

Chattertools
 27 Ambica, Vadsar Road,
 Vadodara- 390010

info@chattertools.com
www.chattertools.com

Founder
 Bhishma Chatterjee

Web Design Proposal

CMS Website Project # Mon-Date
 Industry Type Website

Prepared for:
Client Name

Industry Type Website

P 9265 344 147
E info@chattertools.com

Proposal Issued:
09.09.2018

Proposal Valid to:
10.10.2018

Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of Chattertools. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

About Us

Whether you need to create a brand from scratch, including marketing materials and a beautiful new functional website, or whether you are looking for a design refresh we are always confident you will be pleased with the results.

Chattertools is one of the leading Professional Web Design Companies in Vadodara, providing top-notch services to businesses large and small, including Website development, E-commerce, Content Management Systems, Website Design, Search engine optimisation, Pay Per Click Management and Online Marketing.

Based at Vadodara city's Makarpura's GIDC belt, Chattertools pursues a policy of "no job too big or too small." We bring the same high level of enthusiasm and expertise to large international companies and small local businesses alike. Our team is efficient, focused, and committed to helping our clients reach their web site goals.

The company was formed in 2014 by Bhishma Chatterjee, who remains the brains behind the company. In the 4 years since, Bhishma has built a team ready for any client and has enjoyed steady success working with local companies, 5-star hotels, online retailers – and many more.



We've created over 50 websites and carried out SEO & PPC projects for almost 50 companies following this philosophy, and we see no reason to change now. Something beyond simple customer satisfaction is our goal – and when we achieve it (and we usually do) it's the greatest reward we can think of.

Why Choose us

We're experts – you wouldn't hire us if we weren't! – But we don't try to overawe with jargon and buzzwords. We consider our clients to be partners. We're in this thing together, and we want to work with you to make sure we're delivering the services and results you want.

What we do

We strive to be the best at what we do and offer:

- ▶ Web Design, Ecommerce Systems and Custom Applications
- ▶ Online Marketing such as PPC, SEO, Link building just to name a few
- ▶ Graphic Design such as Logos, Stationary, Flyers and Brochures

Project Overview

Project Overview

The Client Company is looking for a high quality CMS website which will highlight the unique quality of their services and brand.

Chattertools is supplying the design, development and content management solution for the new website. We will handle all creative and development requirements as part of the project. Our aim is to build a professional online business, because a website is a business first and foremost.

We recommended that your new site should look to focus on building the company brand. This will involve our design team creating a slick new brand concept to develop your online presence into something fresh, dynamic and professional.

With all web design/development projects we undertake we will produce mock designs of key pages allowing project stakeholders to offer feedback during the design phase.

We recommend the website should place a strong focus on mobile optimization i.e. responsive web design. We build all sites on a responsive framework which offers optimal performance on tablets and mobile devices as currently 50-60% of all website traffic is from mobile devices.

Content Management System

We are highly experienced in WordPress CMS which is widely recognized as best practice within the industry for it's great features and simple interface.

Chattertools will provide full back end support as part of the development cost as well as free ongoing support for the first 365 days of the website launch date.

Project Overview

Project Overview

Overall Design Process

During the design process we believe it's important to convey a professional and consistent brand identity through all design concepts we create. We have developed a proven process which enables us to get under the skin of your business to uncover your unique selling points to ensure they are presented in a way that will attract your target audience. We work with your business helping you look at every aspect of how your business is perceived and then use our creative skills to deliver a fantastic design that promotes your key messages across as many platforms as required to reach your goals.

Responsive Layout

Smartphone and tablet usage has skyrocketed in recent years, and is overtaking desktop traffic for many websites. In 2018 mobile devices will continue to dominate. When designing a website we must think about the user experience for smaller screens and develop a design that works across all devices and platforms.

For this reason we recommend the Client Company design their site placing a strong focus on mobile optimization i.e. responsive web design. We build all sites on a responsive framework which offers optimal performance on tablets and mobile devices as currently 50-60% of all website traffic is from mobile devices.

As of January 2018 all sites we build are now responsive using the responsive framework called Twitter Bootstrap. We have listed some examples of our most recent work.

Project Overview

Project Overview

Free Hosting

Let's understand the intricacies of Website hosting. Web hosting is a necessity for any website — it is the physical location of your website on the Internet, an online storage center that houses the information, images, video, and other content that comprises your website. Web hosting service providers maintain the server where the data associated with your website resides, and also manage the technology that makes your website connect to the Internet.

We give you a year's Hosting for your Website Free of cost. The Hosting can help keep your site up -- and running smoothly -- 24/7. This is especially important in the competitive ecommerce marketplace, where interrupted availability may cause you to lose not only sales but also customers who will leave your site after a negative experience and potentially never come back.

