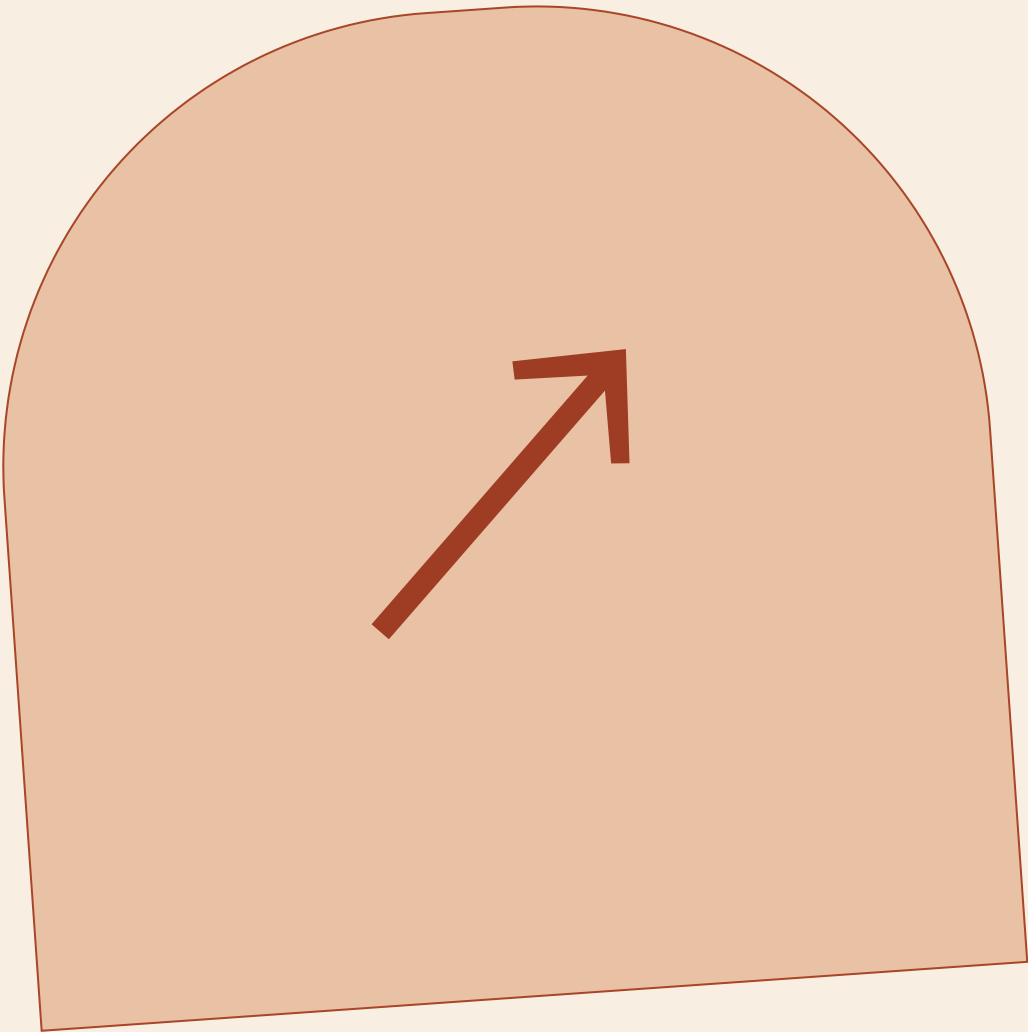


A PROPOSAL FOR CEDAR HOUSE / FICTIONAL CLIENT

A clearer front door

Make the membership offer understandable, help visitors choose a suitable plan and hand over a maintainable editorial website.

Prepared by Form & Field / fictional studio



Success needs an observable definition.

OFFER COMPREHENSION

4 of 5 pilot participants explain the plan difference.

Use a moderated task with five recruited participants. Treat this as an acceptance check, not a statistically representative conversion forecast.

EDITORIAL HANDOVER

An editor updates the three agreed content types unaided.

Observe a recorded handover exercise using the delivered instructions, then resolve blocking issues before acceptance.

Make the membership offer understandable, help visitors choose a suitable plan and hand over a maintainable editorial website.

