



ink
webdesign

42 beachwood drive
auckland 0931

09 298 8983
022 1362310

info@inkwebdesign.co.nz
www.inkwebdesign.co.nz

Breads by Josef
2 Matakana Valley Road
Matakana 0921

Attn: Josef Josefson

11 August 2014

Dear Josef,

Thank you for requesting a proposal from Ink Web Design for a new website for Breads by Josef.

Enclosed is a comprehensive proposal document based on your project requirements, including a contract for the work and technical documentation outlining our design choices for the new website.

Have a read of the proposal and please give me a call to discuss any of matters outlined in the document.

My mobile number is 022 136 2310 or email: rakesh.mistry@inkwebdesign.co.nz.

I would also be happy to meet with you to present our proposal to your team at Breads by Josef.

Yours faithfully,

Rakesh M.

Rakesh Mistry
Web Designer



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Web Site Proposal For Breads By Josef

Prepared by: Rakesh Mistry
Web Designer

Contact Details: rakesh.mistry@inkwebdesign.co.nz
022 136 2310

Date: 11 August 2014

Prepared for: Josef Josefson
Owner of Breads by Josef

Contact Details: 2 Matakana Valley Road
Matakana

info@breadsbyjosef.co.nz
09 426 7898

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Attachments

- A: Full Terms and Conditions**
- B: Research Documentation**
 - brainstorm
 - word map
 - image montages
 - colours
 - fonts
 - wireframes
 - mockups

The Web Design Process

At Ink Web Design we follow the 10 fundamental steps of the web design process

- 1
MISSION STATEMENT
Identify an overarching project goal
 - 2
IDENTIFY THE AIMS OF THE PROJECT
Define the aims for the website,
consistent with your business strategy
and target audience
 - 3
OUTLINE THE CONTENT
List the content required for the site and
its architecture
 - 4
DEVELOP USER FLOW CHARTS
Map out how users will navigate through
the site pages to the "goal" page.
 - 5
CREATE USE CASE SCENARIOS
Develop use case scenarios to set out
tasks on each. This will assist with
streamlining code and debugging
 - 6
LIST CONTENT
List all of the required content for the
website
 - 7
DESIGN
Start to design the web page
 - 8
TECHNICAL ANALYSIS
Analyze the code required to develop
the site, form designs including security
features
 - 9
CODE
Build the site
 - 10
TESTING
User test and debug
- GO LIVE!

Project Scope

The fundamental requirements for this web design project are:

- Breads by Josef wants to create a new website that will lead to increased bread sales and newsletter subscriptions.
- The website will tell users that Breads by Josef is the expert when it comes to breads in Auckland.
- The website will include a "bread of the week" feature.
- The site would include lots of photos of bread and backup information

Ink Web design have put together a proposal which we strongly believe meets the fundamental requirements.

Following the 10 steps process this proposal includes the following information:

- Pre design research to identify the values of your business versus it's competitors.
- An analysis of competitors websites to ensure that your new website is fully optimised.
- Identification of the target audience and the features that would attract them to your website.
- Design ideas for the layout and content of the website, including its functionality, colours and fonts and how these have been chosen, based on our design research.
- An overall site map setting out the architecture of the site, identifying the different pages, their content and layout.
- Wire-frame illustration that show how content will be laid out , including its functionality.
- Feedback from users and subsequent refinements to the final website design.
- Details on the cost and time frames for developing your website
- Mock-ups of the proposed website

PROJECT GOAL

A WEB SITE THAT LEADS TO
INCREASED BREAD SALES
AND NEWSLETTER
SUBSCRIPTIONS

Business and Competitor Analysis

An essential part of planning a new website is to understand what the client values and in particular for a business, what make it stand out from it's competitors. Below is a summary of our analysis of Breads by Josef versus it's competitors.

BREADS BY JOSEF

- Josef is a highly regarded baker who has won awards for his skills making artisan bread .
- Breads by Josef sells a niche product that large bread companies can not replicate for the "mass market".
- As a self owned business, Breads by Josef can be more flexible in terms of customer service, compared to big bread companies. i.e. can make breads to order or bread for particular dietary requirements
- Josef Josefson makes the business unique from its competitors. Josef provides credibility value to the bread products. This adds a "personal touch" to the product.
- Latest market research indicates:
 - People want freshly made bread
 - Strong interest in food such as bread made using whole grains
 - In general people look for quality first over price when buying bread

Vs.

COMPETITORS

BIG BREAD COMPANIES

- Produce breads for the "mass market"
- Can not produce "one off" breads for individuals with special requirements.

SUPERMARKETS

- The range of bread products controlled by the owners of the supermarket, including products made by an in-store bakery.
- May only deal with certain bread suppliers, reducing choice for customers

PETROL STATIONS, DAIRIES AND OTHER CONVENIENCE STORES

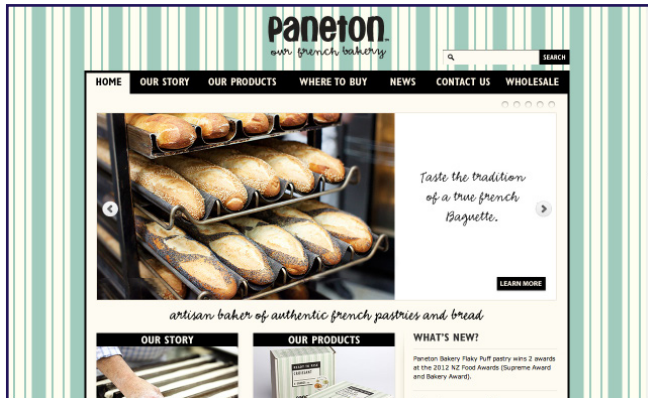
- Limited range of bread products available and usually only stock bread made by big bread companies and your standard household brands.
- Like supermarkets are not aimed at being a "specialist" bread store.

OTHER BAKERIES, CAFES & FRANCHISES

- Very small market and range of competitors who identify themselves as "bread specialist"
- Franchisees are controlled by the franchiser and have to stick to their business plan for the products which they can sell.
- Quality of products can vary depending on the owner and their business strategy

Competitor Website

A summary of what competitor websites provide in terms of their web design features.



Paneton Bakery www.panetonbakery.co.nz

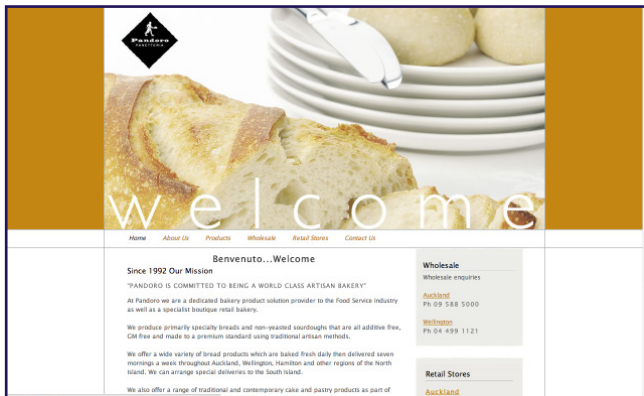
Good

- Nice grid based layout
- Photos prominent on home page
- Search at the top of home page
- Easy to find navigation bar

Bad

- Handwritten fonts hard to read
- Background pattern not easy on the eye
- Have to scroll to the bottom of the page to find the contact details of the bakery
- Not responsive

Pandoro Panetteria www.pandoro.co.nz



Good

- Simple design layout.
- Easy to find phone number.
- Prominent photo of bread in center of the home page.

Bad

- No search bar.
- Not responsive.
- Small fonts, makes it hard to read.
- Navigation bar in the middle of the page.

Wild Wheat www.wildwheat.co.nz



Good

- Menu at top of the page.
- Big social media icons.

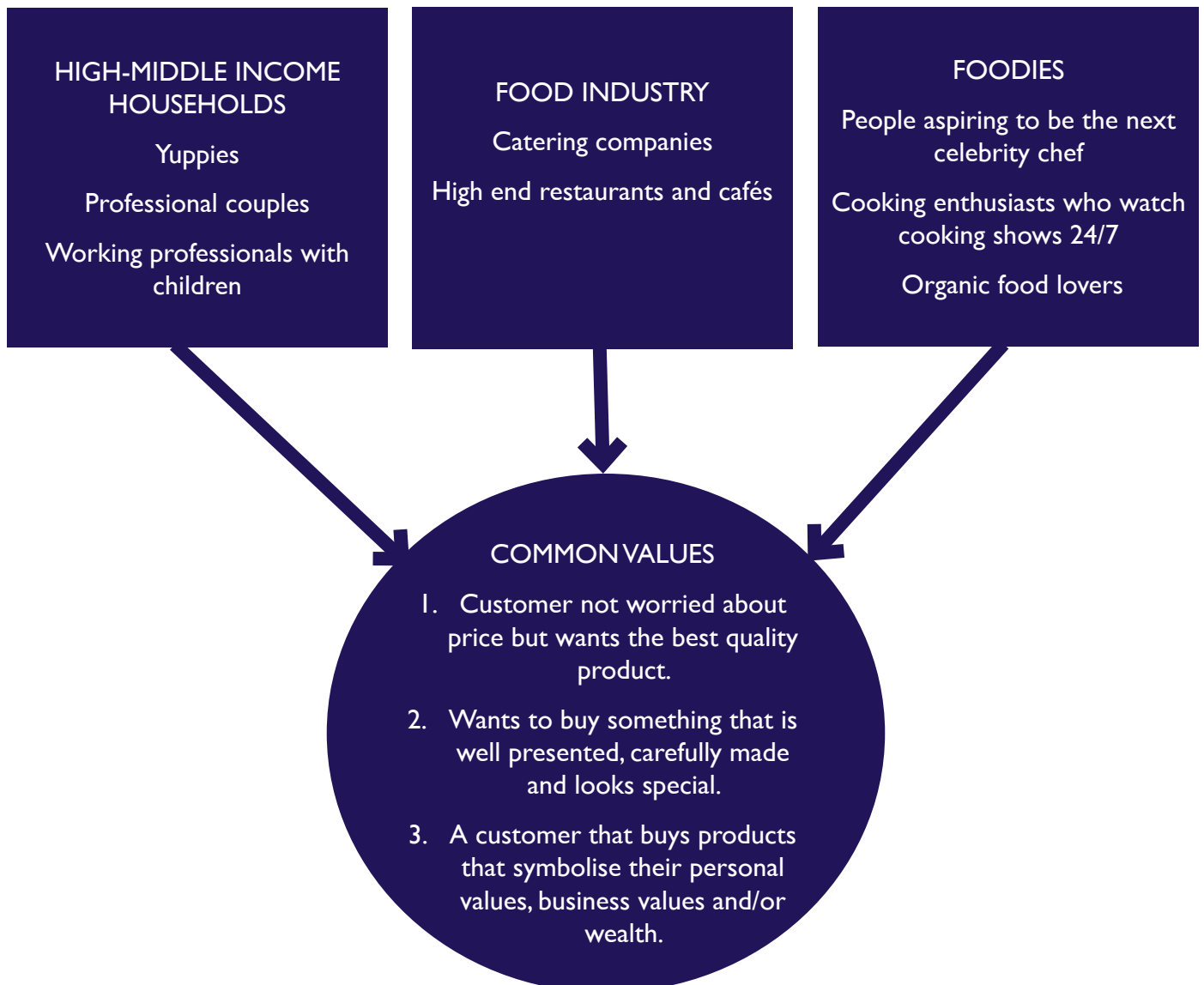
Bad

- Image of a Lamington on the front page of a specialty bread website (!?)
- No search bar.
- Baker doesn't look happy, sets the wrong mood for the website.
- Long scroll to the bottom of the page to sign up to their newsletter.

