PROJECT PROPOSAL

Webportal
Design and Development

for

Prepared by,

SIJO JOSE

Director and CEO,

Corehub Solutions (P) Ltd

Overview & Goals

Dear George,

It was great to speak with you about your new project for **Ideos Startup Services LLP** .

Gone are the days when we knew for certain that everyone was viewing the web on a desktop or laptop computer so websites were designed and developed for that standard experience. Increasingly, people are viewing the web on a variety of devices - tablets, smart phones and other mobile devices. If your website doesn't support those devices, this can negatively affect how users interact with your business. The site may load slowly, the layout is fixed and awkward to navigate and you may end up with a frustrated user. Statistics show that most users don't convert when using small screen devices which means you may be losing out on valuable business opportunities.

Corehub Solutions can turn this problem around using *responsive design*. We'll redesign your website's front-end templates to adapt and scale to whatever kind of device the user is viewing from while maintaining your existing look and feel and improving overall performance. We'll test it on a variety of devices - mobile and non-mobile - to ensure the experience is consistent and easy to use.

We want to improve your conversion by 50% for mobile users which, given the current percentage of users who visit websites on mobile devices currently, should impact sales by 20% per month. Now that's what you'd call responsive, don't you agree?

Sincerely,

Sijo Jose
Director and CEO,
Corehub Solutions (P) Limited

Scope of Services

Research

The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behaviour, and how your website factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website.

Design

Once we're armed with this information, we'll set to work sketching out interface layouts for 3-5 different views, including the home page, sub-page, the blog template, and any additional templates needed. Wireframes look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and iterate on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes.

Next we'll design high-fidelity comps that show what the final designs will look like on desktop, tablet, and smart-phone screen sizes, providing up to two rounds of revisions on the design.

Development

Once you've approved the design, we'll start building them using HTML, CSS, and Javascript. After testing the static layouts, we integrate the new designs with your current Wordpress theme. To do this we'll need to mirror your live site in a development environment, then our QA department will test the site across different browsers (Firefox, Chrome, Safari, Internet Explorer 9+) and devices (iPhone 4S, Galaxy II). Any bugs that arise from this testing will be fixed prior to launch.

Project Scope

Functionalities / Specifications
USER INTERFACE (UI / UX) DESIGN

1	Home Page 1. Brief details about the compnay 2. Services 3. Form 1 : Company name availability check (Admin will receive an email or the admin can see the request in the admin panel) 4. Form 2 : Set an Appointment (Admin will receive an email or the admin can see the request in the admin panel) 5. Contact information
2	Landing Page Designs 1. Start a business 2. Registrations 3. Intellectual Property 4. Compliances 5. Tax Filing 6. Documents and Deeds (Download area) 7. Knowledgebase 8. Notifications 9. Careers 10. Client List 11. About us 12. Contact us 13. Articles/Blog

Project Scope

3	Start a business (Dynamic)
	   1. Lead Form [Name, Email, Mobile, Message]
	
	   2. Business Name (LLP Registration)
	
	   3. Small description about the business (Here, LLP)
	
	   4. Advantages over that business (LLP)
	
	   5. Disadvantages of that business (LLP)
	
	   6. Documents Required and Sample templates
	
	   7. FAQ
	
	   8. Request for checking company name (Form)
	
	   9. Free consultation (Form)
	
	   10. Client List (Here LLP)
	
	   11. Knowledge Centre
	
	   12. Specialities
	
	   13. Footer
	
	The same will be repeated for Start a business (Registrations, Intellectual Property, Compliances ,Tax Filing)

4	Documents and deeds template
	   1. Search
	
	   2. List
	
	   3. View / Download

5	Notifications 1. Relevant notifications will be listed

6	Knowledgebase
	   1. List
	
	   2. Filter based on the services

7	Careers
	   1. List job
	
	   2. View job
	
	   3. Pagination

8	Client List
	1. List the clients
	2. Filter clients
	3. Pagination
9	About Us
	• A static page
10	Contact us
	1. Form
	2. Address
	3. Google Map integration
11	Articles
	1. List articles
	2. Category Filter
	3. Keyword-wise filter
	4. Free Consultation Form
12	Email Notifications
	1. Email Template Design
13	Admin Panel
	1. Dashboard
	2. Form
	3. List
	4. Inner/detail Page

Server-Side Application Building	
13	Admin Panel - Login Process
14	Dashboard
	1. Quick Statistics
	2. Quick List

