



WEBSITE DESIGN & DEVELOPMENT PROPOSAL

**Perfection Software &
Solutions**

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This Initial Offer is prepared Only for Al-Razi University Based on their Own Requirements



This Proposal is valid until 4/3/2021

Introduction

Thank you for your interest in partnering with Perfection for your website development project. With well over 100,000 firms offering website development services, we know how challenging it can be to find the right agency for your web development needs.

At Perfection, we hold one goal above all others: 100% client satisfaction. Our in-house team of web designers, copywriters, graphic designers, and developers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company on-time and on-budget.

We've built websites for several brands around the world with great success, and are quite excited to get to work on yours.

In this proposal, you'll find what we feel is the optimal solution for your website development needs, along with the associated delivery timeline, costs, and project terms. Once you've reviewed this proposal thoroughly, simply electronically sign it at the bottom to indicate your approval.

Thanks again for the opportunity to earn your business!



Esraa Babiker
Project Manager, Perfection
Phone: +249912330747

Your Website

After speaking with you at length regarding your needs, we've developed a vision for your website that we feel will greatly improve your overall branding, expand your digital marketing efforts, and increase the volume of leads generated. This website will allow you expose your brand to organic audiences via search engines, leverage digital advertising to boost lead generation, and deploy content to build awareness and authority.

Solution Outline

Perfection will build your website using Django Framework, which is used by more than thousand brands around the world, and is known for its flexibility, security, and scalability. It will allow you to do the following once your website is launched:

- Easily update page content and images.
- Integrate with analytics software to track page and site performance.
- Easily create different accounts.
- Integrate with your social media accounts

We propose that your site be hosted with Nilogy Solutions. This will ensure that your website is capable of supporting a high volume of traffic while remaining protected from malicious entities.

Development Process

Perfection will guide AlRazi University website through the following discovery, planning, design and production process. Adhering to this process will ensure a successful outcome. Our process starts with Phase 0. New Signature's goal in this analytical phase is to define features concretely, determine technology integration specifics, and prioritize features.

- Phase 0
 - ✓ Strategic Analysis and Planning
 - ✓ Information Architecture
 - ✓ Wireframes
 - ✓ Technical System Design

- Phase 1
 - ✓ Graphic and User Interface Design
 - ✓ Content Creation
 - ✓ Implementation
 - ✓ Testing
 - ✓ Training and Documentation
 - ✓ Launch
 - ✓ Post Launch Support and Maintenance

Design Aspects:

Below are the basic design aspects which will be taken care of on every page in Alrazi University website:

1. Clearly identify AlRazi university on every page. The name of the university will be clearly visible on every page. Remember, not everyone arrives at your website from the homepage.
2. Use images that reflect AlRazi university's values and priorities.
3. Make your About Us page count.
4. Emphasize AlRazi University strengths and achievements.
5. Make it easy for users to view a list of majors and programs.
6. Provide information about job placement after graduation, and link to it from the alumni section of the website.
7. Clearly show the application deadlines, and offer a step-by-step description of the application process.
8. Follow the user journey: check the main tasks for each of your audiences
9. Beware the perils of making AlRazi website cool at the student section.
10. Be prepared for users to search for information about your university on external sites.

Site Structure

Group navigation by type

There is a lot to navigate in the website, and not all content lends itself to being navigated the same way. Some pages are better found and consumed through discovery, while others need one-click access. There are three main navigation types will be applied in Alrazi University website:

1. **Content-based navigation** – This is standard [About](#), [Admissions](#), [Academics](#), etc. with pages organized underneath them that lend themselves to being discovered and consumed. They will be displayed in the standard top navigation scheme.
2. **Audience-based navigation** – University websites have several well-defined audiences that frequent the site for very specific reasons: [Faculty](#), [Staff](#), [Students](#), and [Alumni](#) we will provide these audiences a user-specific navigation to help them find the content relevant to them without having to search high and low for it.
3. **Utility-based navigation** – “Blackboard” (or the chosen Course Management System of your university) The things a user wants and needs now should be pulled out of the top-level navigation and grouped in a utility to give users one-click access. These are things like the [Registrar](#), [Blackboard](#), and [Academic Calendar](#).

Pages Structure

AlRazi university webpages will be built using a three-region template, which includes a standardized university-wide header and footer, as well as a fully-customizable page content region.

UNIVERSITY-WIDE ELEMENTS

All pages begin with a header that includes global, site-wide navigation plus the university logo. The footer contains links to colleges and schools, offices and divisions, university social media platforms, and other widely visited links.