Target Audience

For any new website it is critical to understand who the target audience is to ensure good design decision making. Below is a summary of our target audience research.

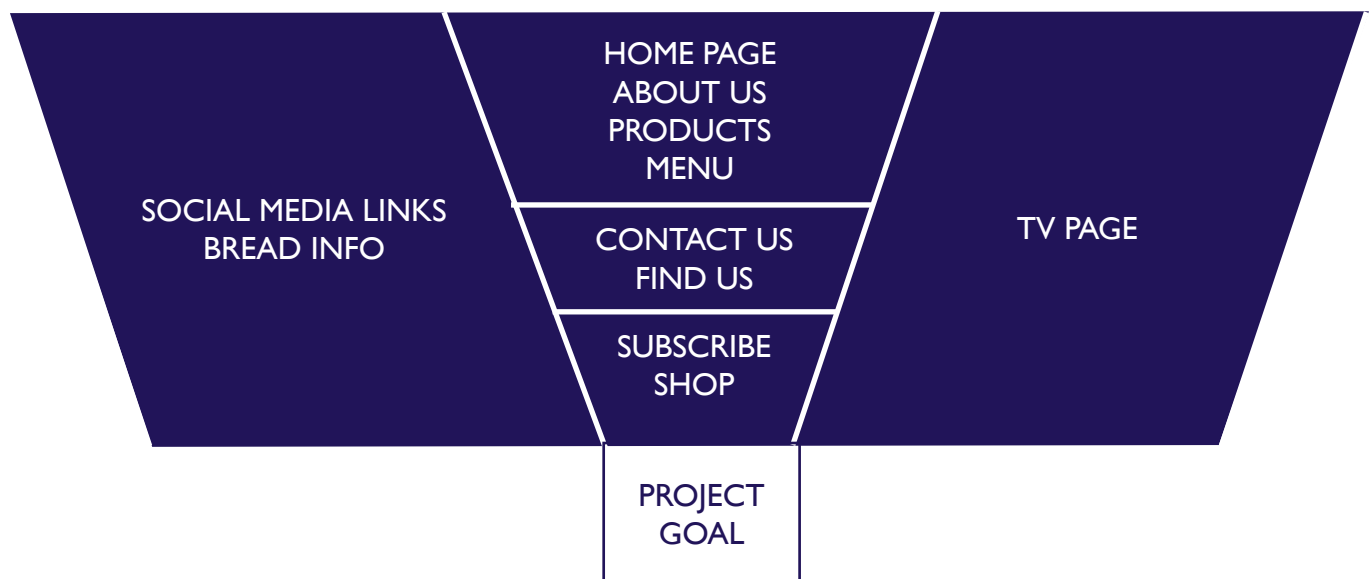
3 KEY AUDIENCE GROUPS



Navigation Plan, Aims & Constraints

Based on pre-design research we have put together a navigation plan. This is to ensure the new website will attract the target audience and achieve its goal. We have also identified some potential constraints that will need to be considered during the design process.

Navigation Plan



Project Aims

- A simple well designed layout
- Clear and simple navigation functions
 - Strong security features
- Stands out from its competitors

Project Constraints

Bandwidth Constraints

User bandwidth will vary, file size will have to be kept to a minimum.

Colours and Fonts

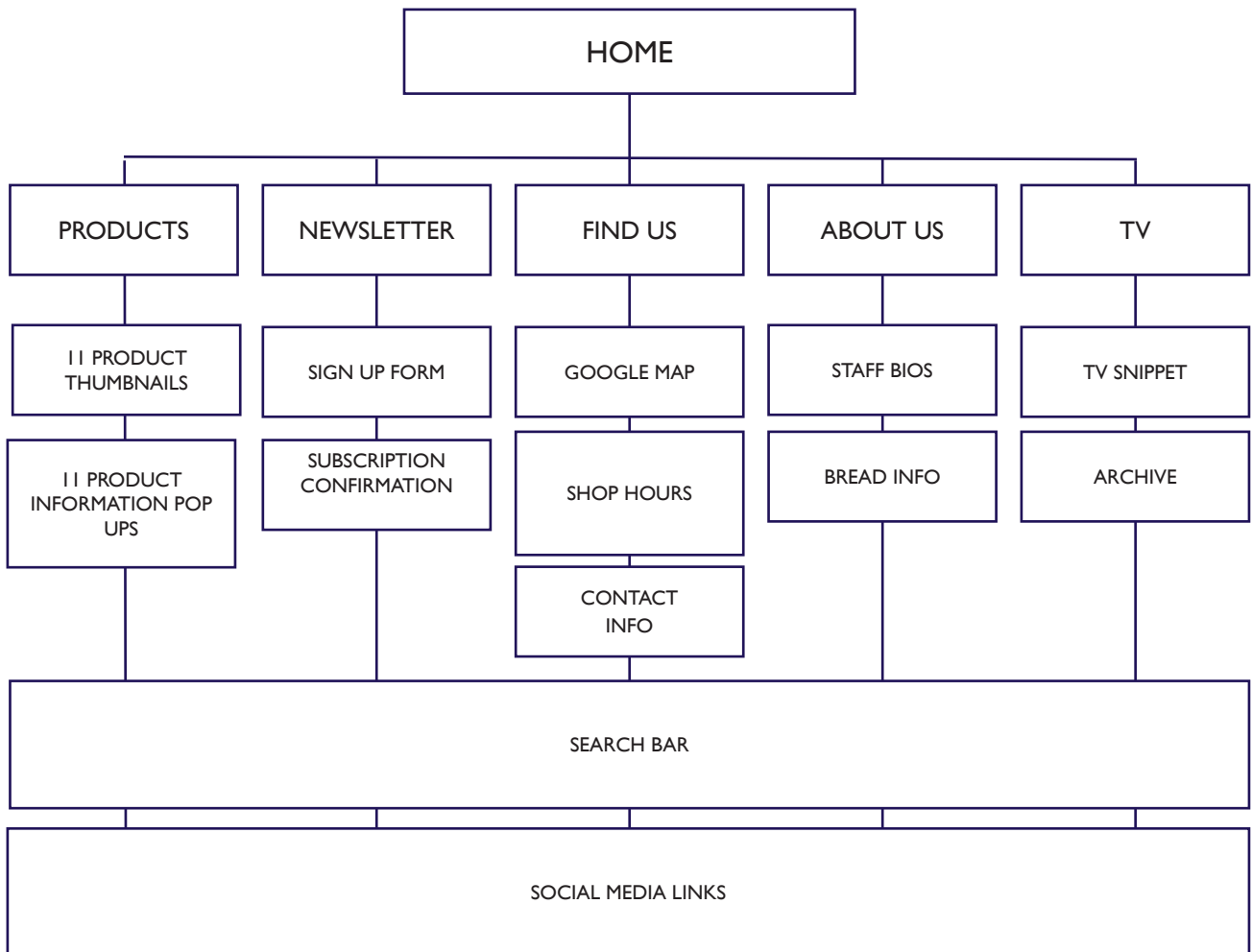
Web safe fonts and colours will have to be used to optimise cross browser compatibility

Responsive Design

The design will have to be responsive to mobile browsers and desktops.
A mobile first design approach will have to be adopted



Site Map

An overview of the proposed layout for the new website.



Design Elements

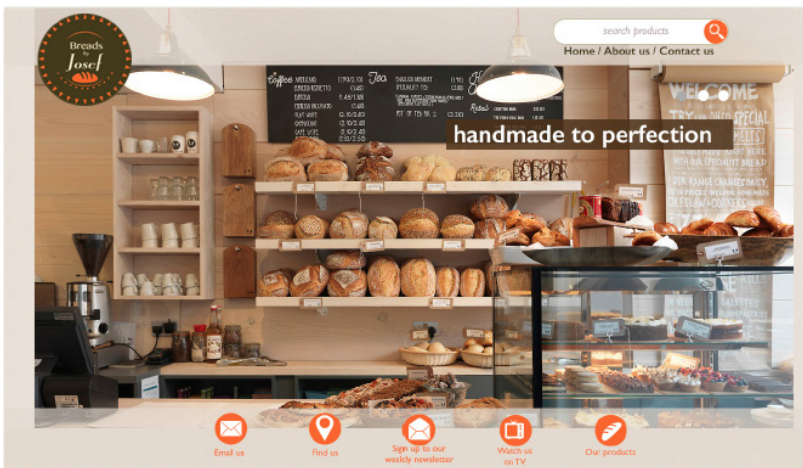
An overview of the key design features of the new website, informed by our pre-design research

