

A clearer route to a quote

Website redesign proposal for Harbor Tools

Prepared by Northline Studio

Harbor Tools

What buyers need

- 01 Find equipment specifications and request a quote in one journey.
- 02 Keep product information close to the quote request.

The proposed approach

- 01 Proposed: Organize the site around product selection and the quote request.
- 02 Proposed: Use a reusable product page so the team can maintain the catalog.

The first release

Included

Discovery, page planning and responsive website implementation.

Launch QA and an editing handover.

Outside this scope

Checkout and ERP integration.

Catalog translation and ongoing content production.

What the team receives

Stage	Deliverable
Plan	Page map
Design	Two representative layouts
Build	Product page and quote form
Handover	Editing instructions

Proposed delivery sequence

Week 1	Proposed: Discovery and page planning.
Week 2	Proposed: Design the representative layouts.
Week 3	Proposed: Implement the agreed page types.
Week 4	Proposed: QA and editing handover.

What Harbor provides

- 01 Approved product copy and images.
- 02 A contact who can review the work.
- 03 The proposed sequence starts after scope and content approval.

Acceptance criteria

- 01 The agreed page types and a working quote request flow.
- 02 Responsive layout and a documented editing walkthrough.

Project investment

Deliverable	Fee
Discovery and planning	USD 1,500.00
Design and implementation	USD 5,500.00
QA and handover	USD 1,000.00
Total	USD 8,000.00

Excluding tax. Hosting and third-party licenses are excluded.

Scope approval: USD 4,000.00
Handover: USD 4,000.00

Dependencies and cost boundaries

- 01 Review delays can affect the proposed schedule.
- 02 Hosting and third-party licenses are outside the quote.
- 03 No committed start date is included in this proposal.

The next decision

Confirm the scope and appoint a content review contact.

Proposed: Agree a start date after the required material is ready.