



## Gavita (Hawthorne) Development - ESTIMATE

### PROJECT

Gavita Custom Theme Development

#### Reference Document:

<https://docs.google.com/document/d/1mNao-IEVM8ulzc-kuCbUmcji294pfB6RDz72hbNR9XU/edit>

### I. UI/UX Design & Strategy (Consulting)

Digital Interactive will work with the Hawthorne team to identify and source recommended plugins and tools for the custom Wordpress theme. The process will involve strategizing, providing recommendations, and implementing specific tools and approaches with the end-goal in mind of creating a custom theme built for Gavita that can be leveraged as the foundation for future Hawthorne brand sites.

Digital Interactive will provide hosting recommendations for the Gavita and other Hawthorne brand sites.

Digital Interactive will also provide feedback and adjustments based on initial Gavita designs comps to ensure a practical, functional, and UX-focused approach for the final theme to ensure a solid foundation for the Hawthorne team.

### II. THEME DEVELOPMENT (4 Layouts + Confirmation)

#### Front-end Development

Development of a custom WordPress theme for Gavita. A limited number of layouts will be built off of the internal Hawthorne team's approved design comps. Development will include overall brand styles (fonts, colors, etc.) as well as header and footer structure and styles for the underlying theme.

Functional items to note:

- API controlled data for Products and Location information (Hawthorne endpoints to control product and location filtering)
- Locations map and search built around API-provided data
- Site forms
- Analytics & Custom scripts (*ability to add globally as well as per page*)



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The following layouts (5) will be included: *Home, Product (Single), General use template, Contact/Form, and Confirmation Page.*

### **Back-end Development**

Theme development will be for a custom Wordpress theme utilizing a custom page builder to help maintain overall aesthetic and allow for additional blocks to be built out by the internal Hawthorne team as future needs arise. The admin will include several identified areas that will allow the changing over global content/styles to allow for the theme to adapt to different brand needs across the Hawthorne group.

### **QA & Revisions**

After development is complete, the initial theme will undergo a full Quality Assurance cycle to identify and fix any issues or design inconsistencies within the site.

This process is limited to two (2) rounds of feedback from the client to ensure the site and content is displaying properly and consistent to the design across the most recent 2 versions of all major browsers (Chrome, Safari, Firefox, Edge).

## **III. CONTENT ENTRY**

Digital Interactive will pull the available Product & Locations data at the time of hand-off. Additional content outside of the initial 4 pages will be handled by the internal Hawthorne team.

## **IV. THEME HANDOFF & ADMIN TRAINING**

Upon completion of the project, Digital Interactive will provide the Hawthorne team a full copy of all site files and build tools as well as set up time to work with their internal developer on how to add additional templates and blocks to the underlying theme.



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## ***OPTIONAL ITEMS***

### **Site Hosting (optional)**

*Starting at +\$100/month*

Digital Interactive will host the site on one of our configured Virtual Servers. Server maintenance and security updates will be handled by the Digital Interactive team as needed. CDN, SSL and weekly backups are included.

### **Ongoing Management & Updates (optional)**

*Starting at +\$400/month\**

Digital Interactive will monitor site stability & security and manage the active site, and ensure site plugins and core files remain up to date with all major releases.

**Includes:** Active site monitoring, weekly backups, additional WP Security, Wordpress core & plugin updates. Also included are content changes and updates, block adjustments and general site upkeep for up to *2hr/mo*. Any additional time outside of the allotted hours each month will be billed at an hourly rate.

*\*Bulk discount available for multi-site management plans*



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## SUMMARY OF SERVICES

UI/UX Design & Strategy (Consulting)	\$3,500
Theme Development	\$19,800 - \$23,000
Content Entry	... <i>included</i>
Handoff & Admin Training	\$2,250
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<b>TOTAL</b>	<b>\$25,250 - \$28,750</b>