

Website Adjustment Proposal- Stage 1

Project Overview:

I have spend many hours developing a web site for a customer of mine who's business is to sell imported new boats from various American companies.

I have the need to develop more within a section of this site and I want expressions of interest and quotes on proposed changes within **Stage 1 below ONLY**.

The successful applicant **may** be given further work on the additional stages outlined below.

I currently don't have the time to dedicate to producing the pages within a suitable time frame.

Previous Development Applications:

Illustrator CS2 spliced with ImageReady, brought into GoLive CS2 with other images optimised through Photoshop and ImageReady. I'm using CSS to control text.

New Development Guidelines:

I have no preference to what protocols or applications are used to generate the following content, but I would like to keep it fairly simply, highly compatible to ALL Browsers types and platforms and optimised for fast viewing over slow connections. A Dreamweaver or GoLive developer would be preferred. And I'm open to the idea of Flash animated sections, or Java based controls. But if Flash is utilised then a "Non-Flash" equivalent will also need to be generated to offer viewers another option.

I would like the Designer to show Poetic license and put forward there idea on how this sub-content section will navigate and flow with the various information and pictures within each model.

Stage 1:

- Create 1x Sub-content page containing generic Brand specific information and graphics / images supplied, page will need to contain a master navigation window. Based on a master background image and header graphic with a contacts link, and About Us link.
- Master Navigation bar will have 2 brand specific categories and 2 additional section links. Category 1 will have 7 boat models. Category 2 will have 5 boat models.
- Develop a generic multi page template which will be utilised for ALL boats within the 2 categories, must contain master navigation bar, a master picture, links and or separate page with relevant boat model specifications, a picture gallery section of up to 8 pictures, a standard feature information section.
- Utilising template above create 4 individual boat specific pages full propagaion of relevant information and pictures.
- Utilising template above create "Under construction" versions for the remaining 8 boats
- Creation of a separate "Current Special Offers" template. Which will reside on the main contents page via a link. This page may contain basic boat information, costs etc for 4 models.

Stage 2:

- Complete "Under Construction" remaining 8 boats pages with full propagation of relevant information and pictures.

Stage 3: May not go ahead...

- Adjust appearance of main index page to include Flash Animations and attention grabbing features, with company information and links to the 4 brands of boats that this company Imports
- Adjust another Sub-content page of a separate Brand from my original design and standardise the display of 23 other boat models based around the new template created in stage 1 with updated content and pictures.

Content:

Because this customer is a reseller, they have authority to use and replicate content from an existing American parent company based website. Text and images may need to be sourced from the originating website. But ALL measurements will need to be converted from imperial into metric.

Time Frame expected:

Please outline your expected time frames to complete this project when applying. I would like stage 1 of this project completed within a 3 week period.

Successful Bid:

Should contain clear guidelines as to how they may achieve results, outline applications to be utilised. Be willing to supply ALL artwork files used to generate ALL items, graphics, backgrounds etc. Supply packaged up website from dreamweaver or GoLive so additional basic changes or type corrections can be made once finalised design is completed, and I have paid you.

Please also include an hour break down of time estimated to complete different sections and an hourly rate in US\$. URLs of existing site will only be sent to the winning contractor, to protect the sensitivity of me outsourcing this work.

If you require further information please contact me.