1. University-Level Header: Includes university-wide, global navigation and resources
2. Page Content Region: Customizable, expandable content region for creating unit-specific content
3. University Footer: Includes university-wide global navigation and resources

UNIT-SPECIFIC REGION

Units can customize the area between the university header and footer. In this space, you can clearly identify your unit and present your content.

Within the unit region, there are four main areas:

1. Unit Header: Appears just below the university header at the top of all pages. The unit header includes the unit name, which links to the unit home page
2. Unit Navigation Region: Displays on every page, with a gray bar and garnet frond to indicate the page being viewed
3. Page Content Region: Customizable area that appears on every page
4. Unit Footer Region: Appears at the bottom of every page in a gray bar above the university's footer. Customizable links can lead to pages within the unit site highlighting the unit's location, contact, calendar, social media channels and other information.

Deliverables & Timeline

The Provider will deliver the following items during or at the conclusion of the software development project:

1. Fully functional and approved web site in the required language(s) uploaded to the clients designated servers.
2. A WordPress feature allowing the Client to easily add blog postings.

The timeline for project milestones and deliverables is listed in Table 1.

Milestone	Description	Complete
1.	Planning	1 week
2.	Wireframe / Design Stage	1 weeks
3.	Page Development	2 weeks
4.	Primary Page Revision/Secondary Page Development	2 weeks
5.	Content Management system development	3 weeks
6.	Review and Testing	1 week
7.	Final Revision and Acceptance	3 days

Cost Estimation

Title	Cost
Website Design	\$ 400
Backend Development	\$ 500
Hosting Service	\$ 30
Support and ongoing Maintenance (Optional)	\$ 60 per month
Total	\$ 990

Payment Details and Timeline

Payment	Price
Initial Invoice (After Requirement Gathering)	% 25
Approved Design Invoice (After the acceptance of the final Design)	% 40
Final Invoice (After Going Live)	% 35

Terms of Agreement

1. Authorization

Al-Razi University is engaging Perfection Co. as an independent contractor for Al-Razi University website development, deployment, hosting, & support.

2. Payment

Fees to Perfection are due in accordance with the above listed pricing table. Fees for monthly services will be invoices on the 1st business day of each calendar month, and are due on a net-30 basis. All payments will be made in USD or its equivalent in SDG on the date of receiving the payment.

3. Completion

Perfection, and Al-Razi University must work together to complete the project in a timely manner. Perfection agrees to work expeditiously to complete the project no later than the agreed launch date and depending on date of acceptance of agreement.

4. Assignment of Project

Perfection reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

5. Revision During Execution

Al-Razi University may be charged additional fees if it decides to make changes to the agreed upon project scope and objectives.

6. Legal & License

Perfection warrants that the functionality contained in this project will meet Al-Razi University's requirements and that the operation will be reasonably error-free.

The entire risk as to the quality and performance of the project is with Al-Razi University. In no event will Perfection be liable to Al-Razi University or any third party for any damages, including any lost profits, lost savings or other incidental,

consequential or special damages arising out of the operation of or inability to operate the website, even if Perfection has been advised of the possibility of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

7. Copyrights & Trademarks

Al-Razi University represents to Perfection and unconditionally guarantees that any elements furnished to Perfection for inclusion in the project are owned by Al-Razi University, or that Al-Razi University has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Perfection and its subcontractors from any claim or suit arising from the use of such elements furnished by Al-Razi University.

8. Copyright to Project

Perfection guarantees that all aspects of design and construction of the project will be disclosed to Al-Razi University upon completion, and full code, copyrights and ownership will be the sole property of Al-Razi University. Perfection retains the right to display graphics and other design elements as examples of its work in its portfolio.

9. Sole Agreement

The agreement contained in this Contract constitutes the sole agreement between Perfection and Al-Razi University regarding this project. Any additional work not specified in this contract must be authorized by a written change order. All prices specified in this contract will be honored for three (3) months after both parties sign this contract. Continued services after that time will require a new agreement.

10. Initial Payment & Refund Policy

If Al-Razi University halts work and applies for a refund within 4 days, work completed shall be billed at the hourly rate of 8\$ per hour, and deducted from the initial payment, the balance of which shall be returned to Al-Razi University. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, Al-Razi University shall be liable to pay for all work completed at the hourly rate stated above.

Perfection

Al-Razi University

Represented by:

Represented by:

Signature: _____

Signature: _____

Date: _____

Date: _____