<p>LAYOUT</p> <p>Response grid</p> 	<p>Ensures website compatibility across a range of platforms in particular on mobile devices</p>
<p>FONT</p> <p>GILL SANS</p> <p>GILL SANS LIGHT GILL SANS LIGHT ITALIC GILL SANS REGULAR GILL SANS SEMI BOLD GILL SANS SEMI BOLD ITALIC GILLS SANS BOLD GILL SANS BOLD ITALIC GILLS SANS ULTRA BOLD</p>	<p>Gill Sans is a widely recognizable and legible font. It famously appears in the BBC and London Underground logos.</p> <p>Eric Gill the creator was a letter carver, engraver, and sculptor.</p> <p>It represents a humanist modern font face. It conveys, elegance, simplicity and craftsmanship. Josef is a bread making craftsman.</p>
<p>COLOUR SCHEME</p> 	<p>The following colours repeatedly appeared during our research into a suitable colour scheme using <i>Adobe Kuler</i></p> <p><u>Dark and Light Brown</u> Brown is a warm colour that stimulates the appetite. It is the colour of bread.</p> <p><u>Orange:</u> Orange is associated with the meanings of joy, warmth, heat and sunshine. It has very high visibility and is often used to gain attention. Orange has been chose to provide contrast between light and dark brown.</p> <p><u>White</u> White is associated with perfection, cleanliness, softness and goodness. Like brown, white is widely identify with bread, in particular images of sliced bread.</p>

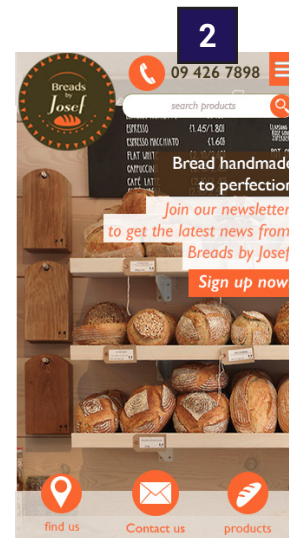
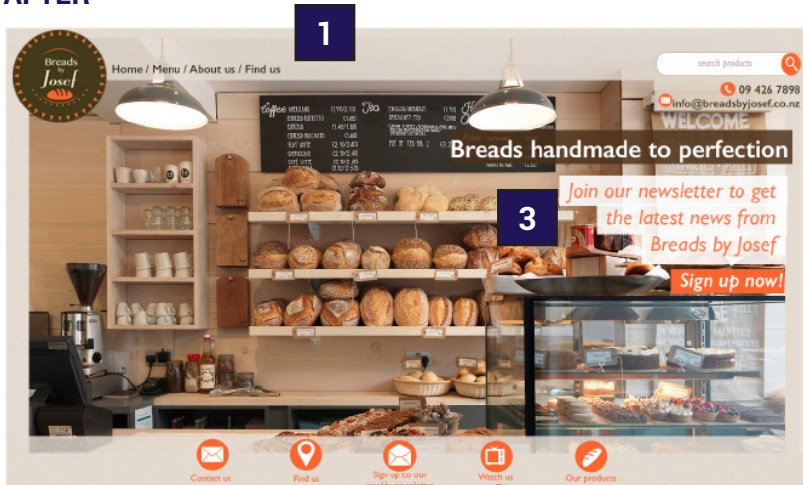
User Testing

An overview of the changes made to the design concept based on user testing feedback.

BEFORE



AFTER



Feedback from users:

- The menu should look consistent across all pages
- Phone number should be more obvious and easy to find
- Call to Actions to do not appear to be obvious
- No online ordering functions - would be a nice to have

Changes

1. Consistent menu across desktop pages
2. Bigger call to action
3. Easier to find phone number
4. Refer to finished website

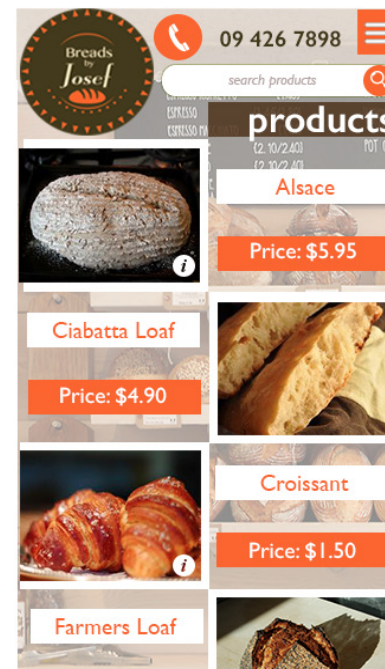
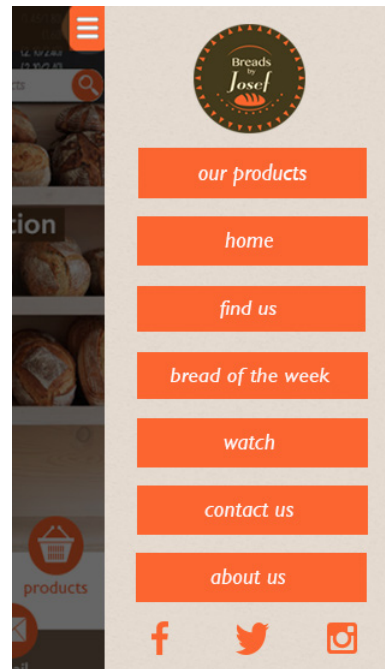
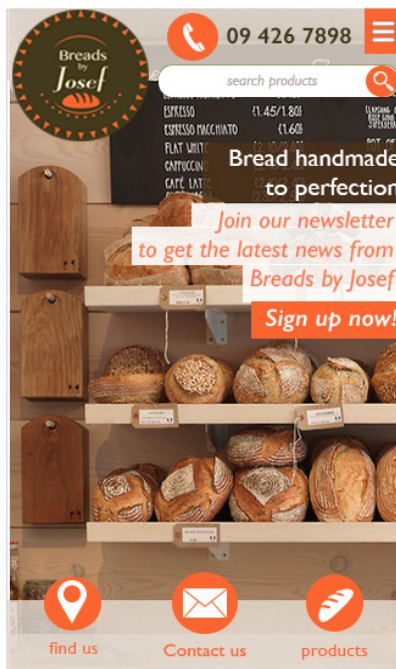
Finished Website

Based on our design research and user feedback, we have come up with two options for a new website for Breads by Josef.

Option A is designed to market the business and promote bread to new and existing customers on mobile and desktop platforms.

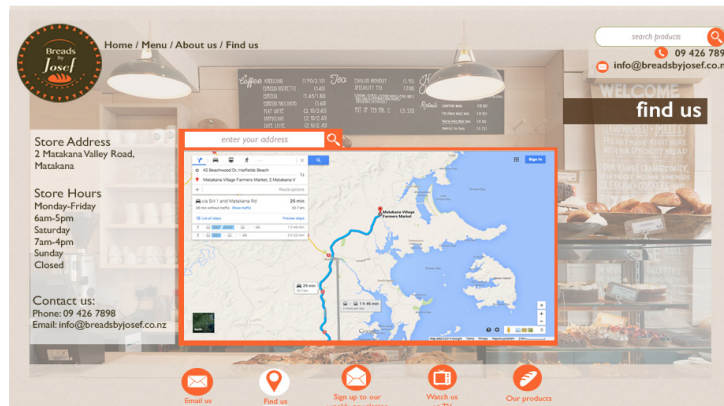
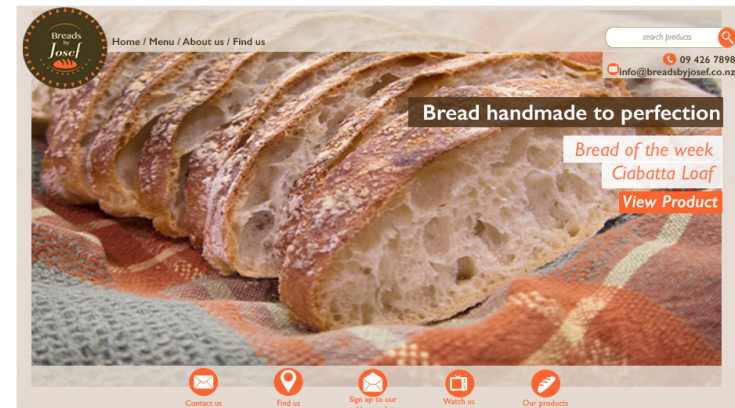
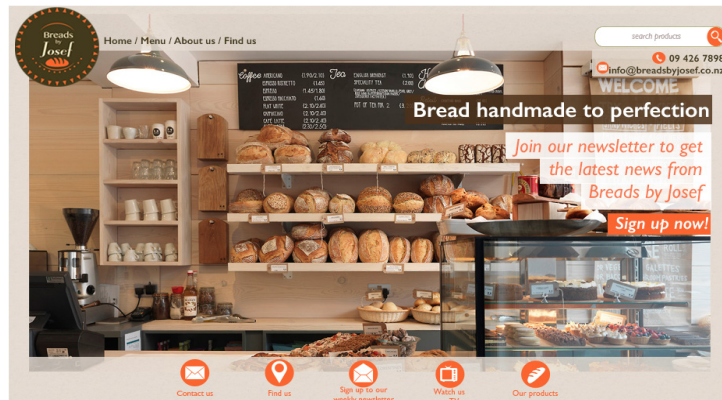
Option B is a mobile focused website for online ordering.

