

Custom Design Guide



SimpleUpdates offers custom graphic design services so you can have a site specifically designed to your specifications. A custom design is created in a collaborative and interactive process with our team. It starts with a discovery process, includes mock-up designs, and concludes with your approval and complete satisfaction.

The SimpleUpdates CMS can accept any design that is made for the web. Flash, rotating features, javascript and php code are all possible at any location in your site. Because of this flexibility, the sky is the limit on your design options. Working with SimpleUpdates designers means you will have the utmost in capability and options when looking at your design options.

Cost

In the current economy, cost is often one of the first factors to consider. We suggest a website design budget of \$1000. for sites where the customer has a clear picture of what they want and what elements they want to include. Multiple design options and repeated revisions take more time and therefore cost more. When we get the particulars of your project, we are glad to provide a custom quote for your particular specifications. We can also customize a standard template with your unique images for much lower costs if cost is a concern.

A custom design includes:

- Design questionnaire and interview, including up to three hours of consultation
- Two home page designs for you to choose from
- Two rounds of revisions based on your chosen design
- Three templates produced: home, article, admin
- Ten custom photos incorporated into your site (stock photos at market price)
- Rollovers included if desired
- Three rotating features included if desired

Extras available:

- | | |
|------------------------------------------|--------------------|
| • Additional photo placement | \$20 each |
| • Additional feature items | \$20 each |
| • Hard coded drop down menus | hourly rate |
| • Stock photos | cost + search time |
| • Flash, javascript or php coding | hourly rate |
| • Additional consultation or design work | hourly rate |

To Do Tasks

We suggest that you download and read our Pre-sales Help Guide, which will give you an introduction of some of the site items you will need to decide and tips for signing up for your SimpleUpdates account. All of our guides are available at <http://help.SimpleUpdates.com>. In addition, we would like to have you fill out as much of the following questionnaire as possible to help us in the design discovery process. The clearer your image of what you want, the easier it will be for our team to produce it.

Site Questionnaire

1. List 5 or more websites that are similar to what you want, and explain what you like about each:

2. Who is your competition (or a comparable site)? What do you like or dislike about their site?
3. In one sentence, what is the purpose or idea you are trying to communicate via your website?
4. What colors and type of images do you envision for your site?

5. Who is your target audience, and what features would they expect on your site?
6. Do you have any existing promotional materials for a reference? (We would like a copy.) Also explain if the website should correspond or divert from these previous design elements.
7. What images are planned for the site? Will you provide them or will you want us to locate them from stock sources? List what categories or aspects should be included in the imagery.
8. On a separate sheet, write down your sitemap, in outline form. Include the home page and main navigation pages and as many subpages as you can.
[] check when complete
9. What is your budget?
10. Who will be a part of the design approval process? If a committee, who will be the contact person for the project? and list their contact information.
11. Do you have a design width preference? Explain.
12. Do you have any navigation menu preferences? Explain.
13. Do you know of any special features that will be needed on the site, such as a media player, etc. If so, clarify your placement ideas.
14. Do you want a search function? and if so, on all or selective pages?
15. Do you have a desired time line for your site launch? If so, include the details here.