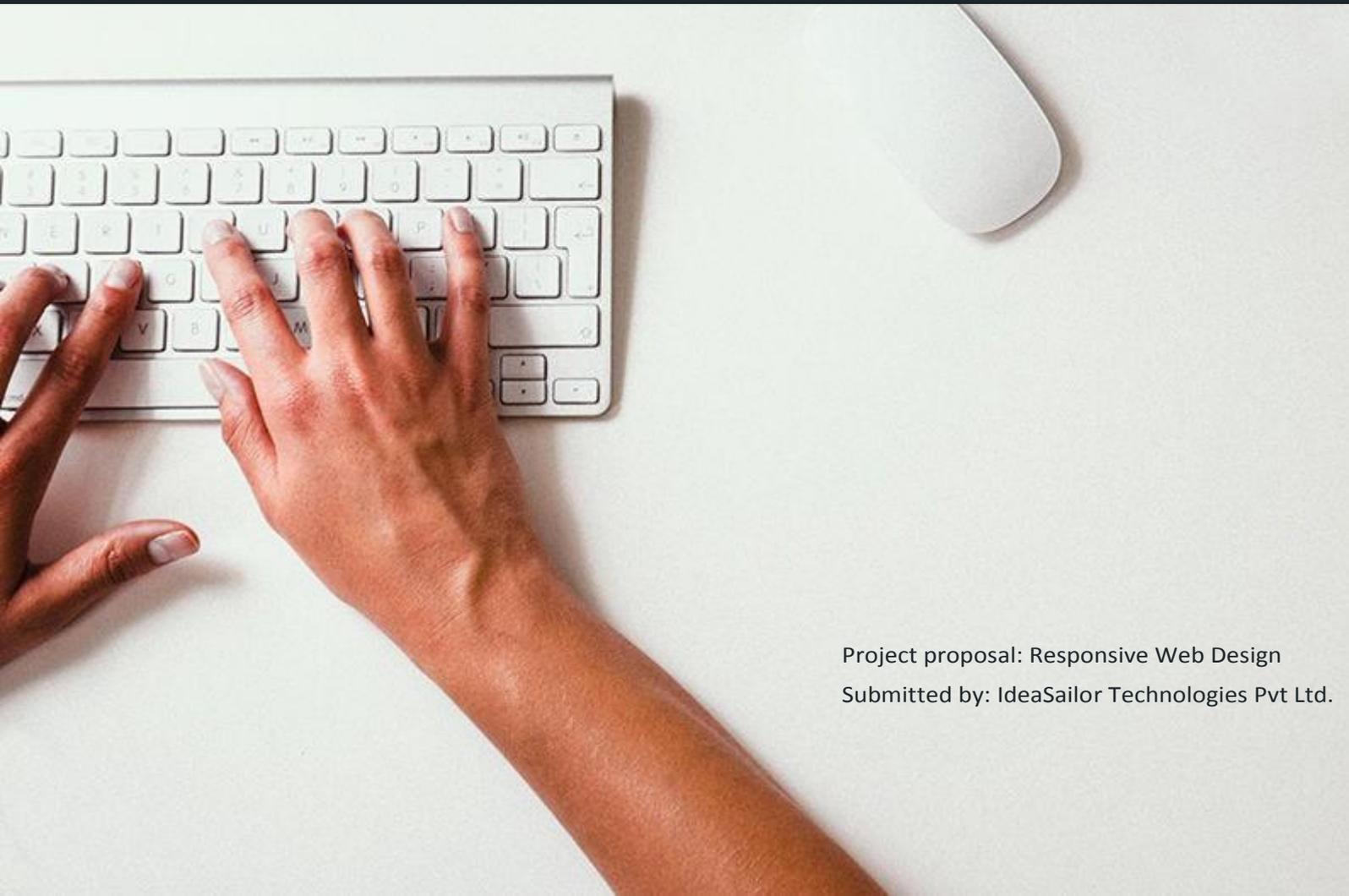




Delivering beautiful experiences



Project proposal: Responsive Web Design  
Submitted by: IdeaSailor Technologies Pvt Ltd.

# Overview and Goals

Hi,

It was great to know about your new project for your business and future business needs and development.

