

Proposal 181CCBC
Date 31.7.09



To **Joe and Teresa Teixeira**
Cooleman Court Beauty Centre
Shop 54 Upper Level
Cooleman Court Shopping Centre
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Gday Teresa and Joe

Thanks for the recent briefing Joe, it was great to be involved in the discussions about your vision for the **Cooleman Court Beauty Centre website** (www.ccbeautycentre.com.au).

From our discussion, we understand that Jennifer and I will work on the project. Jennifer will be responsible for helping to create new written content and the production of any necessary print items (eg. the Price List may need to be reformatted as a new PDF). I am responsible for creating a new visual design for the website (front end) and integrating that into a new website system (back end).

Briefing and requirements

During our discussion, you mentioned that the website is three years old, with outdated information, and no longer appropriate for your new marketing goals. You felt it did not reflect your business' current direction, and it was time to update the website to be in alignment with the current direction.

Above all, you felt the new website should have a friendly feel, be easy to use, and to have a natural, subtle and conservative style.

Since the business is personality-driven, you felt that it must evoke Teresa's 'voice' and personality. To this end, Jennifer is going to be involved with your new copywriting, to ensure that personality still comes across.

Regarding content management, you would like to be able to make changes in-house (rather than outsourcing), most likely enlisting your daughter Karen to perform this role.

In terms of improving existing content, you revealed that you would like to include more detail within your treatment descriptions, to easily update price lists, staff details, and such.

Some new ideas you had involved promoting new product lines (eg. teen products), and new services (eg. massage), listing the new opening hours, monthly specials and promotions. You would also like your strongest product lines to be featured more heavily, eg. Pevonia.

In the future (beyond the scope of this project) you would like to see if the Shortcuts booking system can somehow be linked in with the website. This would involve obtaining further information from the creators of Shortcuts, and discussing the potential compatibilities with the website database.



During the meeting, we identified two main markets—existing clients and prospects. Since you have this loyal database, there is a great opportunity to reveal the upgraded website to your existing customers. While you do this, there is a distinct advantage to couple a promotion or special offer to the announcement.

You also mentioned wanting to update the logo a bit further, and both Jennifer and I think this is most likely best to be done with a new choice of font. I can include this revamp for no extra charge within the design of the new website frontend. However, if it is a totally new logo with stationery and such, that will have to be priced separately.

I would encourage this new website design and potential logo revamp to spur the development of your shop window to be in alignment with the direction shown by your new website.

A couple of new ideas that emerged during the briefing were to include a Google Map that shows the shops from the map view, and from a photographic view, so people could recognise the actual shops. As an extension, promoting the availability of ample parking could also increase your new customer enquiries.

We can discuss some 'web savvy' ways to market to existing customers, such as encouraging them to register to a new email system—commonly called HTML email, or less technically, as Email Marketing. Under such a system your emails can carry your distinct website branding within the email itself (much like you would receive from StrawberryNet and the like), no longer just plain black text across a white page. This type of Email Marketing not only makes you look more professional, but gives you a good reason to send out monthly updates, promotions, vouchers, and so on. Back within your website system there is important data being accrued to help you understand how well the Email Marketing Campaigns are performing.

In terms of the website system behind these types of functions, I would recommend using a system from Business Catalyst. This was the software that I demonstrated during our meeting. I hope that demystified the backend for you, and allowed you to feel comfortable that it is similar to using Microsoft Word or similar level of software.

Business Catalyst are a Sydney company that provides an all-in-one Online Business System, which combines all the kinds of things a modern business uses for their internet presence. Whether you use 2 of the many options available (shown overpage), or whether you use all of them, their price remains the same. Since they offer such a great system, and a great pricing structure I have undertaken a partnership agreement with them.

The only difference between using 2 of the options or all of them is the level of professional services and training required. For example, if I have to build surveys for you, this would be for a further fee. If I build an online booking system, this would be for a further fee, and so on. I would then have to train you (or Karen) in those further aspects of the system.

Perhaps the best approach is to start simply, and have a staged approach, where extra elements can be worked on at a later date. This spreads the finances and the efforts across a greater length of time.



The following page lists the available functionality within the Business Catalyst Online Business System.

I have used **bold text** to highlight the aspects we discussed as your current requirements:

- **Content Management System (CMS)**
- Email Marketing System/Newsletter sign-up
- **Customer/Membership Database**
- eCommerce Shopping Cart
- **Visitor and User Metrics**
- Event Booking System and Calendar (owner is author, not customer)
- **News and Announcements**
- Advertisement Rotation
- Testimonials Database
- Video inclusion
- Secure pages for subscribers
- Option for members to update their own details
- **Image Galleries**
- Ability for multiple staff roles/logins
- Site search
- Site map
- Ability to make your own forms and surveys (owner is author, not customer)
- Blogs, ability for both public and private
- Forums, ability for both public and private
- FAQs (searchable database)
- **Email accounts** (up to 5, eg. admin@ccbeautycentre.com.au, teresa@etc..., joe@etc...)

The remainder of the functionality (text that is not emboldened) is available if required.
I will quote additionally on any further work necessary to enable those aspects when and if the need arises.

The following page outlines the approach I would take with your website.

