

LETTER OF *intent*

March 14, 2023

Christine Witulski
Executive Director
Besser Museum
Alpena, MI 49707

Dear Ms. Witulski,

I am pleased to submit this proposal on behalf of my team of digital designers and web developers to upgrade the Besser Museum (www.bessermuseum.org) website. My name is Mary Anne Graham and I have toured the Besser Museum with my family when we were visiting home in Alpena. I will never forget my first hand experience of warm welcome and friendliness at Besser Museum, an inspiration our team intends to take on in this venture, if given the chance.

As an adhoc team, we are a group of digital designers and web developers with specializations in web design, UX/UI, digital media, social media, SEO, and the likes. From our initial review of the website, we came up with the enclosed proposal which I am hoping you will find in order. If there are details you need clarified, please do not hesitate to reach out. It will be an honor to be in partnership in the upgrade of the website of Besser Museum.

Respectfully,

Mary Anne Graham
Project Manager
(361) 215-1856, mugraham@gmail.com



website upgrade
PROPOSAL



For Besser Museum

<https://www.bessermuseum.org>

Our team of adhoc digital media and website designers is pleased to propose a partnership with Besser Museum Organization, a museum in the beautiful town of Alpena Michigan, to update and upgrade its website. This project aims to make improvements on the infrastructure, layout, and aesthetics of the current website that will be undertaken in 4 phases of design and development. Improvements will be directed towards an upgraded website which aims for online visitors to have a similar experience of genuine customer service that is welcoming, friendly, and accommodating to those who come visit the museum.

The team places the customers and users persona in the forefront of its design and development efforts. Pleasant user experience, ease of use, and simplified navigation are a few of the many vital factors that will be addressed in the process. The following page gives detailed description of the 4-phase development game plan in general.



DEVELOPMENT GAMEPLAN

<p>PHASE ONE</p> <p><i>leveling expectations</i></p>	<p>Week 1:</p> <ul style="list-style-type: none">• Conduct a study on the website's responsiveness to its users' intents.• Determine areas where improvements are strategic and impactful.• Establish brand identity.
<p>PHASE TWO</p> <p><i>infrastructure & aesthetics</i></p>	<p>Week 2</p> <ul style="list-style-type: none">• Re-align website structure and categories.• Initiate structural and aesthetic improvements per brand identity guidelines.• Social media audit report and recommended strategies to strengthen social media presence.
<p>PHASE THREE</p> <p><i>content development</i></p>	<p>Weeks 3-4</p> <ul style="list-style-type: none">• Implement content enhancements per branding.• Recommend new and additional contents• Optimize website to improve speed and discoverability.
<p>PHASE FOUR</p> <p><i>post-development evaluation</i></p>	<p>Weeks 5-6</p> <ul style="list-style-type: none">• Client test run at 3-rates of completion (30%, 75%, and 100%).• Go Live and complete turnover acceptance of deliverables.

SERVICE FEE & CONFORME



For above work scope, completion period will be 6 weeks, billable hours will total to 120 at \$130.00/hour. Total service fee for this project then amounts to FIFTEEN THOUSAND SIX HUNDRED DOLLARS (\$15,600.00).

Progressive billing will be observed, as follows:

- 30% (non-refundable downpayment) to be billed upon signing of contract agreement or conforme section below. Simultaneously, client will receive survey tools and questionnaires to initiate phase 1 of the development game plan.
- 50% billed upon completion of phases 2 and 3 project deliverables.
- 20% final billing upon completion of phase 4 project deliverables.

Payment is expected to be collected within 7 days from date of billing.

CONFORME

Affixing signature below would mean acceptance of the scope and conditions of this proposal.

Date _____