

Proposal for Website Design and Development

Forester Moulding and Millwork

Just Magic Design

~ Crafting Websites in Massachusetts ~

www.justmagicdesign.com



Maria Greene

978.621.2754

maria@justmagicdesign.com

Jen Brown

978.303.7176

jen@justmagicdesign.com

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Project Summary

Background

Forester Moulding & Millwork's (Forester) expertise is "whole house" interior trim package including: mouldings, interior doors, mantels, staircases and custom mill- and casework.

Forester Moulding & Millwork is the merger of Forester Millwork and Forester Moulding. Forester is a division of Concord Lumber Corporation, and its current web presence consists of:

- one page for Forester Millwork, housed under the Concord umbrella with a similar look and feel to the rest of the site: <http://www.concordlumbercorp.com/application/home/millworkmain.aspx>
- Forester Moulding's legacy site from the purchase of that company www.forestermoulding.com.

Forester would like to create a new website for the business that showcases its value proposition, products, services, team, and portfolio, with a similar look and feel to the recently redesigned Kitchen Works website (www.thekitchenworks.net).

Target Audience

The target audience for the Forester website includes:

- homebuilding professionals (builders, contractors, remodelers, woodworkers, and handymen)
- residential architects
- homeowners

Eighty-five to ninety percent of Forester's business is with homebuilding professionals with the balance directly to homeowners. Architects play an important role in specifying products in home plans and therefore are influencers in the homebuilding process whose needs Forester must address.

Objectives

As part of the site redesign, Forester has identified the following objectives:

- One site for the new, merged division under its own URL
- Showcase the company's experience and portfolio of products to builders, architects and homeowners with a good design aesthetic
- Include a searchable product database that can be updated as new moulding profiles are created
- Allow for downloading of PDF and AutoCAD files from product database
- A scalable website fully manageable by the company for frequent updates
- A responsive design that performs and looks well on various screen sizes (desktop computers, laptops, tablets and smartphones)

Look & Feel

The website should have a similar look and feel to the recently redesigned Kitchen Works website (www.thekitchenworks.net) combined with the visual impact of the White River site. The photographs should be on par with those from White River and Princeton Forester Products. (See Competitor Websites section below.)

Competitor Websites

- <http://www.hornermillwork.com/> This is the best comp for what Forester wants to achieve. A great overall site with a lot of the functionality Forester is looking for including the "alternate" navigation for key user groups
- <http://www.vanmillwork.com/index.asp> This site needs updating, but is Forester's major competitor in the marketplace. It also has the "alternate" navigation and the resources section Forester would like on the site.
- <http://www.andersonmcquaid.com/> Obviously the look and feel is crude and not desirable, but Forester's site needs

to include all of the information on the moulding profiles that they have.

- <http://www.whiteriver.com/> White River is visual in the way Forester wants want the new site to look, with lots of beauty shots of product installed in homes.
- <http://www.andersonmcquaid.com/> Again this has the beauty shots Forester is looking to incorporate through the new site.

Website Features

- Animation on homepage (a slideshow like that on the front page of the <http://www.hornermillwork.com/> site and the <http://www.vanmillwork.com/> site)
- Portfolio/Image gallery section with photos of projects and jobs.
- Intuitive and easy way to have Forester modify the photos in the front page slideshow and other photo galleries
- Database of moulding profiles that includes the name of the profile, profile code, the dimensions, the category of moulding, a PDF file of the profile as well as an autoCad (.dwg) file of the profile
- Database needs to be searchable by name of profile, the profile's code, the dimensions and the category
- Website keyword search
- Newsletter sign-up capability (Forester uses Constant Contact)
- Scheduled regular backups to keep the site safe
- Analytics and Performance Measurement: the site will be instrumented for Google Analytics. Monthly summary reports will be sent automatically and the Google Analytics user interface can be used to get more detailed information.

Site Map

Forester would like two navigation paths from the site homepage:

- “Main” navigation: traditional navigation
- “Alternate” navigation: will allow visitors to self-select between builder, architect and homeowner to reach pages where information pertinent to each group is summarized. An example of this functionality is at <http://www.hornermillwork.com/>

Main Navigation

- L1: Homepage
 - L2: About Us
 - L3: Our Approach
 - L3: Our Team (Profiles of Outside Sales Guys, Tom Ursch, Richard Chiros, Geoff Hadley and Steve Nystrom)
 - L3: Testimonials
 - L2: Products
 - L3: Interior Trim (searchable database by name (F#), width, thickness, and product category (casing, crown, etc))
 - L4: Collections
 - L5: Concord Collection
 - L5: Other Collections
 - L4: Mouldings
 - L5: Stock Mouldings
 - L5: Custom Mouldings
 - L4: Cross-References
 - L3: Exterior Trim
 - L4: Fypon
 - L4: Additional Manufacturers

