Project Proposal

Business Name: Sweet Vision

Attention of: Neelam

Date: 14/3/24

Let's work *together*

Hey, we're Design By Emma studio, located in Manchester. Our expertise lies in **branding, web design, and communication design.** With over a decade of experience, we have collaborated with a variety of brands, ranging from small businesses with big aspirations to well-known global brands such as Beauty Bay, In The Style, Forever Unique, Regatta, and more.
Are you ready to transform your business?
Let's turn your dream into a reality!

Your Objectives

BUSINESS GOAL 1

Website doesn't currently look fun or portray the brands personality

Develop fun and interesting website to entice the audience, show off your different cakes and services

BUSINESS GOAL 2

Show off the brand's logo and overall branding, ensuring it matches all social media

Make a user friendly website that matches the overall aesthetic of the brand to gain more customer loyalty

BUSINESS GOAL 3

Enhance the website's appearance to project professionalism and drive online orders.

Develop a strong visual and brand identity to make sure the customer has a good customer journey, from visiting the website to their inbox.

PROJECT STAGES

- ON-BOARDING
- CREATIVE DIRECTION
- WEBSITE DESIGN
- WEBSITE PAGES
- WEBSITE DEVELOPMENT
- WEBSITE LAUNCH

On boarding

We've been praised by previous clients for how smooth the process is. That's because we have a project tracker and client portal that you will be on boarded to. This holds all important information like project information, invoices, presentation uploads and allows us to communicate with you in one place.

01 Once you're happy to go ahead with the project, you'll be sent a link to Notion (client portal).

02 Before the project starts you must fill out an in-depth questionnaire about your business.

03 Once the invoice has been paid and questionnaire filled out, we will start looking at the initial mood board

Creative Direction

Through research, strategy & problem solving we will put together a brand strategy & creative direction moodboard to represent your brand using our existing logo, colour palette and brand aesthetic

01 After the initial discovery call, using your brand logo, colour palette, and overall aesthetic, we will put together x2 brand moodboards to ensure we understand your brands vision