Gone are the days when we knew for certain that everyone was viewing the web on a desktop or laptop computer so websites were designed and developed for that standard experience. Increasingly, people are viewing the web on a variety of devices - tablets, smart phones and other mobile devices. If your website doesn't support those devices, this can negatively affect how users interact with your business. The site may load slowly, the layout is fixed and awkward to navigate and you may end up with a frustrated user. Statistics show that most users don't convert when using small screen devices which means you may be losing out on valuable business opportunities.

The IdeaSailor Technologies Pvt. Ltd team can turn this problem around using *responsive design*. We'll redesign your website's front-end templates to adapt and scale to whatever kind of device the user is viewing from while maintaining your existing look and feel and improving overall performance. We'll test it on a variety of devices - mobile and non-mobile - to ensure the experience is consistent and easy to use.

We want to improve your conversion by 50% for mobile users which, given the current percentage of users who visit websites on mobile devices currently, should impact sales by 20% per month. Now that's what you'd call responsive, don't you agree?

Sincerely,

Sumit Singh

IdeaSailor Technologies Pvt. Ltd

# Scope of Services

## Research

The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behaviour, and how your website factors into all of it. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website.

## Design

Once we're armed with this information, we'll set to work sketching out interface layouts for 3-5 different views, including the home page, sub page, the blog template, and any additional templates needed. Wireframes look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and iterate on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes.

Next we'll design high-fidelity comps that show what the final designs will look like on desktop, tablet, and smart-phone screen sizes, providing up to two rounds of revisions on the design.

## Development

Once you've approved the design, we'll start building them using PHP, HTML, CSS, Bootstarp, Codieigniter, Javascript etc.

# Additional Recommendations

## User Testing

Although not required, testing the designs with real users will greatly improve the quality of the finished design and help catch usability issues before time is spent building out the designs. User testing involves our usability professionals recruiting up to 5 users and asking them to perform tasks. We record the results of the test and then deliver the video to you along with a list of usability issues or comments that our design team can implement. It 's like the digital version of the old adage "Measure twice, cut once."

## Support Retainer

We recommend retaining our services after the site is launched to assist with any further support issues that arise. As part of this retainer we will also provide monthly analytics reports and recommendations to further improve your site conversion.

# Timeframe

*To complete the work outlined in the project scope, we'll need approximately 4 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal we are prepared to start work immediately.*

| Phase                    | Week |
|--------------------------|------|
| Research                 | 0-1  |
| Present Wireframes       | 0-1  |
| Present finished mockups | 0-1  |
| Code HTML/CSS templates  | 1-2  |
| Development              | 2-3  |
| QA Testing and Review    | 3-4  |
| Deployment to live site  | 3-4  |

# Your Investment

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

## CORE BUDGET

| Description           | Price      |
|-----------------------|------------|
| Research              |            |
| Design                |            |
| Front-End Development |            |
| Deployment            |            |
| <b>Total</b>          | <b>\$0</b> |

## SUPPORT SERVICES

|                                                                              |            |
|------------------------------------------------------------------------------|------------|
| <input checked="" type="checkbox"/> User Testing                             |            |
| <input checked="" type="checkbox"/> Support & Maintenance Retainer (monthly) |            |
| <b>Total</b>                                                                 | <b>\$0</b> |



