

Website Redesign Proposal

Created by WebSoft Development Ltd (WSD)

P.O Box 5980-00200, Nairobi, KENYA (Address)

Muthaiga Suites, 3rd Floor, Office 22, off Thika Superhighway (Location)

+254-20-249-2470 (Phone)

+254-722-407837/+254-731-407837 (Cell)

info@wsd.co.ke (Email)

www.websoftdevelopment.com (Website)

P051410546S (KRA PIN)

Client

Metropolitan Hospital (METRO)

Prepared for: Dr. Abdi Mohamed
Director
METRO

Prepared by: Stephen Nzioka
Project Lead
WSD

Presented on: Jan 22, 2018

Table of Contents

Executive Summary	2
About WSD	3
Key Project Team	3
Client Needs	3
Solution	3
Project Technology Specification	4
Some of our Happy Clients	4
Project Budget	5
Project Costing	7
Proposed Payment Plan	7
Project Schedule	7
Contract & Business	9
Commercial Terms & Conditions	9
Next Steps	10
Conclusion	10

Executive Summary

WSD has been asked by METRO to prepare a proposal for a website redesign project.

METRO desires a newly designed website that is mobile-friendly and optimized for greater visibility on search engine rankings. The new website will also be interactive, expandable and readily editable by its staff members.

WSD can conform to METRO's requirements and provide assistance with this project. With information gathered from the current website, WSD has prepared a proposal which can be reviewed and reworked if necessary to meet final requirements.

With experience gained from past projects, WSD can commit to the following:

- Graphic & web page design of the highest standard that is optimized for a 56kb Internet connection for maximum speed and compatibility.
- Original, in-house designed pages setup for a consistent look throughout the site.
- Text/page layout and formatting/positioning developed with CSS style sheets for browser compatibility.
- An up to date website that is attractive to search engines, visitors and all-important stakeholders.

WSD appreciates that design skills are only a very small part of website development. There is little worth in having an attractive site if it does not attract visitors.

The process we go through in designing a site is exhaustive. The first stages involve gaining complete understanding of METRO's requirements. Once the objectives of the site are clearly outlined, we research the target market and assess their requirements for such a site. We then turn our attentions to target market analysis.

As part of a series of tasks we complete a series of checks to identify issues such as load time, copy effectiveness, navigational ease, the quality of product presentation and overall design success.

The WSD solution offers an affordable price and a high-quality service with maximum flexibility. Unlike large process driven companies that provide priority driven services, WSD is always available and fully committed to each and every project.

WSD will be happy to further discuss any specifics that have not been covered within this proposal and are most willing to conform to METRO's needs and requirements.

METRO is looking for a firm that is easy to work with... a firm that it can depend on to provide the highest quality website design, development and functionality.

WSD is confident its service offering for this scale of project is the most efficient in the local market today.

About WSD

WSD offers a wide array of design, development and consultation services on website creation, web application development, online marketing and other online services. Our firm, founded in Nov 2008, has been providing professional web services to both the local and international markets for over 8 years. Within that time period, we have accumulated valuable experience in developing unique solutions to increase the efficiency, functionality and accessibility of our clients' services.

Currently, we offer turnkey online business solutions to hundreds of clients who range from small businesses to blue-chip corporations. Our recent portfolio is posted here;
<http://www.websoftdevelopment.com/web-design-portfolio.php>

As a unit composed of designers, developers, information specialists and marketers, our passion is to help clients understand the needs of their users, to organize information with best practices in mind, and to deploy online services that are aesthetically pleasing, accessible, and architecturally sound.

Key Project Team

- Project Lead, Web Developer: Stephen Nzioka
- Project Coordinator, Information Specialist: Paul Mutinda
- Online Marketing & SEO Lead: Morris Mureithi
- Chief Graphics / Web Designer: Zacharia Sande
- Customer Support Lead: Rajab Kabucho

Client Needs

METRO requires a responsive & dynamic website to provide a complete and comprehensive online platform for its business.

Solution

To the best of its abilities, WSD will design METRO's website to meet its expectations. The site will include general and informational pages as well as a content management system (CMS) that will allow administrators update site content. Web forms for initiating contact with the company will also be incorporated.