Option A: Mobile Pages



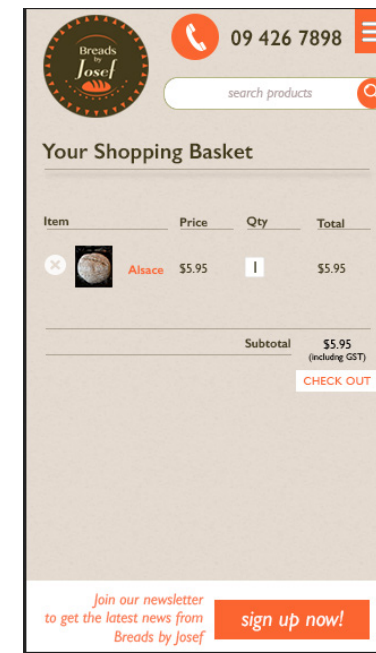
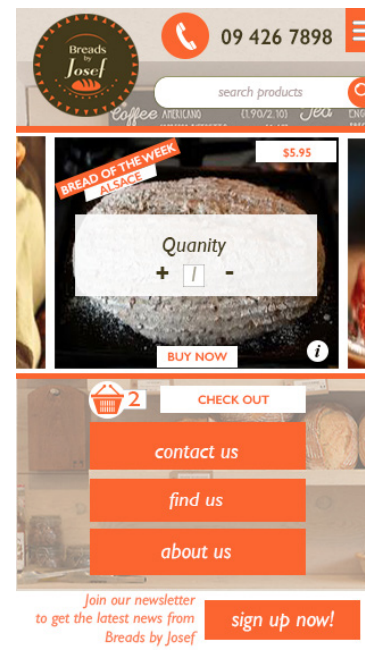
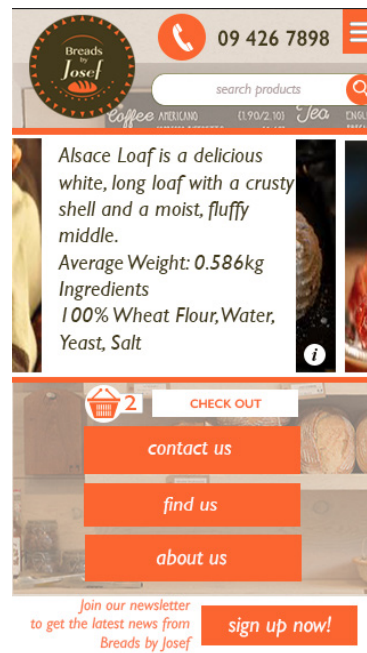
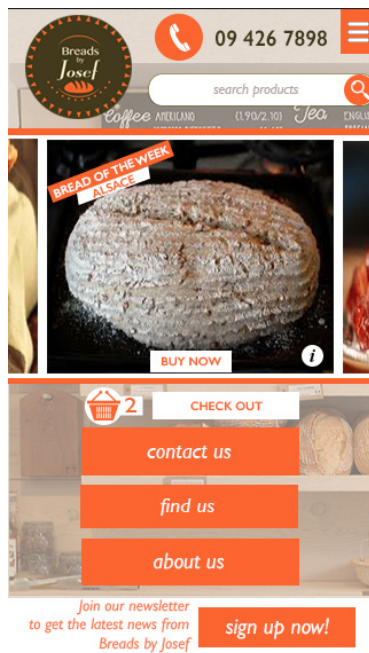
Finished Website

Option A: Desktop Pages



Finished Website

Option B: Mobile Online Website



Project Timeline & Costs

An overview of project timelines and costs

Ink Web Design Project Timeline

INK WEB DESIGN TASKS	MAKE ANY NEGOTIATED AMENDMENTS TO THE CONTRACT	BUILD WEBSITE	IN HOUSE TESTING	PROVIDE WEBSITE TO CLIENT FOR PROOFING	MAKE ANY NECESSARY AMENDMENTS BEFORE LAUNCH	GO LIVE - WEB SITE LAUNCHED PROVIDE HELP DESK SUPPORT
DEADLINE	4 SEPTEMBER	7 SEPTEMBER	8 SEPTEMBER	9 SEPTEMBER	12 SEPTEMBER	14 SEPTEMBER

Client Project Timeline

CLIENT TASKS	SIGN FINAL CONTRACT AND PAY 50% DEPOSIT	PROVIDE YOUR CONTENT	APPROVE COMPLETED WEBSITE	SIGN OFF FOR WEBSITE TO GO LIVE AND MAKE FINAL PAYMENTS TO INK WEB DESIGN
DEADLINE	5 SEPTEMBER	6 SEPTEMBER	11 SEPTEMBER	13 SEPTEMBER

Cost Option A

TASKS	TIME	COST
WEB SITE CODING	16HRS	\$1920
TESTING	8HRS	\$960
MEETINGS	3HRS	\$240
ADMINISTRATION	2HRS	\$120
TOTAL COST		\$3,240

Cost Option B
Same as Option A
Total Cost: \$3240

Terms and Agreement

PROJECT AGREEMENT

This is an agreement between:

Ink Web Design Ltd
(the Contractor)
and
Breads By Josef
(the Client)

INVOICES

Payment is due upon receipt of invoice. You may not withhold any amounts due and we reserve the right to cease work without prejudice if amounts are not paid when due.

PAYMENT

Payments are due upon completion of deliverables. If you delay the execution or performance of a deliverable we reserve the right to make payments due upon the due date.

Deliverable	Amount (\$NZD)		Due Date
	Option A	or Option A & B	
Agreement Signing	\$1,620	\$3240	5 September 2014
Sign off of completed web site	\$1,620	\$3240	13 September 2014

TERMS & CONDITIONS

This website proposal incorporates the website proposal terms and conditions included in **Attachment A** and is a binding part of this agreement. You acknowledge you have read, understood and agree to the terms and conditions set out in this proposal.

ENTIRE AGREEMENT

This document together with any attachments, as well as any new, different or additional terms, Conditions or policies which we may establish from time to time, and any agreement that we are currently bound by or will be bound by in the future, constitutes the complete and exclusive agreement between you and us concerning your engagement of us on this project, and supersedes any prior written and verbal communications.

SIGNATURE

By signing this document you represent to us that you are a duly authorised representative of your organisation and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorise the commencement and payment for the project as described in this proposal.

Signature on behalf of the Client

Date

Signature on behalf of the Contractor

Date

ATTACHMENT A: TERMS & CONDITIONS

TERMS & CONDITIONS

1. Relationship of the Parties

The parties intend that an independent contractor relationship will be created by this contract, and that no partnership, joint venture or employee/employer relationship is intended or implied.

2. Project Process

Ink Web Design Ltd cannot always guarantee to start work immediately on a project but will arrange a date with the client as to when work can commence.

The project will run according to Ink Web Design's processes. If Ink Web Design Ltd has produced a proposal document for the project then Ink Web Design Ltd will commence work at once, provided you supply us with:

Final data, information, logos, designs, graphic and related materials to be incorporated into the Web solution ready for publication, prior to the design call. Any further material supplied at a later date may incur an additional charge. Pay the 50% deposit prior to the design call

Where applicable comply with all the terms of the Web hosting agreement. Should you decide to make design changes once the concept has been signed off, Ink Web Design Ltd may quote for an additional charge.

3. Acceptance Testing

You will conduct the acceptance tests on the deliverables within 2 weeks of installation to ensure that they perform in accordance with the proposal. If a deliverable does not pass the acceptance test, we will correct the failure. You will then repeat the acceptance test. Such processes shall continue until the relevant deliverable passes the acceptance test.

If during the project process you request additional or changed functionality/content from the deliverables outlined in the specification or proposal, then Ink Web Design Ltd will provide a time plus materials quote which will be in addition to the cost of the Web project.

The Web Solution will be designed and tested to operate on main stream web browsers and will be checked for compatibility with Mobile devices, such as phones and tablets.

4. Copyright

All material, both text and images, supplied by the client and used in the construction of the client's Web site, will remain the client's property. All such material will be assumed to be the property of the client and free to use without fear of breach of copyright laws.

The copyright for all material provided by Ink Web Design Ltd, such as HTML code, graphics, photographs and text, but excluding software code, will remain the property of Ink Web Design Ltd until such time as Ink Web Design Ltd receives full payment, whereupon they will become the property of the client.

All software code provided as a part of the Web site will remain at all times the property of Ink Web Design Ltd. The client will be granted a single use, single site, source code license to the software code. The client may not sell or redistribute the software code. The client may not use the software code in more than one installation. The client will be given access to the source code and may take the code to another developer for purposes of maintaining or extending the system.

The parties acknowledge that Ink Web Design Ltd may accept jobs from other clients to develop Web solutions with the same or similar functionality to the Web solution, and that Ink Web Design Ltd may replicate and exploit all techniques, structures, designs and individual modules of program code used in the creation of the Web solution.

5. GST

All prices are quoted exclusive of GST. GST is payable by New Zealand residents, this cost does not apply to overseas orders.

6. Terms of Payment

An invoice for 50% of the price for the project will be provided on acceptance of the proposal. This invoice must be paid before the project can commence.

Once the project is complete and approved by the client the final 50% will be invoiced. Payment for this invoice shall be made within 7 days of the date of issue of the invoice unless otherwise arranged.

If you are responsible for withholding information for completion, the Web site is then deemed payable in full after 30

days from initial start date.

If we are forced to hand your account over to a debt collection agency for collection you will be liable for any collection costs incurred.

7. Maintenance

Ink Web Design Ltd provides maintenance services for its clients; however any maintenance or updates are outside the scope of the design project. When updates are required, Ink Web Design Ltd will provide time and materials based quotes for this work. If a Web site development agreement has been signed then clauses relating to support services will be applicable.

8. Validity of the Agreement

Either party may terminate the agreement on 7 working days' written notice to the other party.

Ink Web Design Ltd reserves the right to cease immediately without liability to provide the service and to terminate this agreement if you should go into liquidation or bankruptcy, or if you fail to meet any obligation in accordance with this agreement.

If at any point during the Web Site Development Cycle a client wishes to cancel, they may do so but will be invoiced an amount that Ink Web Design Ltd judges to be proportional to the amount of work completed on the project.

If the total amount of work completed equals less than the 50% deposit paid by the client, Ink Web Design Ltd will refund the portion of payment not used. If the total amount of work completed is more than the first 50% invoiced, Ink Web Design Ltd has the right to invoice the extra hours completed.

9. Assignment and Delegation

We may assign or transfer our rights and responsibilities under this contract to another party.

We may also subcontract the performance of any of our responsibilities under this contract to another party.

You may not assign or transfer any of your rights or responsibilities under this contract to anyone else without our prior written consent.

10. Liabilities

You agree that Ink Web Design Ltd will not be liable for any indirect or consequential damages, including but not limited to, loss of profits or for any claim made on the client by any other party, even though Ink Web Design Ltd may have been notified of such damage or claims.

We shall not be liable to you for any loss or damage directly or indirectly arising out of or in connection with any delay in delivery of the goods or failure to perform its obligations under this agreement where such delay is caused directly or indirectly by an act of God, armed conflict, labour dispute, civil commotion, intervention of a government, inability to obtain labour, materials or manufacturing facilities, accidents, interruptions of, or delay in, transportation or any other cause beyond our control.

