

# DESIGN & DEVELOP CREATIVE WEBSITES

WWW.THOBSON.COM



**THOBSON**  
Technologies

*We Perform, You Achieve*

Thobson has been providing effective and scalable design, development and infrastructure integration solutions for over a decade with a sincere commitment to customer satisfaction. Thobson is an interactive agency producing high-end web, branding, print media solutions.



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[/ThobsonTechnologies](https://www.facebook.com/ThobsonTechnologies)



## A creative problem-solving organization focused on collaboration & action

Thobson is a global IT solutions company with over 18+ years of experience and about 40+ employees. We provide full-cycle services in the areas of networking, design & development, infrastructure integration solutions, software development, web-based enterprise solutions, web applications, portal development. We combine our solid business domain experience, technical expertise, profound knowledge of latest industry trends and quality-driven delivery model to offer progressive, end-to-end solution.



## FUNDAMENTALS

A complete outline containing the functionality of the website, navigation, pages, and comprehensive specifications (general look & functions) will be defined. The outline will also include the website development timeline.

## CONTENT BUILD

Beautiful web design is not enough to boost a business. With one of our professional writers working with the designer and the client, a message will be created that will bring the website to life. This will help get the website noticed by the targeted audience.

## TESTING & LAUNCH

Performing supreme testing of the website functions (i.e. load time, navigation, data processing time, etc.) is the key to a prosperous website. Thobson crew will find and fix any bugs. Once complete, the final website product is ready for publication.

Your website go Live! Upon completion of the design process, your website is published live on the internet.

## BUSINESS ANALYSIS

A good analysis LIMITS SCOPE & ENABLES EFFICIENCY. Business analysis mainly contains following question:

What are the website's objectives?  
Who is the target audience?  
How will the website be combined with the existing business processes?  
How will the website contribute to overall business?

And a Business Requirement Analysis Questionnaire to better understand the needs and define the scope of the work for a better understanding and timely delivery.

## LAYOUTS & DESIGN

Suggested designs will come with custom built design templates and images. Layouts and navigational structures offering different variations in color and position will be included in the prototype. For the prototype, clients are highly encouraged to provide any text and graphics that are related to the future website.

## CODING

Coding of the website starts very early in the process - when the layout is being chosen. With the approved prototype, our expert developers will create the entire website for viewing and testing by the client in every development stage. Thobson crew runs quality tests to verify all development requirements.