Project Technology Specification

Development Tools

- Apache 2.x + Web Server
- PHP 5.x + Scripting Language
- MySQL 5+ Relational Database
- Adobe CS4 or Higher for site design & development

Things to Note

- All content must be submitted to WSD with specific formatting considerations
 - Text based documents: Microsoft Word. NO PRINTED/SCANNED pages
 - Multimedia (including images within word documents): separate files, clearly labeled. All submissions on CD or DVD
- Additional requirements may be added later

Some of our Happy Clients

- ❖ **Agro Chemical & Food Company Ltd**
Agro-Chemical and Food Company Limited (ACFC) was established in 1978 to produce power alcohol from sugarcane molasses.
<http://www.acfc.co.ke>
- ❖ **Plenser Ltd**
Plenser Limited offers specialized engineering solutions in waste incineration technologies, heating and energy concepts and building works.
<http://www.plenser.com>
- ❖ **Ubuni Creative Centre**
Ubuni Creative Center is a co-working space dedicated to supporting and connecting the next generation of creative industry entrepreneurs and innovators.
<http://www.ubuni.co.ke>
- ❖ **Africa Safari Classics**
Africa Safari Classics is a specialized provider of African Wildlife Safaris and Beach Holidays in Kenya, Tanzania, Zambia, Rwanda, Uganda, Botswana, Seychelles and Zanzibar.
<http://www.africasafariclassics.com>
- ❖ **Ladnan Hospital**
A new general hospital with a vision to revolutionize the healthcare sector in Kenya.
<http://www.ladnan.org>

For more visit <http://www.websoftdevelopment.com/web-design-portfolio.php>

Project Budget

WSD can only provide a ballpark estimate of costs associated with this service. Costs have been developed in line with current & proposed site requirements.

Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define additional work and associated costs.

Component	Description	No. of Hours	Billable
FRONT-END: Responsive Web Design			
<i>Site Template Design</i>	This will involve the design of a fluid and adaptive website template that will cater for any possible screen resolution i.e. it will seamlessly serve different media formats and devices people use to enter the website.	32	Yes
<i>Page & Graphics Design</i>	This will involve: <ul style="list-style-type: none"> • Graphics Placement, Special Effects & Programming Techniques • Web Forms e.g. Contact, Find a Doctor, Refer a Patient, Site Search • RSS Feeds Creation, etc. 	44	Yes
<i>Search Engine</i>	A search utility to allow users jump right to the specific piece of content which interests them.	8	Yes
<i>Services Integration</i>	<ul style="list-style-type: none"> • Google Services Integration i.e. Google Analytics, Google Webmasters & Google Maps • Social Media Integration & Sharing • Newsletter Signup • Other Site Integrations e.g. Staff Email 	16	Yes
<i>Blog Integration & Customization</i>	Integration of a blogging platform that will enable METRO publish weekly blog posts for SEO & link building purposes as well as establish itself as an authority in its field.	24	Yes
<i>Appointment Booking</i>	Appointment booking engine for consultant/specialty doctors.	8	Yes
BACK-END: Content Management System (CMS)			
Database Design			
<i>Design of Database Schema</i>	This will involve the design, normalization, and population of a MySQL relational database that	16	Yes

	will facilitate the storage, retrieval and access to website content.		
Content Management System (CMS)			
<i>Users Module</i>	Manage CMS users (site administrators)	6	Yes
<i>Pages Module</i>	Manage content on general information pages e.g. About Us, Departments, Services, etc.	8	Yes
<i>Doctors Module</i>	Manage consultant 'Find a Doctor' database	8	Yes
<i>Partners Module</i>	Manage partner & affiliate organizations	6	Yes
<i>Clients Module</i>	Manage client organizations	6	Yes
<i>News Module</i>	Manage news stories and upcoming events	8	Yes
<i>Downloads Module</i>	Manage site downloads e.g. forms, reports	6	Yes
<i>Vacancies Module</i>	Manage job opportunities	6	Yes
<i>Testimonials Module</i>	Manage client testimonials	6	Yes
<i>Photos Module</i>	Manage photo galleries	8	Yes
<i>Videos Module</i>	Manage video content	6	Yes
<i>FAQ's Module</i>	Manage frequently asked questions	6	Yes
CONTENT OPTIMIZATION & POPULATION			
<i>Content Optimization</i>	All site content (text, photos & videos) will be optimized for credibility, readability and search engine rankings. Keywords will be identified and emphasized.	8	Yes
<i>Content Population</i>	Populating the website with optimized content. This will involve:- <ul style="list-style-type: none"> Combining content where necessary, Dividing long pages into multiple sections, Inserting links where required, etc. 	8	Yes
POST-PROJECT ACTIVITIES			
<i>Testing & Debugging</i>	<ul style="list-style-type: none"> Pilot testing of the website Debugging and refining of components 	16	No
<i>Launch & End User Training</i>	<ul style="list-style-type: none"> Publishing of the website on client host Training of staff on site management 	8	No