You agree to defend, indemnify and hold us harmless from and against any and all claims, losses, liabilities and expenses (including attorneys' fees) related to or arising out of the services provided by us to you under this agreement, including without limitation claims made by third parties (including your customers) related to any false advertising claims, liability claims for products or services sold by you, claims for patent, copyright or trademark infringement, claims due to disruption or malfunction of services provided hereunder (including malfunction of Web site/Software or Internet), or for any content submitted by you for publication by us.

If, despite the other provisions of this agreement, Ink Web Design Ltd is found to be liable to you then its liability for any single event or series of related events is limited to the fees.

Due to the public nature of the Internet, all material submitted by you for publication will be considered publicly accessible. Ink Web Design Ltd does not screen in advance customer material submitted to Ink Web Design Ltd for publication. Ink Web Design Ltd's publication of material submitted by customers does not create any express or implied approval by Ink Web Design Ltd of such material, nor does it indicate that such material complies with the terms of this agreement.

11. Applicable Law

The Consumer Guarantees Act 1993 may apply to any services we provide to you if you acquire these services for personal, domestic or household use. If this act applies, all rights you may have under it apply in addition to the rights you may have in this agreement. Nothing in this agreement will limit or exclude your rights under this act.

Where you acquire or hold yourself out as acquiring our services for the purpose of a business, then you agree that the provisions of the Consumers Guarantee Act 1993 will not apply to our service or the provision of any other services to you.

This agreement shall be deemed to be an agreement made in New Zealand and shall be subject to, governed by and interpreted in accordance with the laws of New Zealand.

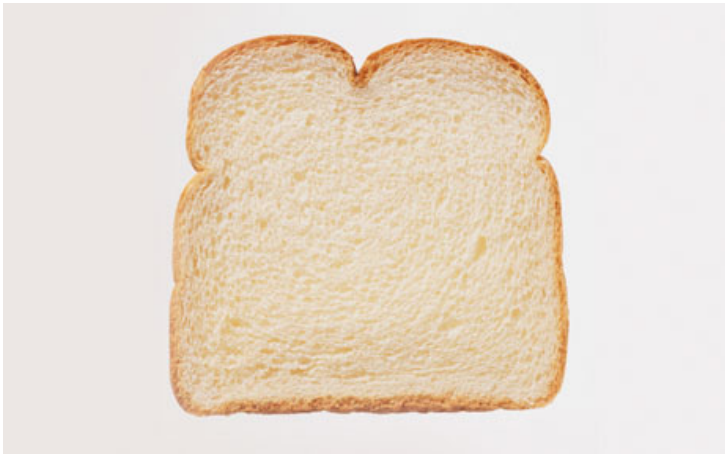
12. Non Waiver

Failure by any party to enforce any right or obligation with respect to any matter arising in connection with this contract shall not constitute a waiver as to that matter or any other matter either then or in the future. Any waiver of any right or obligation under this contract shall only be of any force and effect if such waiver is in writing and is expressly stated to be a waiver of a specified right or obligation under this contract.

ATTACHMENT B: RESEARCH DOCUMENTATION



Bread Image Montage



Target Audience Montage

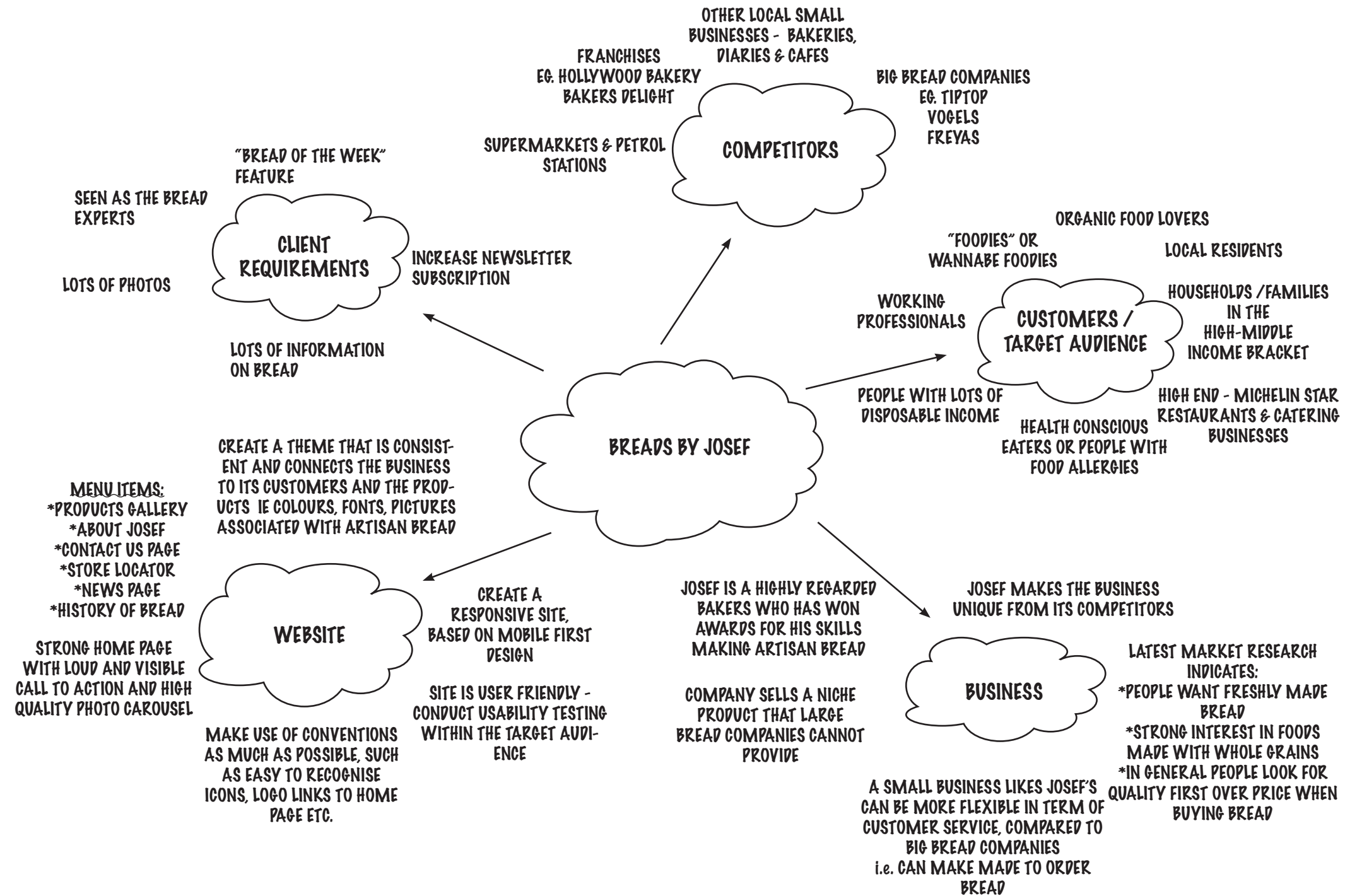


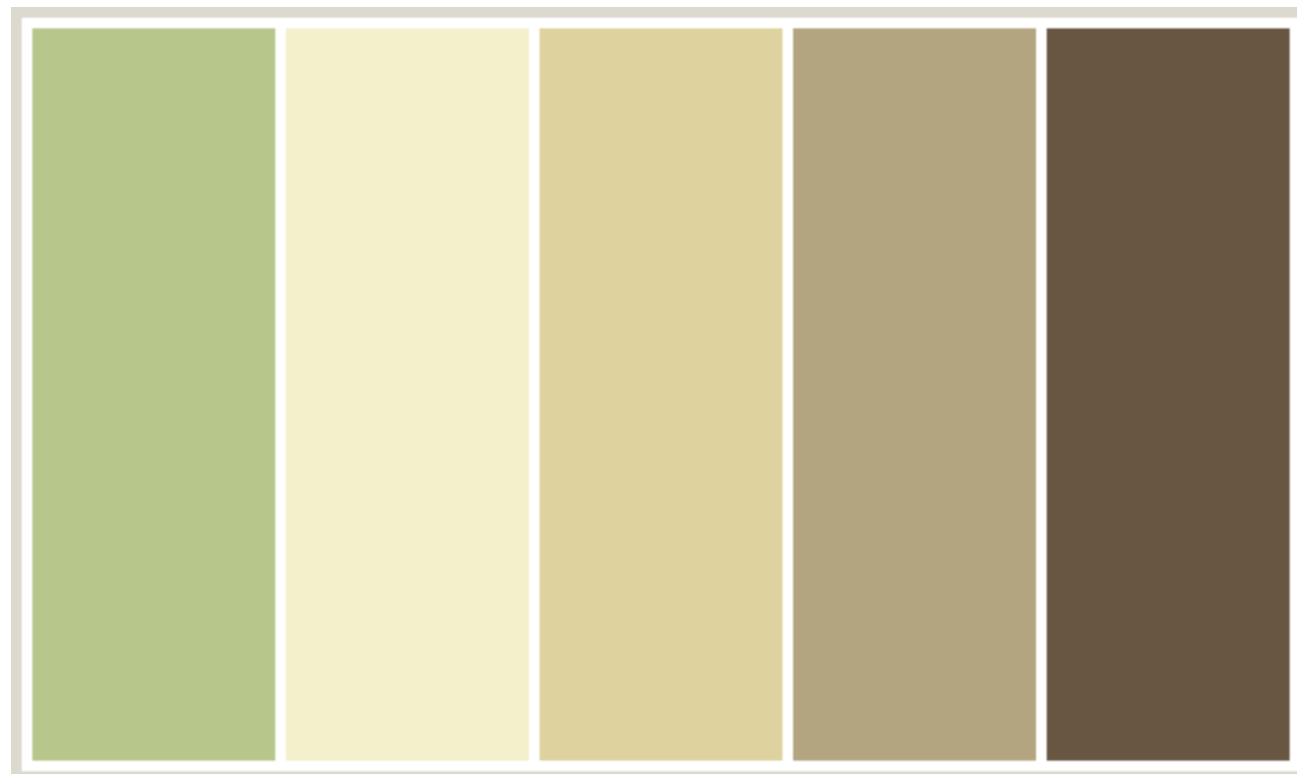


How can a nation be great if
its bread tastes like Kleenex?
- Julia Child



HAND MADE BREAD





Gill Sans

Gill Sans Bold

Gill Sans Light

Gill Sans Italic

Gill Sans Condensed

Helvetica Neue 45 Light

Helvetica Neue 46 Light Italic

Helvetica Neue 55 Roman

Helvetica Neue 56 Italic

Helvetica Neue 75 Bold

Helvetica Neue 76 Bold Italic

Helvetica Neue 57 Condensed

Helvetica Neue 57 Condensed Oblique

Helvetica Neue 77 Condensed

Ubuntu Regular (400)

