks you desire to the page format more quickly and cost-effectively than modifying fully designed pages.

Stage 2 sign-off occurs here.

2b. Content organization:

Complete, accurate website content—including copy, photos, logos, etc.—is critical to keeping your project on schedule. BCP will work with your team to identify the content to be included and which team will be responsible for providing/creating the content elements.

All content must be complete before we begin stage 5, site development.

- If your team is providing the content, you should begin gathering/creating it as soon after project kickoff as possible.
- If BCP is assisting in copy editing or developing original copy, we will require your copy draft or source material as early in the process as possible.
- If your site will use original photography, we will work with you on the specific requirements and assist, if needed, in arranging a photo shoot.

In all cases, content development occurs concurrently with phases 2-4.
3. **Inspiration boards:**

Based on the information gathered in discovery, BCP will develop and present two inspiration boards for your review. These are not refined designs, but “swatch boards” representing potential visual styles, fonts, colors and overall feeling for your site. Your chosen inspiration board and any additional discussion of your preferences will help us clarify your desired style we begin the design stage.

*Stage 3 sign-off occurs here. Revisions to stage 3 after beginning stage 4 would have a substantial budget impact.*

*Billing of the 1st quarter of the project occurs at this point.*

4. **Visual Designs (comps):**

Based on your chosen inspiration board, BCP will develop a single refined homepage design for your review. We will make up to two rounds of minor revisions, if needed, to this design.

Once the homepage design is approved, we will adapt that design to each main page template included in the agreement.

If any new features or functionality are requested during this phase, we’ll discuss with you any effect these might have on the budget or timeline.

*Stage 4 sign-off occurs here. Revisions to stage 4 after beginning stage 5 would have a substantial budget impact.*

*Billing of the 2nd quarter of the project occurs at this point.*
5. Web Development:

BCP will begin converting the approved designs into HTML/CSS, incorporate them into the agreed-upon CMS or platform, and begin any necessary custom development.

We will set up an area on a development server where you can view your site’s progress and see functionality that could not be mocked up in the design comps (e.g., rollovers, pull-downs, animated banner images, etc.).

Your website design will be tested on and will officially support the newest versions—as of the date of the signed agreement*—of Internet Explorer, FireFox, Google Chrome and Safari. We code websites based on W3C standards, which should allow all future standards-based browsers to properly and fully support your site.

* Since designing for older, outdated browsers is very time consuming, it is recommended that viewers use one of the specified supported browsers. If you need to view the visual design on older browsers, we can do the additional coding and testing and will bill for that work at our regular hourly rate.

Sign-off on functionality and any custom development occurs prior to any migration of content to CMS.

Billing of the 3rd quarter of the project occurs at this point.

6. CMS Tweaks, Training and Site Launch:

Once the site is built, we will teach you how to enter content onto your site and train you on using the content management system to update your site content as needed. We will also create CMS training videos for your reference.

Prior to launch, BCP will completely review the site in the supported browsers for any functional oddities or inconsistencies and will correct them. We will also proofread site copy and check for any missing content (however, ultimate responsibility for content accuracy rests with client).

Sign-off will be needed here.

If you need to make changes to your domain name, we will be happy to advise you on that process. When the website is ready to launch, we will install it onto the server of your choice.

Project Timeline Overview:

Hitting deadlines is an integral part of our commitment to you. Our goal is to keep your project on time and on budget while delivering an end product that meets your high standards and ours.

Once the project agreement is approved, we will work with you to develop a project schedule specifying benchmarks and deliverables for both your team and ours.

We depend on timely feedback and delivery of any client-supplied content as agreed. We reserve the right to put your project on hold if feedback is delayed for more than five business days beyond the agreed-upon benchmark. If your project is delayed more than three times, we reserve the right to terminate the agreement and bill for deliverables completed at the time of termination.

Web design is a complex process, and we understand that some needs may change as the project progresses. We strive to be flexible while also keeping you apprised of the impact some changes—particularly those made to previously-signed-off stages—may have on the timeline and budget. Any work outside the scope of the original signed agreement will be estimated in writing and signed off before that work begins.