15	Enquiries
	1. Start a business
	2. Registrations
	3. Intellectual Property
	4. Compliances
	5. Tax Filing
16	Contact Us
	1. Lead data
17	Pages
	1. Add, edit pages
	2. User can add a new services without any help from the developer
	3. Category - Add, edit, list, view, etc
	4. The pages are :
	1. Start a business
	2. Registrations
	3. Intellectual Property
	4. Compliances
	5. Tax Filing
18	Documents and deeds
	1. Add, edit, list, attach documents
	2. Activate/inactivate documents
19	Knowledgebase
	3. Add, edit, list, attach contents
	4. Activate/inactivate contents
20	Notifications
	5. Add, edit, list, attach notifications
	6. Activate/inactivate notifications
21	Careers
	7. Add, edit, list, attach job vacancies
	8. Activate/deactivate clients
	9. View the candidate data who all are applied for the job

22	Client List
	    10. Add, edit, list clients
	
	    11. Activate/deactivate clients

23	About Us • Modify the information

24	Article / Blog
	    1. Create, edit articles
	
	    2. Add multimedia files like images, video URL's
	
	    3. Manage articles
	
	    4. Keyword Management

	DEPLOYMENT AND TESTING
25	Pushing the code
26	Domain registration/DNS changes/hosting arrangements, setup of client email addresses
27	Uploading, testing and finalizing completed site
28	Client training (for admin sections, checking site statistics)
29	Submit site to search engines/directories
30	System testing.

Time frame

To complete the work outlined in the project scope, we'll need approximately 10 - 12 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal we are prepared to start work immediately. Our web portal development process given below.

Our Process

#	Preparation and Management
1	Site specification development (needs analysis/content planning/site structure design)
2	Administration (preparation of contract/estimate, digital and paper file management, tracking hours, invoicing)

#	
3	Meetings, phone calls, email correspondence with client

#	**Page Template Design**
5	Creation of page prototype(s) in graphics program
6	Creation of logo or work on existing logo
7	Creation of graphics (masthead, buttons, photo montages)
8	1. Developing color scheme and page layout for Draft 1
9	2. Receiving/discussing feedback and building Draft 2
10	3. Receiving/discussing feedback and building Draft 3

#	**Individual Page Construction**
11	Organizing and managing gathering of content from client, including specifying target keywords/keyphrases for SEs
12	Design of home page (allow time for 3-step process as above)
13	Preparation of photos and other client graphics (receive, sort, re-name, and file, crop, size, optimize)
14	Researching/locating/purchasing of images, preparing
15	Text content development/editing/proofreading
16	Design of 1 typical sub-page (3-step process as above - consider complexity– graphics/columns/charts/text boxes)
17	Remaining number of sub-pages
19	Forms (consider number of fields, validation, scripts for processing data, testing/troubleshooting

#	**Server-Side Application Building**
20	Specification development for dynamic applications

	21	Designing and building databases
	22	Designing and coding dynamic applications
	23	Building admin sections
	24	Combining code with HTML page templates
	25	Testing, troubleshooting and finalizing data-driven pages
#		**Completion and Wrap-Up**
	26	Final additions, corrections and edits
	27	Domain registration/DNS changes/hosting arrangements, setup of client email addresses
	28	Uploading, testing and finalizing completed site
	29	Client training (for admin sections, checking site statistics)
	30	Submit site to search engines/directories
	31	Other (anything not yet included – secondary page designs, complex menus, scripts etc.)

Cost

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

Description	Price
1 . Static website with all the pages except Admin Panel	70000/-
2. Static website + Admin Panel (User can see the enquiries, contact request)	90000/-
3. Dynamic Webportal [You can add/edit new services, pages without any help) You can create unlimited Artilces, FAQ, Knowledge Centre, Downloadable documents and deeds. Full control on the system	160000/-

Why Us

Innovative thinking leads to simplified solutions

Corehub Solutions is a group of passionate entrepreneurs who are hard at work to find better and simpler solutions for real world problems. We are a recognised start up (DIPP, Gov. of India) and winner of **Idea Grant** from Govt. of Kerala. We focus on two "I"s, improving the existing solutions and innovating to find new ones. We are game for any and all of your problems, but here are the things that we do best.

We believe that technology should always be a stepping stone rather than an obstacle to our lives. We at Corehub understands that every person is different and so are their needs. We believe in giving you the absolute best and nothing else. We make sure to meet your specific needs and deliver the best product, on time.

We believe in flexible pricing. There are no hidden rates or fixed plans, we charge based on your exact requirements. The pricing changes based on the complexity and timeframe.

Work References

Project Name	URL
Vartha Jalakam	http://varthajalakam.com/
Niyamanam	http://niyamanam.com/
Cyberpark Forum	http://cyberparkforum.com/
Tour To (Under progression)	http://designs.corehub.org/tourto/
Nilavara (Under Progression)	http://nilavara.in/
Jupeng Potato Industry	http://jupengint.com/
Alhind Holidays (Under Progression)	http://tourhub.corehub.org/
Active Spaces (Under Progression)	http://designs.corehub.org/activespaces/