Free Website Maintenance

Website maintenance is important to any business, regardless of size. A well-maintained website is critical for real-time service industries. All businesses need regular website maintenance to attract and retain customers, maintain search engine rankings and present new information, products and services to the public.

We make sure that there are no bugs or any lag on any pages to load which is essential to give a trouble free experience to your users free of cost for the first year irrespective of whether you choose us to build your custom website or build from a purchased theme.

Free Blog Integration

One of the most recently recognized benefits of blogging as a business is a blog's ability to improve your website's SEO. Google has recently improved their algorithm to heavily focus on a website's content and frequency of posts/updates. Therefore, if a blog is well-managed, meaning regularly updated and based on relevant topics to your business, it will increase your website's SEO.

We understand the need of having a Blog hence we provide this feature without any additional cost with all the packages to enhance your Website's experience.

Project Overview

Project Overview

On-time Delivery

Thoroughly systematic in our work approach, our dedicated team of Web developers deliver organized wire frames for meeting all client requirements to the hilt. We believe in having in-depth and long discussions with our clients for understanding the right product flow beforehand.

All the requirements and work flow instructions, timelines, budget and other constraints are jotted down to gain a fair understanding of the project wire frame. By doing so, we can assure timely product deliveries as there is little scope of omissions or errors.

We are aware of the importance of making our product deliveries functional and without any lags. To achieve this end, and for the benefit of our clients, we integrate several iterative testing and QA parameters to complete the development phase in good time. Our automation practices and smart development procedures pave the way for real smart and time-driven processing and innovative solutions at affordable costs.

Optimised for On-page SEO

WordPress out the box has some great SEO features such as permalinks (Friendly URLs) and SEO optimized code layout. We take this a step further and add a custom add-on that lets the end user add & edit important data such as meta description and page titles.

All projects we undertake are by default created with sitemaps, robots files for blocking duplicate content and blog integration for sharing.

Project Overview

Project Overview

Stats, Goals and Results

A website is a great sales tool, so it's important you understand just how well it's working for you. For this you need web analytics. Google Analytics can provide you with this data, but trying to decipher hundreds and thousands of stats and find the answers you need is complex for most novice users.

As advanced users of Google Analytics, we will configure your website and analytics account to auto-send a custom, easy to understand report once a month that will give you all the information you need to know, such as:

- ▶ Visitor traffic stats vs last month's results
- ▶ Total emails sent via contact forms
- ▶ Google Rankings
- ▶ Conversion rates

And lots more.

Project Overview

Site Main Features

- ▶ Develop a high-end looking, fresh and professional online presence for the Client Company.
- ▶ Create the overall functionality and user interface to encourage browsing, and repeat visits.
- ▶ Build a latest news/blog section allowing staff members to create regular content.
- ▶ Create a content management system that allows the user to add and remove listings, content or images.
- ▶ Create custom page layouts as per the client's requests.
- ▶ Integrate client's social profiles such as facebook and twitter with the option for twitter feeds.
- ▶ Provide twitter and facebook designs matching website branding.
- ▶ Build the site using a responsive framework so it will be fully compatible with all mobiles and tablet devices..
- ▶ Complete onsite optimization for relevance and quality with local search results.
- ▶ Provide necessary handover documents included all site files and design elements related to the project.
- ▶ Build a user friendly feature that allows the user to specify their requirements
- ▶ Setup multiple CTAs to capture as much leads as possible
- ▶ Implement an effective call to action strategy to maximize conversion rate

Project Description

Project Specifications

► Design: Sitemap, Page Planning and Wireframing	Step 1
► Design: Photoshop Mock Designs	Step 2
► Development: Frontend Development (Mock Designs Coded)	Step 3
► Development: Backend Content Management System Development	Step 4

We want you to feel informed and empowered during the progression of your project. Below we have outlined in detail what each of your unique project specifications will involve.

1 Design: Sitemap, Page Planning and Wireframing.



Every website should have a goal and a purpose. Sites without these are often unfocused, hard to navigate, and present poor user experiences. A sitemap can help you clarify what your site's goals are before you start designing or creating content. It's a centralized planning tool that can help organize and clarify the content that needs to be on your site, as well as help you eliminate unnecessary pages.

A wireframe is a basic visual interface guide that suggests the structure of an interface and the relationships between its pages. They serve as a blueprint that defines each web page's structure, content and functionality. Wireframes are created before any design work is started so that the focus is on layout without the distraction of color and visual elements. Using wireframes will often help to flush out new requirements and questions that may not have been considered by the project team.

2 Design: Photoshop Mock Designs.



Once the wireframes have been completed it's time to turn the sketches into coded designs, during this stage the client will get a clear idea of how the site will look. We will create a full mockup of the homepage and several key inner pages. The client then has the opportunity to offer feedback.