Ubuntu Regular Italic

Ubuntu Bold (700)

Ubuntu Bold Italic

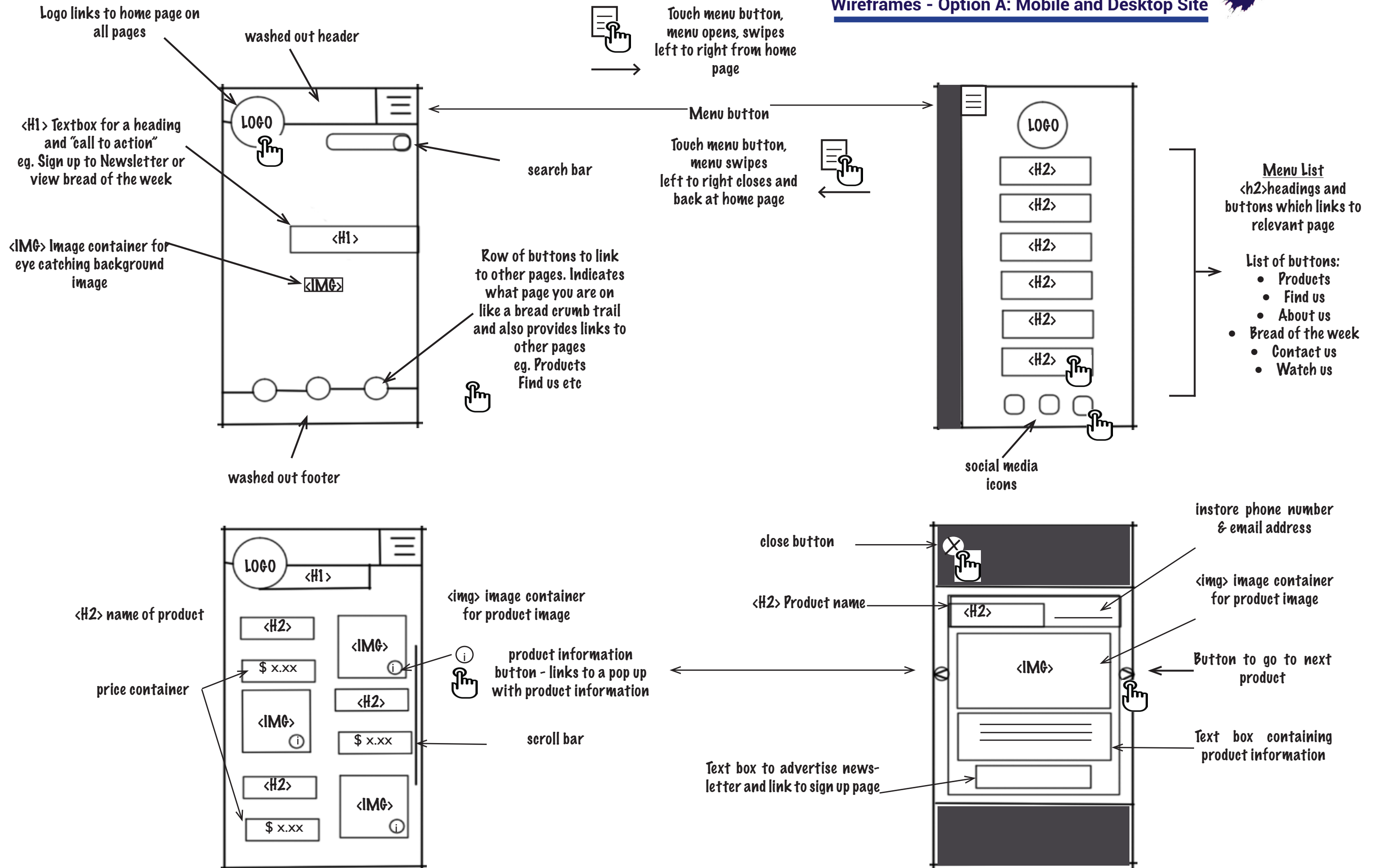
Ubuntu Regular (400)

Ubuntu Regular Italic

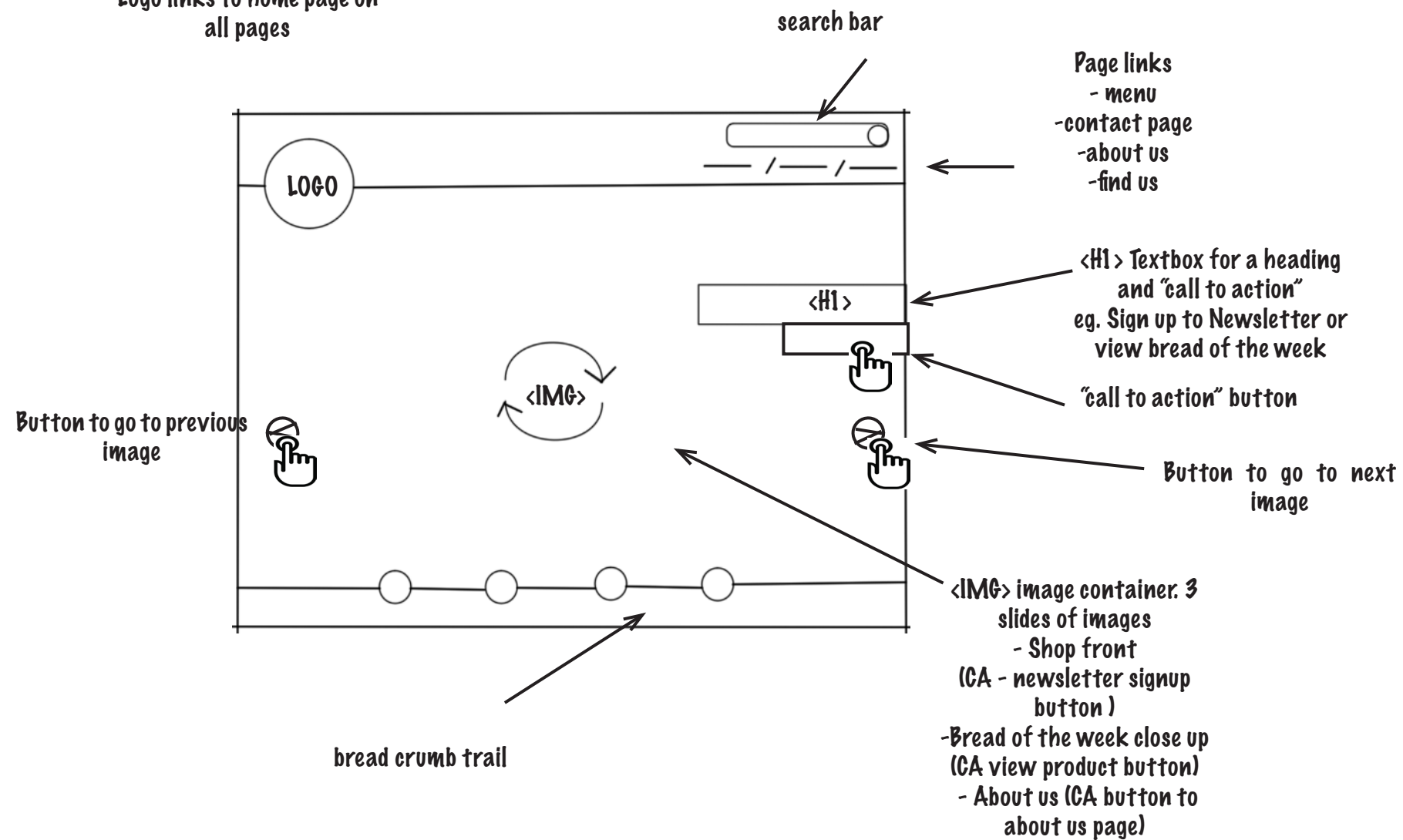
Ubuntu Bold (700)

