

WEB PAGE PROJECT PROPOSAL

PROPOSAL OUTLINE

ABOUT THE PROJECT

This is what we heard from you
General goals

01



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DESING

Site map
Pre-conception
Basic design guidelines

REQUIREMENTS

02



05

PROJECT STAGES

Design process
Time investment

DELIVERABLES

03



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POSSIBLE UPGRADES



ABOUT THE PROJECT

This is what we heard from you:

Website objectives

- ✓ Introduce the project Who-Pen
- ✓ Share project objectives
- ✓ Share projects findings / download features
- ✓ Link project partners
- ✓ Share project updates or important information (Blog / News feature)
- ✓ Public visibility

REQUIREMENTS

Information we need from you. The progress of the project is subject to the delivery of these data.

Text to display on the website

Contact information

Partners information

Audio visual material

Demographic Archetypes



DELIVERABLES



WEB DESIGN

- ✓ Development of the graphic line and website organization
- ✓ Adjust of digital images
- ✓ Favicon



WEB DEVELOPMENT

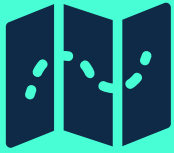
- ✓ Search optimization (SEO)
- ✓ Security
- ✓ Blog / news
- ✓ Content Management Systems (CMS)



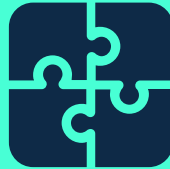
BASICS

- ✓ Permalinks
- ✓ Navigation
- ✓ Mobile Friendly
- ✓ SSL

DESIGN



Site Map



Pre - Design



Guidelines

Basic design guidelines

SITE MAP



LANDING PAGE / HOME PAGE

PROJECT

PUBLICATION

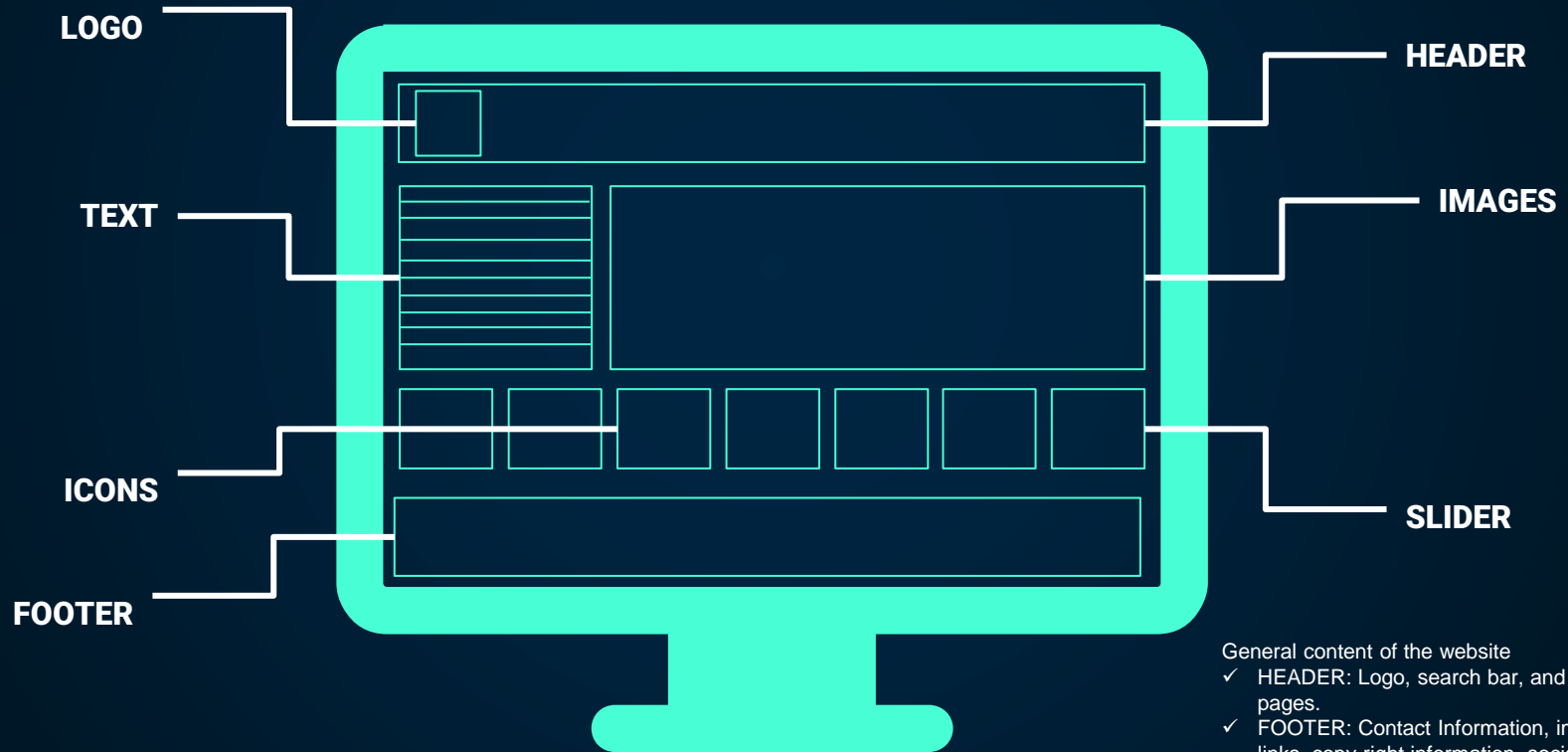
PARTNERS

NEWS

ABOUT US

CONTACT

PRE - DESIGN



- General content of the website
- ✓ HEADER: Logo, search bar, and website pages.
 - ✓ FOOTER: Contact Information, important links, copy right information, social media links

GUIDELINES

Recommended Fonts

Montserrat: <https://fonts.google.com/specimen/Montserrat>

Roboto: <https://fonts.google.com/specimen/Roboto+Thin>

Lora: <https://fonts.google.com/specimen/Lora>

Quicksand: <https://fonts.google.com/specimen/Quicksand>

Nanum Gothic:
<https://fonts.google.com/specimen/Nanum+Gothic>

Recommended Pantone

according to logo's colors



#F6951F

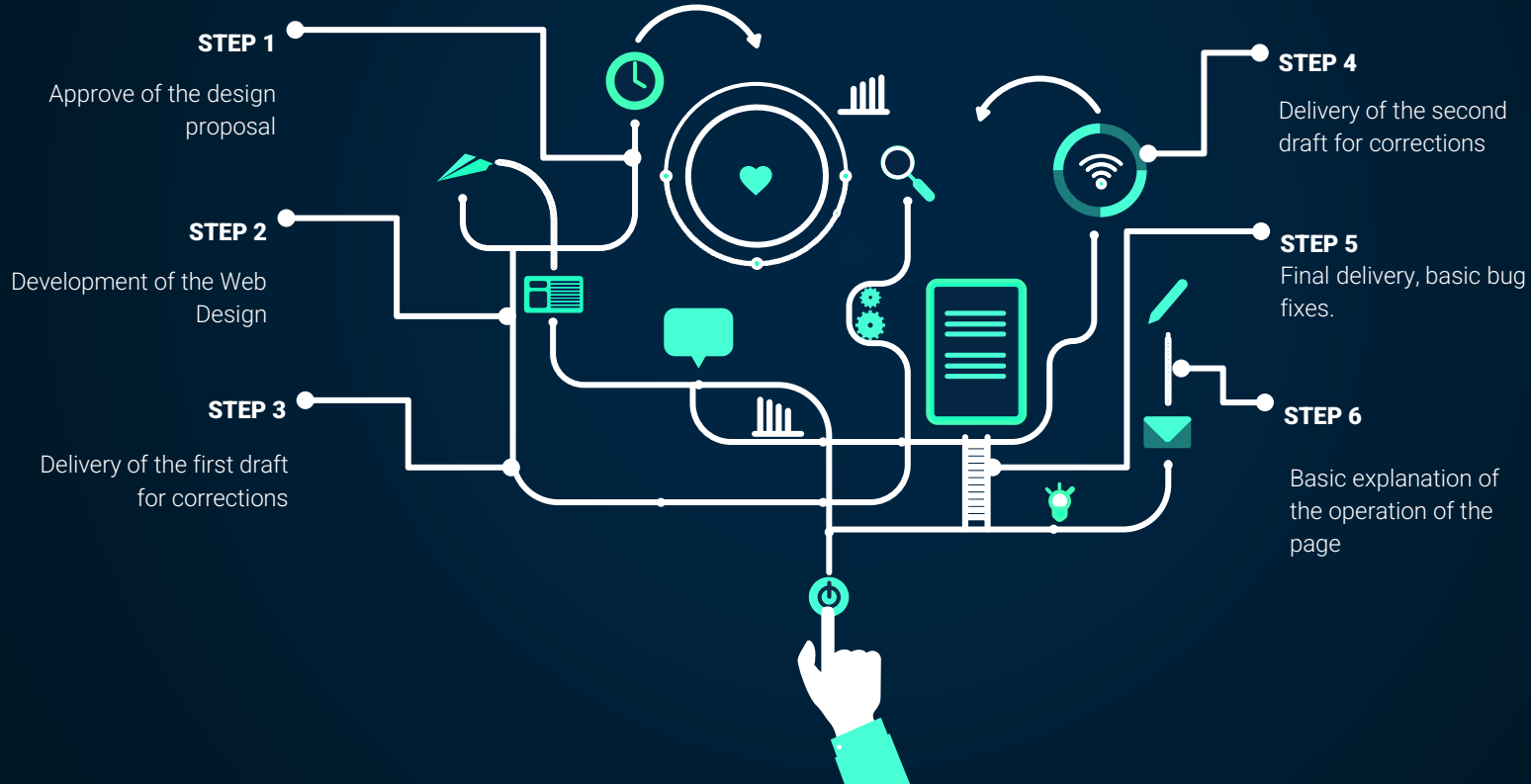
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PROJECT STAGES



