



domani digital

Proposal for Web Development Services

Alwyn Rehabilitation Hospital

March 16, 2018

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## Executive Summary

Name of Company: Domani Digital  
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Services Offered: Web Design & Development  
Project Management  
Hosting and on-going support

Cost: **\$ 8,000 +GST**

Summary of the Tender: Upgrade of an existing Business Catalyst website with

- Design update
- Responsive mobile compatibility
- SSL security.

Addition of a secure staff portal.

Summary of the Solution: A more modern design will be created for the site. This will be cut up into mobile responsive HTML and applied to the existing site. An SSL certificate will be purchased through Business Catalyst and applied to the site.

A secure staff portal will be designed and developed to allow upload of staff training and orientation documents. Administrators will have access to create staff accounts and upload content.

## Introduction

Domani is pleased to present this proposal to Alwyn Rehabilitation Hospital for the development of a new website and online marketing tool.

While all businesses understand they need a website, there are still only a small proportion of websites that are reaching their potential of delivering on their objectives. Most sites are simply an online brochure rather than a marketing channel.

By considering the organisation's objectives, the target audience and realistic measurable results, the website's structure, design and content can be far more focussed and effective.

Web development today needs to bring together the resources and experience of many disciplines including strategy, marketing, design, software development, search engine marketing, hosting and security.

Domani Digital has over twenty years' experience in these areas to advise, develop an online strategy, deliver the project and put in place analytics to measure the site's success.

We understand how important the online space will be to the Alwyn organisation. To this end Domani Digital will work closely with Alwyn and its partners to ensure that the strategy and resulting solution exceeds your expectations.

Our excellent project management and communications procedures ensure that the ongoing needs of Alwyn can be satisfied efficiently, reliably and cost-effectively. Our on-going experience in online solutions will allow us to pro-actively suggest improvements and new ideas.

The new website will provide an exciting yet easy-to-use sales channel for visitors to browse, connect, join and interact online. It will be easy to maintain and be mobile responsive.

Mobile is now a very important part of the user experience and as such the site will be optimised to also display and transact on mobile and tablet devices.

## Technology

The proposed website will retain the existing Adobe Business Catalyst content management system (CMS).

Business Catalyst is a hosted solution meaning that Adobe hosts and supports the software and website thus ensuring that the version of the software is always the latest and that the reliability and uptime are industry best practice. This is an important benefit over most open source solutions. Adobe has large, load balanced and fully redundant data centres in Australia, Europe and the U.S.

An SSL security certificate will also be added to the site to provide better security for visitors. Secure sites are also preferred by Google in their search rankings.

Domani Digital are experts in the Business Catalyst platform with over 80 sites built in the past five years.

## Mobile Responsive Design

To provide complete mobile compatibility the site will be designed and built so that it automatically responds to the size and format of the viewing device.

This allows viewing on smartphones and tablets of various sizes as well as different size desktops.

There is also a search engine benefit in that the same site is used for all devices rather than a separate one for mobile. Google also checks the usability of sites for mobile devices and this can affect the site's ranking.

Many sites are now receiving more than half of their visits via mobile devices.

## Functionality

While the functionality from the current site will be retained we will be revisiting the site structure and hierarchy to simplify the content and make the site easier to use.

### Staff Portal

A secure staff portal will be created to provide a secure area for staff to retrieve and store documents, forms and other files. This can be used for training and orientation documentation.

Administrators will be able to create staff accounts with passwords that will be required to access this secure area. Those with administrator access will also be able to upload documents, videos or surveys.

## Statement of Work

1: Revisit site structure

Process: The site structure and hierarchy will be modified to focus the site on the important areas and make the site easier to use for visitors.

Outcomes: An updated site map and wireframes will be produced to show the new structure and page layouts. These will be approved before design takes place.

2: Design

Process: The designers will be briefed to create a modern, new web site design for approval.

Outcomes: Approved designs that meet the brief for the website.

3: Development

Process: Development and project management of the website. The build will take place on a staging version of the site. Once all functionality is complete this will be available as a beta release. Initial content will be entered and formatted. Site will be tested and tweaked until ready for launch.

Outcome: Project delivery.

## Timeline

The complete process of developing a site like this usually takes approximately four weeks from receipt of order.

## Quotation

Real value for money is more than just the cheapest price - it is a balance between price, quality of the product and customer service.

### Summary of Deliverables

The solution development includes:

- Professional website design
- Responsive HTML cutup of designs
- Implementation of Business Catalyst content management system
- Deployment and testing

Domani Digital offers to develop the system as described for the total cost of **\$ 8,000 +GST**.

These costs have been determined based on the brief provided and the functionality as listed above. It may be possible that in the process of our analysis that these objectives and functions may change resulting in a change to the overall cost.

On-going development and enhancements will be charged at \$160 +GST per hour. Alternatively one-off projects can be quoted at a fixed price.

### Payment Terms

Deposit	20%	- To be paid on placement of order
Beta release	60%	- All functionality is in place and ready for testing
Launch	20%	- System goes live after testing of all subsystems

### On-going Costs

#### Hosting

The hosting costs will continue unchanged at \$600+GST per annum.

#### SSL Certificate

There will be an additional fee of \$120+GST pa for the renewal of the SSL certificate through Business Catalyst.

## Terms & Conditions

Domani Digital will develop a solution as per the proposal dated 16/3/18.

Domani Digital is in no way liable to compensate any client for loss of business or potential loss of business through an error or failing of the software delivered or delays in delivering the product. It is the responsibility of the client to ensure that adequate testing is carried out before final sign-off of a project, which occurs before a project goes live.

In the event of a bug or error in the software, if during the software guarantee period, then Domani Digital will rectify the error at its own expense and will do so as an absolute priority. After the software guarantee period has expired a charge may be incurred. The software guarantee period will be for 60 days from the date of going live.

Domani Digital relies on its own clients, and the outstanding service we provide to these clients, as the major source of our promotion and marketing. To this end, we require that a very small Domani Digital logo and link to our website be included at the bottom-right corner of each page of the website.

## Summary

I believe that Domani Digital has the experience and qualifications to complete the Alwyn project to the highest standard and partner with Alwyn in delivering an exceptional digital solution.

If you have any further questions please don't hesitate to call on 1300 883 295. I am very excited at the prospect of working with you on this project.

Best regards,



Vince Nicita  
Managing Director



## Order Confirmation

I \_\_\_\_\_ of Alwyn Rehabilitation Hospital hereby commission Domani Digital to complete our new website development for a total cost of \$ 8,000 +GST.

### Payment Terms

Deposit	(20%)	\$ 1,760 inc. GST
Beta Release	(60%)	\$ 5,280 inc. GST
Launch	(20%)	\$ 1,760 inc. GST

Signed \_\_\_\_\_

Date \_\_\_\_\_