02 2 Mood boards will be created from our research and you pick which mood board and direction you want to go with, which will help guide the next stage of designing the website.
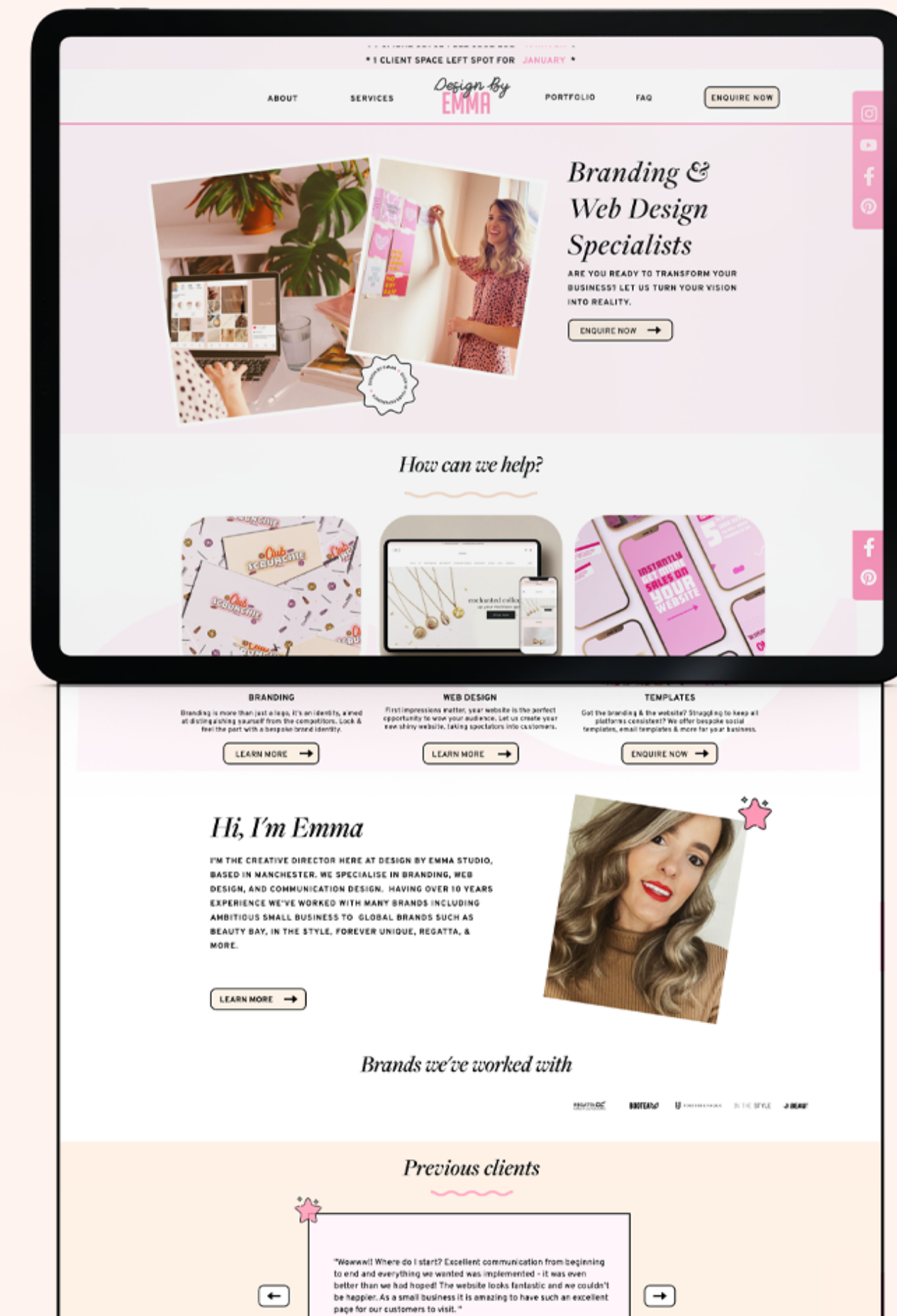
Website Design

Are you ready to see your website come to life? We'll use your branding to create an initial homepage concept that captures your main goals, engages your customers, and helps you stand out from your competitors.

01 We'll use your brand colours, fonts, and overall aesthetic to create two initial homepage designs that capture the look and feel of the website. These designs will be created in Adobe XD, ensuring that we have a finalized design before we build the website on your chosen platform.

02 We will present a video walk through and jump on a call to discuss the two designs and determine which style you like best. We will then progress and do the rest of the pages in Adobe XD. You will also be able to add live notes to the designs for any amends and changes.

Website Pages

This is the exciting bit! Now we've signed off a concept, we will go ahead and design the rest of the pages in Adobe XD for to review!

01 Now you've signed off the homepage and overall look & feel, we will look at the rest of the pages and the site map (looking at the exact pages)

02 We will then jump on a call to run through the rest of the website, discussing any missing copy, images etc. in order to start building the website on the chosen platform. *Please note that after this stage any additional format changes will result in additional costs*

Website Development

We know how important it is to have a website that suits your business needs so once you're happy with the final designs, we will then start putting the website online and building it in your chosen platform.

01 After you've signed off the final website designs we now start putting the website live and building it online.

02 We will then jump on a call to run through the live website, discussing any missing copy, images etc. in order to get the website complete.

Website Launch

The hard part is over! The website is now complete and ready to go!

01 This is the exciting part! Now we've added any extra images, copy and made any amends, we can put your website live!

02 We will send you a video walk-through of how to edit each function and feature, as well as giving you 1 month of site maintenance for free!

Packages

We want to `cater for you` and your businesses needs, so if there's anything you want to add or takeaway just ask the question!

Bronze Package

WHAT IS IT ABOUT?

