

Company Name

Overview

Located in the heart of Soho, _____ is a high-end, artisanal chocolate maker founded in 2000 by _____. Her signature chocolates are topped with unpredictable, colorful designs elegantly presented in signature packages of blue and brown. Within the powder-blue walls of the flagship store, one finds a tearoom in the back — the Cacao Bar — serving spicy hot chocolate spiked with cinnamon and chipotle chile!

The existing _____ .com website does not mirror the elegant rendering of the brand, nor does it showcase the chocolate in an eye-catching manner. In addition, the design of the site does not possess an emotional impact rendering it ineffective in expressing the artistic beauty of the chocolates.

With the above in mind, Studio K&M is pleased to present a proposal to redesign and program an ecommerce site for _____ that will reflect the brand more accurately and facilitate online sales.

OBJECTIVES

The objectives of the project include the following:

- To capture and promote the personality, quality and essence of the _____ brand;
- Reduce marketing costs;
- Increase sales;
- Maintain current vendors / attract new vendors;
- Enhance brand recognition in the consumer market;
- Increase web traffic;
- Engage web users by the addition of useful and entertaining content in a blog;
- Boost the company's image as a trusted maker of fine chocolate;
- Ensure consistency of brand message;
- To support the overall branding strategy;
- To distinguish the company from the competition.

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BENEFITS

- Increased sales and revenue;
- Increased foot traffic to the store;
- Increased brand awareness and visibility;
- Increased online sales;
- Assurance that _____ remains relevant, competitive and active in the industry;
- Prestige as a brand that competes with the finest chocolatiers;
- Opportunity to maintain current vendors and consumers, broaden current market and attract new customers;
- Opportunity to deepen trust and credibility among current vendors, consumers and new shoppers.

PROCESS

The project is broken into a series of phases that build upon one another and have specific goals, outcomes and deliverables.

Phase I: Discovery

The project starts with a discovery phase: Who is the audience? Audiences? What are the overall goals of the site? What is the tone and style of the site?

We will ask you to complete a questionnaire that answers many of the questions above. In addition, we will research the competition to determine who they are and what they offer.

Phase II: Information Design

This phase involves addressing the content of the site. Once edited text and other media (if used) are received, we will outline the content, map the information architecture (user-centered), determine the pages and create a sitemap and the navigation (what the pages are and how they link). Though this will be a small site in terms of page numbers, this is a critical step to assure that users can find what they are looking for.

We will present you with a final PDF of the sitemap and receive written approval before moving to the Visual Design Phase.

Phase III: Visual Design

Using the creative brief, we will design and propose two visual solutions for the homepage keeping the overall site objectives in mind. Using your feedback, we will conduct two rounds of revisions if necessary, on one design, create secondary pages and finalize those designs. Once the homepage is approved we will design and present secondary pages.

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We will receive written approval for the design before moving to the Production and Programming Phase.

Phase IV: Production and Programming

Actual production of the site begins. We are recommending the use of WordPress as the underlying framework for the site. Its status as a stable, widely deployed, open-source content management system makes it an excellent choice to ensure ongoing compatibility and easily managed client updates.

We recommend CartManger as the ecommerce shopping cart solution.

Approved graphic files will be sent to the programmer who will:

- Create a coding strategy and functional approach for site updates;
- Process the graphic files for use in the programming environment;
- Integrate design template coding with CMS implementation, configuration of modules for basic navigation and all site features and functionality.

Phase V: Page Production and Content Assembly

Programmer will populate page content from provided digital files. (Word documents, JPEG and other image files.)

Phase VI: Quality Assurance

We will test the beta site on latest versions of Internet Explorer, Chrome and Firefox for the PC and Chrome, Firefox and Safari on the MAC, and perform a QA review of links and functionality.

You will have the opportunity to view and test the site at this stage.

Phase VII: Revisions and Adjustments

We will execute two minor updates to the content as necessary throughout review/approval cycle.

We will receive written approval before moving to the Launch Phase.

Phase VII: Launch

Final server preparations are completed and the site is launched. *

**Requires hosting server's username and password.*

TEAM MEMBERS

Cathline Marshall – Creative Director | Usability Analyst

Cathline Marshall has lived and worked in Paris, Tokyo and New York. An established graphic designer and illustrator for over 20 years, her career began as an artist in Paris working with Japanese papers to create refined and elegant gift-wrappings. Having expanded her design background to include more technological aspects, she is now skilled in web design, digital strategies and human-computer interaction.