TIME INVESTMENT

| Step process | Time required (hours) |
|---|-----------------------|
| Step 1 Proposal design | 1 |
| Step 2 Development (1 week) | 25 |
| Step 3 First draft (2 days for correction) | 4 |
| Step 4 Second draft (2 days for correction) | 4 |
| Step 5 Final draft (1 day if corrections) | 2 |
| Step 6 Introduction to website (1 day) | 2 |
| Total | 38 |



POSSIBLE UPGRADES



MAILING ACOUNT



LOGN IN FEATURE



APP DEVELOPMENT



DATABASE MANAGEMENT

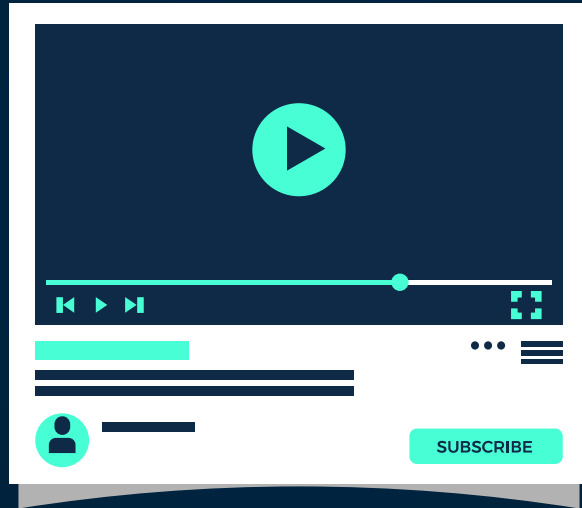


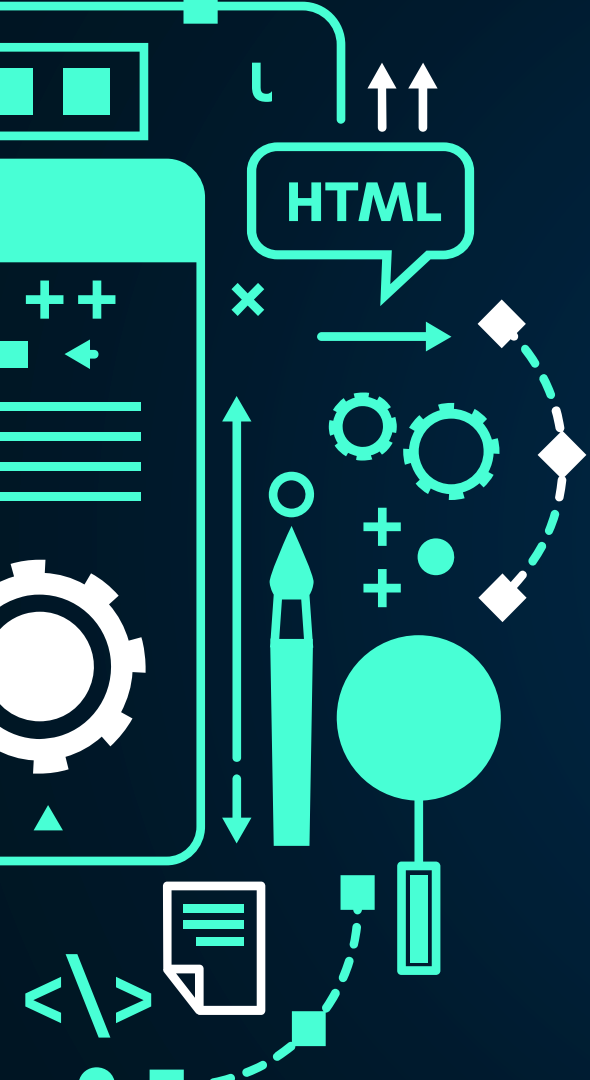
WEBSITE PROMOTION



COMMUNITY INTERACTION

A VIDEO IS A GOOD IDEA





THANKS!

Does anyone have any question?

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