

Brain Curve

Project Proposal

Date: 05/10/2011

Ref: BC051011OC

logicdesign

Manchester House, Northgate Street, Bury St Edmunds, Suffolk, IP33 1HP

t: 01284 706842 e: hello@logicdesign.co.uk

About us

We're a web design, creative and marketing agency based Bury St Edmunds, Suffolk. Businesses that want to strengthen their brand and grow their profits come to us for modern design and marketing services.

Since 2005, our talented team has worked with small and large businesses in almost every sector, creating websites, e-commerce shops, CRM systems, printed campaigns, brand identities and much more.

Our work is driven by results – and four essential principles.

1. **Professionalism** – design and marketing that looks good and works hard
2. **Great service** – based on excellent communications
3. **Efficiency** – projects delivered on time and on budget
4. **Excellent value** – exceptional work at affordable prices

We're professional but we're approachable too – expect to work with creative people with open minds and a good sense of fun.

We're also love meeting people, so do drop by to say 'hello'. There's nothing we like better than to share a coffee with clients – especially those who appreciate the bright orange furniture and Astroturf of our meeting room.

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Overview

Dear Linda,

Please find enclosed the proposal for the design and development of the Brain Curve Website. The company has been running approximately a year and is now looking to improve its online presence with an updated design. Offering expertise in Neuropsychology, the company has a client split between therapy and medical legal work which needs to be represented. The visual aspects of the website will also be of critical importance and you have a strong conceptual idea you would like to use which will see the recovery route represented by a map of Jura with important points in the process located on it. These would then click through to specific pages for the client to understand more about what you can provide.

The website would take on a similar site map to the current version but would be scaled down and streamlined with the new content making it easier for users to navigate. From an administration side, it is important the website can be updated easily and as such we will create a full content management system to allow the website to be kept up to date in house. Overall, the design should be user focused giving the visitor the best possible experience whilst navigating.

Initially, our first task would be to create concepts for you to give feedback upon. During this stage we will also provide a concept of the Jura map to assess we are on the same wavelength before we proceed to creating the final version. After this concept stage, we would help to narrow down one final design that conveys the correct message and helps engage with your visitors. With the design fully confirmed, we would move onto creating the advert and building the website pages, returning with a fully functional website and admin area.

The website would be built using standards compliant coding to enable the widest range of visitors to view the website correctly. As part of this, we would now also suggest not using any Flash elements on the website due to many browsing formats now not supporting this software. With the front end of the website completed, we would create a Content Management System for you to keep the website up to date in house. This would include being able to CRUD (Create, Read, Update and Delete) any information based areas, upload images and documentation, add further pages and much more.

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Once the entire build process is finished, we would help with training on the software to allow the website to be fully maintained in house. We are also able to populate the website at a small additional cost if needed.

The website itself will be split into two sections – Design and Build. Upon completion and approval of the design, we would ask that any content needed to enable us to finish the website is supplied. Our prices include everything from the design to the full build of the website as well as design revisions during the design stage.

Yours Sincerely,

Howie Connelly

Media Consultant

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Estimate

Item	Description	Cost (Ex VAT)
Design	<p>This includes:</p> <ul style="list-style-type: none">• 2 Bespoke design concepts• Jura map design (based on actual map)• One main layout, one internal layout• Site Structure planning• Design consultation• Staged revision process:<ul style="list-style-type: none">○ Home page revisions – 2 sets○ Internal page revisions – 1 set	£500.00
Build	<p>This includes:</p> <ul style="list-style-type: none">• All XHTML, JQuery and CSS coding• W3C Compliant Mark-up• Google Analytics Integration• Cuffon or @font-face font's• PHP Enquiry form for contact• Flexible Wordpress admin panel• Word style content editor with image/PDF uploader• Sub level navigation• User focused design• Database set up• Password protected log in to administration area• Phone training session provided on software (one session, with multiple trainees)	£300.00

Extra work (optional)	This includes: <ul style="list-style-type: none">• Further layouts• Further design revision sets• General graphic design• Photo editing• Content uploading	£80.00 per hour
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Total	£800.00
Tax 20%	£160.00
Total	£960.00 Including Tax

Payment Structure

35% deposit | 55% second stage after design signoff | 10% final payment before site launch



Support Pack's

▣ Please tick the appropriate box.

Support 1 ▣

- Standard Hosting
- Email & Phone support
- Browser compliance updates

£15 per month

Support 2 ▣

- Premium Hosting (with server access)
- Unlimited server bandwidth
- Email & Phone support
- Browser compliance updates
- Discounted hourly rates
- Standard SSL

£35 per month

Support 3 ▣

- Private Logic Design Server
- Unlimited server bandwidth
- Email & Phone support
- Browser compliance updates
- Discounted hourly rates
- Premium SSL
- Priority Customer - Dedicated time slots for immediate updates
- Manual website backups
- Conversion reviews every 6 months
- Yearly Website MOT

£60 per month

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Order Confirmation

Ref: BC051011OC

To confirm your order please sign the acceptance and get it back to us. Please note that we cannot proceed with the work until we receive your signed acceptance and deposit. By signing the Order Confirmation you are agreeing to the Terms and Conditions set out by Logic Design.

Please ensure all of your proposed projects requirements are stated in the quotation/specification. Items agreed verbally but not stated in the quotation may be subject to additional costs. Work will only be signed over upon completion of the final balance.

I accept the above quotation and wish you to proceed with the work.

Name _____

Signed _____

Date _____

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