

Biomedical Data Solutions

Website Design & Build
Proposal & Budget Costs

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Overview

With new ownership and having been re-launched as Biomedical Data Solutions, the company now requires a website that reflects the new branding, promotes the range of services available and acts as an engaging resource for both potential prospects and existing customers.

Specification and site structure

The new site will incorporate key information from the existing Stratec site (although excluding corporate elements associated with the previous group structure). In addition, you wish to echo the type of content (in terms of key headings) from competitor Data Innovations. This will mean that at least some of the pages will need to be “content-managed” (eg. News, Careers, Events etc.) allowing you to add/edit content as and when required. The requirement is for a leading edge, online solution that will impress potential clients and provide them with the information and resources they need both now and in the future. To this end, we have also included within this proposal some additional, optional features which form part of your wishlist.

Suggested site content and structure:

Home (overview to your services and capabilities with links to key areas and Secure Client Area Login)

About section (consisting of an overview page, Events, Careers, News)

Solutions section (incorporating overview page, then separate pages for Consultancy, OEM Software, Middleware, Full System Solution)

Products section (incorporating overview page, then separate pages for product overviews/case studies Aurora and Ortho Connect)

Resources section (Downloads, Videos, Webinars)

Support (Support overview, Link to Secure Client Area, Link to contact form)

Contact (enquiry form)

Note: sections with subsection pages would use a dropdown system on the navigation bar.

Design

It is important that the design and imagery convey the impression of a modern, high-tech, forward-thinking business. From a visual/navigational point of view you would like something along the lines of:

<https://www.conceptdatasolutions.co.uk/>

Branding

The new Biomedical Data Solutions logo would influence the style, colour scheme and font usage on the new site.

Functionality

The site itself would be mobile-friendly, adapting automatically to both desktop and current mobile devices. We have broken down any additional features, from a costing point of view, to help you establish the final requirement (see page 12).

Content Management System

Our bespoke, in-house-built Content Management System (CMS) offers a range of features to help you quickly change, manage and create content on your website.

We have a selection of default modules which offer the ability to have specific elements of your website completely managed via an online control panel that sits on the back-end of your website.

Some of our common default modules include news, articles, case studies, content pages, downloads, and image galleries among others.

As our CMS is built from the ground up, we can potentially build any module which is required to manage content on your website, created specifically to meet your requirements.

The key areas that we anticipate you will need for your site are as follows:

Content Pages

The content page manager allows the user to create multi-level content pages within the website, this means that pages can have many “sub-pages” or “children” allowing for more in-depth content to be created and categorised by a top level page.

The content page manager can contain banners, images, downloads and links as well as a rich text editor which allows the user to create website text which can be styled to show headings, tables, and lists, as well as utilising different font styles (italic, bold, underline).

Ancillary Pages

The ancillary page manager contains all the features of the content page manager with the exception that pages cannot be multi-level. The page manager is predominately used for creating ancillary pages such as about us, privacy policy, cookie policy etc.

The CMS differentiates these pages on the frontend of the website and therefore they can be tailored to only be shown in specific menus as required e.g. only shown in the footer of the website.

Brochure Downloads

This would form part of the CMS and would allow the user to log in and upload brochures and other public-facing downloads as and when required. The downloads manager would ask for specific details such as the title, description, document type and the file itself.

The downloads would be organised by type and name. There would also be the option to hide downloads. Hiding a download allows the user to upload the document ready for release without actually putting the document live. When the document is ready to go live it is simply a case of switching the download to be active.

Careers Manager

The careers manager would allow the user to create vacancies and career opportunities for the website. The careers would be displayed on their own unique page and would be ordered chronologically by date.

The careers created in the system would include information such as title, description, downloads (application forms, job descriptions), job type (permanent, temporary), closing date, listing date, and contact details.

There can also be a facility for candidates to apply via email.

News Manager

The news manager would allow the user to create news articles for the website. News articles offer a rich text editor allowing the user to style the text with headings, links, images, and downloads.

The news articles will be ordered chronologically by date. The news manager also offers the ability to set and change the date on which the news article was published, allowing historical articles to be created easily.

Events Manager

The events manager offers similar functionality to the news manager, where the user is given the ability to create events detailing the title, description and date.

As with news articles, events are listed chronologically and have the ability to show links, images, and downloads within their on-page content.

Enquiries Manager

The Enquiries manager offers the ability to track and trace any enquiries sent via the website enquiry form. When an enquiry is submitted to the website it is captured in a database. The website will also send an email to the administrator with the details submitted by the customer.

Each enquiry that is stored in the database can be viewed via the CMS. The enquiries will be listed in chronological order and will display their current status (submitted, acknowledged, chased, won, lost).

The system offers the ability for the CMS user to update the status of the enquiry. When an enquiry has been read and is being actively followed up, the status can be changed and the user who has carried this out is logged in the system, along with the date on which this occurred.