Project Costing

Activity	No. of Hours		Billing Rate / Hour (KShs)	Total
	Billable	Non-billable		
<i>Responsive Web Design</i>	132	0	750	99,000
<i>CMS Development</i>	96	0	750	72,000
<i>Content Optimization & Population</i>	16	0	750	12,000
<i>Post-Project Activities</i>	0	24	0	0
Total Cost:				183,000
16% VAT:				29,280
PROJECT COST ESTIMATE:				212,280

Proposed Payment Plan

Payment Type	Percentage (%)	Amount (KShs)	Payable
Down Payment	40%	84,912	Milestones to be agreed upon with METRO.
Milestone 1	20%	42,456	
Milestone 2	20%	42,456	
Milestone 3	20%	42,456	
TOTAL:	100%	212,280	

Project Schedule

Based on the requirements of this project, WSD would expect a project of this nature & scope to take approximately 34 working days to complete, assuming all project deliverables and milestones are met on time.

Work to be done	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7
Pre-Project Activities <ul style="list-style-type: none"> • Creative brief created. • Outline site design goals. • Concept developed and defined. • Technical needs detailed. 							
Front-end Design (Public Site) <ul style="list-style-type: none"> • Site structure defined, navigation and page flow developed. • Sitemap completed. 							

<ul style="list-style-type: none"> • Technical needs addressed and clarified. • User Interface (UI) design begins. • Graphics production begins. • Design presented and look and feel is set. 							
<p>Back-end Development (Admin Site)</p> <ul style="list-style-type: none"> • Public site (main site) completed & CMS site begins. • Database design. • Begin HTML production and necessary programming, integrating front-end & back-end sites. • CMS site completed. 							
<p>Content Optimization & Population</p> <ul style="list-style-type: none"> • Content acquisition begins • On page optimization carried out • Site content population completed 							
<p>Testing, Launch & Training</p> <ul style="list-style-type: none"> • User Acceptance Testing. • Site moved to end server for cross-platform/browser testing and QA. • Additional testing & QA, necessary modifications. • Final approval & launch. • Training of staff on how to use the website CMS 							

Contract & Business

a) Documentation

The CMS will be accompanied with an online help/support manual for administrators.

b) Warranty

The warranty period is one (1) month from implementation of the website. During this period free support will be provided by WSD. Also during this period we will agree to re-structure sections of the delivered product that do not meet METRO's expectations according to this proposal (not any new requirements), at our own cost and within the shortest time possible.

Commercial Terms & Conditions

Validity: The prices quoted are valid for thirty (30) days from the closing of this proposal. Either party MUST confirm any extensions or variations on this validity in writing.

Taxes: WSD is a VAT compliant company, therefore 16% VAT is charged on design and development work where applicable.

Payment: 40% down payment of total project cost MUST be paid upon appointment

Discount: The client will be entitled to a 10% discount for any repeat business.

Payment Options

Cash

Pay cash at our offices & be issued with a receipt & ETR

Bank Deposit

Bank: Diamond Trust Bank (DTB)

Branch: Tom Mboya Street

Account Nm: WebSoft Development Ltd

Account No: 0003293015

Cheque

Kindly address cheque to WEBSOFT DEVELOPMENT LTD

Safaricom MPESA PayBill

Business No: 521000

Account No: 1402000114

Next Steps

To proceed with this project, METRO is required to take the following steps:

1. Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.
3. Submit initial payment, 40% of total project fee.

Once these steps have been completed we will begin the project with a correspondence to introduce relevant personnel and begin preliminary project activities.

Conclusion

WSD is prepared professionally to undertake this project for METRO and ensure that all stated requirements are met amicably, within the time stated. We are very easy to work with. If there's a service you don't see, but are interested in - ASK. You never know, we may be able to help you, and if we can't, we probably know who can.

The most important thing to us is your **success**. If your request has valid reasons behind it, we will customize your contract to be as tailor-made as possible to your unique situation.

We LOVE designing and maintaining websites... we hope you'll give us the opportunity to design yours.

For any clarifications regarding any part of the proposal please contact the undersigned via email or telephone.

We are looking forward to working with you.

Yours faithfully

Stephen Nzioka

Project Lead

WebSoft Development Ltd

Email: info@wsd.co.ke

Website: www.websoftdevelopment.com

Cell: +254-722-407837/+254-731-407837

Tel: +254-20-249-2470