



# **Bright Box Insight**

**Website Designer &  
Digital Marketing**

We are easy.

We are affordable.

We design for results.

We develop quality websites.

This is 12pg Document General Proposal

Overview & Goals



Greetings,

An eye captivating website that turns visitors into customers is our goal. Telling your business story through your website isn't an easy task, but we love it. Our mission is telling your story through a detailed brand design to achieve customer understanding, awareness, trust and confidence in your company. All are hallmarks of our design mission and is poured into every design. A fraction of our business and design philosophy that sets us apart.

“Truly put your-self in the customers shoes... there are a lot of different customers who wear a lot of different shoes. Let's design a website that's designed for your targeted customers.”

It's a shame that some companies still design as if a laptop or desktop are the only way to view a website. Gone are the days when we knew for certain that everyone was viewing the web on a desktop or laptop. This type of designing along with the inability to tell a story, lack of creativity or what we call “creative freedom” breeds bad and dysfunctional website designs that cause more harm than intended. Potentially turning individuals away before they can ever understand the message your business is trying to deliver. Increasingly, people are viewing the web on a variety of devices - tablets, smartphones, and other mobile devices. If your website doesn't support those device views, this can negatively affect how users interact with your business. The layout is fixed to one view, awkward to navigate and you may end up with frustrated users. Statistics show that most users don't convert when using small-screen devices looking at a bad website layout, which means you may be losing out on valuable business opportunities.

We are your solution; designing sites that are all encompassing designs or redesigns to help turn that problem around using a responsive and applicable design style, don't worry if modern isn't your style we can accommodate your style. We'll design your website's front-end templates to be appealing, in addition to being able to adapt and scale to whatever kind of device the user is viewing from. We'll test it on a variety of devices - mobile and non-mobile - to ensure the experience is consistent and easy to use.

Sincerely,

The Bright Box Insight Team!



## 1.0 Scope of services

### 1.1 Research

The first step in our design process is gaining a thorough understanding of your business goals, and your customers' expectations, 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 framework and recommendations for the design and development of your new responsive website. You are more than welcome to provide website examples, content, pictures, and more towards this phase of research. Yes, the insight provided will be translated into the design of your website.

### 1.2 Design

Once we're armed with the information from the research discussed earlier, we'll get to work, sketching out interface layouts for up to 3 different website views, such as desktop, tablet, and laptop. We utilize draft sites to establish real look and feel, our version of wireframes, which look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and implement solutions quickly so that we have a good sense of how content should be laid out across different screen sizes. Next, we have the feedback phase to tackle the final product to fine to the final design look on desktop, tablet, and laptop. We will be providing applicable revisions on the design as we move through the process and until launch.

### 1.3 Content & Logo

We will provide relevant content and a practical logo for an additional price to ensure your website delivers the ideal message to your target audience. Good content is what sets your website apart from the masses and delivers the right message into the hearts and minds of your viewers. All other components of your website (design, visuals, videos, etc.) provide a secondary support role. If you have effective taglines, great design will only enhance their effectiveness. The design itself does not sell. The content of your website should always begin with proper market research. We will conduct the necessary research and development of an effective content message to be displayed throughout your website.

## 2.0 Timeframes



To complete the work outlined in the project design (according to invoice), we'll need approximately(estimated) 1-4 weeks from beginning to end; which is dependent on when we receive feedback at each milestone. This time to completion can be achieved sooner depending on feedback and current client workload. Upon invoice payment as acceptance of the proposal we are prepared to start work immediately.

<b>Phase</b>	<b>Week to complete(.5=0-3days)</b>
Market research (key design features)	.5
Present Draft(s)   Typically every 1-3 days after initial project start. (Stage repeated until final draft approved, or site launched)	.5
Present finished design (pending feedback timeliness and content) *Estimate	1 - 2
Code J-son, Meta Tags, Mobile View Applicable Analytics Plug-in and additional software	.5
QA testing & review	.5
Deployment to live site (Launch Day)	.5 (Upon completion of QA)
Total time (Estimate)	1 – 4 weeks



## 2.0 Development Phases

After testing the static layouts, we will notify you for design approval or you can monitor design progress with the URL that will be provided. Our QA department will test the site across different browsers (Firefox, Chrome, Safari, Internet Explorer 9+) and devices (iPhone's, Tablets, and more). Any bugs that arise from this testing will be fixed prior to launch. Once you've approved the design, we'll start with the final touches. This phase is where we design the laptop version, to include submission to Google. We will also provide applicable page SEO, J-son code, and meta tags to give your site what's needed to climb the ranking list within applicable search engines. Just be mindful that those same search engines take months to "crawl" your website. Which is the process taken for your website to be indexed. After all, code is complete and plug-ins are loaded, we will launch the site at your approval.

## 3.0 Additional Recommendation

### 3.1 Unit 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. We recommend recording the results of the test and then deliver those results via email or text with a list of usability issues or comments that our design team can implement.

