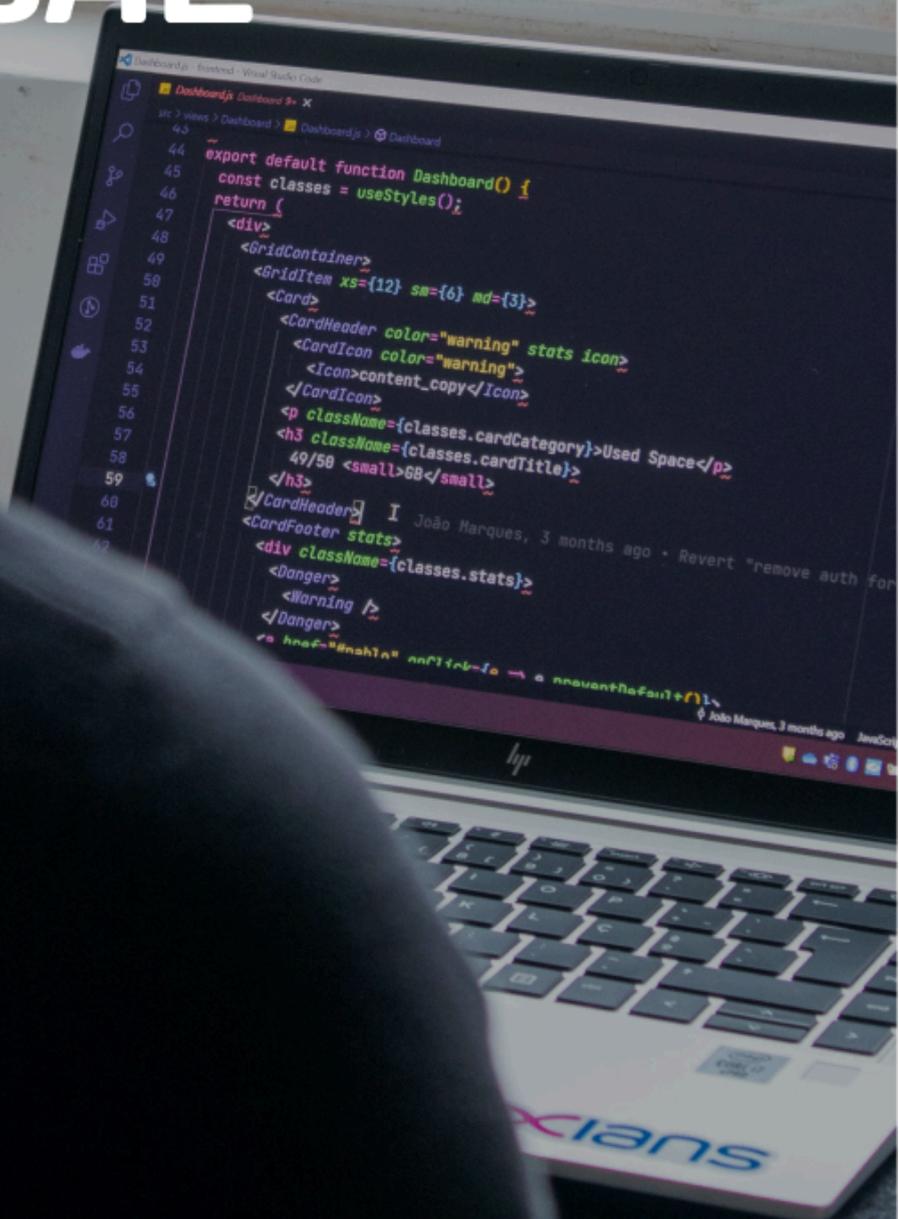


WEBSITE DESIGN & DEVELOPMENT PROPOSAL



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Proposal #:BAFCCB82625B4226

Issued At:18.03.2026

Valid Until:01.04.2026

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EXECUTIVE SUMMARY

PixelCraft Digital Agency is pleased to submit this comprehensive proposal for the design and development of a modern e-commerce platform for Artisan Collective Inc. Our solution will empower local artisans to showcase and sell their handcrafted products while providing customers with an engaging, seamless shopping experience.