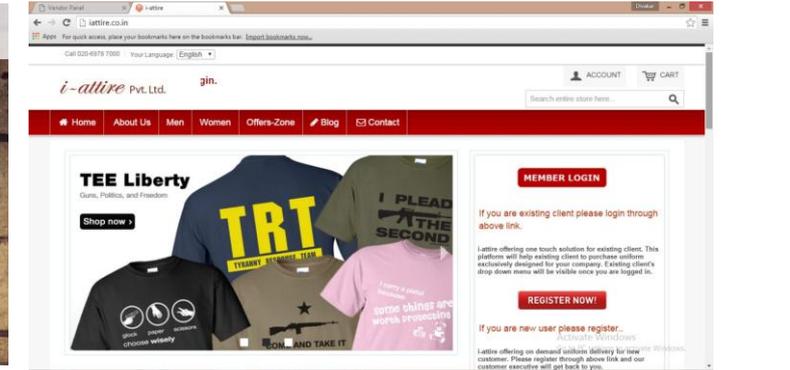
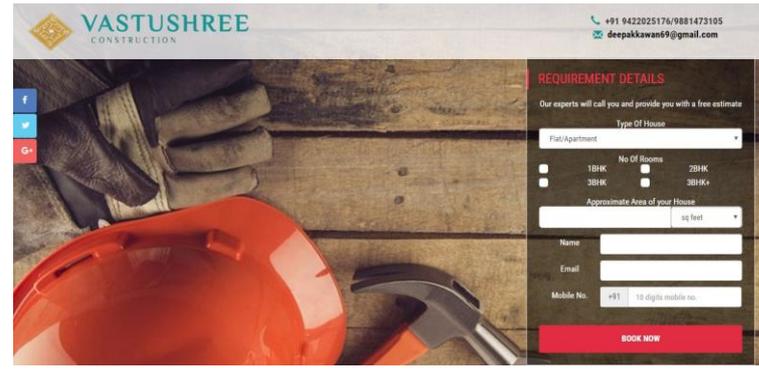
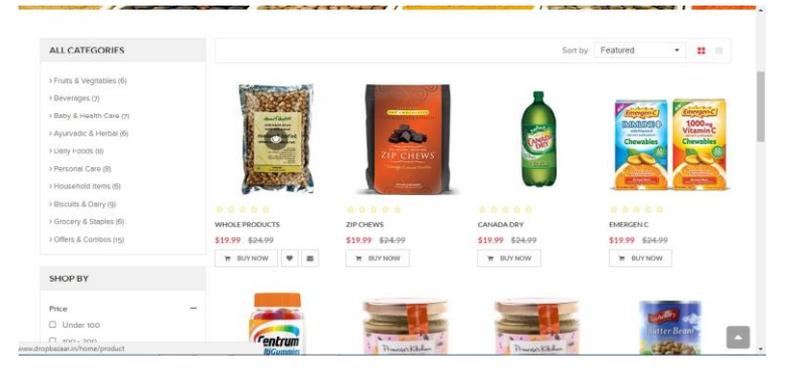
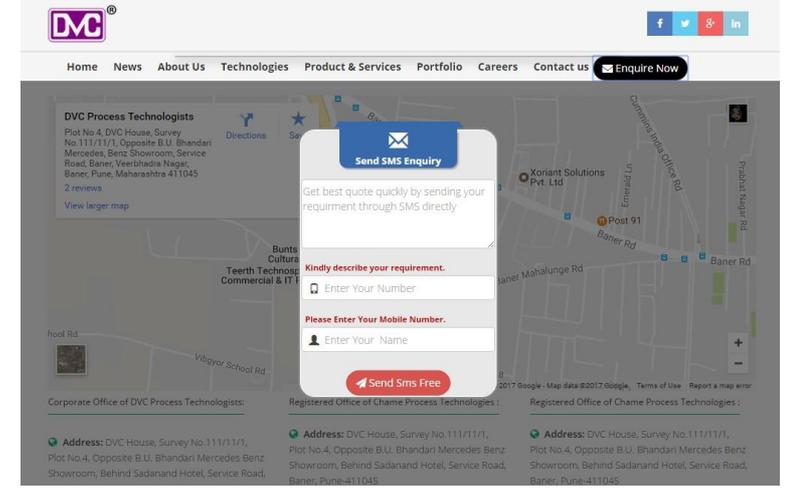
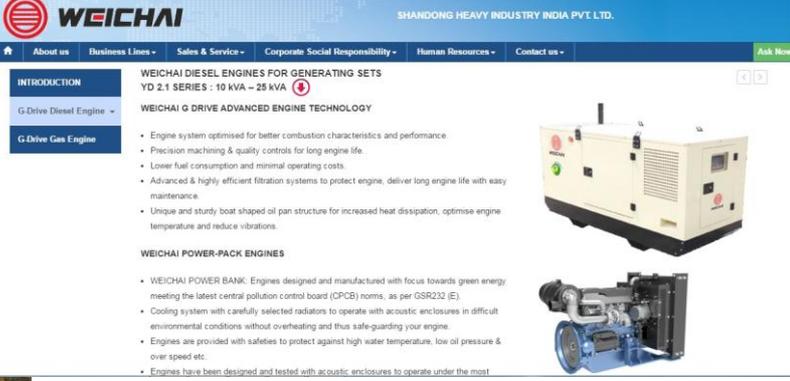
## Why Us?

At IdeaSailor Technologies Pvt. Ltd, we're all about the experience. We design simple, compelling, and functional websites that make it easy for users to quickly find exactly what they're looking for when they arrive at your site and then convert them into paying customers. It's about creating an online experience that transforms users into followers, customers into ambassadors.

We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

Oh, and if you're wondering, we're mobile first. It's not just the way of the future. It's the way of right now.







