Website Design & Development Proposal

Willow Web Studio for Cedar Homewares

Illustrative example only. The parties and project are fictional; this is not a client testimonial or a record of completed work.

Proposal overview

Willow Web Studio, a two-person website design studio, proposes a responsive five-page informational WordPress website and an enquiry form for Cedar Homewares. The proposed fixed fee is GBP 1,800, with delivery over four weeks from kickoff, conditional on timely client inputs, feedback, final approval and payment.

Client needs and offered scope

Cedar Homewares is a small home-accessories retailer whose current website is difficult to navigate on mobile. It requested Home, About, Collections, Delivery & Returns and Contact pages, an enquiry form, and an online shop with checkout.

The offer includes website planning, responsive design, WordPress development and the enquiry form for the five named pages. The requested online shop, checkout and payment integration are excluded. Cedar Homewares must confirm that this informational-only scope is acceptable before work begins.

Deliverables and practical completion checks

• Five-page informational WordPress website: check that all five named pages use the supplied final copy and product images; review layouts and navigation at a mobile viewport.

• Enquiry form on the Contact page: agree its fields, recipient and routing method before implementation, then demonstrate a test submission flow.

• Two consolidated rounds of design revisions: provide two opportunities for consolidated feedback and check that the agreed changes are incorporated.

• One 60-minute handover session: confirm that the session is provided for the stated duration.

Completion checks describe observable outputs within the stated offer. They do not promise measured usability or performance results.

Proposed four-week timeline

The sequence runs from kickoff, whose date remains to be confirmed. Client acceptance of the informational-only scope is required before Week 1. The schedule depends on timely copy, images, feedback, final approval and payment.

Period	Studio work	Client input / checkpoint
Week 1	Plan the five-page website and develop responsive designs.	Supply available final copy and product images. Review the page plan and initial design direction.
Week 2	Continue responsive design and begin WordPress development.	Review the design and provide consolidated feedback so it can inform development.
Week 3	Develop the five pages, implement the enquiry form and incorporate the first consolidated revision round.	Supply any remaining copy and images; return feedback promptly. Pages and form become available for review.
Week 4	Complete the second consolidated revision round, final approval, the 60-minute handover and website launch.	Provide final feedback and approval. Make the final payment after approval and before launch.

Launch within Week 4 is proposed, not guaranteed. It depends on timely client content and feedback, final approval, and receipt of the final payment before launch.

Client responsibilities and dependencies

• Provide final copy and product images for the five-page website in time to support the schedule.

• Review designs promptly and consolidate comments for each of the two revision rounds.

• Confirm the form fields, recipient and routing method before implementation.

• Provide final approval and payments at the stated milestones.

Kickoff timing, feedback turnaround and dates for supplying materials remain to be agreed. Delayed materials or feedback may affect the proposed delivery period; no calendar dates or feedback deadlines are assumed.

Proposed fee and payment schedule

The proposed fixed fee for the informational website and enquiry form is GBP 1,800.

Payment milestone	Share	Amount
At kickoff	50%	GBP 900
After final approval, before launch	50%	GBP 900
Total	100%	GBP 1,800

Exclusions and scope boundaries

The offer excludes the online shop, checkout and payment integration. It also excludes copywriting, product photography, ongoing SEO services, hosting, domain charges and ongoing maintenance. These services and costs are outside the proposed fixed fee.

Assumptions and risks

The principal scope risk is that the informational website does not provide the online shopping capability Cedar Homewares requested. The client must decide whether this reduced scope meets its needs.

The studio relies on client-supplied content and timely decisions. Hosting, domain and maintenance may require separate arrangements. No post-launch support, warranty or additional service is added by the completion checks.

Items to confirm and next steps

• Confirm whether Cedar Homewares accepts the informational website and enquiry form without a shop or checkout.

• Review and confirm the proposed scope, fee and payment milestones.

• Agree kickoff timing, feedback turnaround, material availability and the enquiry-form details.

Work is not booked and the proposed terms have not been accepted. Resolve outstanding details before kickoff.

About this example

This public demonstration was manually edited and laid out from an existing World Projects sample. It illustrates the proposal structure and is not an unchanged application export or a promise of results.