Ms. Marshall is an adjunct professor at New York University teaching Dreamweaver, Intermediate Photoshop, Flash and Website Usability. She also teaches web design principles at Pace University in New York.

She is a former board member of the New York Chapter of the Usability Professionals Association and a member of the Graphic Artists Guild and the National Association of Photoshop Professionals.

Ms. Marshall is fluent in Japanese and an avid cyclist, averaging 150 to 200 miles a week.

Ivey Inman - Strategist | Project Director

Trained in the Fine Arts, Ivey Inman has a background in photography, printmaking, dance and film. She brings a creative energy and innovative spirit as a strategist and project director at Studio K&M. Her keen storytelling talent stems from her wide breadth of reading and affords Studio K&M a fresh and articulate voice.

She has lived and worked throughout the world, spearheading a new marketing and branding initiative at an Eco Resort in Southern Spain, branding a film festival on the Basque Coast and assisting sales and marketing in the Caribbean.

Ms. Inman has a Bachelors of Fine Arts in studio art and art history from the University of Vermont and has a style keenly her own. Occasionally she lets her southern belle accent slip in, revealing her Georgia upbringing.

Tara Connelly – Senior Designer

A recent graduate from art school, Tara Connelly first joined the Studio K&M team as a design intern in her last semester at school. She is now our Senior Designer, contributing her designs and fresh ideas to a variety of print and web based projects.

Raised in the rural town of Warwick in Orange County, New York by an artistic mother and a science-loving father, Ms. Connelly brings the best of

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both worlds to her work as a designer. She started teaching herself HTML and Photoshop at age 10, and has been expanding her skill set ever since. She is inspired most by elegant and creative solutions to visual problems, and she considers herself a “typography nerd,” fascinated by the relationship between letters.

Ms. Connelly received her Bachelor of Fine Arts in Graphic Design from SUNY Purchase College. Her other passions include photography, vegetarian cuisine and backpacking.

Will Roche - Copywriter

Born in Snellville, Georgia, Will may be southern but considers himself a Man of America. History informs his conduct, starting with T. Roosevelt and then backwards to founding father Alexander Hamilton. He doesn't read literature written after 1979, excepting David Mitchell and Thomas Pynchon.

And to top it all off, he's a Manchester United fan, although his enthusiasm for soccer is not limited to just one team. He also likes Real Madrid (which is like rooting for the Yankees and the Dallas Cowboys wrapped in a taco).

Will Roche writes, but his mien extends beyond the written word. His background is in botany. Luckily, he appreciates the power of good copy and makes it a point to craft each sentence with the rigor of a poet-scientist.

FEES

Here are the estimated costs based on the understanding of the project:

Website: Visual Re-design & Production

Home Page (to include rotating banner)

Secondary Text Pages (same template)

- Includes About, Contact, Recipes, Press, Events, General Information

Wholesale, Corporate Gift Pages, Tea Salon (same template)

Product Landing Pages (same template)

Individual Product Pages

Blog

- Landing Page

- Search Results Page

- Category Page

Content Production

Review of content for grammatical errors, misspellings and consistency

Photo Production (up to 100 photos)

(Photos must be optimized for the web and sized correctly for landing page and individual product pages)

Programming:

SEO compliant web presence*

Password Protected content management system

Blog

Integration of products into Cart Manager

Project Management

* Includes all critical SEO components: titles, headings, internal linking structure, XML sitemap, HTML sitemap, smart linking

** Up to 100 items in inventory

Upon acceptance of our proposal, Studio K&M will submit the final project contract and outline the process.

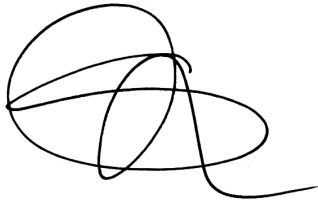
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In conclusion, we feel that _____ is well positioned in the industry to benefit from a site redesign to increase online sales and maintain brand consistency.

As a boutique studio, we are able to offer hands-on-service, producing the results of a larger agency at more affordable prices. Please be assured that you will have a competent, committed team to work with in order to achieve the goals set out in this proposal.

Our experience and project-tested team has one objective — the success of your business.

Thank you.

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

- Cathline Marshall | Principal
Studio K&M