Website Design & Development Proposal

Max Vision Solutions

© Max Vision Solutions 2020

Email: Hello@MVisionSolutions.com
Web: www.MaxVisionSolutions.com



Proposal Created by: Abhishek Singh

Greetings from Max Vision Solutions Pvt. Ltd

Dear Ravish Kumar,

I am pleased to introduce myself and my company, Max Vision Solutions. We are excited to get to work on your new project Website Development, and we want to make sure you're satisfied with our proposal and have a full understanding of what to expect in this lengthy process. Creating Web portal platform is exciting, and our expert team is fully capable of giving you something unique that will help grow your business.

After you have reviewed our proposal, please don't hesitate to contact me should you have any questions.

Regards,

Abhishek Singh (Marketing Executive)
Max Vision Solutions Pvt. Ltd
Phone: 096507 15139 / 011-49857910
Email: abhishek@mvs.pw
Office Address: 206, H-6 Agrawal Tower, Netaji Subhash Place, New Delhi, Delhi 110034

Introduction

Overview

Max Vision Solutions Pvt. Ltd. Will design & develop Websites. We will develop the site on PHP (Laravel) without using any CMS. Client want to Showcase the Lab Products like Filtration, Bottling etc. The Products are Highly configural/Variable according to Size and colors and many more, Also Website will have CMS Pages and Brand page.

About Us

Max Vision Solutions Pvt. Ltd is a contemporary Website design and development company with a focus on user-centered design while helping our clients achieve the desired result.
Our strategy for achieving the desired result can be broken into four parts:

Website Design and Development:
First, we'll develop the client's Website by conducting a research into the client's industry and target market with the aim of understanding what works and determining how it can it be applied in meeting the client's needs. We then develop the Website based on our client's requirements, our understanding of the industry and our evaluation of the target customers modus operandi.

Search Engine Optimization:
Upon successful design and development of Website, we'll move to the next stage which involves promoting the Website by employing search engine optimization tactics, with a large focus on content marketing, considering Google's "status quo."

Results Measurement:
With the attainment of Google's first page on popular keywords relevant to the client's product or services and an exponential growth in traffic, we'll then move on to the third stage which involves measuring the Website's performance by using Google analytics, heat maps and other efficient Website monitoring tools. We generally measure bounce rates, Website traffic, Website's visitors' geographical location, and most importantly, conversion rate.

Fine Tuning:

Upon results measurements, we'll then fine tune the Website in order to improve results. We determine what to fine tune by analyzing data obtained from the previous stage. Fine tuning can range from changing the order of the Website's menu items to changing font sizes.

Scope of Work / Deliverables

Max Vision Solutions will perform the work as described in each phase of the project below.

Research Stage:

- ➢ Finalize specifications
- ➢ Research target market
- ➢ Set strategy to accomplish Clients goals
- ➢ Finalize design and development plan for the Website
- ➢ Determining the full and final in-depth scope of the project.

Planning Stage:

- ➢ Determine main goals of user pathways.
- ➢ Determine the Website flow
- ➢ Prepare wireframes
- ➢ Optimize the NAV

Website Design:

- ➢ Finalize graphical theme of Website (colors, general look and feel, etc.)
- ➢ Finalize layout and structure design
- ➢ Create all graphical elements

Front End Development:

- ➢ Web pages coding
- ➢ Integration of latest front-end technologies to enhance UX

- ➢ Homepage / Category Page / Product Page Design
- ➢ Integration of Chat, other stuff

Back End Development:

1. Integrate databases
2. Application programming
3. Programming of administration (backend)
4. Integration of Google features, Analytics and Webmaster.

Discussed Features that needed in Website

Google Page insight Speed should be approx. 80.

There should be URL international Location wise

Responsive Design on all Devices

Mega Menu for showing the products category

Pop-up on website for Newsletter and Events

FAQ Pages

Enquiry form on individual product pages

Form for Bulk Enquiry for if multiple products

Blog should be on WordPress

First, we need to show the wireframe of design

All the Pages and Content parts will be dynamic, So Client can change for their side

Framework

A Website needs a sitemap and wireframes. Think of this as the structural integrity of a skyscraper. You will have an important role in the design process, as it's important that you are getting what you want. Plus, it's better to work out issues in this stage than later down the road. Here are some highlights of this process:

- ❖ Functionality and content
- ❖ Wireframes, the structural core of your Website
- ❖ Branding and integration of existing digital platforms (i.e., SMS and email)
- ❖ User Experience and User Interface, or UX and UI — essentially, how you interact with the Website, what makes it easy to use and desirable

Development

We've come a long way at this point. You've put in a lot of work, so now you can step aside and let us do the rest. This part of the process is laborious and time-consuming, so don't expect to hear from us much. But that's a good thing, as we've worked out all the kinks and come to an understanding about everything that will go into your new Website.

Testing and launch

We're almost there. Your new Website web application is built and ready to launch. But before that happens, Max Vision Solutions Private Limited and You need to collaborate on a marketing strategy. After all, just because you invested all this time and money into your new Website, it doesn't mean anyone will know it exists unless we tell them.

Timeline

Max Vision Solutions Private Limited estimates that it will take Two months to complete your new Website. Here's what to expect:

Process	Delivery
Planning, research/outreach	1 weeks
Wireframe, Prototype and Mockup	2-3 weeks
Website Design on HTML 5	2 weeks
Website Development	3 Weeks
Review Changes and Suggestion. Live Server Deployment	1 Week

Expenses

As per your requirement and We will suggest you One Time of following budget.

NAME	PRICE	Duration	SUBTOTAL
Cloud **Server** on Digital Ocean (you can take by your own)	INR 1300/-	Monthly	INR 15,600/-
Wireframe, prototype and Website Design	INR 20,000/-	One Time	INR 20,000/-
Website Backed Development on custom PHP	INR 35,000/-	One Time	INR 35,000/-
Optimization the website and Integration	INR 15,000/-	One Time	INR 15,000/-

Note: 6 Months Free AMC after that We will charge 30% of total Amount/

Payment Milestone

As per your requirement and we required the milestone to this basis.

Process	Payment
Upfront Amount	30%
After Design completion	20%
Development Completion	30%
Testing approved and Server Deployment	20%

References Site:

- https://www.gelifesciences.com/
- https://www.pall.co.in/
- https://mdimembrane.com/
- https://kinesis.co.uk/
- https://www.alwsci.com/

----Thanks----