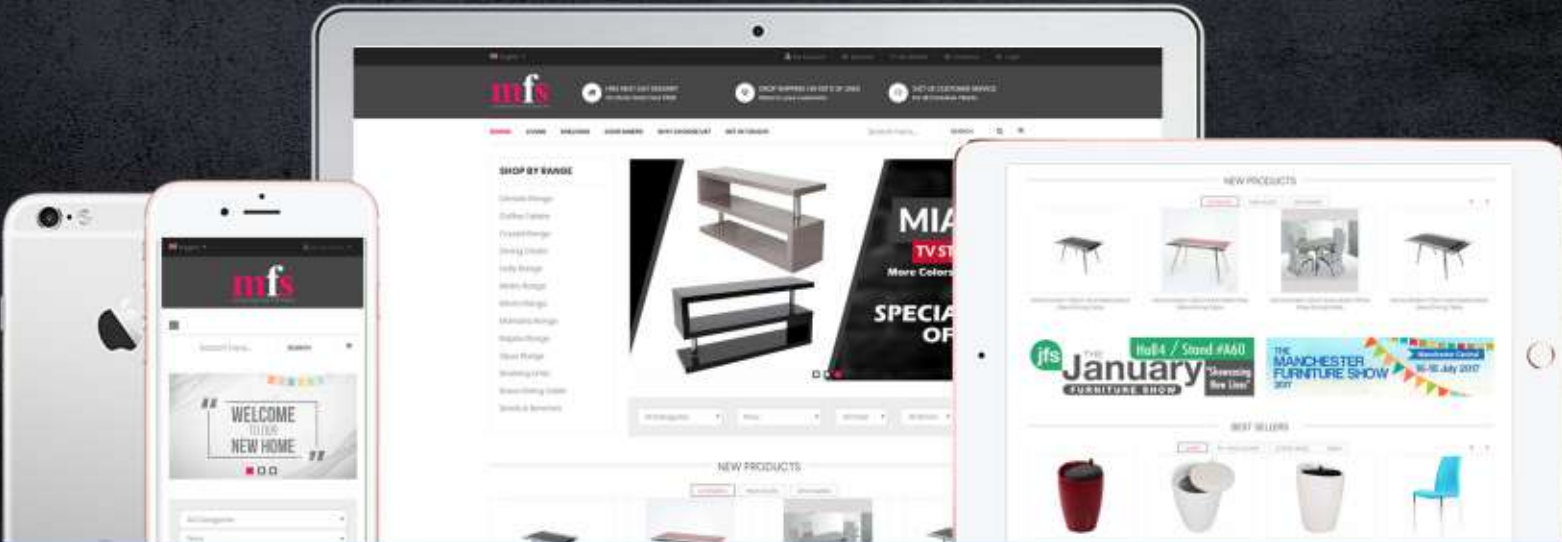


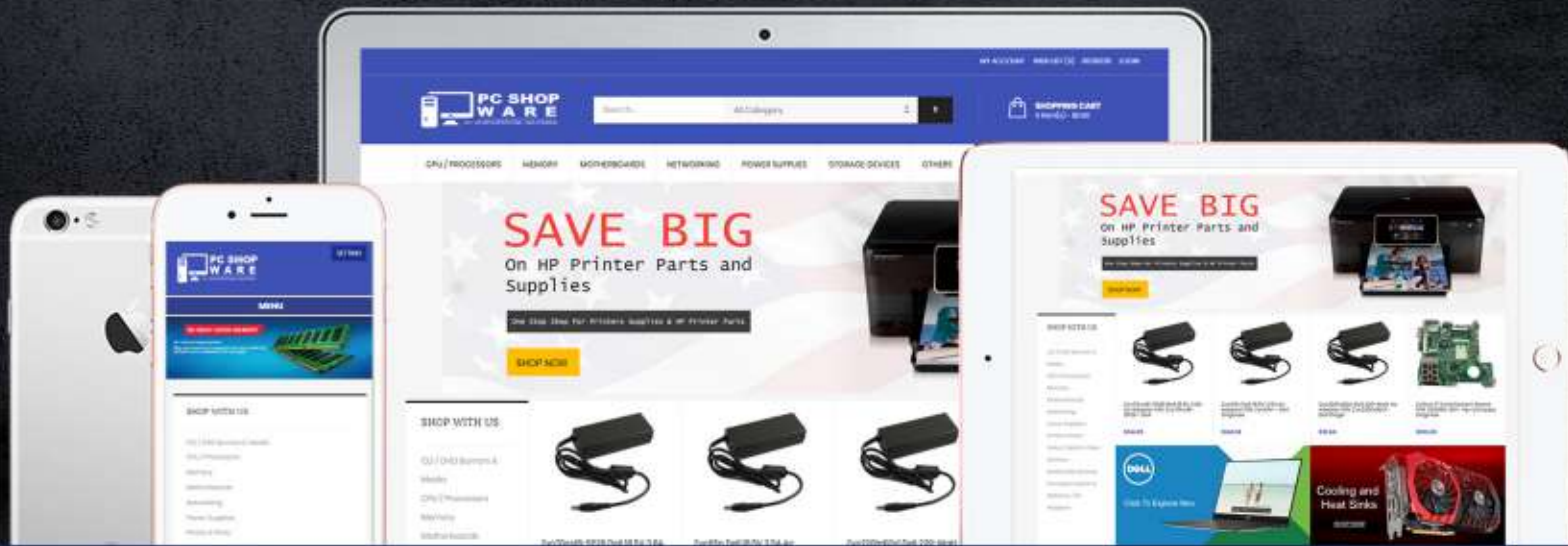
