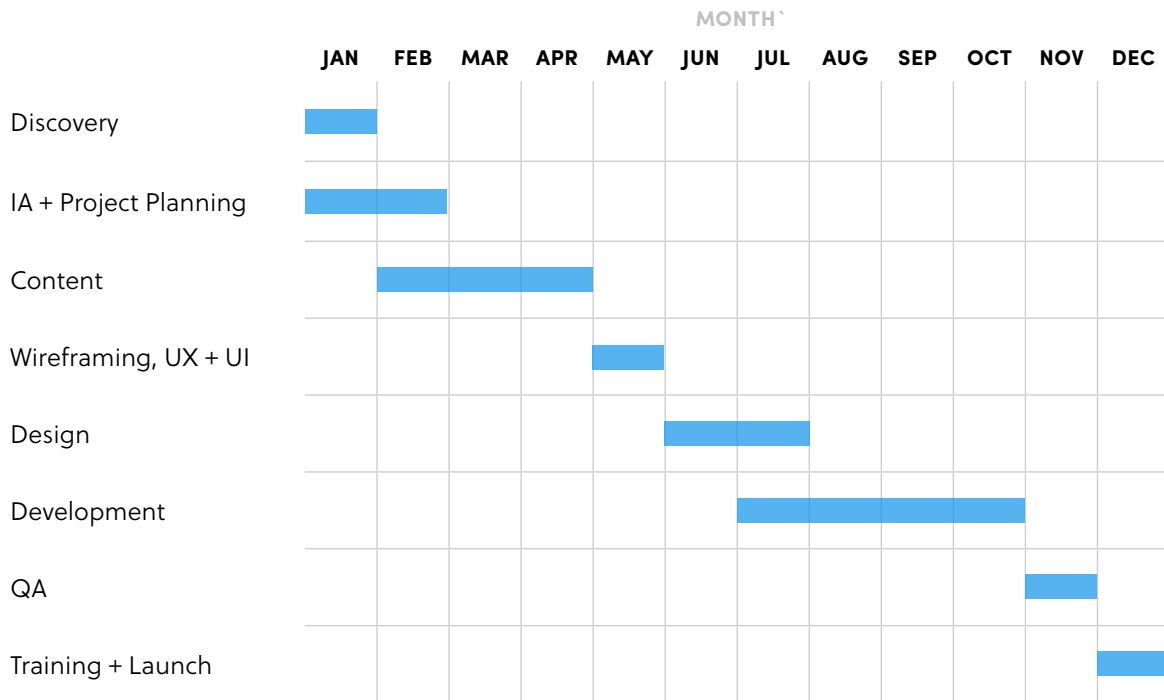


# Timeline

Timelines are susceptible to workflow rhythms and it's impossible to give an entirely accurate one without having met with your team and really discussed the details of the project. We know that every project and client team is unique and may require a varied approach, and we are happy to adjust our creative process and tailor our methods to fit your specific needs, deliverables, and goals for this project. For example, we work quickly and efficiently at Radish, but if your team needs a little longer to gather feedback or respond to updates, we can adjust the timeline to reflect your needs.



# Budget

Our rates include the services outlined as well as revisions, research, and consultation on the best products and solutions. We make every effort to be transparent about timelines, and when we've had good communication with our clients, we've even finished projects before deadline. As a general rule, we allocate about 20% of a project's hours to project management.

The majority of our clients are non-profits, cultural organizations, and educational institutions. We're familiar with managing money from governments, foundations, and donors, so we understand you're accountable in a way that corporations are not.

Radish Lab charges a bundled rate of \$185/h. Our retainer hours are priced at \$170/h, and any work over retainer hours is invoiced at \$185/h.

Should we have the pleasure of working with you, we'd love to spend some time scoping out this project together with you in detail. We're happy to answer any questions about our estimate and can easily make changes once the scope has been defined.

