

YOUR *unique*  
WEB DESIGN PROPOSAL



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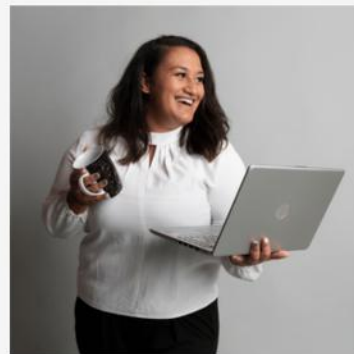
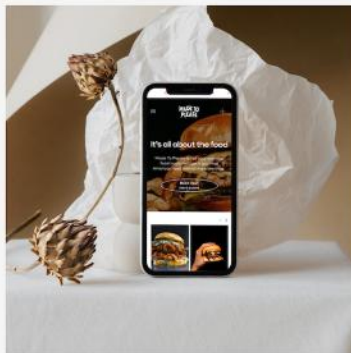
We're a team of passionate creatives, bouncing off each other's strengths to ensure you get the best experience possible.

We've been in the game since 2016, so there's no smoke and mirrors when we talk about our level of expertise. But empowering you is what drives us. Providing Brand.

Your ideas are our biggest inspiration, and our web and brand design services are fuelled by your passion - it's a match made in heaven.

Our minimalistic style choices, establish strong connections between the brand and the consumer-led by:

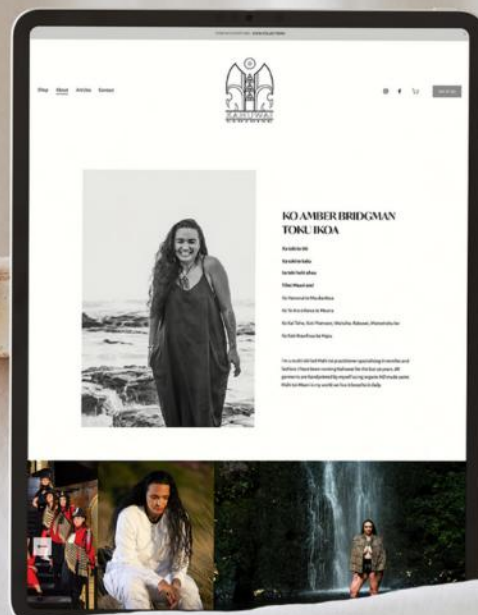
Brand Manager | Steh Marshall  
Tash Tahiwī | Marketing  
Creative Director | Ngahuia Crossman



CONSISTENCY BEGINS WITH A STRONG UNDERSTANDING OF WHAT IT IS EXACTLY THAT YOU ARE TRYING TO ACHIEVE

## *The Goal*

Create a website that brings your business to life, enhancing your brand's unique personality and standing out in your market with three forms of income, passive, product and service.





## *The one concept approach*

The one concept approach is exactly what the title suggests - one concept. We made the switch to focus intently on one strong concept, investing the same amount of time as we would across two.

Eliminating having to spread our creativity across multiple design outcomes has meant we can dive deep into research and strategy before we even get to design. What we discover in this phase is what allows us to confidently develop a more intentional design concept.

We're able to continue to refine our ideas until we've narrowed it down to the concept that aligns with you, your audience, and your goals. By focusing on one concept from the get-go, you get a website that makes the most of your heart, soul, taste, experience, and professional opinion.

### 01 | ON BOARDING

We aim to understand the specifics of your project to provide you with a tailored quote. A direct phone meeting with Ngahuia Crossman, our Creative Director, will be arranged for this purpose. Upon acceptance, a deposit payment and the signing of our service agreement are required to secure your project.

### 02 / DISCOVERY

In this phase, we delve into understanding your business better. You'll receive a branding questionnaire for online completion, serving as the bedrock of our project. Afterward, we'll craft a design direction for your approval. Your detailed business insights are crucial, and we're open to hearing any ideas you'd like to share during this collaborative process.

### 03 / STRATEGY

Before commencing the design process, our approach involves thorough research encompassing all aspects of your project. This ensures that we deliver outcomes that align seamlessly with your expectations from the outset. Additionally, if selected, we dedicate time to crafting a distinctive brand strategy, providing a comprehensive understanding of your brand identity.