Ubuntu Bold Italic

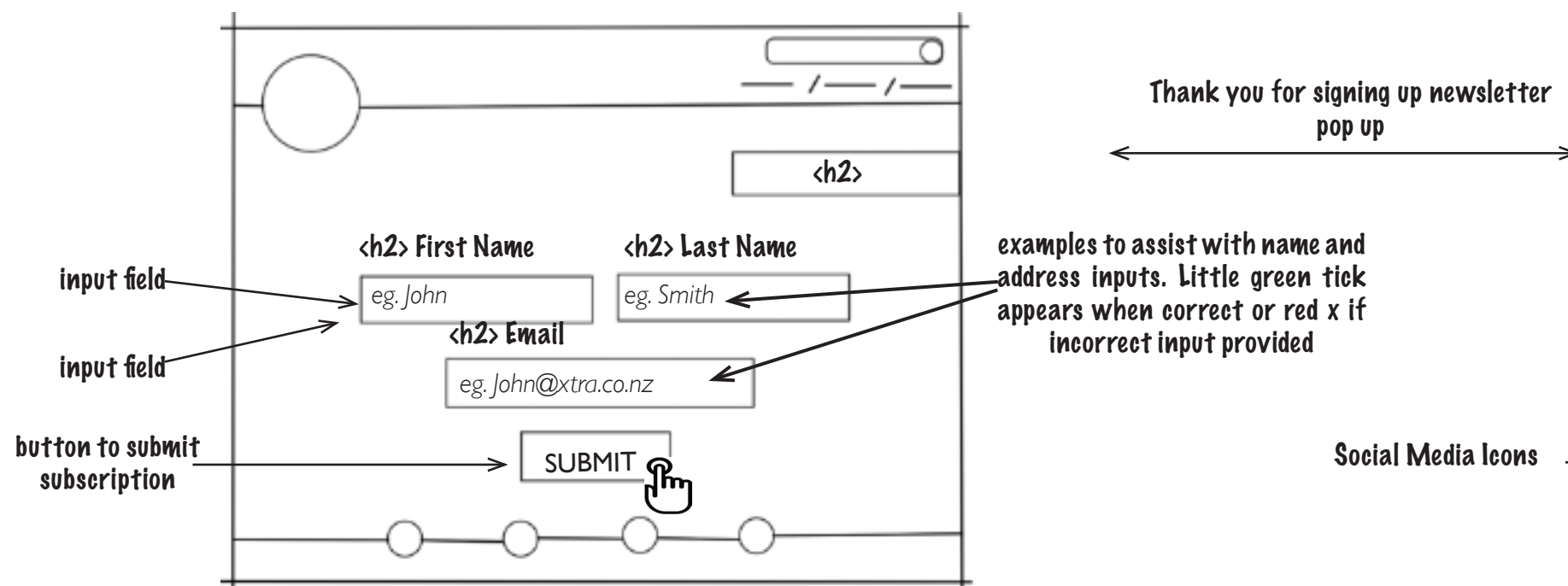
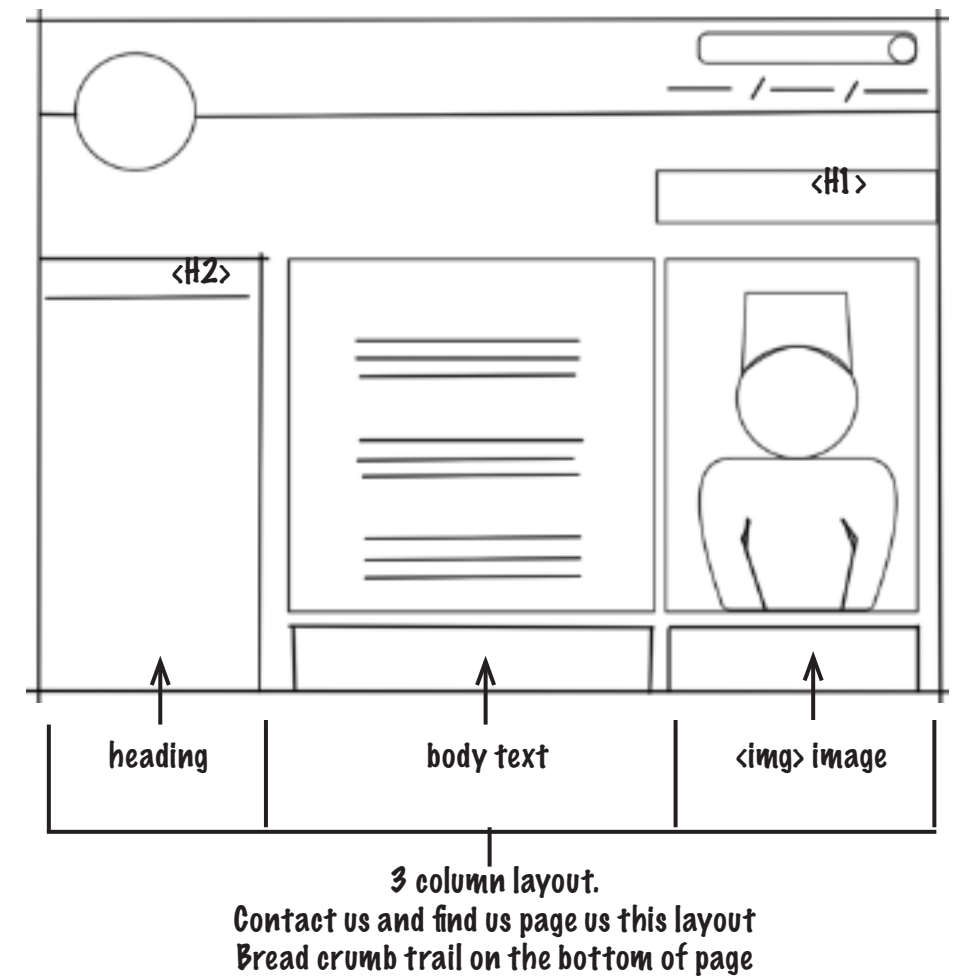
Wireframes - Option A: Mobile and Desktop Site



Logo links to home page on all pages



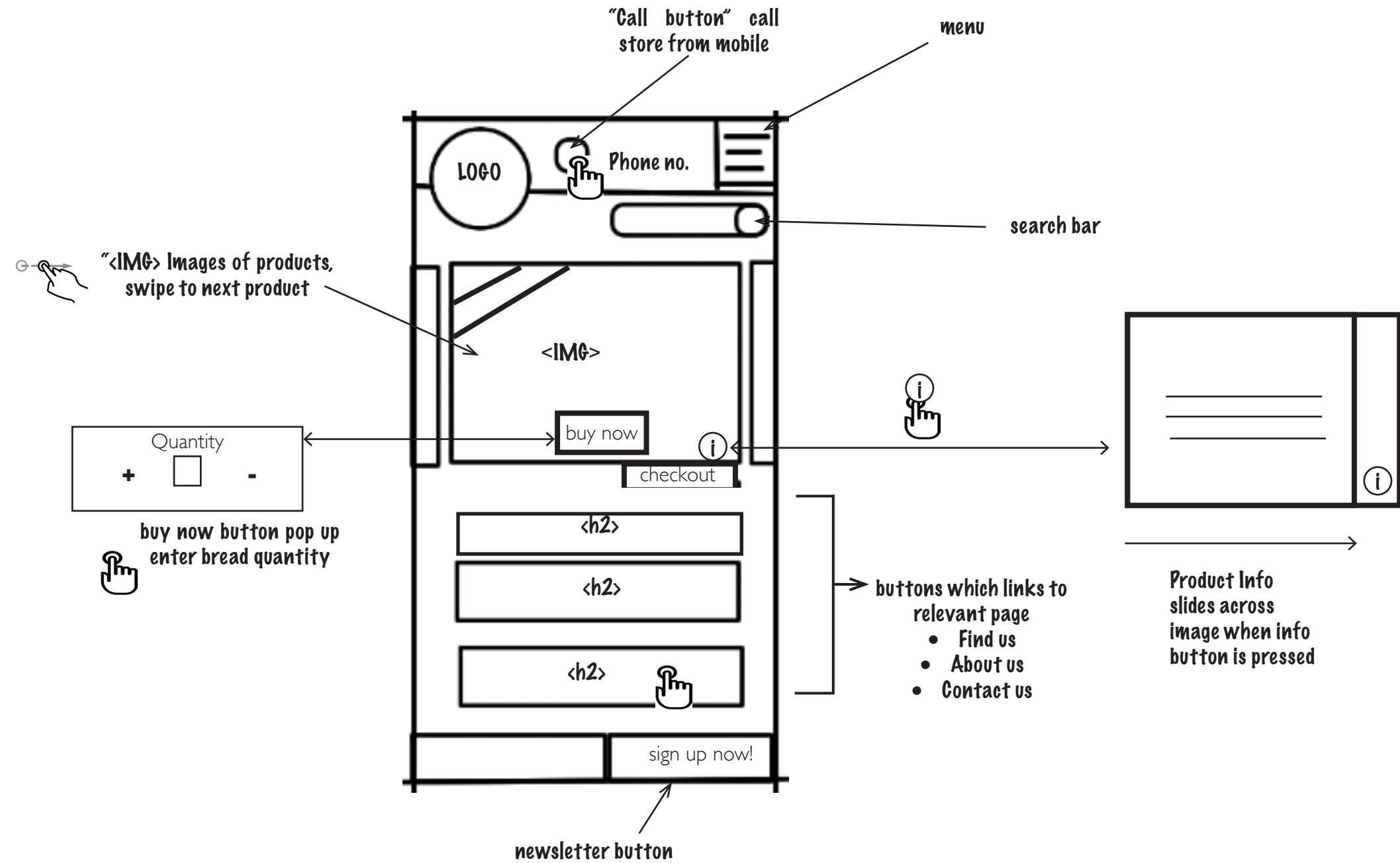
Wireframes - Option A: Mobile and Desktop Site