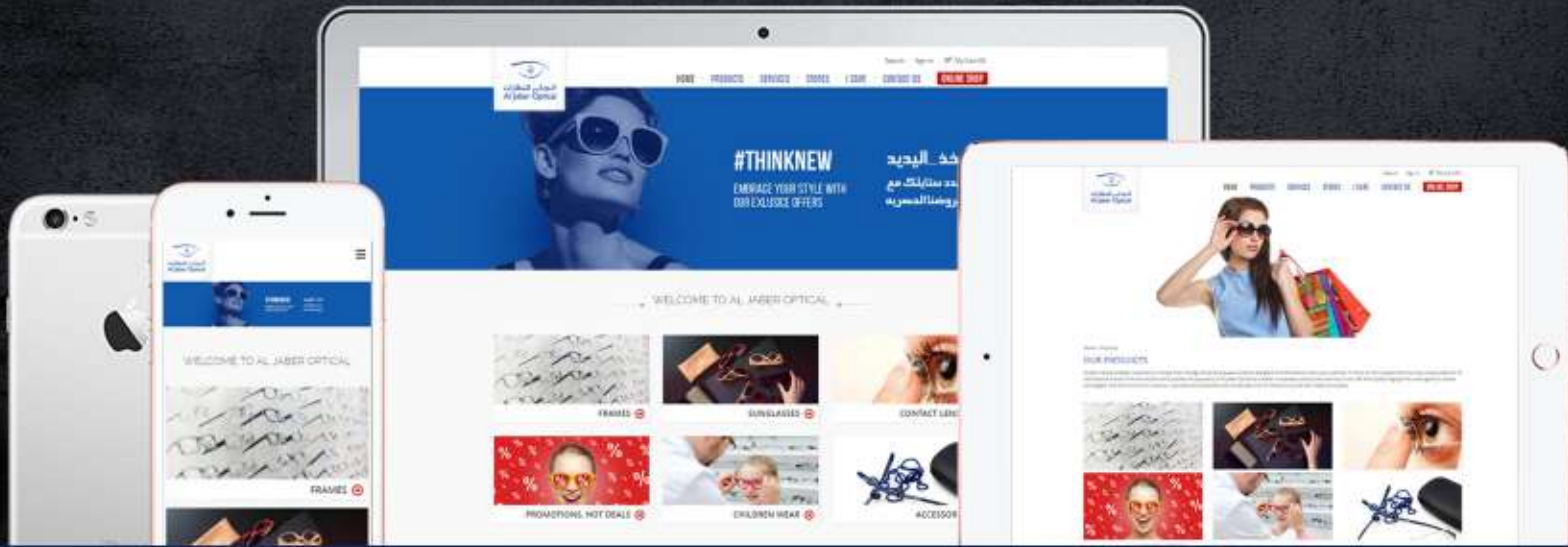
## Creativity is in our DNA