“Measure twice, cut once.”

### 3.2 Support Retainer

We recommend retaining our services after the site is launched to assist with any further support issues that arise, updates, redesigns, and more. Simply put, we become your dedicated website design team, providing you the same service as we did when building your website. This information regarding our retainer prices can be found on our website URL: [www.brightboxinsight.com/website-management](http://www.brightboxinsight.com/website-management). If you would like to add this support let us know, as it would start the month following website launch.

## 4.0 Your investment

You will receive a proposal outlining the budget we've estimated based on the scope of services identified by your support request. 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.



## Why us?

At Bright Box Insight 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 towards your company goals. 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.

## Project Goals

It is our goal to exceed your expectations and deliver to you a product that you are more than happy with but proud of. Your satisfaction is our number 1 concern and priority.

## Our Solution

Our web designs are a living design that grows with the company we built it for. All of our clients engage with us weeks to months after launch to update or even overhaul their web design. We pride ourselves in keeping up with the trend of your specific market and offering insightful designs to maximize your customer engagement with your website, ultimately earning you more business. Your success is our success.

## Results

Check out our website and view some of the client testimonies that we have received, even better, look at their websites. However, we don't just design websites, we assist, designers, and develop an arsenal of business support functions that can all be found on our website.

## Statement of Work & Contract

Between "us", Bright Box Insight, and "you", The Client (payer of invoice)

You are hiring Bright Box Insight to design and develop a web site for the estimated total price that was quoted.



## 1.0 Services Rendered

### 1.1 Design

We create look-and-feel designs and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create drafts as applicable and use predominantly HTML, CSS, or design templates with alterations as necessary, 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 (color, texture, and typography.)

You'll have every opportunity to review our work and provide feedback through the URL that will be given to you upon the start of the development of your website. If at any stage, you're not happy with the direction our work is taking, you can communicate to us the direction or design you would like to see. You will not be required to pay in full until the final design is approved by you. However, we possess the right to terminate this contract if communication is ineffective or we cannot meet your design needs.

### 1.2 Text content & logo

At an additional cost if not included in the quote, we can provide you with as much content for your website as needed. We reserve the right to outsource content as needed to complete your project in a timely manner in addition to your satisfaction of the content provide this content will be reviewed and approved by you. You reserve the right to outsource content as needed, at which time the rights and responsibility to ensure the content is not copywritten or trademarked will be the sole responsibility of that content provider.

### 1.3 Photographs and Videos

We will provide stock images and videos as needed for free. Any specific images needed will have to be supplied by you, the client. 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 if applicable. The cost of buying stock photographs or a photoshoot is not included in this contract.

### 1.4 HTML, CSS & JavaScript

We deliver templates developed from HTML, CSS, JavaScript, and conventional hosting templates and plugins when applicable.

### 1.5 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.

### 1.6 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 10 for Windows users get an appropriate, possibly different, experience. 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.

### 1.7 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: Google Chrome, Fire
- 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 try our best to facilitate it.

### 1.8 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.

### 1.9 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. You can request revisions to the quote before payment of invoice, which is agreement to this contract, but upon payment of invoice it acts as signature and acceptance, revisions are no longer applicable.

### 1.10 Errors

We can't guarantee that our work will be error-free (we're human) and we do not control or manage the hosting provider's services, 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. However, we are more than able to submit trouble tickets during development and post-launch for the agreed-upon support time frame.

## 2.0 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation of 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 a fee to resume work at the discretion of Bright Box Insight.

## 4.0 Terms of Payment

### 4.1 Billing

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 any payment schedule arrangements.

The total budget for this project is outlined in the quote and \$25 is billed for each additional page thereafter.

Bright Box Insight will invoice, payment is required before project start.

### 4.2 Client Agrees to pay

You agree to pay our invoice prior to start of the project. Bright Box Insight reserves the right to stop work until payment is received.

## 5.0 Cancellation of Plans

You have the right to modify, reject, cancel, or stop any and all plans or work in process prior to completion of the product. We agree to use our best efforts to minimize such costs and expenses.



## 6.0 Responsibilities of Bright Box Insight and You, the client

### 6.1 Bright Box Insight Responsibility for release

We shall obtain releases, and licenses or other authorization to use testimonials, copyrighted materials, photographs, artwork, 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 release

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

Bright Box Insight 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 Bright Box Insight on behalf of you, the client or disclosed by you, the client to Bright Box Insight.



## 8.0 Terms and Termination

### 8.1 Period of Agreement and Notice of Termination

This Agreement shall become effective as of its signed date 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 are not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within the said period unless the defaulting party commences cure within the said period and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written 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 Transfer of Materials

Upon termination of this agreement, if there is no outstanding indebtedness then owing by you, the client to Bright Box Insight, Bright Box Insight shall transfer, assign and make available to you, the client all property and materials in its possession or control belonging to you, the 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 Representation 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 hereunder 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.

You, the client, to accept this contract begins at payment of invoice.