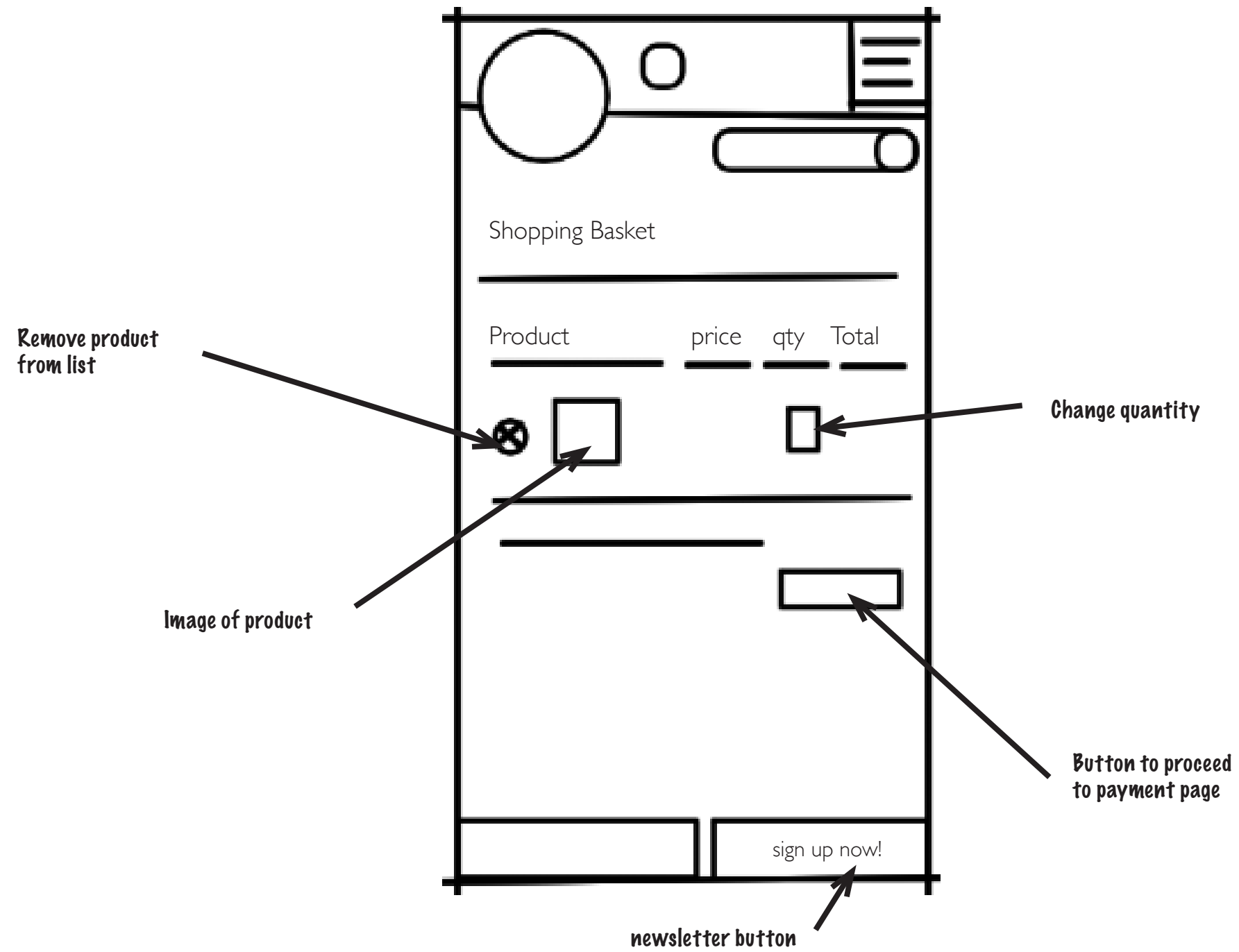
Social Media Icons



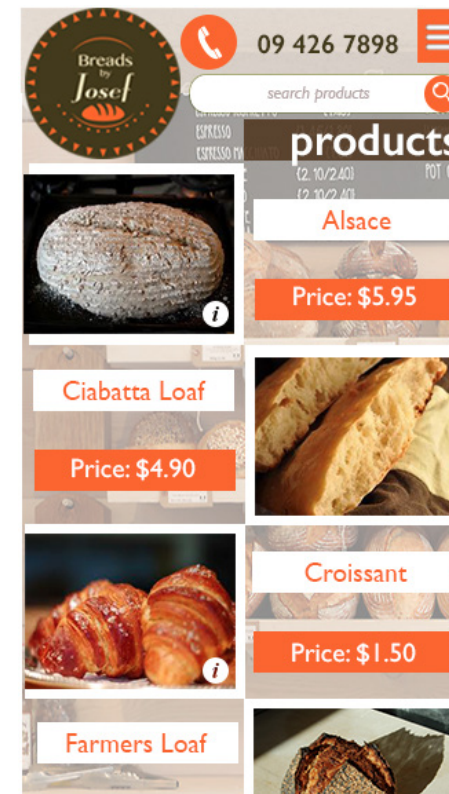
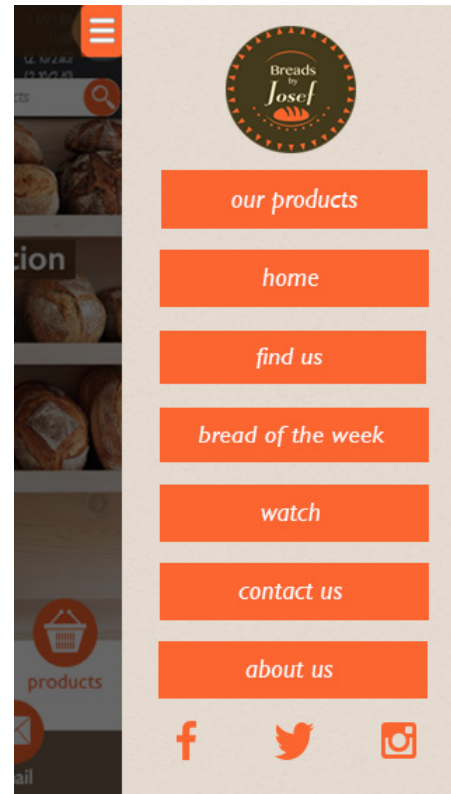
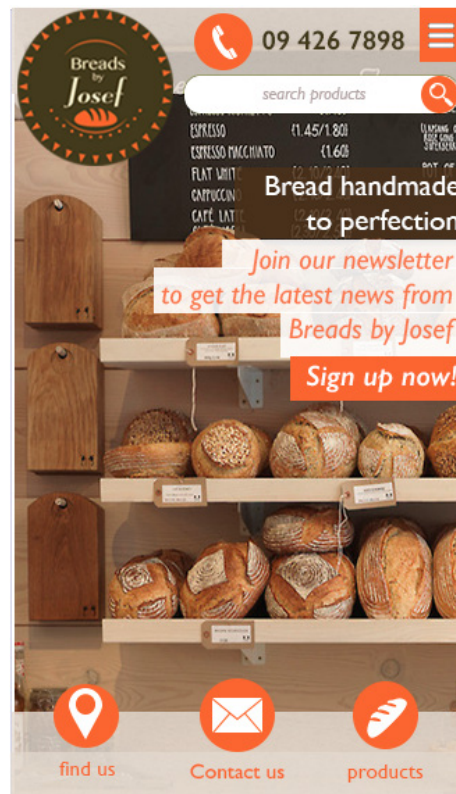
Wireframes - Option B: Mobile Online Ordering Site



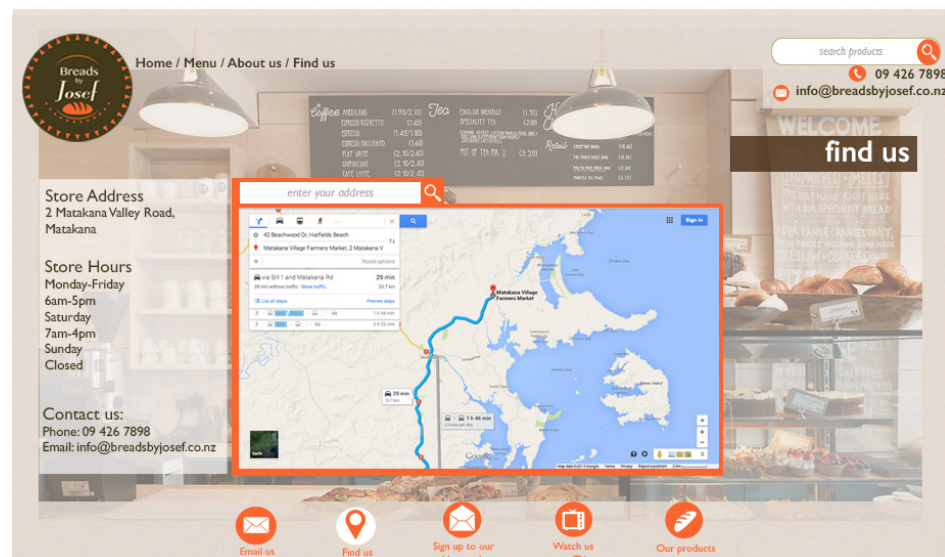
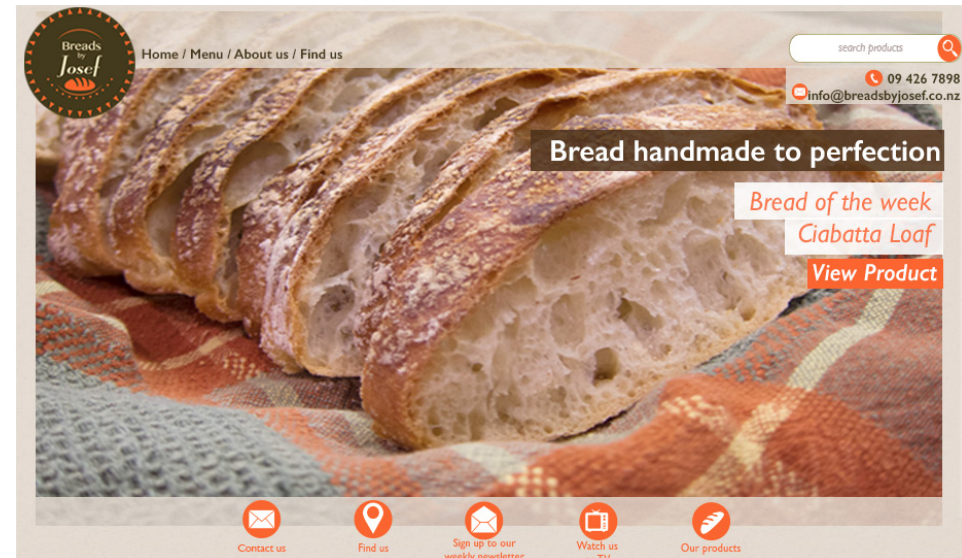
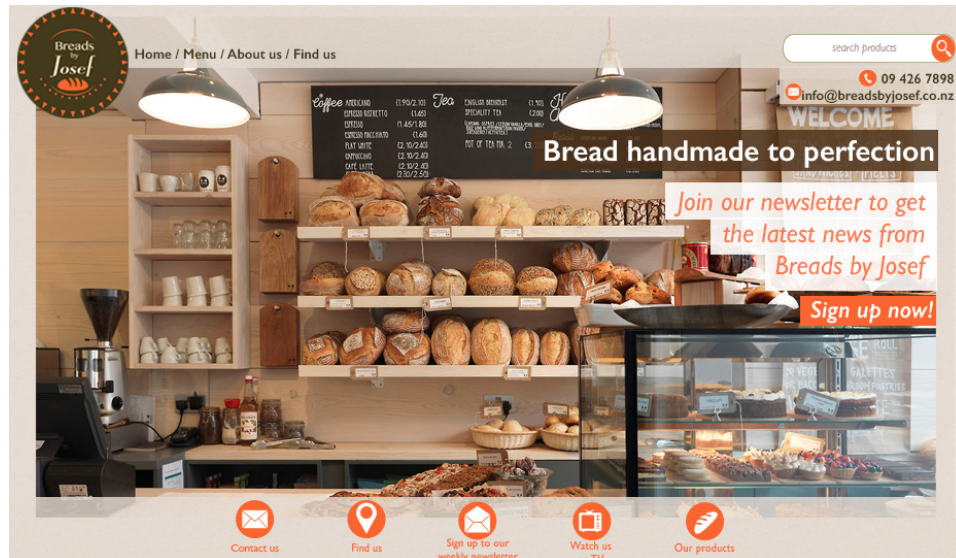
Wireframes - Option B: Mobile Online Ordering Site



Mobile Mockups Option A



Desktop Mockups Option A



Mobile Mockups Option B