Project Vision:

Transform Artisan Collective from a physical marketplace into a thriving online destination that connects conscious consumers with talented local artisans. The platform will celebrate craftsmanship, tell compelling maker stories, and facilitate secure transactions while maintaining the authentic, community-focused brand identity.

Why PixelCraft:

With 8+ years of experience in e-commerce development and a portfolio of 50+ successful marketplace launches, PixelCraft brings the technical expertise and creative vision needed to bring your platform to life. Our team has delivered similar projects for boutique retailers, achieving an average of 40% increase in online sales within the first six months.

PROJECT SCOPE & DELIVERABLES

This proposal outlines the complete design, development, and launch of a custom e-commerce platform built on Shopify Plus, tailored specifically for Artisan Collective's unique business model and brand aesthetic.

Phase 1: Discovery & Strategy (Week 1-2)

- Stakeholder interviews and requirements gathering sessions
- Competitive analysis of similar artisan marketplaces
- User persona development and customer journey mapping
- Technical architecture planning and platform selection validation
- Content strategy and information architecture development
- SEO strategy and keyword research

Phase 2: Design (Week 3-6)

- Brand identity refinement and digital style guide creation
- Wireframing for all key pages and user flows
- High-fidelity mockups for homepage, product pages, artisan profiles, and checkout
- Mobile-responsive design for all breakpoints
- Custom iconography and illustration suite
- Interactive prototype for user testing and feedback

Phase 3: Development (Week 7-14)

1. Custom Shopify Plus theme development with advanced features
2. Multi-vendor marketplace functionality implementation
3. Artisan profile pages with story-telling capabilities
4. Advanced product filtering and search functionality
5. Secure payment gateway integration (Stripe, PayPal, Apple Pay)
6. Inventory management system for multiple artisans
7. Customer account portal with order history and wishlists
8. Automated email notification system
9. Blog and content management system
10. Analytics and reporting dashboard

Phase 4: Testing & Launch (Week 15-16)

- Comprehensive quality assurance testing across all devices
- User acceptance testing with artisan and customer groups
- Performance optimization and speed testing
- Security audit and SSL certificate implementation

- Content migration and product data upload
- Staff training on platform management
- Soft launch with limited audience
- Full public launch with monitoring

Post-Launch Support (Week 17-20):

30 days of post-launch support including bug fixes, minor adjustments, performance monitoring, and technical assistance for your team.

Portfolio



Quotation

#	Title	Quantity	Price	Total
1	Discovery & Strategy Stakeholder interviews, user research, competitive analysis, technical planning, and content strategy development	60 hr	\$175	\$10,500
2	Information Architecture Sitemap creation, user flow diagrams, navigation structure, and content organization strategy	24 hr	\$165	\$3,960
3	Brand & Design System Digital style guide, color palette, typography, iconography, and component library creation	40 hr	\$185	\$7,400
4	UI/UX Design Wireframes, high-fidelity mockups for all key pages, mobile responsive designs, and interactive prototypes	80 hr	\$175	\$14,000
5	Front-End Development Custom Shopify theme development, responsive implementation, animations, and cross-browser compatibility	120	\$165	\$19,800
6	Back-End Development Multi-vendor functionality, payment integration, inventory system, user authentication, and API development	100 hr	\$185	\$18,500
7	Payment Gateway Integration Secure payment processing setup for Stripe, PayPal, and Apple Pay with fraud protection	24 hr	\$175	\$4,200
8	Email System Setup Automated email notifications, transactional emails, marketing integration, and template design	12 hr	\$155	\$1,860
9	Content Management Blog system, content editor training, SEO optimization, and content migration from existing sources	36 hr	\$145	\$5,220
10	Performance Optimization Page speed optimization, image compression, code minification, CDN setup, and caching implementation	32 hr	\$175	\$5,600
11	SEO Implementation On-page SEO, meta tags, schema markup, XML sitemap, robots.txt, and search console setup	24 hr	\$200	\$4,800
12	Launch Support Final deployment, DNS configuration, SSL setup, monitoring, and immediate post-launch support	24 hr	\$165	\$3,960
13	30-Day Post-Launch Support Bug fixes, minor adjustments, performance monitoring, and technical assistance (included)	1 FREE	\$0	\$0
			Subtotal (excl. taxes)	\$99,800
			TAX 8.1% exclusive	\$8,083.8
			Total	\$107,883.8

