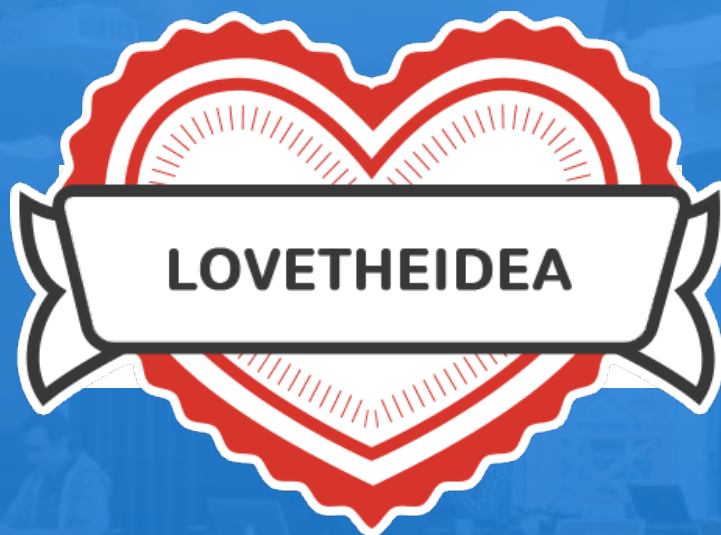


lovetheidea.co.uk

Design-Led Engineering

11 OCT 2018



This Quote will expire after 30 days

Awards & Recognition:

EDAAWARDS,
CSSWINNER,
DESIGNAWARDS





We are Digital Specialists

Looking forward working with you



Specsavers



We create comprehensive products by developing brand identity, information architecture & user journeys from the start.

We help you engage your customers across a broad and ever-growing digital ecosystem (i.e. cloud, AI, blockchain, IoT and mobile environment) using lean and agile project methodologies.

Jason - Founder

About Us

Looking After You



We are an emerging digital agency based in London, UK with a passion to explore new possibilities. We blend design with technical excellence to deliver beautiful, functional and scalable solutions.

Every business has an objective. We bring passion and experience to help clients achieve it. We work with our customers throughout the entire lifecycle of product development.

Our mission is simple, consistently deliver ideas and work that matters and exceed client expectations. Everything we do, we do in an open, transparent and collaborative environment.

Our Expertise

We love crafting beautiful, smart and inspired work



Strategy

- Tech Strategy
- Discovery & Research
- User Experience
- Brand Strategy
- Architecture Positioning
- Content Strategy
- Marketing Campaigns

Branding & Design

- Brand Development
- Rebranding Logo
- Brand Style Guides
- Messaging
- Iconography
- User interface
- User Experience

Digital Development

- Website Design & Development
- Information Architecture
- Wire-framing & Prototyping
- Content Management Systems
- Cloud / Web Applications
- Mobile Applications

AI Chat Bots
Blockchain
IOT
Machine Learning
Wearables
Big Data



Our process begins by developing and recording a deep understanding of the organisation's goals and the needs of users. We'll do this through a discovery phase which involves research, analysis of existing platforms and conversations with investors or potential users.



We run collaborative sessions led by a project manager. We do a full design review and make sure our development team have a thorough understanding of requirements. This helps us create the required technical documents that will guide the development processes and project timelines.



Together, using our online management boards; we define and prioritise user needs, create desire in the user journeys, define the brand, surface actionable insights, and make strategic recommendations. This agile project methodology helps us produce tangible results that will keep improving your organisation.