Project Description Continued

3 Development: Front-end Development (Mock Designs Coded).



Front-end development is the part where we code the front-end user interface for the website. Here we deal with colors, fonts, images, layout, informational structure and organization, navigation, etc. We use HTML, JQuery, Javascript and CSS. This can also include web content development, client liaison, client-side/server-side scripting, web server and network security configuration, and chat API development.

Front-end web development can be split into many areas and a typical and basic web development might consist of:

- ▶ Ajax: Asynchronous JavaScript provides new methods of using JavaScript
- ▶ JavaScript: JavaScript is an ubiquitous client side platform for creating and delivering rich Web applications
- ▶ jQuery: Cross-browser JavaScript library designed to simplify and speed up the client-side scripting of HTML
- ▶ HTML5 and CSS3: Latest HTML proposed standard combined with the latest proposed standard CSS

4 Development: Back-end Content Management System Development.



No one needs to know complex tagging or programming languages to manage their site. With our custom CMS, you can edit your pages easily with a what-you-see-is-what-you-get interface that displays in real time what your page will look like. Tinker all you want and save drafts before committing to a final text and layout. Our CMS editor gives you the power to make your site a dynamic powerhouse.





You can add/remove and change any page using your CMS.

The CMS would also allow for the client to be in control of the blog, news and client testimonials. Our CMS will be able to be easily updated or expanded by a qualified web developer for future additions.



Design is in everything we make, but it's also between those things. It's a mix of craft, science, storytelling, propaganda, and philosophy. A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.

Our Offers in INR

BASIC	STANDARD	PREMIUM	ULTRA
4400	10000	17000	19000
 22 Hours	 26 Hours	 46 Hours	 82 Hours

After a conversation with the client, the following requirements are documented. However, this is not an exhaustive list of features.

Every project needs to start with a strong foundation. In recognition of this, we recommend thorough attention be paid to establishing a strong and cohesive visual identity for you that will cross platforms effectively and ensure that your brand does not get lost amongst the noise of your competitors.

- ▶ Modern Design, Colour Scheme (TBC)
- ▶ Wireframe Designs of Key Pages
- ▶ User Experience and Call to Action Strategy
- ▶ Focus on Quality Photography
- ▶ Responsive Design

The successful implementation of a new digital website is dependent on a disciplined development phase.

The platform we will use when building your site has an endless amount of features - listed below are just some of the key functions you can expect. To ensure that the roll out of your new website runs smoothly we will develop the site to be used on all major browsers (Chrome, IE, Firefox, Safari) whilst ensuring your website functions as promised.

- ▶ Content Management System
- ▶ Easy Update CMS
- ▶ Blog/Latest News
- ▶ Onsite Search Engine Optimization
- ▶ Social Media integration



* Quoted prices are based on the current web requirements and assume your responsibilities are met with any required content provided on time as necessary. If any extras are required and the price is likely to change, we will inform you beforehand.

Estimated Project Timeline

Days	1	2	3	4	5	6
Design						
Development						

Design

Day 1: Discovery, Planning & Wireframing

Chattertools will conduct an interview in person or by phone call with the Client. Time will be used to understand business goals and offline and online objectives as well as design aspects for the new website.

We will create a full sitemap and wireframe diagrams of key pages this will be presented to the Client Company for their approval.

Day 2: Graphical Mockup of Key Pages

Chattertools will create custom mock ups for the key website pages that will be supplied to the Client Company for review and approval. We are happy to update designs under the following conditions

6 hours of edits are allocated to the homepage mockup. 2 hours of edits are allocated to each unique subpage mockup.

Any additional design changes after the allotted hours will be billed at \$5 per hour, with quote provided in advance for Client's approval.

Development

Day 3 & 4: Website development

Once you've signed off on the design and functionality requirements of your new website, we'll get to work making it a functional presence. Our developers use semantic, clean code to ensure accessibility to all members of the community.

Day 5: Website testing, social media development

It may look done, but your website is bound to have a few bugs and issues at this point so this is why we dedicate a week to problem solving these so that your customers' user experience is pain-free. We'll also set up the social media pages you've requested in a style which matches your website design.

Day 6: Website implementation, client hand over

Once we're sure all is as it should be, we'll upload your website to the hosting platform and double-check everything works before it is launched. We will contact you to arrange a time to go over the entire site with you and show you how to maintain it. Once you're satisfied we will hand over your new site for its official launch.

Acceptance of Quote

Chattertools Project # A56C40 — New Website

Client Company

P 9265 344 147 E info@chattertools.com

Project Delivery Date

1 week after First deposit*

Proposal Date

dd.mm.2018

Design : Custom Template

Rs. 3,000.00

Development : Number of pages (4), Add. Features & Functionalities include live chat, payment gateway and FAQs.