- L3: Cabinetry
- L3: Mantels
 - L4: Mantel Catalog
 - L4: Mantel Sizing Sheet
 - L4: Link to Portfolio Shots
- L3: Other Custom Millwork
- L3: Stair Parts
 - L4: Crown Heritage Parts
 - L4: Link to [Stairway Installation Guide.pdf](#)
- L3: Interior Doors
 - L4: Molded Doors (Masonite)
 - L4: MDF Doors (Trustile)
 - L4: Wood Doors (Simpson, Rogue Valley)
- L2: Photo Gallery/Portfolio
 - L3: Interior Millwork
 - L4: Interior Trim
 - L4: Cabinetry
 - L4: Stairways
 - L4: Interior Doors
 - L4: Mantels
 - L4: Other Custom Millwork
 - L3: Exterior Millwork
 - L4: Railings
 - L4: Additional Manufacturers
- L2: Resources
 - L3: Link to [Stairway Installation Guide.pdf](#)
 - L3: How to Measure for Crown
 - L3: Interior Door Swing Guide
 - L3: Link to Mantel Sizing Sheet
 - L3: Wood Species Information
 - L3: Moulding Ideas
- L2: Contact Us
 - L3: Address, Hours of Operation
 - L3: Form for more information

Alternate Navigation

- L1: Homepage
 - L2: Builders
 - L3: Welcome text to builders with builder testimonials on page
 - L4: Link to Outside Salesmen Profiles and Contact Info
 - L4: Link to Products Page
 - L4: Link to Builder Resources
 - L4: Link to Portfolio
 - L4: Doing Business with us
 - L5: Account options with links to apps
 - L5: Link to WebTrack
 - L5: Link to Events/Seminars
 - L5: Other benefits of doing business with Forester
 - L2: Architects & Designers
 - L3: Welcome text to architects
 - L4: Link to Architect Liaisons (Tom Ursch, Geoff Hadley) Profiles and Contact Information
 - L4: Links to DWG files for all products
 - L4: Link to Portfolio
 - L4: How We Serve the Design Community
 - L5: Link to Events/Seminars
 - L5: Lunch & Learns

L2: Homeowners

L3: Welcome text to homeowners

L4: Link to Products Page

L4: Link to Homeowner Resources

L4: Link to Portfolio

L4: Link to Project Form Page

Project Details

Using Drupal

Implementing the website using Drupal 7, a powerful, popular, open source Content Management System, will provide all the necessary database features the website requires.

Visual Design

Create and implement the visual design for the website, including the responsive design. The design will have similar look and feel to the recently redesigned Kitchen Works website (www.thekitchenworks.net) and will have the visual impact of the <http://www.whiteriver.com/> site.

We will work with you to determine how your website should look and feel. The visual design stage has two phases: the initial design and, after incorporating your feedback, a more finished design.

The visual design stage includes:

- Home page design
- Key interior page designs
- Translating the graphic design into a theme and CSS

Forester will provide Just Magic Design with the images for the slideshows and other photos on the site and any logos or other graphic images.

Information Architecture

Determine what underlying supports to put in place to support the website. This includes:

- Navigation / layout: menus, links, etc.
- Design and implement how information will be stored and searched in the database (defining content types and their fields)
- Determining the relationships among content types and structure e.g. articles and pages

Development

Put the design and the information architecture together and implement your website. This includes:

- Translating the visual design into a theme
- Implementing the content types
- Implementing pages and navigation
- Implementing any forms (e.g. contact, search)
- Implementing the ability for website users to sign up for the Forester newsletter (via Constant Contact)
- Populating the database with the moulding profiles
- Addressing any problems or concerns which may arise
- Developing on a “staging” website as opposed to a “live” website
- Testing and bug fixing
- Moving to “live” website when ready
- Deliverables for the development stage include:
 - Demo on the “staging” website
 - Finally, a live and launched website!

Forester will provide Just Magic Design with a spreadsheet with the moulding profile information and images, as well as the PDF and autoCad (.dwg) files of the profiles.

Hosting

Just Magic Design is available to provide the hosting and domain registration for the website. Our web-hosting provider is reasonably priced, reliable, and has a proven support track record. We will also set up regular backup to keep the site safe and set up unlimited email addresses at the domain name.

Maintenance

Just Magic Design is available to provide routine software updates with special attention paid to security updates.

Proposal

Quote

Our quote to implement the website with the features as described above is \$8000. If additional features are identified after the project is in progress, they will be estimated separately at our usual rate of \$75/hr.

We only sub-contract for graphic design work (if our designer, Diane, is not available) and we use local professionals who we have worked with in the past. The graphic design fees are included in the estimate. In other words, you do not have to worry about us outsourcing your project; you are dealing directly with the developers.

Payment

A 25% deposit of the quote is required to start the project. 50% is required when the work when the features from this proposal are implemented on the staging site. The remaining 25% is due when the testing is complete and you give approval for the site to go live. We take payment by personal check or by credit card through PayPal. Payment plans are negotiable.

If bugs are discovered after the site goes live, we will fix them for you without additional charge.

Ongoing Web-hosting and Software Updates

Once your website is live, we offer shared hosting and software updates for \$100 per year (domain registration included), payable in advance. We can also help you with private hosting. We will work with existing hosting for clients that are happy with their current service.

Feature Updates

Once the work described in this proposal is complete, we are available to add features on an ad-hoc basis at an hourly rate of \$75/hr. Additional feature requests can be accommodated by at least providing a request by email that indicates how much time we are authorized to spend on the feature. For larger enhancement requests, we can work with you on an estimated fee for expected work. Hourly work is billed monthly.

The Fine Print

The quote is based on the features described in this proposal. Upon approval of this proposal and payment of the 25% deposit we will proceed with the project.

Client delays or other unusual developments beyond our control may invalidate this agreement. If the project is canceled before completion, any costs incurred and hours worked will be billed. Your balance is due 30 days from the invoice date; any balance over 30 days due is subject to a 1.5% monthly interest charge.

Thank you

We look forward to working with you!