



BOUNDLESS

design & marketing

Website Design

Mobile Solutions

Online Marketing

Web Project Proposal

Cobblestone Home Owners Association

Proposed by:

Boundless Design & Marketing

10501 E. Seven Generations Way

Suite #201-06

Tucson, Arizona 85747

ABOUT US

Boundless Design is a locally owned and operated website development company that specializes in custom web design, responsive web development, mobile app design, custom web solutions and online marketing. We're a small team of designers and developers that are passionate about providing high quality work that has lasting impact to your company or organization.



What We Have Built

Boundless has launched hundreds of websites since its inception in 2012. We've worked with clients from nearly every sector in the market from small single owner businesses to Fortune 500 companies such as Cisco.

<http://usava.com>

<http://wienekelawgroup.com/>

<http://gemformulas.com>

<http://nurturesmart.org/>

<http://tucsonherpsociety.org>

<http://uroassociates.com>

<https://theunflippers.com/>

<http://plasticsurgicalspecialists.com>

<http://tucsonbariatric.com>

<http://americanmedicalcompliance.com/>

References available upon request

What Sets Us Apart

Our ability to stay nimble is one of our defining features. This company was started straight out of coming from a corporate America environment. Boundless was created with a vision to provide high quality services without corporate price tags and bloated processes. Our pricing is refreshingly straight forward in an industry that often feels it can set prices arbitrarily.

Our approach is highly consultative. In other words, we do not sit in front of you and present a set of predefined packages with set prices. We understand that each business has its own unique set of needs and our projects are developed with your long term goals in mind as a custom tailored solution just for you.

PROJECT SUMMARY

The overall project that is being proposed is the design and development of a professional website for the Cobblestone Home Owners Association that will be clean, modern and create a platform that allows the residents to log in and communicate through the website.

Our primary objective is to first create a site that the Client owns and is not dependent on which company they are working with. Secondly, a website that is capable of being changed and improved upon without needing to be completely rebuilt if additional features are required in the future. Our approach is to put the website into the complete control of the Client so that they are not beholden to any specific company to take on and maintain the site, nor will the website disappear if they change providers.

The sections below describe our standard configuration for these types of websites based on the needs of other communities that we have worked on. Please note however that these do not represent the extent of any additional capabilities, so if any additional needs arise the software platform is most likely capable of adapting to meet those needs as well.

CONTENT MANAGEMENT SYSTEM

A Content Management System (CMS) is a framework that the website is built upon to enable easy access to the website through an online dashboard. This allows the Client's staff to gain access and control most aspects of the website such as editing and creating new pages, adding new blog articles, creating online forms, manipulating menus and changing banner images through an eat-to-use web editor that requires no software and minimal training. We have extensive experience in industry standard CMS frameworks such as Wordpress, Expression Engine and Craft.



We believe that Wordpress makes the most sense as a platform because of it's easy to use interface to add and remove pages, manage menus and provide support for those that don't need to edit code to make basic page changes.

STANDARD WEBSITE FEATURES

The website will include the standard features that any modern website today should offer users, specifically those in an HOA that will have specific features unique to that organization type.

Members Area

The website will be split up into two distinct areas: those for the general public and those that must be logged into before content can be viewed. Once a user goes to a page that requires a login, the website will display a login form before they can view that information.

Responsive Design

Modern websites today require the ability to adapt to devices such as tablets and phones. The website will be built from the ground up with mobile in mind. This design methodology is called “Responsive Design” and simply means that the website will be built to respond to the device that is viewing it. The entire website will include every feature on mobile devices that desktop users have access to.

Event Calendar

We’ll be integrating an event calendar that will provide you with the flexibility to add any number of events so that members can view it as a normal calendar, summary or they can sync those events with their own calendars if they are using a platform that supports it.

Web Form Engine

We’ll be implementing a powerful enterprise level contact form manager into the website called Gravity Forms that works directly with the Content Management System. Gravity Forms allows the creation of different form types that are customizable that includes tracking data, API support and much more.

Page Management

Once the website is completed, there is literally no limit to the number of pages that can be added to the system. Managers can log into the website and manage content through a web interface that works similar to Microsoft Word. Additionally we’ll have easy to manage areas for things like documents, galleries and much more.

Post and News Management

The website will be built upon a platform that is designed to provide ongoing information to visitors and as such we will be able to log into the dashboard and add news items easily that will then be displayed on the Resident’s Homepage. These can be configured in nearly any way depending on the needs of the community and how they would like information to show up in the members section.

Self Managed Registration and Password Reset Capabilities

Members will be able to register with the site with their own email and desired passwords, and then log into the system without needing to contact someone if they forget the global login credentials. This also includes the addition and creation of self registration forms that will be sent out to the members.

Online Directory

Once users are managing their own profiles, they will be able to opt into an online members directory and show information they want to share with other home owners, such as phone number, address and email.

Online Document Repository

Residents will be able to easily access documents through the website that include meeting minutes, arc guidelines, CC&Rs and more. Addition documents are easily handled through the editing interface.

Email Capabilities

Because users will be individually registered with the website, we could integrate a member email system that could send out notifications if important information is added to the website.

WEBSITE HOSTING

We'll work closely with the Client to determine which hosting platform will be suite their needs. We work with a variety of different providers and can recommend choices that make sense not only for now, but expanding in the future. We also help make decisions based on long term costs that include 3rd party components like website security (SSL) and other optional add-ons that can add up in a traditional environment.

Once we've set up the website on the hosting platform, it can be managed and updated by the Client so that they maintain control over it going forward.

PROJECT TIMELINE

A project of this size and scope we would expect to be able to complete within 3-5 weeks to complete depending on how quickly we can generate content, such as forms or documents, that need to be put into the site prior to it's launch.

- Week 1 - This will primarily focus on the visual design. We'll put together a mockup based on initial preferences provided by the Client. We can change this design before it is committed online that include textures, colors, photos and more.
- Week 2 - this is split into two areas. The first is content. We'll work with the HOA manager along with any board members that have access to content to determine what information will be on the website when it launches. This also includes documents that we want residents to access. Second is the technical aspect of putting the site together on our server so that we can build it in real time.
- Week 3/4 - we'll be implementing the content that has been gathered and create all of the functional mechanisms such as the members area, member management, initial page structure, etc.

Once the above tasks are complete, we typically go into a small "review phase" which we ensure all the information on the site is accurate prior to launching the site. Launching will occur when the site comes online and we invite the residents to create their accounts so they can begin using the site.

PROJECT COSTS

Below is a breakdown of the costs based on the final website type, whether it is a global login or single individual login as the primary architecture. Please note that if you would like to add more features down the road, we simply need to put in the work required and it wouldn't require re-designing any part of the site to accomplish this.

Services Summary	
Visual development	
Final design convention into HTML	
Installation and customization of the CMS platform with the hosting provider that will be setup and configured	
Creating the members area and developing the functionality around logged in and logged out content	
Developing and formatting the page content	
Creation of online registration and management forms	
Individual Member area creation so that it's unique to each login	
Online Member Directory with the capabilities to opting in with specific information	
Email communication integration	
Mobile responsive design final testing and tweaking	
Project Total	\$ 2,500

PROJECT ACCEPTANCE

TERMS

- 50% of the total project investment is due immediately prior to any work that can be started.
- The remaining 50% of the project will be invoiced once the website is officially completed which is marked by the project launch.
- All creative design rights will be transferred from Boundless Design and Marketing to the Client upon final payment. Boundless Design and Marketing however reserves the right to use the website as a portfolio piece.

Name: Alan LaFever

Signature: 

Date: 7 May 2020

Position: Cobblestone HOA Board President