



ProCRC Screen Website Redesign/Build

Title ProCRC Screen Website Redesign/Build

Date 02/16/2021

Related Project ProCRC Screen Website Redesign/Build

Status Pending (Out to Client)

Description Thank you for the opportunity to present the following estimate. If you have any questions, please contact your Account Manager or designer/developer. We look forward to working with you! This estimate is valid for 90 days from the date specified above.

Planning

- Initial kickoff meeting with client to refine new site layout and structure based on existing site.
- Development of conceptual wireframes for homepage and one additional page (content or landing).
- Definition of dynamic content areas.
- Development of strategic plan for development environment.
- Also included are additional followup meetings to review additional client provided content and progress of site development.

Planning Hours Minimum 5

Planning Hours Maximum 6

Planning Estimate Minimum 570.00

Planning Estimate Maximum 684.00

Setup

- Install MySQL database and CMS (WordPress) on development web server.
- Install and configure required plugins, modules and base themes.
- Install additional libraries as needed (e.g., font awesome, Javascript libraries).
- Create roles and permissions and add users to site.

Setup Hours Minimum 6

Setup Hours Maximum 8

Setup Estimate Minimum 684.00

Setup Estimate Maximum	912.00
Design	<p>DESIGN</p> <p>Design includes: wireframes, custom homepage, landing pages and sublevel pages, masthead/banner using client provided logo or type treatment integration of UW or UW Medicine brand, navigation, menus, tiles/block items, icon treatments, buttons/interface elements, and footer.</p>
Design Hours Minimum	40
Design Hours Maximum	55
Design Estimate Minimum	3,800.00
Design Estimate Maximum	5,225.00
Structuring	<ul style="list-style-type: none"> • Build out templates and content pages for final site with PHP/HTML5. • Build required site menus and sub-menus (easy to navigate to areas). • Build custom content/post types and views/displays. • Develop widgets and blocks for homepage and content pages. • Build custom modules/plugins as needed.
Structuring Hours Minimum	20
Structuring Hours Maximum	30
Structuring Estimate Minimum	2,280.00
Structuring Estimate Maximum	3,420.00
Theming	<ul style="list-style-type: none"> • Modify and expand/override base theme styles to align with chosen theme's custom templates. • Once design is approved, developer will implement CSS/JavaScript edits and custom branding, depending on extent of design work chosen. • Develop interactive elements such as process guide or timeline as specified in design work.
Theming Hours Minimum	15

Theming Hours Maximum	25
Theming Estimate Minimum	1,710.00
Theming Estimate Maximum	2,850.00
Testing/QA	Testing to ensure site's integrity on all popular web browsers and screen sizes/mobile devices.
Testing Hours Minimum	5
Testing Hours Maximum	6
Testing Estimate Minimum	570.00
Testing Estimate Maximum	684.00
Optional/Additional Costs	Site Production (optional) <ul style="list-style-type: none"> • Process images as needed and upload to media database • Enter in page content into new site. Content will be provided by client or taken from existing website
Additional Hours Minimum	15
Additional Hours Maximum	20
Additional Estimate Minimum	1,710
Additional Estimate Maximum	2,280
TOTAL HOURS MINIMUM	106
TOTAL HOURS MAXIMUM	150
TOTAL ESTIMATE MINIMUM	11,324.00
TOTAL ESTIMATE MAXIMUM	16,055.00

Fineprint Website projects with costs of \$10,000 or more will be assessed for an incremental billing process. A schedule of billing and project milestones will be provided before work starts.

Note – Creative Communications cannot pre-bill for any design and/or web work. We can only bill for the work we have already accomplished. Please plan accordingly if you have a budget nearing its fiscal end.

The following services are not included in the estimate presented: development of information architecture & sitemap, copywriting, copyediting, proofreading, illustration, and photography, CMS training. We do not provide fallbacks or support for old versions of Internet Explorer (IE 10 or less).