

Website Design & Development Proposal

PREPARED FOR

Rassaz Group

Design / Design + Development

PREPARED BY

ArtWorksIT

01 / PROJECT OBJECTIVE

A cohesive digital presence

Rassaz has evolved considerably since its foundation, growing from its roots in real estate into a diversified group.

Its interests span construction, architecture and design, entertainment, education, health & fitness and media.

The existing website communicates many of these aspects, but there is an opportunity to bring them together through a more contemporary, cohesive and considered digital experience.

The objective of this project is to create a new website that better reflects the scale, diversity and character of Rassaz Group.

Establish a clearer digital identity for Rassaz Group

Create a stronger digital expression of Rassaz as a group, rather than presenting its businesses as disconnected entities.

Create a stronger relationship between the group and its individual businesses

Create a clearer relationship between the parent group and the businesses that make up the Rassaz ecosystem.

Present Rassaz's projects and work more effectively

Give Rassaz's projects and built work a more prominent role in communicating its capabilities.

Communicate its history, people and capabilities

Turn the group's history, leadership and expertise into meaningful parts of the digital narrative.

Improve navigation, information hierarchy and usability

Make a diverse organisation easier to understand and navigate through a clearer content structure.

Introduce a more contemporary and sophisticated visual language

Use typography, imagery, composition and interaction to create a more sophisticated digital presence.

Create a flexible foundation that can evolve with the organisation

Build a flexible experience that can accommodate new projects, businesses and content as the group evolves.

The final structure and functionality will be refined following discussions with the Rassaz team.

02 / SCOPE & DELIVERABLES / OPTION 01

Design

30 days

The Design engagement covers the strategy, UX and visual design of the new Rassaz website.

Discovery & Strategy

- Initial stakeholder discussions
- Review of the existing website
- Understanding of key audiences and objectives
- Content and information architecture
- Sitemap and website structure

User Experience

- Navigation structure
- Key user journeys
- Wireframes where required
- Content hierarchy
- Responsive experience planning

Visual Design

- Digital art direction
- Visual language
- Typography and layout system
- Website templates defined in the approved sitemap and template list
- Desktop, tablet and mobile layouts for the approved templates
- UI components / design system
- Interaction and motion direction
- Editable Figma files, reusable UI components and developer handover notes

Engagement boundaries

This proposal covers one Rassaz Group website, with individual businesses represented within it. Separate business websites are outside this engagement. Before commencement, the parties will agree the engagement boundaries, expected template coverage, named third-party integrations and launch-page content-entry list. Discovery will refine these into a detailed sitemap and template list for written approval within those boundaries. For the Design-only engagement, development, CMS implementation and deployment are not included. Development will follow the approved designs and agreed functionality.

02 / SCOPE & DELIVERABLES / OPTION 02

Design + Development

45 days

This engagement includes everything covered under the Design engagement, along with the development and launch of the website.

Development

- Responsive front-end development
- CMS implementation
- Content management structures
- Implementation of approved interactions
- Third-party integrations explicitly listed in the agreed scope
- Performance optimisation
- Cross-browser and device testing

Launch & handover

- Population of client-supplied final content for the agreed launch-page list
- Quality assurance
- User acceptance testing against approved designs and functionality
- Production deployment
- Repository access, CMS administrator credentials and setup documentation
- CMS editing guide for routine content updates
- Launch support

03 / PROCESS & TIMELINE

Process & Timeline

Proposed schedule from project commencement: design completes by day 30, with development, testing and launch completed by day 45 for the full engagement.

Days 1-5 / Discover

Understand Rassaz, its businesses, audiences, existing content and objectives for the new website.

Days 6-10 / Define

Establish the information architecture, sitemap, content hierarchy and overall experience.

Days 11-30 / Design

Develop the visual direction, key templates, responsive layouts and interaction language.

Days 31-45 / Build

For the Design + Development engagement, translate the approved designs into a responsive website, implement the CMS, test the experience and prepare it for launch.

The Design engagement will be completed within approximately 30 days from project commencement.

The complete Design + Development engagement will be completed within approximately 45 days from project commencement.

The timelines are dependent on timely feedback, approvals, content and required assets from the Rassaz team. The detailed project schedule and milestone dates will be established at project commencement.

04 / Technology

For the Design + Development engagement, the website will be built using a modern, maintainable technology stack appropriate to the final requirements.

The technical implementation will prioritise:

Performance: Fast loading and efficient delivery across devices.

Responsiveness: A consistent experience across desktop, tablet and mobile.

Maintainability: A manageable content structure that allows the Rassaz team to update core content.

Scalability: The ability to add new projects, businesses and content as Rassaz evolves.

The final CMS and technical architecture will be confirmed during the discovery phase.

05 / PRICING & MILESTONES

Pricing & Milestones

All prices are exclusive of applicable taxes.

