



Website & Brand Project

Hill Street, Belfast

Proposal Version 1

January 11th 2022

Project Reference Number: 6679

By Lauren Gilmore Designs

Project Overview

Hill Street Belfast are seeking to build an online presence through a new website. Furthermore, they will be supported with a new unique brand including, a logo and wordmark reflecting their tone of voice and the culture of Hill Street.

The goal of this is to attract more tourists and locals to the area to increase business. Having an online presence will make it much easier for people to find out information about Hill Street.

Project Approach

The first thing we will do is dedicate time to researching and developing our knowledge on the industry by looking at your competitors. We will then work together to build a set of requirements for this project, enabling it to be carried out appropriately.

The development stage will then begin where we design and build all the components required for this project. This will be a team effort as communication is key. We will then continue multiple iterations to improve the work until we are both happy with the outcome. Once these phases are completed with your sign of approval, the project will be ready to be launched.

Scope of Work

This page will explain who is responsible for different aspects of this project

Lauren Gilmore Designs

Lauren Gilmore Designs will focus on the UX/UI design of the new HillStreet website. As well as designing a new unique brand.

HillStreet Belfast (client)

The HillStreet Belfast team will be involved in the whole process, providing detailed feedback when required to ensure the project is going as planned

They must provide any additional information that may be required throughout the project.

Assumptions

The following assumptions are subject to change and will be updated where necessary.

- We will need access to the required employees of the HillStreet team in a timely manner.
- Detailed feedback on multiple occasions throughout this project.
- Images for the website should be provided.

Deliverables/Expected Timeline

This details the work you can expect from us over the course of this project. The estimated timeframe is 8 weeks.

Week 1

- **Competitor analysis:** This will give us a deeper understanding of the industry, components we like and things we should avoid.

Week 2

- **User research:** We will build user personas and scenarios so we can design a better experience for real users. We will also carry out a survey to get a better understanding of user needs.

Week 3

- **Inspiration:** We will create moodboards of things we like from other similar websites and start to think about the design.
- **Sketches/Wireframes:** We will do lots of iterations to see what works best and try out different approaches.

Week 4

- **UI prototype:** These high-resolution mock-ups will be the first iteration of the websites UI.

Deliverables/Expected Timeline (continued)

Week 5

- **Usability report:** We will carry out usability tests to uncover any issues.

Week 6

- **Brand:** A brand identity will be created for HillStreet including a logo and wordmark.

Week 7 & 8

- **Finalising:** After many iterations, a final website and brand will be presented.

Website Features

This page shows some of the potential content and features we think would be beneficial. These can be updated and changed as we work through the project and we encourage ideas that you may wish to add.

Landing/home page

This will include call-to-action buttons to encourage users to continue looking through the site and find what they are looking for.

Explore

This will include restaurants, cafe's, bars etc, with information about them e.g. opening times and menus.

Stay

This will include hotels you can stay at, their location, prices, star ratings etc.

What's on

This will have all upcoming events listed including time, tickets etc.

History

This will include information about HillStreet and it's history and culture.

Get in touch

This will include contact information. Businesses will have the opportunity to get their events listed on the website. It will also have a map showing the location of HillStreet

Project Pricing

Assuming all work has been done to a high standard on both ends, I will give an estimate of the overall cost of this project. This project will take approximately **8 weeks** from start to end. However, this is dependant on when we receive feedback.

Average hours per week: 25

This leaves an appropriate amount of time to receive feedback before moving to the next phase.

Per hour: £10

Estimated total: £2000

If there are any questions or concerns about this price or you wish to increase or reduce the scope of work, please let us know.

Additional Costs/Fees

Below you will find potential fees from outside resources. We can point you in the right direction for any of these services if needed.

1. Photographer: To provide the best quality imagery for your users, we highly recommend hiring a qualified photographer.

2. Hosting service: You will need to pay to host your website once completed.

Payment Schedule

To keep the project moving forward, there is a payment schedule we would like to stick to.

Estimated price of this project: **£2000**

Lauren Gilmore Designs ask for 40% of the initial fees as a deposit when the agreement is signed. The remaining 60% will be billed monthly.

In the event a payment is not made within 10 days, Lauren Gilmore Designs will charge a late payment fee of 1%.

Acknowledgements

Make sure you have read this contact thoroughly and understand the details of this project. Clarity from the beginning is very important to us to move forward in this working relationship. If anything is unclear or needs changed/updated, please let us know.

If you are satisfied with everything in this proposal and are ready to begin this project, please sign below-

Lauren Gilmore Designs

Name: _____

Title: _____

Date _____

Signature: _____

HillStreet Belfast Team

Name: _____

Title: _____

Date _____

Signature: _____