TERMS AND CONDITIONS

4.1 Proposal Validity: This proposal is valid for 30 days from the date above. The 8% early commitment discount is available if contract is signed within 14 days.

4.2 Payment Schedule: Payment will be structured as follows: 30% deposit upon contract signing (\$36,023.52); 30% upon completion of design phase (\$36,023.52); 30% upon completion of development phase (\$36,023.52); 10% final payment upon successful launch and client approval (\$12,007.84). All payments are due within 15 days of invoice date.

4.3 Project Timeline: Estimated project duration is 16 weeks from project kickoff, with an additional 4 weeks of post-launch support. Timeline assumes timely client feedback and approval at each phase milestone. Delays in client feedback may extend the timeline accordingly.

4.4 Scope Changes: This proposal is based on the scope outlined in Section 2. Any additional features, pages, or functionality requested after contract signing will be quoted separately as a change order. Minor revisions within each phase are included; major revisions may incur additional fees.

4.5 Client Responsibilities: Client agrees to provide: all necessary content, images, and brand assets within agreed timelines; timely feedback and approvals at each project phase; access to existing systems, accounts, and platforms; designation of a primary point of contact for project communications.

4.6 Intellectual Property: Upon final payment, all custom designs, code, and deliverables created specifically for this project will be transferred to the client. PixelCraft retains the right to use the project in our portfolio and case studies. Third-party tools, plugins, and frameworks remain subject to their respective licenses.

4.7 Revisions: Each phase includes two rounds of revisions. Additional revision rounds will be billed at \$165/hour. Revisions must be requested within 5 business days of deliverable presentation.

4.8 Third-Party Costs: This proposal does not include third-party costs such as: Shopify Plus subscription (\$2,000/month), domain registration and hosting, SSL certificates, stock photography or fonts, paid plugins or extensions, payment processing fees. Client is responsible for all third-party service fees.

4.9 Post-Launch Support: 30 days of complimentary post-launch support is included. After this period, we offer ongoing maintenance packages starting at \$500/month or hourly support at \$165/hour with a 2-hour minimum.

30 days post-launch. This warranty does not cover issues caused by client modifications, third-party plugins, or hosting environment changes.

4.11 Cancellation: Either party may terminate this agreement with 14 days written notice. Upon termination, client will be invoiced for all work completed to date at the rates specified in this proposal. Deposit is non-refundable after project kickoff.

4.12 Questions: For questions about this proposal or to discuss any aspect of the project, please contact Sarah Thompson, Project Director, at (415) 555-8900 or sarah@pixelcraft.com.

Our Clients



Signature Cabinetry

Beautiful Cabinetry creates high-end, custom kitchen and storage solutions with a focus on craftsmanship and design detail. We developed a visually rich website that showcases their projects through large imagery, elegant layouts, and smooth navigation—helping potential clients explore styles, materials, and get inspired for their own spaces.

Pro Cleaners

Pro Cleaners provides reliable residential and commercial cleaning services with a focus on quality and consistency. We built a clear, conversion-driven website that emphasizes trust, service transparency, and easy booking—using simple navigation, strong calls-to-action, and approachable visuals to attract and convert local customers.

Software Brothers

Software Brothers is a modern software development company specializing in custom business solutions and scalable web applications. We designed a clean, tech-forward website that reflects their engineering expertise, highlights key services, and builds trust with enterprise clients through structured content, case studies, and a strong product-focused visual identity.