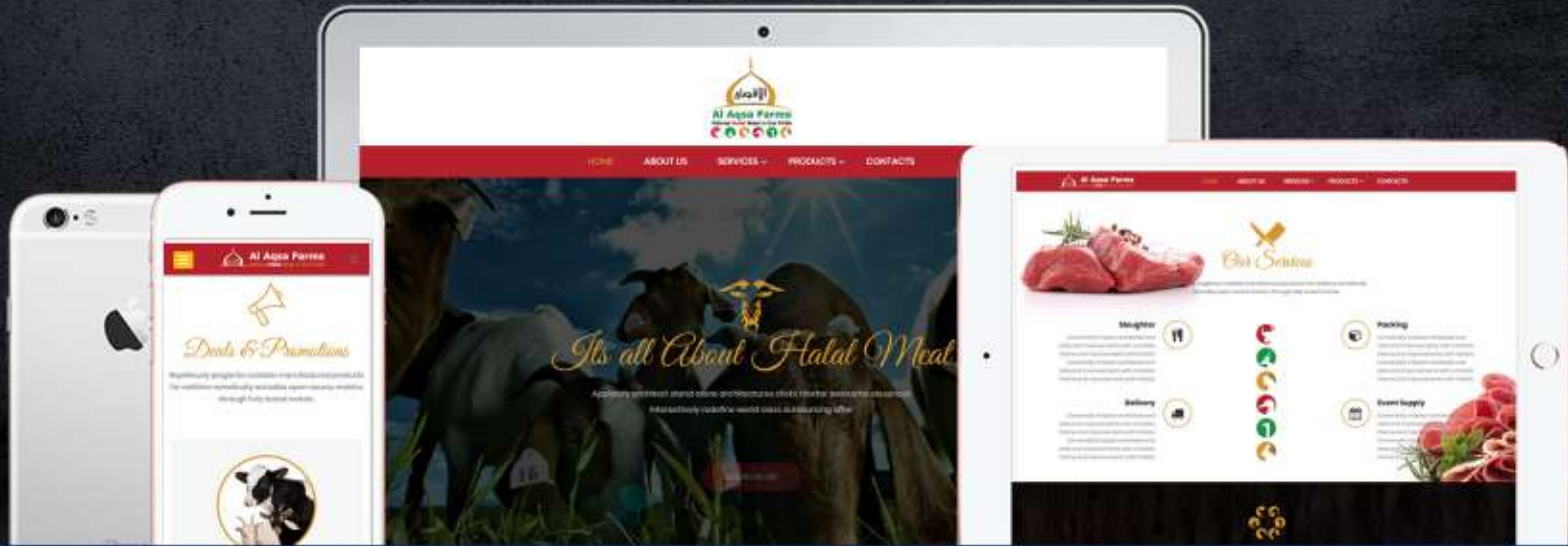
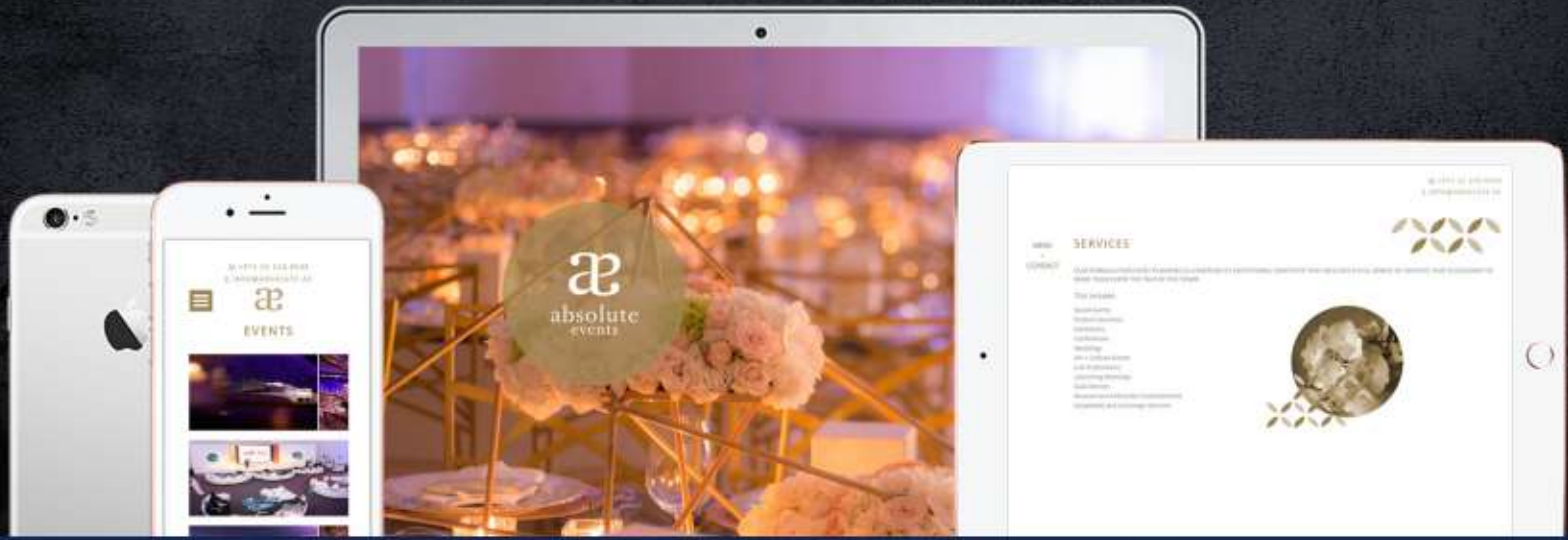
Leveraging our design-driven approach to building cutting-edge websites, we deliver compelling user experiences to our clients and their customers.











