



WEBSITE PROPOSAL

Royal Roads University Team Project | November 2015



T3
DESIGN
GROUP



Dear Mr. Hildreth,

Our team at T3 Design Group has prepared the following website proposal for your company, Topsoil Urban Rooftop Agriculture. Since your area of business currently occupies a niche market in Victoria, we feel that creating a website is necessary to build your brand. Creating a digital presence for you will allow outreach across Victoria and a website will be a catalyst in achieving an upward source of revenue for the future of your company. With your best interests in mind, we have the right team in place to ensure that this website will be a reflection of you and your company.

To effectively capture your target market, we propose key design and functionality aspects to the website that will have an immediate and long-term impact on your brand. The T3 Design Group will create a website for your business that will:

- Officially launch business post pilot stage
- Increase sales
- Increase visibility
- Build a steadily increasing client base
- Boost your brand identity
- Serve as a central hub for social media sites
- Generate free publicity and advertising
- Position you as a subject expert blogging on Victoria's rooftop growing season
- Have the capacity for future expansion such as an online market place & produce calendars

In the following pages, we have outlined how the T3 Design Group will create an affordable, online resource that will be Topsoil's key communication tool toward achieving future success.

We look forward to working with you.

Sincerely,

The T3 Design Group Team



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PROJECT BACKGROUND

Established in 2013, Topsoil is a Victoria B.C. based urban rooftop agriculture business that aims to sell its high quality, rooftop-grown produce to restaurants throughout the city. Topsoil rents vacant rooftop space from commercial buildings downtown to grow produce and then sells it to surrounding restaurants throughout the season.

While initially running the business as a pilot project in the summer of 2015, Topsoil founder and owner, Chris Hildreth now plans on commercializing the project and making it a public entity in 2016. By offering local produce to restaurants in a West Coast market that embraces sustainable urban farming methods, Hildreth has found high demand for his product and service in Victoria. Topsoil must act now to fully capitalize on this potential opportunity.

Currently, Topsoil's online presence is sporadic and lacks a strong foundation. With only a Facebook and an Instagram page available to customers, there is not enough information available to promote the company and to establish a brand. Creating a website will provide a resource hub for potential clientele (restaurants and landlords) that will allow the company to establish a strong online presence. Having a website ready for the official company launch is crucial to the Topsoil's overall success.

“In five years I would like to have two acres of rooftop space and be producing at least 100,000 pounds of produce each year for the city of Victoria.” - Chris Hildreth

To help Topsoil achieve this strong online presence, T3 Design Group proposes to create a 30–35 page, responsive WordPress website that highlights the company's mission to sell high quality, organic, fresh produce in an environmentally-friendly, sustainable way.

Being a start-up, we realize that Topsoil is in the market for a cost effective website, so by customizing a WordPress template, we can create a beautifully designed, easy to manage site, at a fraction of the cost of building a site from scratch. The aesthetic and functionality elements of this website will be easy to maintain and will grant you the opportunity to expand upon it in the future—adding elements like produce calendars, member log-in, and an e-marketplace.



“Beyond high-quality produce grown without pesticides, foot delivery eliminates CO₂ emissions, packaging is reduced and consumers know exactly where their mouthfuls of flavour originate.” - Chris Hildreth



PROJECT GOALS

By designing and creating Topsoil's website, T3 Design Group will achieve:

A MODERN AND INTERACTIVE USER EXPERIENCE FOR ALL CUSTOMERS:

By instilling user friendly design concepts, customers will be able to easily navigate the site to find what they are looking for.

This will result in:

- Increased customer confidence
- Reduce hard promotional costs
- Cost-effective marketing strategies
- Increased accessibility for customers

INCREASED CREDIBILITY OF COMPANY:

Having a website that is a reflection of Topsoil will benefit the overall legitimacy of the company.

This will result in:

- Customer engagement
- Provide a viewpoint of the business as a whole
- Reachability of business profile
- Create return business
- Create connections

REACHING YOUR TARGET AUDIENCE:

A user friendly design rubric with web page sectioning, content organization, simple eye-catching colour themes, and an easy-to-read font face and style will be used on the site to appeal to your target audience and beyond.

As a result, the new website will:

- Make it easier for landlords and business owners to find the information needed to contact Topsoil and to help them understand the benefits.
- Make it easier for chefs and restaurants to create a purchasing strategy for buying the fresh, organic produce.
- Be connected to all Topsoil social media profiles and act as a point of contact for the community.
- Allow for the general public to have a main point of contact for creating discussions and topics related to the business (media inquiries, forums, community posts can refer to website pages and allow for better integration into mainstream media).



Topsoil.com example Home & About pages

PROJECT EVALUATION

The effectiveness of the website will be measured through SEO tracking tools and Google Analytics. These tools will be installed in the creative process of the website and will be encouraged to be used by you to see how much traffic your website brings.

