

Web design proposal



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Project Background

Phebra is a pharmaceutical company based in Australia. They specialise in medicines, which are considered innovative for the hospital market. Their market place is customized to serious and life-threatening conditions. They are specialists in their field. They have a range of pharmaceuticals to cater for the majority of conditions in the “ serious” and “ life threatening” categories.

The current areas they market to include Australia, New Zealand, Asia, Canada and Europe.

The project for current Phebra website needs to be reviewed and improved. The task of the new look website will be in simple easily readable format. As much information about the company should be placed on a single page, rather than splitting the information into separate pages. This should also make the website easier to navigate. As Phebra were previously known as PharmaLab, it could also be considered as a “ rebranding” promotion. The look and feel of new website is important, from the perspective of customer branding and effective marketing.

Another reason for Phebra to renew their website is that they are considering putting more section and more content into the WebPages. Phebra want to add ‘ Manufacturing’, ‘ Medical Information’, and ‘ People’ section, together with the four main sections on the current website. This will help Phebra to

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provide much more details to its clients that will be an advantage, as it will create believe and trust for Phebra from its clients.

Another feature for Phebra new website will be the intranet search engine. Phebra clients will simply use keywords to find out the product they are looking for and will gather related information about product. Additionally, adding Content Management System (CMS) to the website will be important as it will facilitate Phebra to update there company information and upload new product or take out the old product. CMS will help Phebra to maintain their website and provide latest information more efficiently. Furthermore, Phebra wants to provide online account to clients so that they can order and view their purchase history. This will also help Phebra to study their clients need and come out with new solutions.

Description of existing design solution

The current design is based on blue and white colour scheme. The main focus of the front page is the pull down menu which list out the details of the products of the company. The website is simplistic on the front page; in the main sections include the business, products, ordering information and a contacts page. The main theme on the index page is titled “ life-enhancing medicines” which is quite effective. The news section on the left hand on the website provides the recent events. At the right hand on the website of the index page there is a product feature has been listed for the latest product from the company.

The target audience is not obvious from the index page, even though we know the intended audience is hospitals. There are no link and information on current customers. The target audience is not easily identifiable from the

home page information.

The colour scheme is easy on the eye, and has a friendly outlook. The marketing message is good overall, but leaves room for improvement and could be more targeted.

Current website has four main sections as ‘ Our Business’, ‘ Our Products’, ‘ How to Order’, and ‘ Contact Us’. The current website is more like generic online shop that makes no different experience to Phebra clients as compared to other online shop system on the market. The Phebra specialise in medicine, therefore, showing there profession on the website becomes significant. Moreover, it will be good idea to provide more sections on website that will talk about their future scientists, there people, and the future mechanic system they will bring in to make better quality medicines for their clients. Furthermore, putting some current projects or the current research on website will give clients an idea about the new medicines Phebra trying to achieve and will be available in near future.

Additionally, it will be good idea to put a career section on the website to inform and attract talented people (jobseekers) for opportunities in certain areas. Finding new talented people to join to the team is also an advantage for the company.

Evaluation of existing design solution

The existing website is well established and is attractive. The major problem of the website is that the information is quite technical and not understood by the everyday user. The website maybe fine for pharmaceutical professionals, but in order for managers and general public to find for information or description of a terms and products could be provide more user friendly manner. They provide a useful contact us page, and the current

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format is suitable, as is.

From marketing perspective, the text is easy to read and clearly deliver the messages. In addition, their objective is to sell pharmaceutical products to hospitals in several countries. Therefore, a simple statement about the products they sell is also important. However, in order to compete with numerous other companies in the same field, it would help to include demonstrations of products perhaps in flash movie format.

Another way to gaining competitive advantage between competitors would be include reward and a list of established customers. This will enhance Phebra reputation as a market leader in their field.

The colour scheme is friendly to the eye and it is easy to read. So there will not be a major changes require of the colour scheme.

Phebra is based in Australia, so the Australia market place should be considered to be prime importance. For the current Phebra website, it is not obvious that they focus their products to an Australia market. It will be good to provide the most common causes of serious and life-threatening illnesses in Australia. In addition, comment on products they recommend. This will benefit both Phebra and their clients.

Another major problem with the website is the website has been put together with series of tables. Most of hospitals use the modern web browsers, it is not necessary to have a table-based design of a website. A CSS based website would be an improvement over the existing table based solution they have put in place. Tables are easier to manage, but this is a professional website, and therefore it should be designed using the latest technologies that maintain a standard look and feel.

Adding Google map into ‘ Contact Us’ webpage will give customer better

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idea of where they are contacting and where it is located.