A useful boundary is a generous thing.

INCLUDED

Information architecture and copy hierarchy for six public pages.

Responsive visual design and a reusable content-component system.

Accessible implementation, quality checks and an editor handover.

OUTSIDE THIS ENGAGEMENT

Payment processing, member authentication and migration of private account data.

Brand naming, photography production, localization and ongoing content operations.

Paid acquisition, conversion guarantees and third-party subscription fees.

Agree on what “done” means.

01

D1

Content & structure

Six-page sitemap and content hierarchy approved in one consolidated review.

REVIEWER / Client content lead

02

D2

Responsive website

Agreed pages operate at mobile and desktop sizes without blocking accessibility defects.

REVIEWER / Client project owner

03

D3

Editor handover

Editor completes the three content tasks using the supplied guide and training session.

REVIEWER / Client editor

How we will get there.

- 01

Clarify the choice

Map the questions visitors need answered before selecting a plan. Use supplied business rules instead of inventing a marketing promise.
- 02

Prototype the critical path

Review one complete mobile journey before polishing every page. Resolve structure and comprehension problems while changes remain inexpensive.
- 03

Build for the next editor

Keep content models small, write task-based instructions and verify an actual editing session before sign-off.

Progress is a series of decisions.

21 working days, beginning after the agreed kickoff conditions.

PHASE 01 • DAYS 1–5

Definition

Approve sitemap, page responsibilities and supplied copy sources.

5

WORKING DAYS

PHASE 02 • DAYS 6–17

Design & build

Approve the working responsive preview after consolidated review.

12

WORKING DAYS

PHASE 03 • DAYS 18–21

Verify & hand over

Complete acceptance checks, editor training and delivery sign-off.

4

WORKING DAYS

One team, clear responsibilities.

STUDIO DELIVERY LEAD

Own the implementation, review log and weekly progress note.
Report blockers within one working day.

CLIENT PROJECT OWNER

Provide one consolidated decision on each scheduled review.
Return feedback within two working days.

CLIENT CONTENT LEAD

Supply approved copy, rights-cleared assets and business rules.
Deliver the agreed content before phase 2.

The investment,
item by item.

SUBTOTAL • USD
\$14,850.00

LINE ITEM	QUANTITY / UNIT	RATE	AMOUNT
Content architecture D1	5 day	\$650.00	\$3,250.00
Design & implementation D2	12 day	\$750.00	\$9,000.00
Verification & handover D3	4 day	\$650.00	\$2,600.00

Tax treatment

Subtotal excludes applicable taxes. The final agreement and invoice specify the actual tax treatment.

Payment terms

Illustrative terms: 40% at kickoff and 60% on acceptance. Confirm the final schedule in the signed agreement.

What makes this plan possible.

- 01

The client provides one empowered decision owner and consolidated feedback at each review gate.
- 02

Approved copy and rights-cleared assets arrive before implementation begins.
- 03

The chosen hosting and content platform support the agreed site features without custom backend development.

New scope or changed assumptions require an agreed change before additional work begins.

Change is welcome. Surprise work is not.

- 01

Describe the change

Record the requested behavior, affected deliverables and reason. A conversation alone does not change the agreed scope.
- 02

Assess the impact

The studio provides a written effect on cost, sequence and acceptance criteria before implementing extra work.
- 03

Approve & update

The client decision owner accepts or declines the change. Update the delivery plan and preserve the decision record.

Surface the risk while it is manageable.

RISK & RESPONSE

Late source content

Review supplied content in phase 1. If a dependency slips, agree a revised sequence rather than silently compressing verification.

RISK & RESPONSE

Conflicting feedback

Use one client decision owner and a single review log. Record unresolved tradeoffs at the gate.

RISK & RESPONSE

Platform limitation

Prototype the critical editing behavior early. Escalate unsupported features before the implementation commitment.

THE NEXT AGREEMENT

Confirm the scope, decision owner and kickoff prerequisites.

DECISION OWNER

Cedar House project owner

REQUESTED BY

Before scheduling the kickoff

This presentation is a planning proposal. Approval, legal terms and contracting happen through the parties’ agreed process.