These traffic tools will be able to measure how much traffic (potential and current customers) congregates to the site each month. These tools will be able to measure the demographic of your clients and provide an accurate gage on how your company performs.

These tools will be able to measure:

- Number of visitors
- Average number of page views per visitor
- Peak hours
- Most requested pages
- Top paths
- Average visit duration

While profit gain and new clientele remain the overall goal of Topsoil, the tracking of incoming traffic can be seen as a tool to measure how successful your company is doing.



PROJECT SCHEDULE & DEVELOPMENT PROCESS

OUR DESIGN METHOD

At T3 Design Group, we believe that the design process is a collaboration. By combining our creative strengths with your in-depth understanding of the rooftop agriculture business, we will be able to create a communication tool that brings results.

PHASE I: STRATEGY & RESEARCH

This is when we start asking questions. By understanding Topsoil's self-image, goals, project limitations, and desired outcomes, we will be able to successfully target the necessary audience with our website design. During this phase, we will research the intended audiences, study the competition, and determine the physical scope of the website.

At this stage we will provide:

- **A design brief describing our understanding of the project's goals and parameters**
- **A detailed schedule to guide the process**
- **A preliminary site template and page hierarchy**

Approximately two weeks, after initial meeting

PHASE II: CREATIVE EXPLORATION & CONCEPT DESIGN

This is when we get creative. By collaborating in brain storming sessions, our team now develops ideas that will visually express your core message. Every choice from layout and color, to type size and style, is made with your brand in mind. Once the best ideas are chosen, we will develop initial concepts that will be presented to you for review.

At this stage we will provide:

- **Three design strategies/concepts using customized WordPress templates**
- **One or more graphic options for each strategy/concept**

Approximately two weeks



"Understand your operations, capture your real costs—no costs that are assumed—manage your risk factors, market, and ensure you have a quality product that people not only want but need."

- Chris Hildreth

PHASE III: CONCEPT APPROVAL AND INITIAL DEVELOPMENT

This is when you make some decisions. Out of the three design concepts we present to you in phase two, you will select your favourite and then we will work with you to turn that concept into a comprehensive design. In this phase, we will also purchase a web domain, secure a web host, finalize the site map, decide on any multimedia components to be used, and start building out the pages.

At this stage we will:

- **Select a design concept for fine-tuning**
- **Incorporate your feedback and revisions into site design**
- **Create site breakdown—final site map, layout, style sheets, color palette, navigation, illustration and photography needs**
- **Purchase theme, install WordPress and any related tools or plug-ins**
- **Review programming expectations and limitations of site**
- **Develop site artwork**
- **Present artwork for approval**

Approximately two weeks

PHASE IV: PRODUCTION MANAGEMENT & IMPLEMENTATION

This is when things get serious. We work with you to create and gather needed text and images to add to the site. We then proof and improve the design, triple-check all content and functionality, and prepare the design for final production. In this phase, we also schedule a WordPress training session for you so that you are able to easily access and update your site as you please.

At this stage we will:

- **Incorporate artwork feedbacks and revisions**
- **Finalize illustration, photography, and any required animation**
- **Provide Topsoil with a final off-line preview of site to review**
- **Perform multi-platform Mac and Windows testing on several browsers**
- **Enter key words and meta tags for page indexing**
- **Set up Google Analytics**
- **Set up staff email**
- **Go live (date to be determined)**

Approximately two weeks

PHASE V: OUTCOME EVALUATION

This is when we monitor progress. Just because the site has gone live does not mean our job is finished. We want to know how it's working and if it's producing results. During this phase we gather feedback and evaluate what the response has been from the target audiences.

Approximately two months post launch



PROJECT BUDGET ESTIMATES

OVERVIEW OF COSTS

• Strategy and Research	\$ 300
• Design of Website	\$ 4350
• Consultation on Production/Implementation	\$ 250
• User Testing Consultation	\$ 100
Total for Services	\$ 5000

The following estimates are our best predictions of what the actual design expenses will be based on the scope of work outlined in this proposal. Services not listed in the estimate should be considered as additional and out of the scope of this proposal. The following estimate does not include tax.

WEBSITE DESIGN ESTIMATE*

Strategy and Research, including consultation, research, and creation of site map diagrams \$ 300

Design of Website

- Design services, including development of three (3) initial concepts, comprehensive refinements, research, and art editing \$ 2000
- Project management services, including vendor contact, scheduling and estimating, and client contact \$ 200
- Production services, including electronic art preparation, preparing files, and WordPress theme installation \$ 2150

Subtotal for Design Services **\$ 4350**

Consultation on Production/Implementation, including consultation of programming and beta testing of website \$ 100

- Set up of staff email and Google Analytics \$ 100
- WordPress training session \$ 50

User Testing Consultation, including preparation of testing materials and consultation throughout testing process for three (3) rounds of testing \$ 100

Total for Services **\$ 5000**

Additional Design Rounds (per hour) **\$ 100**

WHO IS T3 DESIGN GROUP?

