REDA TIME ENTERPRISES

PROPOSAL FOR WEBSITE
DESIGN AND DEVELOPMENT

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1. WEBSITE PROPOSAL

PURPOSE:

Reda Time Enterprises (RTE) is a screen-printing and embroidery service looking to rejuvenate and expand its online presence through a complete website re-design. The goal of this re-design is to provide RTE customers with an online shopping experience where they may purchase products from the RTE base catalog, or create and design their own custom products. The site will also allow for the creation of custom storefronts to service larger RTE accounts with specific ordering needs.

TARGET AUDIENCE:

RTE's new web presence will be looking to target current customers as well as open up online ordering with the intent on acquiring national accounts. The site will also target current and future large volume clients (i.e.: school districts) that may require individual store-fronts.

PRELIMINARY RESEARCH:

In order to get a preliminary idea of what similar websites offer, many online screen-printing and embroidery service websites were reviewed. Sites ranged from clean to cluttered with most color schemes consisting of bright colors. Many of the sites reviewed offered a type of online experience that allowed users to create and design their own t-shirts and order directly from the site.

SITE DESIGN:

The design will aim to convey a fun, friendly and welcoming atmosphere through a new color scheme, updated graphics and new design software/shopping cart package. The color scheme of the re-design will pull colors from the new brand logo (Name and Design TBD.) Primary site navigation will be restructured to include shopping cart and online designer.

The chosen design will be translated into a custom template and applied to a new design software/ shopping cart package, maintaining a consistent look and feel. The site will be designed responsively using HTML5/XHTML/CSS. Responsive design is the approach that allows the website to respond to the user's behavior and environment based on screen size, platform and orientation. As the user switches from their desktop to iPad to iPhone, the website automatically adjusts to accommodate for resolution, image size and scripting capabilities. This eliminates the need to design and develop a separate mobile website.
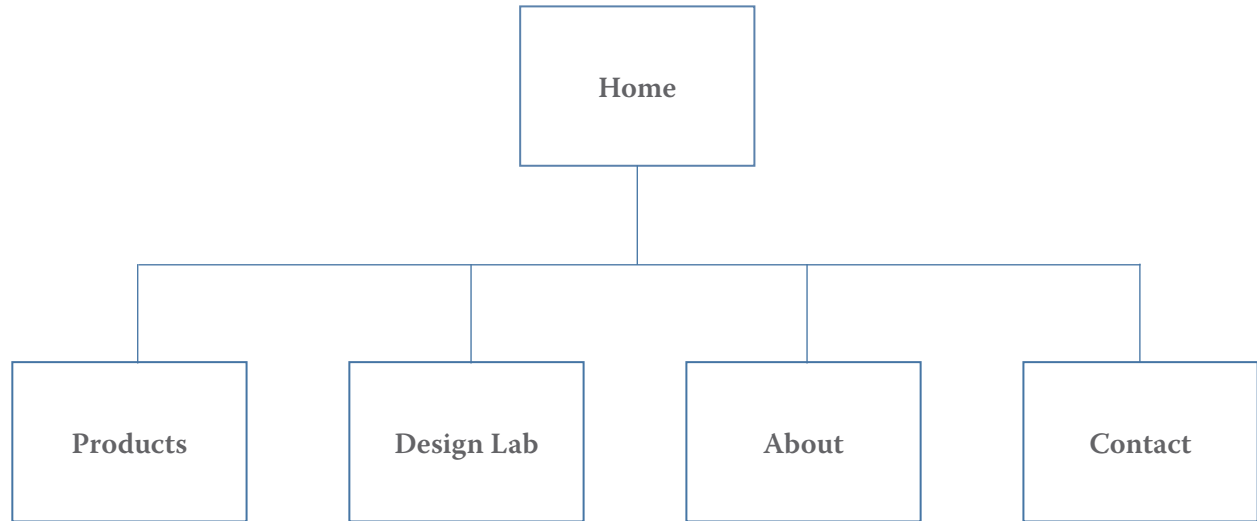
SCOPE OF WORK:

In order to complete this project the following work must be done. Please note that this list is a preliminary outline of work to be included in the project and is subject to change upon further discussion.

- Logo Assets obtained/created
- 2 Comprehensive mock-up designs submitted for review
- Design Software/Shopping Cart selection and purchase
- Merchant Account/Payment Processor Gateway Aquisition

SUMMARY:

RTE will commission Safire Design to create a custom design for their new website "Mall-Tees". Site design will reflect new logo (TBD) and provide a fun and engaing atmosphere for new and returning clients. A design software/shopping cart package must be chosen in order to provide online custom designing and checkout. This service will also be able to manage the art approval process, quotes and invoicing.

2. SITE MAP

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                    ┌─────────────┐
                    │    Home     │
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Products	Design Lab	About	Contact

3. PROJECT SCHEDULE

August 9th, 2016 – Discovery
Through meetings and further discussion with RTE we will confirm the navigational structure, select a design software/ shopping cart package. Expectations of the final design will be clearly defined, along with time frame and budget constraints.

August 20th, 2016 – Final Mockup Delivery
Delivery of two comprehensive designs will be submitted for the website home page. These designs will define the site structure, user navigation, and graphic look and feel.

August 24th, 2016 –Mock-up Review and Feedback
A meeting will be scheduled to review submitted designs. During this meeting a final design will be chosen and any necessary revisions to the design will be discussed.

August 31st, 2016 – Final Design Approval
Revisions to chosen design will be submitted for approval. Once final design has been approved, Phase II will begin.