Enquiries will show the length of time they have been active e.g. "Sent 2 days ago". When an enquiry is complete, the user will have the ability to mark the

enquiry as won or lost.

If an enquiry is won then the value of the enquiry can be entered. If the enquiry is lost, this information is omitted.

From the list of enquiries the user can filter to see how many enquiries have been won and lost. Reports can be generated based on this information such as the value of the won enquiries per month.

The system also offers the ability for the enquiries to be exported. The export button generates a CSV file containing all the enquiries. If a filter is active - such as won or lost - then the export feature will only export enquiries of that status.

Secure Client Area

The secure client area will offer customers a way to access their documents securely via the website. The portal will make use of a login / registration system in order to set-up and allow customers to access the system.

The front-end of the system will provide customers with four specific features:

1. Access to their documents
2. Access to their customer details (address, contact details)
3. Ability to reset their password
4. Ability to contact you via a form for account changes & queries

The administration area of the portal will allow full control over all accounts registered for the portal. Administrators will have the ability to do the following:

1. Assign documents to customer accounts
2. Change customer details (address, contact details, email)
3. Block customers from accessing the system
4. Approve or decline new registration requests
5. Create customer accounts
6. Create additional administrators
7. Reset customer password
8. Create notifications for customers

Customer Accounts

Registered customers will be able to access the secure client area via a dedicated link on the website. This will lead them to a login form which will request their

registered email address and password in order to log in to the system. There will be options to register for an account and for the customers to reset their password if they require. The password reset feature will send an email to the customer which provides a link to reset their password. If the link is not clicked within a certain time frame it will expire and a new request will need to be made.

Document Management

The portal will have an administration area which will allow a user to attach documents to specific accounts created in the portal. Each user can have as many documents as required attached to their account.

As soon as a new document is added to a user's account they will be able to access it via their portal login by simply refreshing the page.

Documents will only be downloadable via the account that they are assigned to. Any other requests for the document will be blocked, apart from administrators who can control all documents via the document manager.

Customer Notifications

The administration area of the system will also offer a way to send notifications to all users currently registered with the portal. When a new notification is created, a title, description, start and end date is requested from the user.

When the notification is saved, the title and description will be shown to the user on the portal homepage from the start date until the end date is reached on the notification.

Multiple notifications will be displayed one after the other on the homepage. This can be useful to inform users of changes such as contact numbers or updated opening hours.

Customer Request / Query

As well as access to their documents, customers will be able to submit a query or a request for their information to be changed in the portal. The web form will ask the customer if their request is a change of details or if it is a query with their login/account.

Once the customer has filled in the required information on the form, it will be

sent via email to the administrator of the portal. The administrator can then update the customer details in the portal administration area or contact them regarding their query.

Customer Login

The login mechanics will offer several features to improve security ensuring that customer data is kept safe. The strength of customer passwords will also help to improve this.

In order to achieve the most stringent security measures it is important that customers do not share their account information and that they use the most up to date browser software for the highest level of security.

Our login system provides several security measures such as:

- Brute force prevention (Several failed login attempts temporary lock accounts out)
- Secure password storage techniques
- SSL encryption of form data
- Ambiguous notifications (e.g. "If the account exists a password reset link will be sent.")
- CSRF protection (Cross Site Request Forgery)
- Minimum password lengths
- Adjustable password criteria (e.g. must have 1 upper case, 1 number and a special character)

Customer Registration

Customers who do not have a login can request access via a registration form. This form will have protection against spam via a CAPTCHA to ensure robots cannot attempt to create several accounts.

Each new account registration request will notify the administrator via an email message. The administrator will be required to login to the portal and verify the account before it becomes active. Until the administrator has completed this step, the account cannot be accessed.

When the account is activated, the customer will receive an email notifying them that their account is now active (via the email address they provided at registration).

Webinars Page

For the purposes of this proposal, we will assume that you will be signing up to your own, dedicated webinar system (such as Webex). The webinars page acts as an entry point to the third party system.

Online Webinars will be created as events on the website and these will be creatable via the administration area of the website. Administrators will have the ability to add detailed information about the event including the title, date, duration, description, key points and any further information such as downloadable documents and useful links.

The webinars will be displayed in chronological order on the front-end of the website. Each webinar will have a link to allow the customer to sign up for the webinar. The web form will ask for the customer's full name, company and email address. This information will then be passed on to the administrator via email message, when the form is submitted.

Depending on the software that has been selected to run the webinars, it may be possible to directly link customers to the sign up form for the webinar in the selected system. This would require additional investigation once an appropriate system has been decided.

Additional Services

Photography & video

For the purposes of this proposal, we will assume that all photography and video will be supplied in a suitable ready-to-use format. We can quote for both aspects should you wish to supplement existing content.