T3 Design Group is a contemporary, web design company based in Victoria, B.C. made up of a small team of innovative, experienced web designers and developers. We offer eye-catching, user-friendly design and development solutions to a wide variety of businesses and organizations in our local community and across the country.

WHY CHOOSE US?

T3 Design Group is a highly recognized industry leader with over 20 years of experience not only in Victoria, but all across Canada. We work collectively with other industry leaders to bring you the most unique, high quality products with optimal performance, that allow us to provide cost-effective, web based platforms to our clients. T3 Design Group serves a wide range of clientele, from small business to large, worldwide corporate enterprises.

Client satisfaction is our top priority—we offer only the best in service. You can always expect us to be available, punctual, polite, knowledgeable, and capable. We are also big believers in creating sustainable partnerships and helping within our community. If you're looking for a website that is creatively designed and impressively professional, look no further.



WHAT CAN WE DO FOR YOU?

T3 Design Group can make Topsoil's communication limitations a thing of the past. We find solutions while persevering your organization's unique style.

We excel in:

- COMMUNICATION PLANNING
- WEBSITE CREATION
- GRAPHIC DESIGN
- CONTENT DEVELOPMENT
- SOCIAL MEDIA MARKETING
- SEARCH ENGINE OPTIMIZATION (SEO)

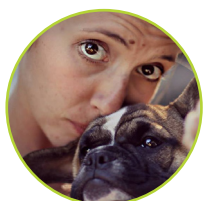
OUR TEAM



YUREN HUANG

SENIOR MANAGER OF WEB DEVELOPMENT

Yuren is a graduate from the Massachusetts Institute of Technology in computer science. He has over 20 years of experience working within the technology sector and has been with T3 Design Group since its inception. Yuren has spent most of his career creating websites for non-profit organizations in the Vancouver and Victoria area.



AMANDA HEMINGWAY

MANAGER OF WEB DESIGN

Amanda is a Victoria native. She has over ten years of freelance and studio design experience. With an eye for creativity, Amanda considers web design an art, and excels in the areas of graphic design, web design, illustration, and brand identity.



SABINA SARANSINGH

MANAGER OF CONTENT

Sabina is a graduate from the University of Toronto in marketing and advertising. With over ten years of advertising experience, Sabina delivers creative and unique content to all her clients. Sabina has been with T3 Design Group for over three years and sits on the board of Powered by Search, a top advertising firm in Toronto.



DAVID SLOAN

MANAGER OF WEB PROGRAMMING

David was born in Ottawa and has been with T3 Design Group since its inception. We call David the web expert. Creating web programs based upon a client's wishes, David designs everything from basic to interactive web sites. He has done amazing work for numerous private sector and public sector organizations worldwide and currently oversees a team of two developing interns.

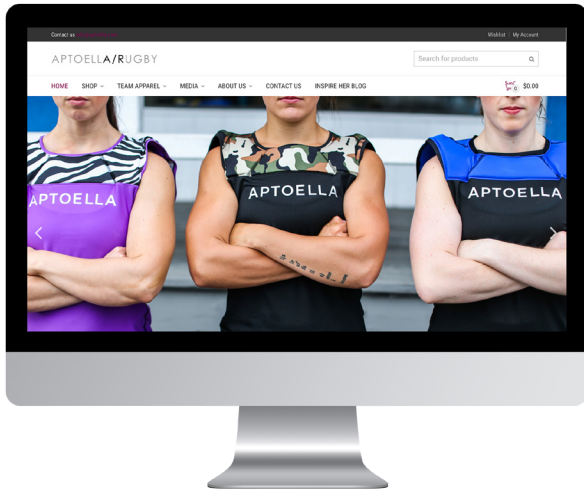


EVGENIA PAVLENKO

MANAGER OF SEARCH ENGINE OPTIMIZERS

Evgenia will treat your site like her own. What this means is that every decision she makes for your website will stem from the thought process of "how can I use the money you're paying to make these numbers go up as much as possible." Evgenia has been with T3 Design Group for two years and has a pivotal role in producing positive results for your website.

OUR CLIENTS



www.aptoella.com



www.lufa.com



www.ru4children.org

"Our website has been up and running for 4 weeks. We are thrilled with the response! We have been receiving one-to-two phone calls a day from new customers from across North America that have seen our website and have called looking for product. We never imagined we would receive this much business back from our website in such a short time. Many thanks to T3 Design Group for all of their hard work and great ideas!"

*- Carla Crayson, CEO
Aptoella Rugby, Victoria*

"We hired T3 Design Group to organize our business online, simplify our process, create an amazing brand that communicated to our demographic clearly, and increase our sales. We highly recommend the entire team!"

*- Jones Houston, CEO
Lufa Farms, Montreal*

"Thank you—you have done a wonderful job on our website—it really represents RU4Children well and conveys our image—I am so excited. Thank you for your professional work and very impressive turnaround!"

*Tracey Santos, Executive Director
RU4 Children, Vancouver*



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