

Proposal

Hillstreet Belfast

Web Design and Branding for Hillstreet Belfast

Version 1:1

November 19 2021

Prepared by Cara Greene

Project Overview

The hillstreet Belfast is seeking to create a new online web presence. This web presence provides The Hillstreet Belfast customers with an ability to research and book places to eat or visit, as well as learn some history about the street itself. The goal of this online presence (the web-site) is to give people the chance to connect with the street on a social level, to book restaurants or to read reviews on cafes.

The goal is to give the public an opportunity to see what shops,restaurants or businesses are available on this street.The goal is to show off Hillstreet and all it has to offer to the public in all areas. This proposal will detail The Hilstreet's recommendations and approach for design and development of The Hillstreet's online web presence.

Given the Deadline of December 19th, it is proposed that a complete website and branding is completed that represents the Hillstreet.

Project Process

Cara Greene has identified a standard process for project success with our clients. Although each of these phases to (The Hillstreet Project), the entire process is defined as follows.

- Plan the overall project and approach
- Define the detailed project requirements
- Develop, test, refine and launc the deisgned website
- Extened the porject if need be by recommending enhancements and imporvements based on information learned during the development and test stages

Scope of Work

I was approached by The Hillstreet to create a website for the street and to provide all services required to build the Hillstreet belfast project.

Cara Greene will focus solely on the ux and ui experience design aspects of the 'The Hillstreet Project'

The Hillstreet will provide detailed feedback on all aspects of the 'The Hillstreet website project' in accordance to the project plan.

The Hillstreet will provide any required assets for use in the project, including fonts, colour schemes, brand standards, images, business information etc.

Assumptions

It is necessary that The Hillstreet provide the following assets and resources. An inability to provide any of these assets and resources in a timely and complete manner may contribute to the unsuccessful or delayed delivery of this project.

The following assets and resources are expected:

Timely access to all required Hillstreet employees.

Timely access to all required assets of the The Hillstreet website, in current state, including any source files, if available.

Content, as required and including but not limited to copy, imagery, audio etc. for any aspect of the Hillstreet website.

Deliverables

Cara Greene will provide a variety of deliverables for the project and throughout. For Hillstreet the following deliverables will be provided:

Website design and branding for Hillstreet

Ownership & Rights

This project is work for hire.

Cara Greene will not have rights to the design regarding the project after Hillstreet has paid.

Additional Fees & Costs

In the event that outside resources are required (such as content, imagery, fonts, etc), these shall be identified by and billed to Hillstreet Belfast.

In addition, Cara Greene can provide hosting services to our clients with very low overhead. We provide hosting services - including configurable, web-based e-mail-starting as low as £20 per month, with a £20 setup fee. In an event that The Hillstreet Belfast would like to purchase a 'maintenance' package, Cara Greene will work to create a package that is mutually agreeable and beneficial to both parties.

Project Pricing

Cara Greene has proposed multiple estimates for Hillstreet Belfast, in order to provide the best possible options for your immediate and/or future needs. Cara Greene makes the assumption that will be provided by Hillstreet Belfast. In the event that Cara Greene is requested to provide content services, the estimates will need to be redefined.

Cara Greene’s estimates allow for flexibility from a cost and needs perspective. The estimates are as follows:

- 2 days discovery: Research, Plan, Strategy
- 8 days design: Build website and Branding
- 2 days Client Feedback and Changes
modifaction:

Total: 84 Hours x £15

= £1260

Payment Schedule

Cara Greene's typical payment schedule is to receive a retainer fee of XX% of the total estimated price of the project prior to commencement.

Cara Greene shall submit invoices on the 1st and 15th of every month; payment is due in full within 14 days.

Upon completion of the project, Cara Greene shall deliver all work product to Hillstreet Belfast. Once the materials are satisfactorily approved, Cara Greene shall refund any payment excess remaining from the retainer or Cara Greene shall submit a final invoice for amounts not covered by the retainer.

Note: If project is placed on hold for a period of more than 14 days with no work progress made, Cara Greene shall submit a final invoice for any fees not covered by the retainer and shall be provided with the right fees of first refusal in the event that the project is reopened.

Acknowledgement

This proposal is acknowledged and agreed in its entirety by The Hillstreet Belfast. This must be signed and dated by an authorised representative of The Hillstreet Belfast in order to be in effect. Alternatively, a signed purchase order referencing this proposal will constitute acceptance in place of this signed document (providing, however, that any preprinted terms on such purchase order shall consider null and void and of no effect)

This proposal constitutes the entire agreement between the parties with respect to the subject matter of the proposal. This proposal merges and supersedes all prior oral or written agreements, discussions, commitments, writings, negotiations or understandings. This includes without limitation any representations contained in any sales literature, brochures or other written descriptive or advertising material and is the complete and exclusive statement of terms of the pirates' agreement. Each of the parties acknowledges and agrees that in executing this proposal it has not relied upon, and it expressly disclaims any reliance upon, any representation or statement not set forth herein or in the agreement.

Accepted by the authorized representatives

Ms Cara Greene

Cara Greene

19th November

Mr Ryan Crown

Owner of Hillstreet

19th November

Make all cheques payable to: Cara Greene