You will be billed at this point for the 4th and final quarter of the total + any additions above and beyond the initial agreement. Final user name and passwords are handed over upon payment and all our grantable rights to the site are transferred to you.

7. Site Launch:

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Project overview & deliverables:

Compass Land Consultants (CLC) currently maintains two websites located at compasslandconsultants.com and clclands.com. CLC would like to combine the contents of these websites under the clclands.com website address. The design for the new website will be based on a forthcoming branding update, with a responsive layout and modern design aesthetics. The new site will also include tools to allow for easy modification to the site content as well as SEO attributes. We will also be replacing the current property listing functionality, provided by iHouse, with a new set of tools for listings and mapping.

CLC personnel will be trained in the administration of the new content management system (WordPress). Training may consist of video demonstrations or tutorial documentation.

New web hosting may need to be procured for the new website. BCP will assist in the selection of a new hosting provider if necessary.

Discovery/research, wireframing, design, front end development, project management, digitizing of any supplied imagery, html/CSS creation and tweaking and other services provided in conjunction with the website design and build are also specified in this estimate.

We have done our best to provide an accurate estimate based on our current knowledge of your needs and goals. Any substantive adjustments to either project scope or cost that may be required at subsequent stages of the process will be discussed and detailed in an amended estimate, which will be signed off on before additional work begins.

Understood goals:

• Design website with modern design following the BCP process (as outlined earlier in this document) while maintaining consistent esthetics and branding throughout the website as specified by the agreed-upon designs
• Develop streamlined site navigation and structured content
• Incorporate responsive web design
• Coding and development on the WordPress CMS platform with custom theme developed from agreed-upon designs
• Integrate property management and mapping capabilities
• Provide training for CLC staff on the use of the WordPress CMS

Our anticipated features and deliverables:

• Responsive WordPress site theme based on agreed-upon designs
• Modular content templates will allow for various content structures to be created on a per-page basis
• Content, including current property listings, to be migrated to the new website
• Development of the site will be performed on internal BCP servers and migrated/deployed to client’s web hosting provider
### Project Estimate:

The following is a cost estimate of your project based on the scope defined in this proposal. Copy writing, additional features or changes in features will be billed at $125/hr.

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Discovery, research, best practices benchmarking, and visual design</td>
<td>$1,000 - $1,500</td>
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<tr>
<td>Discovery meeting with key stakeholders, information architecture (wireframes and sitemap, with a round of revisions for each)</td>
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<tr>
<td>Web development/build-out</td>
<td>$8,000 - $9,000</td>
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<tr>
<td>HTML/CSS, CMS and custom coding, including build-out of all specified page templates and web site functionality. Content for site to migrated from current sites and be supplied by CLC. BCP may assist in minor editing and polishing of content.</td>
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<tr>
<td>Quality assurance</td>
<td>$500 - $1,000</td>
</tr>
<tr>
<td>Testing of completed website on specified browsers; proofing, refining, and solving bugs</td>
<td></td>
</tr>
<tr>
<td>Training and launch</td>
<td>$1,000</td>
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<tr>
<td>Documentation and tutorials explaining how to use the CMS and its customized interface</td>
<td></td>
</tr>
<tr>
<td>License costs</td>
<td>$0 - $200</td>
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<tr>
<td>License fees for purchasing single domain license for CMS and needed add-ons for desired site functionality</td>
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**Total estimated cost:** $10,500 – $12,700

**Estimated time frame:** 8 - 12 weeks
Understandings:

- Development of content at the outset of the project is imperative. Content is the responsibility of CLC. BCP may work with you to help identify and prioritize current site content according to the agreed-upon navigation.
- This estimate valid for 60 days after this date, February 24, 2017.
- Billing is incremental, as specified in the preceding process document.
- Kill fee: If the website project is halted at any point in the process, BCP will bill to date for all time and materials.

After acceptance of this quote, any requested changes which would materially alter the scope of the project would be brought to the client's attention, discussed, and approved on an individual basis prior to incurring any additional expense.

The signature of both parties shall evidence acceptance of these terms. Consented and agreed to:

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<thead>
<tr>
<th>For Blohm Creative Partners</th>
<th>Date</th>
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<tbody>
<tr>
<td>authorized client signatory</td>
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