Rs. 12,600.00

Total

Rs. 15,600.00

Initial Payment 50% of Total Rs. 30,000.00
 (Excluding GST)

Rs.7,800.00

Payment Information

Direct Deposit

Bhishma Chatterjee

IFSC Code: UTIB0002862

Axis Bank

Account No: 918010007790691

The remaining outstanding payment has to be made to avail the website credentials and to make the website live, in case of delayed payment the website will not be made live and delay of more than 60 days will result in deleting your website from our database and forfeiting the amount you paid as 50% to cover the costs of developing the website.

Terms

Between Chattertools and you [customer name]

Summary:

We'll always do our best to fulfill your needs and meet your expectations, but it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong. In this contract you won't find any complicated legal terms or long passages of unreadable text. We've no desire to trick you into signing something that you might later regret. What we do want is what's best for both parties, now and in the future. So in short; You ([customer name]), located at [customer address] are hiring us (Chattertools) located at [27 Ambika, Vadsar Road, Vadodara. 390010] to [design and develop a web site] for the estimated total price of [total] as outlined in our previous correspondence. Of course it's a little more complicated, but we'll get to that.

What do both parties agree to do?

You: You have the authority to enter into this contract on behalf of yourself, your company or your organization. You'll give us everything we need to complete the project as and when and in the format we need it. You'll review our work; provide feedback and approval in a timely manner too. Deadlines work two ways, so you'll also be bound by dates we set together. You also agree to stick to the payment schedule set out at the end of this contract. Us: We have the experience and ability to do everything we've agreed with you and we'll do it all in a Professional and timely manner. We'll endeavor to meet every deadline that's set and on top of that we'll maintain the confidentiality of everything you give us.

Getting down to the nitty gritty

Design

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs interactively and use predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (color, texture and typography.) We call that 'design atmosphere.' You'll have plenty of opportunities to review our work and provide feedback. We'll share our working Drop box with you and have regular, possibly daily contact.

If, at any stage, you're not happy with the direction our work is taking, you'll pay us in full for everything we've produced until that point and cancel this contract.

Text content

We're not responsible for writing or inputting any text copy. If you'd like us to write new content or input text for you, we can provide a separate estimate for that.

Photographs

You should supply graphic files in an editable, vector digital format. You should supply photographs in a high resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries. If you'd like us to search for photographs for you, we can provide a separate estimate for that. HTML, CSS and JavaScript. We deliver web page types developed from HTML5 markup, CSS2.1 + 3 style sheets for styling and unobtrusive JavaScript for feature detection, poly-fills and behaviors.

Browser testing

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.

Desktop browser testing

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), Mozilla Firefox and Opera. We'll also test to ensure Microsoft Internet Explorer 9 for Windows users get an appropriate, possibly different, experience. We'll implement a single column design for older versions of Internet Explorer and we won't test in other older browsers unless you specify otherwise. If you need an enhanced design for an older browser, we can provide a separate estimate for that.

Mobile browser testing

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in: iOS: Safari, Google Chrome Android 4.x: Google Chrome and Firefox.

We currently don't test BlackBerry, Opera Mini/Mobile, Windows Phone or other mobile browsers. If you need us to test using these, we can provide a separate estimate for that.

Technical support

We're not a website hosting company so we don't offer support for website hosting, email or other services relating to hosting. You may already have professional hosting and you might even manage that hosting in-house; if you do, great. If you don't, we can set up an account for you at one of our preferred hosting providers. We can set up your site on a server, plus any statistics software such as Google Analytics and we can provide a separate estimate for that. Then, the updates to, and management of that server will be up to you.

Changes and revisions

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for that.

Legal stuff

We can't guarantee that our work will be error-free and so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them. Finally, if any provision of this contract shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this contract and shall not affect the validity and enforceability of any remaining provisions. Phew.

Copyrights

First, you guarantee that all elements of text, images or other artwork you provide are either owned by your good selves or that you've permission to use them. Then, when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them. We'll own the unique combination of these elements that constitutes a complete design and we'll license its use to you, exclusively and in perpetuity for this project only, unless we agree otherwise.

We love to show off our work and share what we've learned with other people, so we reserve the right, with your permission, to display and link to your project as part of our portfolio and to write about it on websites, in magazine articles and in books.

Payments

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. As we're also sure you'll want to stay friends, you agree to stick tight to the following payment schedule. [Payment Plan] Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed.

If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.

Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of [Gujarat, India] court.

*I accept the proposal above and I have read and understood the Terms and Conditions of Service provided by Chattertools and agree to abide by them. I include with this acceptance the deposit of 50% to start the website project.

[Bhishma Chatterjee] [Founder & Owner] of
[Chattertools]

[Client.Full Name] [Client.Designation] of
[Client.Company]

Date:

 SIGNATURE

Date:

 SIGNATURE