

SAMPLE PROPOSAL

Proposal & Scope of Work for: Start Here FM

Company Name

1203 19th Street NW, 3rd Floor
Washington, DC 20036

Project Overview

Start Here FM is seeking to create a new website experience for their podcast network. The site will support up to ten shows. Each show will have its own branding while also tied to the network brand. The primary functionality of the site is to give listeners a way to listen and subscribe to their favorite show. The site will also facilitate community engagement. These requirements led us to choose a custom-built solution as described below.

Our Approach

CLIENT EMPOWERMENT

We believe we have a fresh approach to the consultant/client relationship. We manage projects with the goal of client empowerment from kick off to sign off. Our clients feel empowered to take on new challenges, to learn best practices, and come out the other side of an engagement having gained the knowledge to strategically grow their online presence over time.

A BALANCE OF FAMILIAR AND FRESH

A successful online presence must conform as well as innovate; creativity must be balanced with familiar web conventions that aid users, such as key site elements (e.g. search) appearing in consistent locations across a landing page. COMPANY_NAME understands the expectations these standards have created and we take advantage of users' previous knowledge of the web while developing a look and feel that is uniquely yours.

Project Scope

Online Portfolio Design and Development

Project Kick-off, Creative Work Session & Content Inventory

At the kick off of the design process, we will review all the deliverables in this portion of the project and set up a time for the Creative Work Session. This meeting can take place either in-person at your offices or via phone. Prior to this Creative Work Session, we'll have your team complete a Discovery Worksheet that will help you think more deeply about the varied audiences that come and interact with your site and brand, so that the website will accurately reflect their needs and desires. COMPANY_NAME will spend a portion of the meeting discussing the answers on the document to ensure we have a thorough understanding of your needs to accurately drive the creative process. At this meeting, we will also go over your existing brand collateral and inventory the entire image library so that our team has a firm grasp on the current architecture before we begin the design process of the site.

Wireframe Development

Returning to the information provided by you on website implementation in the Creative Work Session and Discovery Worksheet, our team will develop and deliver wireframe designs — akin to architectural blueprints — for all the pages of the site that reflect choices in prioritization of content, as well as desired user flow. These will allow us to explore how we want to divide the real estate of your online presence and how best to present it's content. Wireframe development also helps to create a site development plan to implement desired functionality and plan effectively for proper user experience. A single link will be sent to all stakeholders in the Declaration Networks Group project so that you may interact with these wireframes, just as you would a regular website. After the initial wireframe URL is sent, you will have up to two rounds of revisions to finalize.

Static Design Concepts

Combining the wireframes, and the recently developed brand identity, we will create fresh, new design mockups for the StartHere website. These static images will directly reflect the look and feel that the final built product will take on. COMPANY_NAME will be sure to highlight key elements discussed during the discovery phase and make sure users have a real direction on how they should use and interact with your online presence. After the initial mockups, you will have up to two rounds of revisions to finalize.

Online Development

Once all page designs have been finalized, we will complete the process of coding and testing the wrappers, and publishing them using the appropriate, standards-compliant coding languages, including any necessary JavaScript behaviors. We build all online collateral to be responsive to a visitor's browser size and optimized for retina displays. This ensures your portfolio will perform and render consistently no matter the type of browser or size/type of

device that they are using. The latest standard in search engine optimization will also be implemented, allowing new visitors and potential clients to find StartHere quickly and easily through any available search engine. An overview of this collected data will be sent to you monthly beginning three months after your site launch.

Content Review & Migration

COMPANY_NAME will migrate and format up to 30 pages of content, images and all other assets you provide onto the new platform. Your staff will make all content revisions. If you need any recommendations for good copywriters, we would be more than happy to provide a list of names. Analytics code will be added to the website in order to better understand your visiting demographic.

Testing & Launch

Prior to launch, COMPANY_NAME will test the new website thoroughly on Mac and PC operating systems, targeting today's most popular browsers: Internet Explorer 9 & 10, and the latest versions of Firefox, Safari and Chrome to ensure the user experience is consistent and correct. We will continue to work with you after the site launches to correct any problems that were not identified and corrected prior to going live.

Training/ Site Maintenance

Once the site has launched, COMPANY_NAME can provide either training on site up-keep with a single point of contact or provide regular maintenance at your discretion. If you choose the option of having us train you, most clients will take less time than the allotted three hours to learn the intuitive back-end functionality. A physical record of all admin/editor login permissions and basic instructions will be given to you upon completion of the project. If you choose however to have COMPANY_NAME make regular additions and edits to your site, we would be happy to do so and include the first three hours in the overall proposal.

Project Management

We will provide effective and efficient project management with a single point of contact. COMPANY_NAME will provide weekly status emails throughout the project lifecycle and will keep all elements of the work moving ahead smoothly. If the project runs long due to client delays or extra revisions, the project hours may need to be increased.

Site Maintenance

After the official launch of the new website, COMPANY_NAME would be happy to provide any additional upkeep and content maintenance that you may need, for as long as you should request it. Any work requested at this time and under these parameters, will be billed at our regular hourly rate of \$150.

Timeline and Budget

With our design firm, we try to create a realistic and reachable project plan that is responsive to our client's goals and timelines. Our goal is to strike a delicate balance between remaining flexible and accommodating and seeing that the project moves ahead on time and on budget. Based on the existing brand and our phone conversation on October 10th, we have listed out an itemized budget for you to consider.

Budget Estimate

Included Items

Total - \$24,560

Project Scope:

- Discovery document review and content inventory
- Creation and iteration of interactive, web-based wireframes (akin to blueprints)
- Advanced site design: option of content management system, mobile responsive with mobile first development approach & retina display ready.
- Multiple contact form templates including: general contact, website submission
- Google Analytics integration
- Google Map integration
- MailChimp newsletter integration
- Standard content migration, including imagery and all podcasts and episodes.
- In person or screen share site administration training (up to 4 hours)

Timeline and Payment Schedule

Kickoff and Discovery Doc review –
Beginning upon contract ratification

*Initial 40% deposit payment
due: \$9,824*

Creation of wireframes design and first review

Static Design Concepts and review

*Mid-project payment of 30%
due: \$7,368*

**Website Development, Content Migration,
Testing & Launch**

Project completion and in-person training

*Final payment of 30% due:
\$7,368*

About Us

COMPANY_NAME has over one million years of combined experience doing online work in the international business and non-profit world. Ok, that's not true but what is true is that we are a high-functioning and hard-working group of quality-loving designers and developers who are actually quite geeky (but understandable). Our expertise in online and brand strategy along with our super-human creativity is something we bring to the table with every project.

COMPANY_NAME utilizes a small, highly-qualified network of project managers and developers on every project in order to optimize both efficiency and value for our clients. However, here's a quick snapshot of COMPANY_NAME's founders.

PERSON ONE

Paragraph about team member one

PERSON TWO

Paragraph about team member two