**Website Name-** <http://www.shigindia.com/>

**Description:-**

*Shandong Heavy Industry India Pvt. Ltd. ( SHIG India), a subsidiary of the WEICHAJ group with its state-of-the-art local manufacturing plant in Pune, Maharashtra is geared to offer diesel engines for Marine, Generating set application, Construction & Earthmoving, Truck & Buses as well as other specific applications meeting the latest emissions as per norms of the Central Pollution Control Board (CPCB).*

**Website Name-** <http://www.dvcprocesstech.com/>

**Description:-***Original Equipment Manufacturer ,DVC Process Technologist, is a reputed name in design, manufacture and supply of various process technologies, equipment and turn key solutions for oil seed extraction, refining and other value added processes for by products.*

**Website Name-** [www.dropbazaar.in](http://www.dropbazaar.in)

**Description:-**

*Dropbazaar is the growing company in grocery industry they sell the daily need products and the healthy product and make the clients happy by their delivery*

**Website Name-** [Appnik.in](http://www.appnik.in)

**Description:-**

*This store is started keeping in mind the lack of availability in the market of Natural / Organic Kitchen / Health products / Grocery and to promote the Swadeshi / indigenous products.*

**Appnik Product Page-***Display All product with Price ,Quantity& product detail on this page.*

**Website Name-** <http://www.vastushreeconstructions.in/>

**Description:-**

*Vastushree Has Over 10 Years Of Domestic And Commercial Experience In The Home Renovation Industry.*

**Website Name-** *iattire.co.in*

**Description:-**

*Iattire Pvt. Ltd. is a premium supplier of Retail Garments and Corporate Uniforms. Our in-house team of highly skilled tailors and designers use their expertise to achieve superior product quality with constant focus on product innovation. At the same time the objective is to deliver impeccable service to our reputed customers through an on time delivery and pre and post sale services.*

**Website Name-** *goclick.co.in*

**Description:-**

*goclick is the e-commerce website offering corporate gifting solution. They have wide range of the products.. At the same time the objective is to deliver impeccable service to our reputed customers through an on time delivery and pre and post-sale services.*

**Website Name-** *jobsladder.co*

**Description:-**

*Jobs Ladder is a Human resource consulting company located in Pune, India. They offer a range of consulting services, all designed to help your company reach its potential. Whether you're looking for a small tweak or a complete overhaul, they have you covered. Recruitment team at Jobs Ladder specializes in recruiting for entry level, middle level and senior management roles across industry verticals of BPO, ITES, and Information Technology and non IT firms.*

**Description:-**

*Technologies at its pinnacle Companies Globally are facing a challenge to provide high quality Innovative Products and Solutions at an affordable price. INtech Corporation is formed with an intention to identify, assess and provide our clients the best of the talents available having outstanding track record who will give our clients competitive advantage leadership & sustainability. At INtech Corporation we have the right solutions to cater to our client's dynamic needs Globally. INtech has a decade of worthy experience in Various Sectors from Services, ITES, Manufacturing & Engineering, Automotive, Aviations, Shipping & more serving our client's globally.*

# Statement of Work & Contract

**[Note: This is a sample contract - we are not lawyers and recommend you having your own legal counsel review any contract prior to sending out.]**

Date: 17th August, 2017

Between "us", IdeaSailor Technologies Pvt. Ltd, and "you", Company (Client)

## 1.0 Services Rendered

### **DESIGN**

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (colour, texture and typography.)

You'll have two or more weekly opportunities to review our work and provide feedback. If, at any stage, you're not happy with the direction our work is taking, you will pay us in full for everything we've produced up to that that point and then cancel this contract.

### **TEXT CONTENT**

Writing or inputting any text copy is not included in this contract. If you'd like us to write new content or input text for you, we're happy to provide a separate estimate for that.

### **PHOTOGRAPHS**

You'll need to supply graphic files to us in an editable, vector digital format. Photographs must be in a high resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries and style of photography/images. If you'd like us to search for photographs for you, we can provide a separate estimate for that. Cost of buying stock photographs or a photo shoot is not included in this contract.

### **PHP, HTML, CSS, JAVASCRIPT ETC..**

We deliver templates developed from HTML5 markup, CSS2.1 + 3 stylesheets for styling and unobtrusive Javascript for feature detection, poly-fills and behaviours. Codes will be writ ten on PHP.

### **BROWSER TESTING**

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.