The Bronze package offers essential tools and framework for your brand's website. You will receive a custom website design tailored to your needs, along with a fully functional Shopify website capable of showcasing all your products and features.

WHO IS THIS PACKAGE FOR?

Ideal for an e-commerce business with a solid grasp of SEO, product specifications, and the Shopify platform, this package provides the fundamental elements for a responsive and distinctive Shopify website.

BENEFITS

A functioning website: You will have access to basic website features essential for promoting your business and ensuring a smooth customer journey.

A solid foundation: The package provides the groundwork for adding products, optimizing SEO, and incorporating additional features to enhance your website.

Longevity: Shopify is the most popular e-commerce platform in the world, for good reason. You can make your site as simple as complex as you like, therefore future-proofing your website as your business grows.

Revisions

x2 website page revisions

Timeline

2-3 weeks

Investment

£1400

Bronze Package

Deliverables:

Brand Discovery: Understanding your brands identity and vision.

Pre-Design Web Page Wireframes: Creating the skeletal framework of the website's layout.

Bespoke Page Designs: Designing custom web pages tailored to your bespoke needs.

Bespoke Website Development in Shopify: Building the website using the Shopify platform, ensuring customisation and functionality.

Domain Support: Helping with domain registration and management if needed

Personalised Video Training: Offering training sessions to the client on how to manage and update the website.

Post-Launch Support for 1 Week: Providing assistance and troubleshooting after the website's launch.

Estimated Time frame

Stage 01: Creative Direction	**A few days**
Stage 02: Wireframes	**A few days**
Stage 03: x2 Homepage Designs	**1 Week**
Stage 04: Website Designs	**1 Week**
Stage 05: Website Revisions x2	**1 Week**
Stage 06: Website Development on shopify	**A few days**
Stage 07: Website Completion	**A few days**
Total estimated project time frame	**2-3 Weeks**

This is just an estimated time line and may take less or more time depending on communication

Project Investment

The project investment cost below shows a package project price. Please note this price is valid for 7 days of the document date.

The project investment cost

£1400

Payment Plan

This can be split into two 50% Payments. One taken at the start & end of the project.

Silver Package

WHAT IS IT ABOUT?

The silver package offers comprehensive support to kickstart your business journey. It includes a fully customised website design, effective SEO strategies, copywriting and website support.

WHO IS THIS PACKAGE FOR?

This package caters to e-commerce businesses seeking a **robust online presence.** Whether you're just starting out or looking to enhance your existing platform, this package provides essential services such as **Shopify app integration** for features like reviews and loyalty programs, along with **tailored copywriting for all pages**.

BENEFITS

Unlimited features: Shopify apps are pieces of software that extend the functionality of your website, and there are hundreds and thousands of them meaning we can find an app for just about everything.

Copy support: No idea what to write on your site? We provide website copy for every page. (not including products)

Training & Support: Full training and support to help you manage and update your website going forward.

Revisons

x2 website page revisions

Timeline

3-4 Weeks

Investment

£2000

Silver Package

Deliverables:

Brand Discovery: Understanding your brand identity and vision.

Pre-Design Web Page Wireframes: Creating the skeletal framework of the website's layout.

Bespoke Page Designs: Designing custom web pages tailored to your bespoke needs.

Bespoke Website Development in Shopify: Building the website using the Shopify platform, ensuring customisation and functionality.

Shopify App Integrations: Integrating third-party apps to enhance the website's capabilities.

Shopify SEO: Optimising the website for search engines to improve visibility and rankings.

Assistance with Copywriting & Language: Providing support in crafting compelling content for the website.

Domain Support: Helping with domain registration and management if needed

Personalised Video Training: Offering training sessions to the client on how to manage and update the website.

Post-Launch Support for 1 Week: Providing assistance and troubleshooting after the website's launch.