### 04 | DESIGN

This is where we shine! Leave it to us and we will be busy creating magic for your business.

### 05 | REFINE

Ensuring perfection is our priority. Before finalising your project, we prefer to engage in a discussion with you, addressing any changes or adjustments needed to meet your satisfaction.

### 06 | FINALISE

Before your site goes live, we will meticulously review the entire layout design and functionality. This process will also involve selecting a domain and a plan that best suits your needs. We will conduct this review over Zoom, providing you with an opportunity to assess and provide feedback on the design before publishing.

### 07 | 101 TRAINING SESSION

Four training sessions will be scheduled, each a week apart from the others. During these sessions, we will guide you on effectively utilizing your shop, managing your blog, handling emails, and making adjustments to the design layout.

## WHAT'S INCLUDED:

- Design and branding for up to 20 pages, covering essential sections such as home, about us, services/shop, blog, contact us, and policies/terms and conditions.
- E-commerce store accommodating up to 20 products or a booking system featuring 20 appointment types integrated into a scheduling system.
- Creation of an online membership subscription or online course layout with three sections. While the design and system will be developed, content provision is required.
- Blog template offering three layout options.
- Mailing system with three template options.
- Integration of Instagram live feed with setup if necessary.
- Social media linking across platforms such as LinkedIn, Facebook, YouTube, Pinterest, and Google My Business.
- SEO optimization for enhanced online visibility.
- Implementation of contact forms.
- Inclusion of event calendars for enhanced functionality.



*Get started*

OUR WEB DESIGN PACKAGE STARTS FROM  
\$4999 GST AND WE REQUIRE A 50% DEPOSIT  
TO SECURE YOUR SPOT.

## Web Design Project

PROJECT STARTS FROM \$2499+GST  
AND WE REQUIRE A 50% DEPOSIT  
TO SECURE YOUR SPOT.



## DELIVERABLES:

- Design and branding for up to 20 pages, covering essential sections such as home, about us, services/shop, blog, contact us, and policies/terms and conditions.
- E-commerce store accommodating up to 20 products or a booking system featuring 20 appointment types integrated into a scheduling system.
- Creation of an online membership subscription or online course layout. While the design and system will be developed, content provision is required.
- Blog template offering three layout options.
- Mailing system with three template options.
- Integration of Instagram live feed with setup if necessary.
- Social media linking across platforms such as LinkedIn, Facebook, YouTube, Pinterest, and Google My Business.
- SEO optimization for enhanced online visibility.
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## *Squarespace*