## Project Estimate

Service	Description	Quantity	Rate	Amount
Discovery / Strategy	Strategy and Planning + Onsite kickoff meeting + Goal and creative alignment + Technical research + Timeline and milestone planning	25.00	\$185.00 USD	<b>\$4,625.00 USD</b>
Discovery / Strategy	Site audit + Evaluation of the current site, content audit, and definition of opportunities	15.00	\$185.00 USD	<b>\$2,775.00 USD</b>
Discovery / Strategy	Audience/User Research + Definition of audiences, including creating personas and defining user journeys + May include any number of exercises - 1-1 interviews, focus groups, surveys etc.	30.00	\$185.00 USD	<b>\$5,550.00 USD</b>
Content Strategy	Content support on Phase 1 pages + Provide feedback and support + Copywriting/editing on key sections of the site and in collaboration with W3C team	50.00	\$185.00 USD	<b>\$9,250.00 USD</b>

## Project Estimate (continued)

Information Architecture	Content Strategy for Phase 1 pages + Complete review of content + Information architecture and sitemapping	35.00	\$185.00 USD	<b>\$6,475.00 USD</b>
UX / UI	Wireframing and Page Templating + UX and UI planning to improve user experience	40.00	\$185.00 USD	<b>\$7,400.00 USD</b>
Design	Creative Direction + Two directions, informed by the initial alignment in discovery + Two rounds of feedback to finalize the direction	45.00	\$185.00 USD	<b>\$8,325.00 USD</b>
Design	Extended Designs + Mobile and desktop designs for all page types + Two rounds of feedback on designs	82.00	\$185.00 USD	<b>\$15,170.00 USD</b>
Development	Development for Responsive Platforms + Content migration + Integration with existing platforms + New WordPress CMS + Level AA compliant + Recommendations and guidance surrounding SEO + Multilingual consideration + Consultation on MFA infrastructure for Member and public users	400.00	\$185.00 USD	<b>\$74,000.00 USD</b>
Development	QA, Testing + Launch + Client is responsible for testing website + Radish makes final edits	35.00	\$185.00 USD	<b>\$6,475.00 USD</b>
Asset	Client Training [optional] + Creation of digital style guide + Backend content management training for website administrators	10.00	\$185.00 USD	<b>\$1,850.00 USD</b>
Project Management	Project Management + All project phases	175.00	\$185.00 USD	<b>\$32,375.00 USD</b>

**Estimate Total \$174,270.00 USD**

### Notes

+ Values quoted above are estimates only. The invoice for every project will reflect the real hours billed.

# RadishCare & Radish Retainer Estimate

Service	Description	Quantity	Rate	Amount
Development	<p>RadishCare   1 year</p> <p>One website property (\$450/month): + w3.org</p> <p>RadishCare is a technical systems check designed to monitor and maintain basic website health and security.</p> <p>Monthly RadishCare maintenance includes: + Site backups + CMS platform updates + Plugin updates + Security protection and updates + Device testing + Report of updates made and any activity during the month</p> <p>If a website experiences downtime for over an hour: + Radish Lab will provide a written response to the Client detailing the status of the investigation into the issue and the plan moving forward within 3 hours during business hours and within 12 hours during evenings, weekends, and holidays.</p> <p>In the event that a software or plugin update causes a bug on the website: + Radish Lab will respond by reverting the site back to its previous functioning version.</p> <p>Monthly fee pays for website hosting, and all the paid services required to execute maintenance.</p>	12.00	\$450.00 USD	<b>\$5,400.00 USD</b>
Asset	<p>Support and Maintenance Retainer   1 year</p> <p>+ Retainers can be used for any services Radish offer, from project planning and scoping, to content creation, assistance with social media tools, technical training, SEO optimization, design and technical implementation + Estimated at 40 hours per quarter (3 months) at the rate of \$170/hour, or \$6,800 per quarter. + Estimate should be re-evaluated during contracting phase to gauge exact needs</p>	1.00	\$27,200.00 USD	<b>\$27,200.00 USD</b>

**Estimate Total    \$32,600.00 USD**

**Notes**

Depending on actual site needs, additional fees may be required, including:  
 + Additional hosting service fees to accommodate CPU usage, memory, and bandwidth in order to maintain satisfactory website performance.  
 + Custom apps or plug-ins (if applicable)