Estimated Time frame

Stage 01: Creative Direction	**A few days**
Stage 02: Wireframes	**A few days**
Stage 03: x2 Homepage Designs	**1 Week**
Stage 04: Website Designs	**1 Week**
Stage 05: Website Revisions x2	**1 Week**
Stage 06: Website Development on shopify	**1 Week**
Stage 07: Page Copy, App integration, etc	**2-3 days**
Stage 08: Website Completion	**A few days**
Total estimated project time frame	**3-4 Weeks**

This is just an estimated time line and may take less or more time depending on communication

Project Investment

The project investment cost below shows a package project price. Please note this price is valid for 7 days of the document date.

The project investment cost

£2000

Payment Plan

This can be split into two 50% Payments. One taken at the start & end of the project.

Golden Package

WHAT IS IT ABOUT?

The gold package offers everything you need to get your website finished and more. As well as a bespoke website design, it includes seamless product uploads, SEO support, social media integration, and more.

WHO IS THIS PACKAGE FOR?

This package is tailored for e-commerce businesses aiming to **establish a strong online and social media presence**. We alleviate the burden by overseeing every aspect, from **refining your copywriting across all pages** to optimizing **SEO for product uploads.** We seamlessly integrate essential Shopify apps and link your social media platforms to Shopify, ensuring a seamless customer journey.

BENEFITS

Unlimited features - With Shopify's extensive library of apps, we can enhance your website's functionality with ease.

Copy support - Whether you're unsure what to write or need compelling conversion copy, we offer assistance through professional copywriting services.

Training & Support - Receive comprehensive training and ongoing support to manage and update your website confidently.

Product uploads - We handle full product uploads, complete with SEO optimization and copywriting support, ensuring your offerings shine online.

Revisons

x2 website page revisions

Timeline

4-5 Weeks

Investment

£3000

Golden Package

Deliverables:

Brand Discovery: Understanding your brand identity and vision.

Pre-Design Web Page Wireframes: Creating the skeletal framework of the website's layout.

Bespoke Page Designs: Designing custom web pages tailored to your bespoke needs.

Bespoke Website Development in Shopify: Building the website using the Shopify platform, ensuring customisation and functionality.

Shopify App Integrations: Integrating third-party apps to enhance the website's capabilities.

Shopify SEO: Optimising the website for search engines to improve visibility and rankings.

Assistance with Copywriting & Language: Providing support in crafting compelling content for the website.

Domain Support: Helping with domain registration and management if needed

Product Upload with SEO: Uploading products to the website while optimising them for search engines.

Social Media Integration: Integrating social media platforms to the website for enhanced engagement.

Personalised Video Training: Offering training sessions to the client on how to manage and update the website.

Post-Launch Support for 1 Week: Providing assistance and troubleshooting after the website's launch.

Estimated Time frame

Stage 01: Creative Direction	**A few days**
Stage 02: Wireframes	**A few days**
Stage 03: x2 Homepage Designs	**1 Week**
Stage 04: Website Designs	**1 Week**
Stage 05: Website Revisions x2	**1 Week**
Stage 06: Website Development on shopify	**1 Week**
Stage 07: Page Copy, App integration, product uploads etc	**1 Week**
Stage 08: Website SEO, Social Media integration	**A few**
Stage 09: Website Completion	**A few days**
Total estimated project time frame	**4-5 Weeks**

This is just an estimated time line and may take less or more time depending on communication

Project Investment

The project investment cost below shows a package project price. Please note this price is valid for 7 days of the document date.

The project investment cost

£3000

Payment Plan

This can be split into two 50% Payments. One taken at the start & end of the project.

Let's Get Started

You've read the proposal & feel ready to take the next step! If you've got any `questions` let's jump on a call to discuss!

We're super excited to hear from you and hopefully have the pleasure of `working together` to bring that big vision to life!

To proceed with this project, send us an email and `let's get started!`

Book a call: https://calendly.com/designbyemma/30min

Email: info@designbyemma.shop   **Date:** 14/3/24