Breakdown & Costs

Booking your team

Project Roadmap

Getting up & running

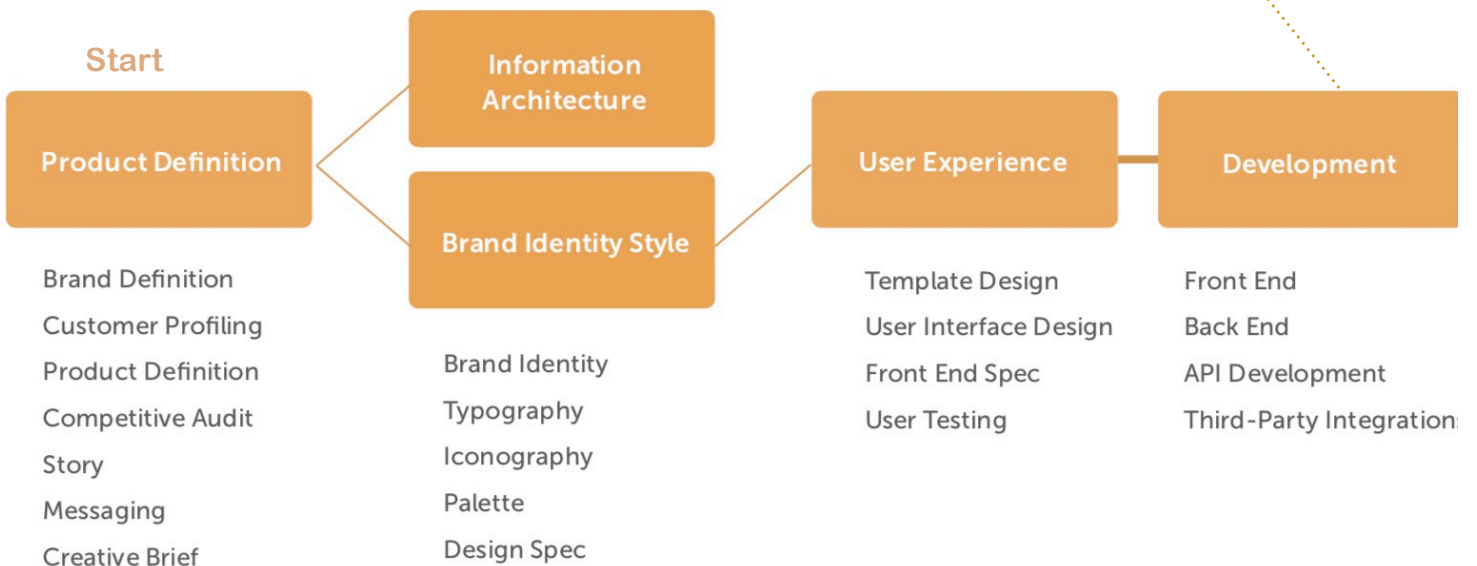


- Celebration
- Bug Fix
- Analytics
- Training
- Multivariate Testing
- Analytics
- Usage Patterns
- Demographic Details
- Feature Revision
- User Focus Groups
- Release Planning
- Performance



Ongoing

- User Stories
- Use Cases & Flows
- Sitemap
- Wireframes
- Developer Spec
- Content Spec
- Template Spec



Project Resources

Hiring your team (UK)

Your project will require 2 months of professional design and development resources based in the UK.

We have accounted for the following:

- Logo designs, social media setup, demo content adding, login control panel, website hosting + security
- 4 weeks of UI/UX designs to cover Website and App user flows. This also includes high-definition design prototypes for you to share with stake-holders and give feedback on.
- 5 weeks of project management resources to manage communications, development team timelines and documents you will need to grow your system.
- 5 weeks of development resources to complete the website build. The website will be built on Wordpress using a generic base theme. Our team can customise it to match the required designs. Third party integrations can also make up features.
- 4 weeks of technical support and bug fixing for your system. In order to make sure you and your team are well versed on how to manage changes.
- Costs are broken down into stages and time

Design & Branding

Based on our discussions and the specifications provided, we will provide the following design deliverables for a **fixed cost**.

| Description | Fixed Cost | Quantity | Subtotal |
|--|------------|--------------|------------------|
| User experience, UI Designs, Interactive prototype | £1,700.00 | 2 weeks | £3,400.00 |
| User experience, UI Designs, Interactive prototype | £1,700.00 | 2 weeks | £3,400.00 |
| Logo | £150.00 | 1 | £150.00 |
| | | Total | £6,950.00 |

Design & Development Specs

We'll provide an estimated cost for development below in order to give you an idea of the overall project budget. Upon completion of the *full design review* we re-evaluate **Development Team Sprint Costs** (below) to ensure its inline with expected features, as sometimes ideas change or evolve during the design process.

Design to Development Handover:

| Description | Cost | Time | Subtotal |
|--|---------|--------------|------------------|
| Brand guideline documents | £340.00 | 2 days | £680.00 |
| Requirements creation and backend server setup | £340.00 | 2 days | £680.00 |
| | | Total | £1,360.00 |

Project Management

We believe clear, open and honest communication is the key to a successful project. To streamline collaboration we use a variety of tools, from Slack to Skype. For this project we recommend using a designated Slack channel for our primary communications, with Skype calls to accompany each deliverable (if deemed necessary).

We use a project manager to make sure your development continues at a steady pace using a project management tool called [Trello](#). This gives you a birds-eye view of how the development is progressing.

Management Costs:

| Description | Rate | Weeks | Subtotal |
|---|---------|--------------|------------------|
| Project Administration Documentation and communication | £340.00 | 1 week | £340.00 |
| Project Management for Iteration sprints | £340.00 | 5 week | £1,700.00 |
| Social management setup | £340.00 | 0.5 day | £170.00 |
| | | Total | £2,210.00 |

We work in weekly iterations called [sprints](#). At the end of each sprint our team will have produced a working increment of your system.