## **DESKTOP BROWSER TESTING**

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), and Mozilla Firefox. We'll also test to ensure Microsoft Internet Explorer 8 for Windows users get an appropriate, possibly different, experience. We'll implement a single column design for Internet Explorer 7 and below for Windows but we won't test in other older browsers unless you specify otherwise. If you need an enhanced design for an older browser, we can provide a separate estimate for that.

## **MOBILE BROWSER TESTING**

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in:

- iOS: Safari
- Android 4.1: Google Chrome, Firefox
- Android 3.2: Browser, Firefox

We currently don't test Blackberry OS or Blackberry QNX, Opera Mobile, Symbian or other mobile browsers. If you need us to test using these, we can provide a separate estimate for that.

## **TECHNICAL SUPPORT**

We're not a website hosting company so we don't offer support for website hosting, email or other services relating to hosting. You may already have professional hosting and you might even manage that hosting in-house; if you do, great. If you don't, we can set up an account for you at one of our preferred hosting providers. We can set up your site on a server, plus any statistics software such as Google Analytics and we can provide a separate estimate for that. After that, any updates to, and management of that server will be up to you.

## **CHANGES AND REVISIONS**

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or make decisions later when you might be better informed. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for to cover the additional work.

## **ERRORS**

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

## 2.0 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

## 3.0 Charges for Services Performed

3.1 Functionality or feature requests above and beyond those listed in the budget and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of IdeaSailor Technologies Pvt. Ltd.

## 4.0 Terms of Payment

### 4.1 BILLING SCHEDULE

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

IdeaSailor Technologies Pvt. Ltd will invoice Comapny(Client) for fifty per cent (50%) of the initial fees at point of this signed contract agreement which will act as the deposit. The remaining 50% will be billed monthly as the service hours are spent or when the project is launched.

Comapny(Client) will supply IdeaSailor Technologies Pvt. Ltd with all necessary purchase order numbers and other internal information required for invoice processing before the close of the month of work (if applicable).

### 4.3 CLIENT AGREEMENT TO PAY

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, IdeaSailor Technologies Pvt. Ltd will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs IdeaSailor Technologies Pvt. Ltd pays for carrying overdue invoices from Comapny(Client) . In addition, IdeaSailor Technologies Pvt. Ltd reserves the right to stop work until payment is received.

### 4.4 COLLECTION COSTS

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

## 5.0 Cancellation of Plans

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

## 6.0 Responsibilities of IdeaSailor Technologies Pvt. Ltd and Comapny(Client)

### 6.1 IDEASAILOR TECHNOLOGIES PVT. LTD'S RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

### 6.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them.

Then when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

### 6.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

## 7.0 Confidentiality

IdeaSailor Technologies Pvt. Ltd acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by IdeaSailor Technologies Pvt. Ltd on behalf of Comapny(Client) or disclosed by Comapny(Client) to IdeaSailor Technologies Pvt. Ltd.

## 8.0 Term and Termination

### 8.1 Period of Agreement and Notice of Termination

This Agreement shall become effective as of DATE HERE and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

### 8.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably cur able within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving writ ten notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

### 8.3 PAYMENT FOR NON-CANCELABLE MATERIALS?

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Comapny(Client) , that any such materials and services, are non cancelable.

### 8.4 MATERIALS UNPAID FOR

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

### 8.5 TRANSFER OF MATERIALS

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Comapny(Client) to IdeaSailor Technologies Pvt. Ltd, IdeaSailor Technologies Pvt. Ltd shall transfer, assign and make available to Comapny(Client) all property and materials in its possession or control belonging to Comapny(Client) . Comapny(Client) agrees to pay for all costs associated with the transfer of materials.

## 9.0 General Provisions

## **9.1 GOVERNING LAW**

This Agreement shall be governed and construed in accordance with the laws of the Province/State of STATE/PROVINCE.

## **9.2 REPRESENTATIONS AND WARRANTIES**

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations here under without violating the legal or equitable rights of any third party.

## **9.3 ENTIRE AGREEMENT**

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

## **9.4 SEVERABILITY**

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

# NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please share mail confirmation
4. Once we receive notification of your acceptance, we'll contact you shortly to get agreement signed and to sort out next steps and get the project rolling.
5. We'll email you a separate copy of the signed contract for your records.
6. If you'd like to speak to us by phone, don't hesitate to call

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Sumit Singh

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Comapny(Client)