



Belfast
City Council

Hill Street Brand and Website

Design Proposal

Cost: £2900

Issue date: 19th Nov 2021
Valid until: 11th Jan 2022

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Project Overview

Branding

Belfast City Council are seeking to create a brand identity and website for Hill Street. Hill Street is a popular area for nightlife and businesses in Belfast. Although Due to the COVID-19 pandemic, foot traffic on the street had sadly declined. A brand identity will help to rebuild awareness of the area. Creating a strong brand identity will help to attract new businesses and tourists back to the area. The brands logo will be inspired by the area's cultural significance and heritage.

Website

A web presence will provide businesses, tourists and community members with information on what's happening in the area. This will include events, the history of the area and nightlife. A news page will also be included to help inform people of what's going on around the area such as new businesses. The webpage will also highlight the areas focus on working with businesses and supporting art and culture. The plan will be to follow a set down guideline of phases to keep on target and within a deadline.

Experience

As a User Experience Designer I have taken part in many different projects for many different clients. The experience myself and the team have gained have put our services up to an A* rating. Many of our previous clients still keep in touch with new projects they need seen too. With my skills combined with the teams, we will be able to provide the end outcome you so desire.

Project Approach

The Phases

The Project will be split into 2 parts and the team will be divided among the 2 tasks.

We will be following a series of phases of “Discover, Preparation, Define, Design, Prototyping, Testing and Deploy”. These phases help break up the work and will help you the stakeholder to understand the processes we will be undertaking to produce the outcome.

Phase 1 – Discover – Planning the overall strategy and researching the businesses on the street.

Phase 2 – Preparation – Preparing all the gathered research into mind maps and site maps.

Phase 3 – Define – Defining information into a User Journey Map and looking into the Information Architecture.

Phase 4 – Design – Illustrate wireframes and designing other aspects of the website.

Phase 5 – Prototyping – Creating high fidelity wireframes and also creating the first prototype.

Phase 6 – Testing – Giving you the user the chance to test the website and give feedback.

Phase 7 – Deploy – Provided feedback goes well and no major issues are found, the website can be rolled out and then less glaring issues are resolved.

Scope of Work

Grissam's Design Firm

We were approached by the Belfast City Council to provide our services to create a brand identity for Hill Street. We were also requested to provide our services to create a website for Hill Street to accompany the branding. Grissam's Design Firm will create brand values, tone of voice and the required visual elements associated with the Hill Street brand including a logo. Grissam's Design Firm will provide a base for the Hill Street website. This will include the user interface and overall design of the website.

Belfast City Council

Belfast City Council will provide feedback on Hill Street's brand identity and will be required to take part in a number of interviews to establish brand's values and tone of voice. Belfast City Council will also provide feedback on all aspects of the Hill Street website in accordance with the project approach. Belfast City Council will be responsible for the continued development of the website after completion and must follow the brand guidelines in any materials they wish to add. Belfast City Council will also ensure any developers working on the Hill Street website are receptive to an Agile workflow.

Assumptions

Brand and Website Assumptions

Belfast City Council must provide the following assets and resources. An inability to provide the assets and resources in a timely or complete manner may lead to the unsuccessful or delayed delivery of this project.

The following assets and resources are required:

Access to all required information relating to former and present businesses located in the area.

Access to all required Belfast City Council employees for interviews

Access to all resources and individuals required for the completion of research.

Access to any required source materials and previous research. This may include any analytical work done on the street in the past

Content required for the design of the Hill Street brand and website

Belfast City Council must acquire a domain name to be used.

Deliverables

Brand Identity

The creation of a Logo and Brand Guidelines to established brand values. The Brand Guidelines will include: Brand Story, Logo Usage, Colour Palette, Typography, Imagery, Tone of Voices and a Brand Dictionary. These will be used to create an unique brand identity. The logo will be in line with the area's cultural heritage, and can be used by the community and businesses within the street.

Website

The design of a website will target each and every business on Hill Street, it will also be targeted toward tourism. Content will be organised in a manner that places a large emphasis on encouraging business back into the area while also highlighting the cultural significance to tourists.

A web presence will provide businesses, tourists and even local members of the public with information on what's happening in the area. This will include events, the history of the area and nightlife. A news page will also be included to help inform people of what's going on around the area such as new businesses. The webpage will also highlight the areas focus on working with businesses and supporting art and culture. The plan will be to follow a set down guideline of phases to keep on target and within a deadline.

Project Pricing

Brand Identity

Brand Identity

Phase 1 – Discover 2 Days

Phase 2 – Preparation 1 Day

Phase 3 – Define 3 Days

Phase 4 – Design 4 Days

Phase 5 – Prototyping 2 Days

Phase 6 – Testing 1 Day

Phase 7 – Deploying 1 Day

Total Days 14 Days

Research and analysis: 10hrs x £25 = £250

Idea generation and feedback: 5hrs x £25 = £125

Design production and feedback 16hrs x £25 = £400

Project Roll out and management: 10hrs x £25 = £250

Total= £1025

Project Pricing

Website

Phase 1 – Discover	2 Days
Phase 2 – Preparation	1 Day
Phase 3 – Define	1 Day
Phase 4 – Design	3 Days
Phase 5 – Prototyping and Production	6 Days
Phase 6 – Testing and feedback	2 Days
Phase 7 – Deploying	1 Day
Total Days	16 Days

Research and analysis: 15hrs x £25 = £375

Designing: 15hrs x £25 = £375

Prototyping: 10hrs x £25 = £250

Production: 25hrs x £25 = £625

Project Testing and Roll out: 10hrs x £25 = £250

Total= £1875

Agreement and Sign Off

By signing below Belfast City Council agrees the acknowledgment of the proposal and agrees to continue forward with it. Belfast City Council agrees that any incomplete data and/or late submissions of value data needed to effectively complete the project may lead to the unsuccessful completion or delays.

Furthermore, Belfast City Council agrees to giving Grissam's Design Firm full access to required information and previous research used in any census.

By signing this document Belfast City Council also agrees that upkeep of the website will fall onto their responsibility once the project is completed.

Accepted by the authorised representatives of:

Grissam's Design Firm

Name Matthew Grissam

Title Owner of Grissams Design Firm

Date 19 11 21

Signature M Grissam

Belfast City Council

Name _____

Title _____

Date _____

Signature _____