Search engine optimization

We follow current good practice for website development in order to construct your website in a manner which gives your website the best possible chance of being found online for the services you offer. As with any website, search engine ranking depends on many factors including market competition and website content. We cannot guarantee a high level position on search engine listings but we can offer additional services to help drive more traffic to your website if required.

Hosting

You may wish to continue using your existing website hosting, however, we have provided a separate figure for hosting within the budget costs detailed in this document.

Security Certificate

Your existing site is encrypted for security. If we were to host the website, we can provide you with a standard security certificate for an annual cost of £30.00 + VAT. This will provide users with peace of mind when visiting your site and ensure that - where applicable - any information entered into the site is secure.

Support

In the unlikely event that there is a problem with your website we will normally respond within one hour during office hours and we will always endeavour to resolve any issues within our control as quickly as possible. If the issue is at server level then remedial action will need to be taken by the hosting company. If the website is hosted by us, our server is monitored around the clock to identify and resolve any issues that affect the website being delivered to users.

Compatibility

Browser support

All web builds are constructed with today's modern browsers in mind. This enables us to implement latest web technologies and trends to help enrich the user experience.

Browser support can be found below and where applicable includes Desktop, Tablet and Mobile versions both on Mac and Windows.

- Chrome
- Firefox
- Safari
- Internet Explorer Edge 12+
- Internet Explorer 11

Responsive by nature

To help future proof all web builds, we implement a responsive structure by default.

This enables your site to automatically adjust and scale dependent on the mobile/tablet device begin used.

We support today's most common mobile browsers based on iOS and Android operating systems.

Framework Foundations

All code is handwritten and bespoke to suit individual project requirements. We use only industry standard markup to comply with today's web compliances. We do not use off the shelf solutions or templates.

Budget Costs

| | |
|-----------------------------------|----------|
| Responsive website design & build | £3950.00 |
| Brochure Downloads Manager | £300.00 |
| Content Page Manager | £300.00 |
| Ancillary Page Manager | £300.00 |
| Careers Manager | £250.00 |
| News Manager | £250.00 |
| Events Manager | £250.00 |
| Enquiries Manager | £500.00 |
| Webinars Page Manager | £500.00 |
| Secure Client Area | £1800.00 |

Optional Extras

| | |
|----------------------|-------------------|
| Hosting | £225.00 per annum |
| Security Certificate | £30.00 per annum |

Ad hoc updates

Any changes or updates following completion of the site will be quoted based on the work required, using a standard hourly rate of £60.00 per hour. As an example, most minor content changes or the addition of a news story and image, for instance, would fall within the £60.00 bracket.

For quotation purposes we will assume that all text content is supplied.

The above costs do not include photography or video which will be quoted separately once full requirements are established.

Sourcing and downloading of Library images is normally charged at £15.00-£25.00 per image, however some images may be more than this if we need to obtain them from a specific source.

All prices are subject to VAT.

It is our standard practice with all website projects to invoice 50% on commission and the balance on completion of the project, when the site is ready to launch.

Why Choose Us



Our designs are unique

Unless you specifically request a low budget option we don't use "off-the-shelf" templates. Each design is built by us, to meet your individual needs – so it won't just look like the run-of-the-mill websites you see everywhere else.



We quote for what you need

No two quotes are ever the same because each customer has their own set of requirements that affect the way the site looks and functions. We always recommend what we think works best for your business, so if you do seek an alternative quote, make sure they are quoting on a like-for-like basis (and that includes giving you a unique design!)



Content is king

The written content within your website is just as important as the design and functionality. The way you communicate information about your products and services is a vital factor in whether they choose to stay on your site and, ultimately, whether they place an order.

Using words and phrases that are relevant to your business will also help your site to be found for these terms via search engines.

Because you know your business better than anyone else, it is always easier if you provide the basic text content for your website, however, we are happy to help with this process as it is often the aspect that tends to delay projects more than any other.

This will involve talking to establish key information, looking at other industry-related websites, and writing text that works best for the visitor's experience as well as the search engines.

A separate quotation will be supplied upon request.

Why Choose Us



Here to help

We aren't just here to sell you one product and say goodbye, we like to develop long-term relationships with our customers. That's why we will talk you through your project from start to finish and we will always be pleased to try to help with any issues that you experience with your website later on. Sometimes there are issues relating to things like website hosting or email that are outside our control – we can't always help you with those but will endeavour to point you in the right direction.



Approving your website

You will be shown your website at key stages throughout the design and build process. We work closely with you to ensure that every aspect of your site meets your requirements. When the site is completed we will allow up to two rounds of reasonable amendments within the cost (normally just tweaking text or a picture here and there). If there are further alterations to the finished content we will advise you of any additional costs.

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Print.
Branding.
Creative.



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