Project stages

The website will be produced in a series of stages, each designed to minimise distractions and to logically build upon a strong foundation:

- Stage One** *Planning.* Determine any new website goals and subsequent content requirements. Discuss other production requirements, such as printed items (eg. Price List PDF).
- Stage Two** *Wireframes - Structuring.* Working out the relationships of content, forming groups of content types into categories, pages, and integration of any specific features. At this stage, linework diagrams (wireframes) and/or content-tree diagrams are created for showing the information architecture. This will be largely based upon your existing website and new ideas, but we can develop these even further together.
- Stage Three** *Visual Concepts.* Visual Design of the known content and architecture. These visuals will be delivered to you as large graphic files, eg. jpegs, showing the visual concepts for the home and secondary page styles. Once a direction is approved the styles can also be applied to email marketing templates. During this stage the logo revamp will take place.
- Stage Four** *Production.* Integration of the approved graphic design via web coding. Inputting content, involves making the web pages, typesetting, setting up each system (eg. email marketing system), uploading information, placement of images, PDF linking and such.
- This stage also involves production of the Price List PDF, project managed by Jennifer and one of her *Designemergency* staff.
- Stage Five** *Evaluation.* As the website is produced, an iterative evaluation > design > production > evaluation cycle begins, to ensure all content is accurate and complete.
- Stage Six** *Installation.* Hosting is with Business Catalyst, explained on page 5 and 6.
- Stage Seven** *Training and maintenance.* I will train Karen in the aspects she will need to perform to maintain your content.



Additional technical information

Training and Support

I will offer support for one year, and we can book several short training sessions over that time. I also have several training video tutorials that can be viewed on your computer.

I can also offer you ongoing support beyond that year, to be renegotiated, will be a minimal annual fee, eg. \$100 per annum. This does not include content management.

Web hosting

Business Catalyst own and host the Online Business Suite. They are a Sydney company, but they host their systems in the U.S. for greater security, and better support.

Your hosting fees will be paid direct between yourself and Business Catalyst.

See the pricing page (page 6) for hosting fees.

PRICING

Website design integration, implementation of online business suite

Planning, information architecture	\$	200.00
Visual concepts	\$	2000.00
Apply visual design to the systems required in the Online Business Suite	\$	1500.00
Training and support (within first year)	\$	500.00
Copywriting, project managed by Jennifer (estimated)	\$	500.00
Design of Price List PDF (estimated)	\$	500.00
<i>Subtotal</i>	\$	<i>5200.00</i>
<i>GST</i>	\$	<i>520.00</i>
Total (inc GST)	\$	5720.00

Please note *The first 3 hours of author corrections* are complimentary. Thereafter, author corrections will be charged at \$100.00 per hour plus GST. *Author corrections are comprehensive changes of the original briefing, changes to original project size and scope.*

Hourly rates

Sometimes a project will require additional work to be done under an hourly rate, eg.
- Sourcing material from third-party providers, such as photographers or writers.
- Project managing of third-party suppliers
- Additional illustrations, image-editing or optimising, creating animations, charts, and such.

Hourly Rates are \$100 plus GST.

Your project may require replacement photographs, most likely sourced from a photo library.

Other costs to consider

Should you wish to create a whole new logo and stationery (beyond a simple revamp of the font), it may be better to produce that through *Designemergency* directly.

If you would like to take advantage of any of the further functionality within the Business Catalyst System, we can approach that within a later stage.

Ongoing costs, eg. hosting

Hosting of the Online Business Suite ranges between \$39 and \$79 US per month.
Your current requirements would require the minimum hosting plan of **\$39US per month**—with one administrator (eg. Karen) and 5 email addresses. Adding extra administrative users will increase the cost per month. You may not require anything above the basic plan. However, even if it does need to increase, you can see the pricing does not differ much.



Additional Information

Itchybrain Payment terms - Startup is COD, subsequent are 7 days

Startup - \$2000 plus GST to begin the project. This payment is COD.

Midway - \$1600 plus GST midway through production. This payment has 7 day terms.

Completion - \$1600 plus GST upon successful upload to live status. This payment has 7 day terms.

Should you accept this proposal I will generate the invoice for the startup fee.

Timing

I usually expect a website of similar nature (without third parties) to take anywhere between 8 and 12 weeks, the range is dependent on the content availability and the extent of the available systems you would like to develop. Since the site requires only a small amount of all systems available this would usually take closer to the 8 week range.

License

Since this is a hosted solution, it cannot be taken as a discrete unit and moved elsewhere. These systems are only available as a hosted system from Business Catalyst on their own servers.



Copyright and usage

I am relaxed about copyright - all visual copyright resides with you.

Copyright related to third-party materials (such as copywriting, photography, graphic design, programming) is arranged between the supplier and you.

I may on occasion refer to your project in my business self-promotion, as a case study or portfolio sample of my design work.

Samples of other work

A portfolio of my work is shown at <http://www.itchybrain.com.au/index/websitedesign>



Conclusion/acceptance

Thanks again Joe and Teresa for our recent discussion and for considering this proposal.

We really look forward to the potential of working with you.

Should this proposal be accepted, please phone 0403 793 422, or email me at darryl@itchybrain.com.au, and I will generate the invoice for the startup fee (as per page 7).

Please email me or call my mobile with any queries, comments, or if we need to discuss things further.

Kind regards

Darryl and Jennifer

Darryl Butler
Itchybrain Productions

Jennifer Prosser
Designemergency