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# Website Design Project

## Delivery timeline & terms

There are multiple ways to submit a project request. You can answer the project brief questions via [Website design project request form](#) linked inside the footer of the website, or use a proposed PDF template and attach your responses to your email message. Alternatively, you can contact me directly with a custom inquiry.

The final deliverable will be a website project design file prepared for the development stage. The design will be created and presented on **Figma** - a collaborative web application that is a common and reliable tool amongst interface designers.

The estimated project timeline is flexible, as it varies based on each client's needs and is determined at the beginning of the project.

Delivery timeline –

Ø **First contact**

Starting with a kick-off meeting to discuss details, fill out the project brief, introduce the client to the terms, decide and confirm the initiation of the project.

Ø **Project proposal verification**

Reviewing and signing the project proposal. This marks the official starting point of the project.

○ **Defining information architecture**

Creating a simple sitemap diagram to showcase the content of the future website.

○ **Collecting website design examples**

A set of website design examples illustrating different visual styles is prepared to support the upcoming briefing.

○ **Briefing session #1: verifying design objectives**

Contacting the client to discuss the website structure and state expectations regarding the look and feel of the final product.

## ○ Assembling wireframes

Preparing the schematics of individual pages inside Figma.

## ○ Briefing session #2: wireframe audit

Consultation with the client focused on the page layout and placement of content.

## ○ Website design process

Designing the website pages with the completed processes in mind.

## ○ Briefing session #3: website design evaluation

The website mock-ups are showcased to the client for feedback.

Revisions (read *Additional services* section for more information)

## ○ Handing over the project file to the client

Preparing website mock-ups for the development stage, exporting the project, and delivering it to the client.

## **Additional services**

I can provide additional assistance beyond the project scope at an hourly rate (access [\*Services & pricing.pdf\*](#) for more information). This includes extra design work, design modifications, brainstorming sessions, and more.

## **User research**

Upon the client's request or as a general recommendation, user research is conducted in various forms to understand the potential user's needs. This is particularly advised for projects targeting a niche audience or addressing specific issues and requirements.

The estimated duration and final cost of this step will depend on the scope of the user research, which will be defined during the kick-off meeting.

# Terms

1. Payment structure: Option 1 – 25% at project initiation, 25% after wireframe approval, and 50% after the project is complete; Option 2 – 50% at project initiation and 50% after the project is complete. Accepted payment methods: bank transfer or PayPal. All payment negotiations must be completed before the proposal document is signed.
2. Additional assets, such as paid fonts, stock photos, third-party tools, are not included in the price. If such expenses arise, it will be discussed with the client before making any purchases.
3. If the freelancer cancels the project after it has started, the client will pay only for the produced work it intends to use.
4. If the client cancels the project after it has started, the client will pay for the time the freelancer has worked on the project. Even if the client does not intend to use the produced work.
5. If the client wants to apply an existing visual identity to the project, necessary resources such as guidelines, text copies, images and other elements must be provided at the beginning of the process.
6. The client owns all produced work. The freelancer's creation and all intellectual property rights associated with it are given to the client after the freelancer has been paid in full.
7. If the client appoints a representative handling design approvals at each stage, please note that I will coordinate the project exclusively through that contact. All individuals directly involved in the design process must read and sign the proposal document.
8. The client agrees to provide personal details required for invoice preparation.
9. The client must sign and pay each invoice, whether it is for the full amount or a deposit.
10. The payment due date will be agreed upon and specified in the invoice. If the client fails to make payment by the settled deadline, a late fee of 5% of the total amount will apply.