

To: Dr. Alan Raymond
Date: 01 February 2012
Re: Website Development

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 or 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. Additionally, 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 create two mood boards to reflect our color suggestions and other important design elements. You will choose one mood board.

Based on your choice of the mood board, we will design and propose two visual solutions for your site. We offer two rounds of revisions for one design choice.

Phase IV: Page Production and Content Assembly

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.

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.*

FEES

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

Visual Design

1. Home
2. About
3. Procedures (Up to 6)
4. Research/Articles (up to 14)
5. Contact (Appointment form)

Recommended:

6. Testimonials
7. Press

Programming (Word Press)

Photo editing*

Copy editing**

Project Management

*If any photos are used, they need to be sized and optimized correctly.
Price is for up to 10 photos.

**Only if copywriter is NOT used.

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

Two rounds of design are included in this proposal.