

Website Design Request

April 2010

1. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

The company would like to request the design of a Parenting website using the most current technology available on the Market. Upon completion all content, graphics etc will become the sole property of our organization .

We are looking for a brochure/information/Search enabled website which will be one stop solution for al information seekers into specific parenting needs. Think artistic and 21st century. Prior to developing the website, we would like the agency to develop a page which will feature the following message:

Description

Create a flexible, brochure/informative web site that fun to browse and easy to maintain. You must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences.

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative with Easy search engine
- Safe and secure
- Quick to load and operate

Our primary Internet objective is to continue to build brand identity, awareness, and interest in the website and the services it provides.

Our Vision

- Maximize web-based technologies
- Build member loyalty and enhance customer relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Leverage human capital
- Increase market share

Specific Strategies

- Increase awareness of the companies mission and promote our various business Ventures.
- Strengthen relationships with our strategic partners, clients, visitors and staff.
- Attract qualified and diverse clients.
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable business website

In short we must educate the mass through the use of compelling visuals, intuitive navigation, and concise messaging.

Make the website compelling

User friendly and attractive and original.

Make it happen

Reinforce Companies brand.

2. TIMETABLE

The timetable for the project is as follows. The dates will be defined together with the agency.

Upload under construction page	
Submission of three templates	
First Draft of website	
Second Draft of Website	
Third draft of Website	
Start testing website	
Up and running Website	

3. Budget

The agency will provide costing for the web design.

4. AUDIENCE

Children

Parents

Grandparents

Strategic Business Partners

Business visitors

5. SCOPE & GUIDELINES

The scope of this project is to design an ultra modern website for Parenting needs and information. The company will create/provide all of the site copy and may provide some original or stock photography. Being able to handle all site planning, interface design and production is a must. The site must include a technology solution that will allow in-house staff to easily and cost effectively update content.

Discovery:

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design:

Web site information architecture,

Graphic look and feel,

User navigation,

Home page and main navigation templates for each of the main navigation links

Modern, Sleek, sophisticated looking with the feel of a major corporation

Use of the latest design techniques

Development Guidelines:

The web site designed must meet the following criteria:

- Easily Updated – Once the site has been completed and accepted by us, the site will be maintained by the agency.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a different look and feel. Keeping in mind The actual theme of this website.

Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.

- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- ListServ capabilities.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- RSS feed capacities/Facebook/Twitter etc
- Branch locator feature by Google.
- Contact us form
- Once the web site has been completed and accepted by the company, the web site design and all of its contents and architecture will become property of our company.

Site Specifications:

Website design should take into account the following:

- Site must be compatible with IE, Mozilla Firefox, Safari and Netscape browser versions 4.0 and higher.
- Web site must not require plug-ins as a default.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).

Testing:

Testing of site on all applicable platforms to ensure web site works as promised.

Delivery:

Delivery and uploading of site to client for hosting to an outside third party, or hosting by consultant (to be determined).

Website Features

- Contemporary web design
- Web based administration (CMS) for easy update
- Dynamic database driven website with static URL appearance
- Real-time update via internet explorer/Mozilla Firefox anywhere in the world, 24 X 7
- Self-service web based administration tool (CMS)
- Add, Edit, delete unlimited number of pages, paragraphs and images
- Disable copy, select all, save, print functions. Anything that will compromise our content and infringe on our copyrighted content. To prevent plagiarism and content reproduction etc.
- 3D and original contact form for enquiries
- Quick callback form with CAPTCHA/security code to prevent spam

- Build in file and image upload facility within CMS
- Scrolling on News headlines-Environment news
- Search engine submission
- Google analytics integration
- Standard reports and statistics
- Customized search engine to search website content
- RSS feeds
- Password protected areas

6. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- We will use new content which is already available.
- There are no existing databases that will need to be imported or connected to the new site.

7. Communication

All communication should be made through:

Amitabh Bose

info@swenztechnology.com

Cc to

responsetorfp@gmail.com