Rational for a new design approach

The website needs to be rebuild and redesigned, the following points demonstrate some of the areas need to be considered when redesigning the new website.

The focus area will need to be more relevant to local market, in Australia.

The website needs to add more dynamic functionality including, ‘ how the website operates’ when users interact.

The website needs to be built with standard HTML and CSS technologies.

The navigation bar needs to add interest by including animation.

The colour scheme can stay with the company colour, which is blue.

However, the blue colour combination would need to alter a little bit to make the website stand out more.

The page layout will need to include more information on one page, but not to be too overcrowded.

The print version CSS will be needed for hospital to make a print out.

The website needs to include an Intranet Search Engine to help hospital to find information.

The website needs to include a Login for the customer to record the customer detail and purchase history.

The website needs to have admin CMS intranet page for Phebra, so that they can update new products or information more efficiently.

Structure and content of the new approach

Stage 1 Discovery

Now we completed the “ discovery phase” of the project and identification of basic website enhancements and improvements. We can now explore stage

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one in more depth. Now we know the audience is mainly Australia based, the website should be aiming at the Australia market.

Phebra already have a unique market place. The problems are that the message is not reaching enough for potential customers in Australia.

Therefore, we need to identify how the website can reach the target markets and enhance growth.

Stage 2 Contract Proposal

The proposal is to build, test and implement the website according to schedule. Phebra will be involved at all stage of the process to ensure it meets the objectives and they are satisfied with the development of the website. Once the website process is completed, the website will now push to next stage with SEO (search engine optimisation). Keywords will be effectively placed with appropriate descriptions.

Once the contract has been approved and signed by client, we will start to build the website within the timescales of 8 weeks. There will be a deposit of 20% upfront to start of the contract, 40% will be paid after the design mock-up is approved and cut up into CSS. Last 40% will be paid upon completion of the CMS and database.

The costs are based on hourly charge for each stage of the project. The estimated hours are listed following.

Description

Hourly Rate \$

Estimated Hours

Total

Website Design

75. 00

80

6000

Development

75. 00

240

18000

Website Promotion

N/A

N/A

1000

Annual Support Costs (Monthly)

N/A

N/A

2000

Total costs: \$27000 (Support Costs will be paid monthly with rate of \$200 per month).

The support costs include telephone and email support. The deposit of 20% does not include the support costs, and therefore the cost of deposit is

$$(\$27000 - \$2000) * 20\% = \$5000$$

Stage 3 Development

The third stage of the project is the development cycle. Phebra will be involved with all stages of development and testing to ensure the project is progressing as planned and with full approval.

The main sections will increase from four to nine. Following sections lists section names and briefly describe what should be there in the sections.

Home:

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This section will provide company background and services, latest news, products and technologies from Phebra.

About Phebra:

This section will provide detail information about company overview, company history, there business development and manufacturing.

Manufacturing:

This section will contain information on product development, product stability and validation, clinical trial samples, and packaging. It will also give a brief description of Phebra Production line.

Medical Information:

This section will contain some related information for medicines.

People:

This section will provide details about team members working for Phebra, and will describe different people's role in Phebra.

Products:

All products from Phebra will be listed in this section as well as product information will be also there. This section will display large amount of information, therefore, making a list of section titles on the top of the webpage and link anchor to the titles becomes significant, so that the viewer can select a title from list and the webpage will jump to that sections.

Online Ordering:

There will be a customer (client) login and register section. After login, clients can order product and make a payment by using online ordering system.

Contact us:

Contact detail for the Phebra's different facilities will be listed here, and use

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of JavaScript to embed ' Google Maps' into the website will give clear idea of the Phebra's different location to the clients.

Criteria, Development Timeline and Cost Estimate

The total timeline for the development of this project is 8 weeks, from commencement to completion. This includes the development time and a final week in which Phebra will run the website on a test basis, before finally signing off the website as live and operational. At this point, the full fees outstanding will become due.

TimeLine

Week 1

Week 2 ~ Week3

Week 4 ~ Week7

Week 8

Discovery Phase

Design

Implementation

Testing & Implementation

Rationale for choice of criteria

1. Individual project management, evidenced by verbal explanation & by the overall quality of the work presented15%

2. Relevance & appropriateness of outcome15%

3. Fluid layout 20%

(Suitable for all resolutions and keep the same look cross browsers)

4. Simplicity10%

(Use lighter neutral colour to make the page looks clean as possible)

5. Consistency10%

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(It's important to keep consistent design for entire site.)

6. Search Engine Optimisation 15%

(using text techniques to make the site search engine friendly

e. g. Text based navigation, appropriate name for image alt tag)

7. W3C Standards Validation 15%

(W3C validation and website final testing before make it live)