Design

₹2,50,000 / 30 days

Project commencement	50%
Design completion / final handover	50%
Total Investment	₹2,50,000

Design + Development

₹3,50,000 / 45 days

Project commencement	40%
Design approval	30%
Development completion / launch	30%
Total Investment	₹3,50,000

Third-party costs such as hosting, domain registration, paid plugins, fonts, stock photography, external APIs or other licensed services are not included unless explicitly specified.

06 / SUPPORT & MAINTENANCE

Support & Maintenance

01

The initial post-launch support period will cover bug fixes relating to the delivered website functionality under the Design + Development engagement for one month after go-live.

02

A bug is understood as a deviation from the approved design or agreed functionality, rather than a new feature or enhancement.

03

New functionality, additional modules, significant changes to website behaviour or enhancements requested after delivery will be scoped separately.

04

ArtWorksIT will recommend the hosting setup based on the website's requirements. Hosting configuration responsibilities and any ongoing infrastructure management will be agreed separately before deployment. Ongoing hosting management and maintenance are not included in the one-month bug-fix support period.

05

The Design-only engagement concludes with the final design handover. Development and post-launch support apply only to the Design + Development engagement.

07 / TERMS & ASSUMPTIONS

Terms & Assumptions

Reviews, Approvals & Change Requests

The engagement includes up to two consolidated design review rounds and, for Design + Development, up to two consolidated UAT rounds on staging. The Client will nominate one approver to provide consolidated feedback and written approval of the sitemap, template list and designs before development. UAT will check the website against the approved designs and agreed functionality; launch follows written UAT sign-off and the existing go-live payment condition. The review-round allowance does not limit fixes required to meet the agreed scope. Changes to approved work or requests outside the agreed scope will be documented and agreed in writing before implementation.

Exclusions & Scope Clarifications

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Project Deliverables & Code Ownership

ArtWorksIT will create project-specific designs and custom code, using third-party components where appropriate and subject to their respective licences. Design handover includes editable Figma files, responsive layouts, reusable UI components and interaction notes. For Design + Development, code and documentation will be versioned through GitHub, with repository access, CMS administrator credentials, setup documentation and a CMS editing guide provided at final handover. Live CMS training is not included unless expressly agreed. Upon full payment, the Client will have ownership of the custom website code, design files and project-specific deliverables created by ArtWorksIT, excluding third-party software, libraries, frameworks, fonts, plugins, stock assets and other components subject to their respective licences. ArtWorksIT reserves the right to showcase the completed project in its portfolio and marketing materials unless otherwise agreed upon in writing.

Confidentiality & Data Security

Both parties agree to keep all shared information confidential and will not disclose it to third parties without prior written consent. This provision will remain effective after the project's completion.

07 / TERMS & ASSUMPTIONS

Terms & Assumptions / continued

Client Responsibilities & Project Scope

The Client is responsible for providing all necessary project details, website requirements, content, business information and timely feedback required for the project. The Client will provide timely access to relevant stakeholders for website decisions, approvals and clarification of functionality. Delays in requirements, content, approvals, feedback or other Client dependencies may result in corresponding changes to the project timeline.

Payment Terms & Financial Conditions

All payments are due Net 7 days from the invoice date, and all prices are exclusive of GST. The total project fee excludes costs for external services that may be required. Work will begin once the initial payment is received. If there are delays in payments, work may be paused temporarily and resumed once outstanding payments are cleared. For the Design + Development engagement, the website will be scheduled for go-live upon receipt of the applicable go-live stage payment. The fees and payment milestones for each engagement remain as set out in Pricing & Milestones.

Termination, Dispute Resolution & Governing Law

Either party may terminate the agreement in the event of a material breach by providing written notice. If terminated, Client agrees to compensate ArtWorksIT for services rendered and any applicable expenses. Disputes will first be addressed through good-faith negotiations. If unresolved, both parties consent to submit to the exclusive jurisdiction of the courts in Bangalore. This Agreement is governed by and construed under the laws of India, with Bangalore courts having exclusive jurisdiction.

Modifications & Entire Agreement

This document contains the full understanding between the parties and supersedes previous agreements. Any modifications must be in writing and signed by both parties.

Assumptions

The Client will provide final copy, approved images and other necessary assets. ArtWorksIT will populate the client-supplied content for the launch-page list agreed before commencement; bulk content entry, migration, copywriting, translation and asset production are excluded unless expressly listed in the scope. Hosting and infrastructure management responsibilities will be agreed separately before deployment. Development is included only in the Design + Development engagement. Discovery will refine the detailed sitemap and functionality within the agreed engagement boundaries; additions outside those boundaries require separate written agreement.

The engagement boundaries will be agreed before project commencement. Discovery will refine the detailed sitemap, templates and functionality within those boundaries for written approval.

08 / NEXT STEP

A detailed discussion with the Rassaz team

Following an initial review of this proposal, we recommend a detailed discussion with the Rassaz team to understand the organisation, its audiences, priorities and expectations from the new digital experience.

This discussion will allow us to agree the engagement boundaries, expected templates, named integrations and launch-page content-entry list before beginning the project. Discovery will then refine the detailed information architecture within the agreed scope.

**ArtWorksIT**

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