

WEB SITE DEVELOPMENT TECHNICAL PROPOSAL

Introduction

This proposal is for the web site development. This proposal describes the technology, services, terms, and schedule for the web site development project.

In the digital age, a web site frequently serves as your business or organization's front entrance through which many customers will pass. The mission is to give you a professional on-line presence that will generally enhance your organization's image and branding, as well as move prospects through the sales process.

Project Details:

In order to develop a web site that fulfills all the goals of the web site development project, the proposed web development will take place in several distinct phases:

Planning

Here the scope, requirements, and description of the final web site will be determined and documented, including the overarching site goals, number of pages, site hierarchy, merchandising needs, language and web tools used, plus forms, animations/graphics, and other specialized content.

Creation and Coding for Primary Pages

Primary site (i.e. top level) web pages are created in the later determined language (html, ASP.NET, C#, php) to meet all the appearance, performance, and content requirements.

Primary Page Creation & Coding for Secondary Pages

Primary web site pages are revised in accordance with the review/feedback. All site secondary pages are created.

Content Management System (CMS) Creation & Coding

A content management system (CMS) is a system used to manage the content of a Web site. Typically, a CMS consists of two elements: the content management application (CMA) and the content delivery application (CDA). The CMA element allows the content manager or author, who may not know Hypertext Markup Language (HTML), to manage the creation, modification, and removal of content from a Web site without needing the expertise of a Webmaster. The CDA element uses and compiles that information to update the Web site. The features of a CMS system vary, but most include Web-based publishing, format management, revision control, and indexing, search, and retrieval.

Web Site Review and Testing:

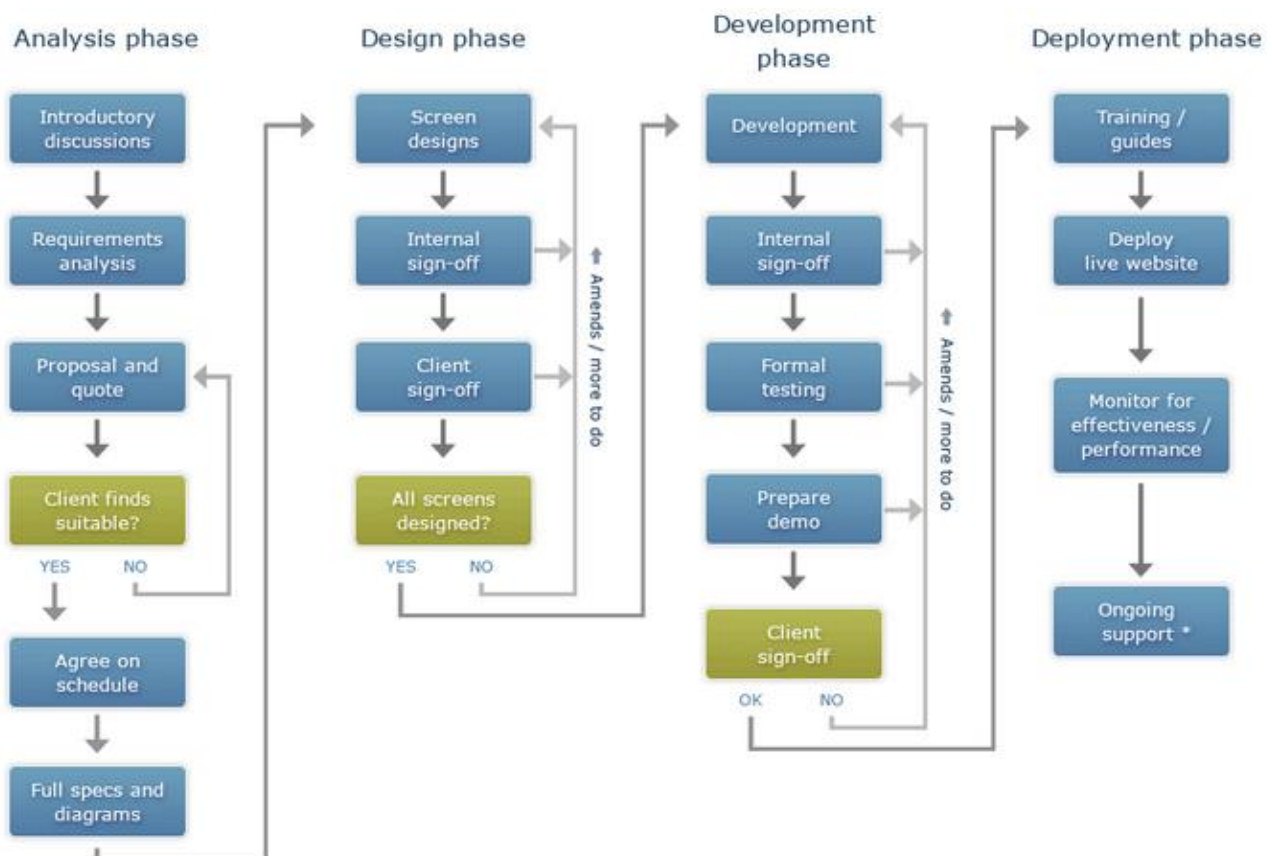
The finished web site will be reviewed and all functional aspects tested (i.e. forms, CMS).

Acceptance and Project Completion:

Once revisions and modifications resulting from reviews are complete, the web site will be uploaded and go live. After a successful one week trial period, the web site project will be considered complete.

Web Design Process:

Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardized code and proprietary software; user experience design; and search engine optimization. Often many individuals will work in teams covering different aspects of the design process, although some designers will cover them all. The term web design is normally used to describe the design process relating to the front-end (client side) design of a website including writing mark up. Web design partially overlaps web engineering in the broader scope of web development. Web designers are expected to have an awareness of usability and if their role involves creating markup then they are also expected to be up to date with web accessibility guidelines.



Cost Estimation

cost

Title	Description	cost
The frontend and the CMS.	<ul style="list-style-type: none">The front end pages that will display the information on the website in both Arabic and English languages.The CMS is the web application that supports the creation and modification of digital content (new, files, images , videos, Tours .. etc).	60.000 SDG
Additional Services	<ul style="list-style-type: none">Connecting the website with social media like facebook and twitter.Install analytics service to track the details of the website visitors.	10.000 SDG

* VAT Excluded

Payment Terms

Percentage	Term
30%	In Advance
50%	Before Launch
20%	After training

Deliverables

The following items will be delivered during or at the conclusion of the software development project:

- 1) Fully functional and approved web site in the required languages uploaded to the clients servers.
- 2) A Content Management System (CMS) feature allowing the Client to easily manage website contents.

Web Development estimated Time line:

Milestone Description	days
1. Development	5
2. Review and Testing	1
3. Installation and training	1
Total days	7