### Q1: HOW MUCH DOES IT COST TO DESIGN A WEB SITE?

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How much a site costs to design depends on a number of factors:

- Number of pages on the site
- Types and number of graphic images on the site
- Programming
- Web copywriting
- Online marketing
- E-Commerce etc.

A web page without any high-level programming or search engine optimization generally costs between \$25 to \$100 per page.

It is always a good idea to;

Look at the website packages and select the desired number of pages to see the cost. Or if you have a custom project, you can also requested a quote by defining the scope of the work at our website.

### Q2: HOW MUCH DO YOU CHARGE FOR WEB SITE DESIGN?

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Before we send you a design contract, we provide you with an estimate for the amount of time it usually takes to complete a design project. Please keep in mind that it is an estimate. We have completed multiple design projects that fell below the estimated time. Clients only pay for the time taken to complete a design project.

### Q3: WHAT TYPES OF WEB SITES CAN YOU DESIGN?

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We have designed all types of sites, ranging from simple brochure-type web sites to e-commerce sites.

### Q4: HOW MANY CHANGES CAN I MAKE TO THE WEB SITE ONCE I VIEW THE FIRST DESIGN TEMPLATE?

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You can make as many changes as you wish to the design template. We encourage clients to give plenty of feedback so that we can get the design template(s) established as soon as possible.

However, Thobson charges on an hourly basis. This means that all packages has a certain number of designer's time included to it. If you request too many changes to your site design, or if you change a design template after the entire site has been formatted with the template, you will incur more charges.

#### Q5: WHAT OTHER DESIGN SERVICES CAN YOU PROVIDE TO SUPPLEMENT OUR WEB SITE DESIGN?

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We offer a full range of graphic design services for both the print and the web including:

- Photo Retouching
- Stationery and Package Design
- Logo Design & Logo Animation
- Banner Design
- Search Engine Optimization (SEO)
- Directory Submission for Website
- Corporate Calendars
- Corporate NewsLetters
- Banner Design ( Poster Design)
- Brochure / Flyer Design
- Company Profile Design
- Explainer video Presentation

#### Q6: DO YOU PROVIDE HOSTING SERVICES IN ADDITION TO DESIGNING WEB SITES?

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YES, we do offer hosting services because we believe that every web site has different hosting needs and therefore we have the best compatible server side technologies deployed with proper redundancy and backup plans to make sure that your website and business is online all the time.

#### Q7: WHAT IS YOUR PAYMENT PLAN FOR WEB SITE DESIGN?

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For all projects payment in half is required along with a signed contract to initiate work, with the remaining half due upon completion of the project, before going live.

For projects over \$5,000, an initial payment representing one-third of the estimated total fee is required along with a signed contract. The second one-third is billable upon the halfway point or second phase of the project, with the final third due upon completion of the project.

We can also create a custom payment plan, please contact [sales@thobson.com](mailto:sales@thobson.com)

#### Q8: HOW LONG DOES IT TAKE TO HAVE A WEB SITE DESIGNED AND DEVELOPMENT OF WEB SITE?

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The time line for designing and delivering standard website will be around 15 to 45 business days depending on the package details selected.

#### Q9: WHAT ARE THE INFORMATION/DETAILS DO YOU NEED TO COMPLETE THE WEBSITE DESIGN?

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- a) Your Company Profile
- b) Type & purpose of the web design
- c) Site Map
- d) Images
- e) Logo details
- f) Color palette- If you want any specific color selection for your website
- g) Copy / Content
- h) Website animations if required any
- i) Web Design Style
- j) Development of site in, Custom CMS, HTML, .ASP, .PHP .
- k) Any additional notes that you would like us to take care during the development phase.
- l) Reference of other sites which you like.



#### Q10: WHAT IS THE PROCESS YOU FOLLOW IN BUILDING THE WEB SITE?

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We follow below 3 steps:

**DESIGN PHASE** - Includes the concept(s) and iteration stage till finalization of the design.

**DEVELOPMENT PHASE** - Includes the splicing of the website template and building of each web page in the required language.

**TEST PHASE** - A Quality Assurance round would be conducted to ensure that all the pages developed will be browser and device compatible.

#### Q11: WHAT ARE THE PACKAGES DO YOU OFFER? WHAT'S THE DIFFERENCE BETWEEN THEM?

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We offer 3 basic packages. The only differences between these packages are the number of design concepts, level of artwork and details and no of web pages.