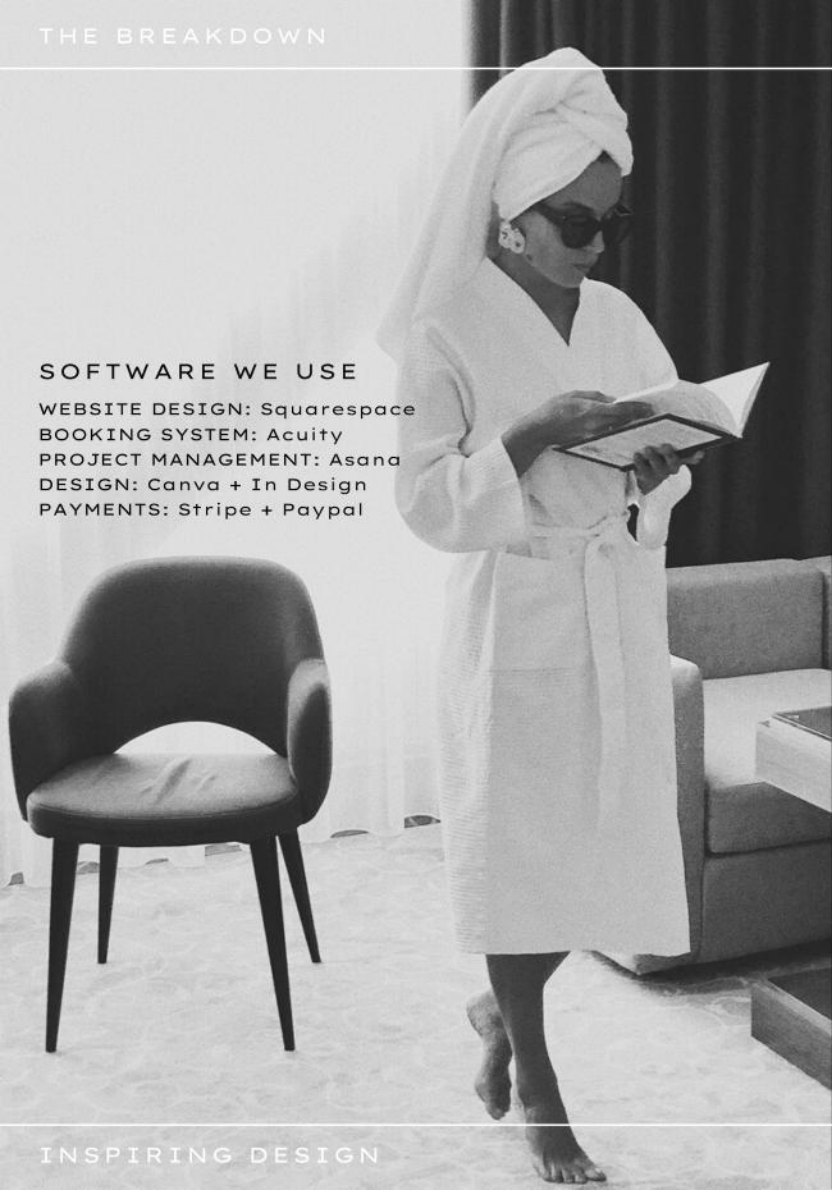
THERE'S NO POINT IN GETTING A SHINY NEW WEBSITE AND BEING UNABLE TO MANAGE IT. THAT'S WHY WE INCLUDE TRAINING IN ALL OUR WEBSITE PROJECTS, SO YOU'LL HAVE A THOROUGH UNDERSTANDING OF SQUARESPACE AND HOW TO USE IT.

Our four-week follow-up training will cover:

- Blogging
- Mailing systems
- E-commerce/booking systems
- Website / design maintenance

SOFTWARE WE USE

WEBSITE DESIGN: Squarespace  
BOOKING SYSTEM: Acuity  
PROJECT MANAGEMENT: Asana  
DESIGN: Canva + In Design  
PAYMENTS: Stripe + Paypal



*What we need*

LOGO SUITE

PNG Transparent files  
Primary logo  
Secondary logo  
Tagline logo  
Submark  
Icon only  
Text only

COLOUR PALETTE

CMYK  
RGB  
HEX

TYPOGRAPHY

Fonts  
Subheading  
Main heading  
Body copy

BRAND GUIDELINES

Brand identity  
Website Copy

PHOTOGRAPHY & VIDEOGRAPHY

Supplied via Dropbox or Google drive  
• If you don't any images, Stock images will be used.



## *The Extras*

If you require an e-commerce and booking system a surcharge of \$499 will apply.

Addition products/bookings appointments outside of the standard 20 products will be surcharged accordingly on a case-by-case base.

### WEB DESIGN SOFTWARE

Squarespace fees are additional to your website development fee these will need to be linked to your own credit card.

*Squarespace fees*

RANGE FROM \$16 - \$49 PER MONTH DEPENDING ON THE PLAN YOU SELECT.  
[PLEASE VIEW FULL PRICING ONLINE](#)

BLOGGING | PORTFOLIO | ECOMMERCE | BOOKING SYSTEM | MAILING

Personal plan

● ●

Business plan

● ● ●

Commerce Basic

● ● ●

Commerce Advanced

● ● ● ● ●

ACUITY SCHEDULING RANGE FROM \$16 - \$49 DEPENDING ON YOUR TEAM SIZE AND  
 CALENDAR REQUIREMENTS.



*Payment  
terms*

WEB DESIGN PROJECT

\$4999.99 + GST

Beginning / First 50%  
Publishing / Second 50%

If a payment plan is required payments are broken down into instalments based on your estimated project timeline.

Terms of service:

<https://inspiringdesign-co.com/terms-of-service>





## YOU'RE UP!

Firstly if there is anything you would like to clarify, please don't hesitate to get in touch. Otherwise, the ball is in your court. Chat soon!

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KIAORA@INSPIRINGDESIGN.CO.NZ