#### Q12: HOW DO I GET MY WEB SITE LISTED ON SEARCH ENGINES, ESPECIALLY GOOGLE?

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The search engines like to find your site naturally, through links to your site from other sites. Google, Yahoo and Live relies on your incoming links to determine your popularity and relevance. You can also submit your site directly to Google using Google Web Master Tool.

#### Q14: WHAT IS BROWSER COMPATIBILITY?

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Browser compatibility in short is the ability of the Web browser to properly interpret the HTML that renders the Web pages. HTML is a coding language that is "understood" a little differently by each Web browser. Most sites are designed to look correct in Google Chrome & Internet Explorer; because they are believed to be the most ubiquitous browsers with Mozilla Firefox is slowly catching up.

#### Q15: WHAT IS THE DIFFERENCE BETWEEN A "STATIC" AND A "DYNAMIC" SITE?

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Static defines that the information or 'code' that makes up the web site does not change. It has been developed to work like a printed document and to be referred to on the web as a medium to display.

Dynamic is the data or content that can change 'dynamically', this content is usually added from a database or Content Management System (CMS) so when the data is updated, the text and images on the web site are also updated.

#### Q16: IF I NEED TO UPDATE MY WEBSITE FREQUENTLY? DO YOU PROVIDE WEBSITE MAINTENANCE SERVICE?

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Yes, we provide a website retainer, please contact our online representative or you may also choose any of the Website Maintenance Plan.

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**Q17: IF I ALREADY HAVE A SITE CAN YOU HELP ME TO IMPROVE IT?**

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Yes, this is dependent on what your requirements are, from re-branding to an effective web presence. Feel free to contact our sales representative

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**Q18: WHY DO MY COLORS OF THE WEB SITE LOOK SO DIFFERENT ON MY FRIEND'S MACHINE?**

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Colors on a Web page are determined by mixing proportions of red, green and blue light inside the monitor. Unlike the standard ink colors, there are no standard red, green and blue light sources. The red, green and blue on one monitor is unlikely to be exactly the same as on another one, even if it's the same model. Therefore your friend's machine might display your website colors differently.

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**Q19: WHAT IS THE SIZE LIMIT FOR A WEB PAGE?**

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Page size refers to the sum of all the elements it takes to render your page. That includes the HTML file, the CSS files, the images, the scripts, the multimedia...everything. Generally speaking, you should target 200k - 500k for your total page size. Also important is the total number of objects (or total http-requests). A page that is only 100k but has 92 http-requests is probably worse off than a 200k page with only 21 http-requests.

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**Q20: WILL MY WEBSITE WORK ON ALL MOBILE DEVICES**

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Yes! it will, Responsive Web Design makes your web page look good on all devices (desktops, tablets, and phones). Responsive Web Design is about using CSS and HTML to resize, hide, shrink, enlarge, or move the content to make it look good on any screen.

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**Q21: DO I NEED A DATABASE ON MY WEBSITE?**

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If your web site contains any member registration form, Shopping Cart or other functions, then you will require a database built on the back-end. Our Sales Engineers will guide you better whether you need a database or not.

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**Q22: HOW MANY REVISIONS YOU PROVIDE FOR SELECTED DESIGN?**

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We provide 3 revisions and after that any additional changes will be charged for \$50 per iteration on the design. However if there are any minor edits, we normally try to accommodate the customers.

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**Q23: IF I HAVE A PRE-DESIGN TEMPLATE, CAN I OPT TO CHOOSE BUILD THE WEBSITE WITHOUT YOUR CUSTOMIZED WEB DESIGN OPTIONS.**

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Yes, we can build a web site. The process will be similar to our normal process and will certainly cost less than the standard package costs.

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**Q24: WHAT IF I NEED TO ADD A SHOPPING CART TO THE WEBSITE? OR SOME ADDITIONAL FEATURES LIKE ONLINE FORMS OR EMAIL SIGNUPS?**

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Yes, our development team will cater to these additional features. Here additional costs would be applicable based on the development effort.

## **We are here for you. Let's talk!**

Let one of our sales engineers take you on a live tour of Thobson from the convenience of your own desk.

For custom pricing, volume discounts and corporate solutions, please contact sales team

### **Website**

[www.thobson.com](http://www.thobson.com)

### **Customer Service Center**

+1.888.786.1107

### **Contact Sales**

[sales@thobson.com](mailto:sales@thobson.com)