A classic sprint would involve the following phases:

- Planning tasks (selecting the highest priority user stories first);
- Development and daily deployment to preview

Throughout the development process we try to resolve issues and bugs as we test. Upon completion of the App / Website we do a full review in order to make sure everything is working as expected.

Development Sprints

Development Team Sprints:

| Description | Cost | Time | Subtotal |
|---|-----------|--------------|-------------------|
| Management board ticket, document creation and setup | £340.00 | 4 days | £1,360.00 |
| Iteration sprint #1 (Design Website UI - Frontend) | £1,700.00 | 2 week | £3,400.00 |
| Iteration sprint #2 (Website Functionality + Backend) | £1,700.00 | 2 weeks | £3,400.00 |
| Iteration sprint #3 (Website Functionality + Testing Environment) | £1,700.00 | 1 week | £1,700.00 |
| Iteration sprint #4 (Website Functionality + Demo content and images) | £1,700.00 | 1 week | £1,700.00 |
| Iteration sprint #5 (Website Functionality + Social intergrations) | £340.00 | 5 days | £1,700.00 |
| Final Review and Publishing Live | £340.00 | 1 day | £340.00 |
| Aftercare (Testing system and bug support) | £1,700.00 | 4 weeks | £6,800.00 |
| | | Total | £20,400.00 |

Project Budget: £30,920

Ongoing hosting costs (if needed): £11.99/m



What next and how to hire us?

It's Easy! Email us on hey@lovetheidea.co.uk

We will send you details on paying your deposit.
Once cleared, we setup our communication channels and get the project running.



Why us? Love the Idea™ was founded five years ago in London by Jason who realised that teaming up with other agencies allowed us to tackle bigger and more meaningful projects. Since then they've delivered projects for some of the UK's best known brands.

The main motto at Love the Idea™ is enjoy your work. We feel that by having fun, we deliver the best experience for users and for our clients.

Meet new people doing the things you love

Hyper-local

Only show your profile to people within 45 metres

You're in control

Control who can see your profile, and easily turn off visibility

Putting positivity first

We don't do dislikes. Simply double tap to like someone. If they like you back it's a match!

Get Advice From Financial Market Experts

Regulatory Driven Change and Organisational Improvement

Accelerate Business Operations

Our team of safeguarding experts is on hand to help

Guidance in situations where you might feel vulnerable

Keep Yourself and Others Safe & Report

Our team of safeguarding experts are on hand to keep you safe


Benefit from outstanding support from tutors, assessors, and our safeguarding team.

AKKROO GDPR Ready WHY AKKROO SOLUTION PRODUCT CUSTOMERS RESOURCES LOGIN ONLINE DEMO


COLLECTING AND PROCESSING LEADS FROM EVENTS IS BROKEN.

Akkroo Event Lead Capture. Your events, sales and marketing connected.

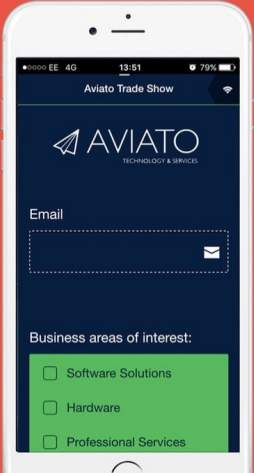
[WATCH OUR VIDEO ▶](#) [TAKE PRODUCT TOUR](#)



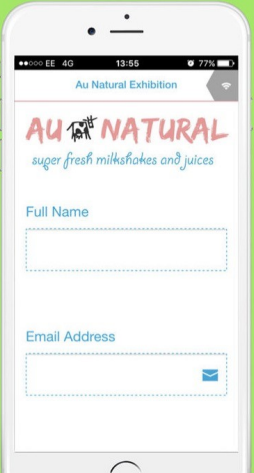
Capture **Integrate** **Measure**

Any questions? I'm here to help 

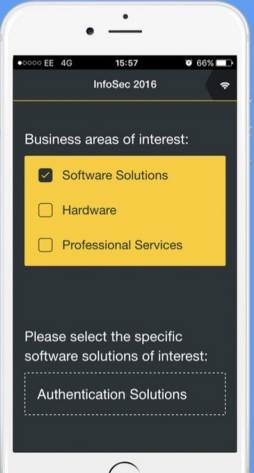
Create and customise your own forms



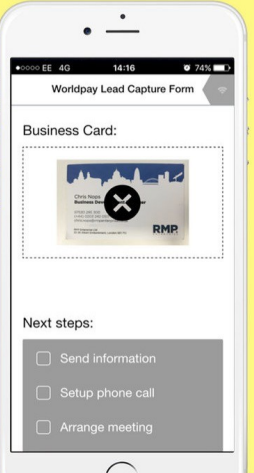
Collect data anywhere, anytime Online or offline



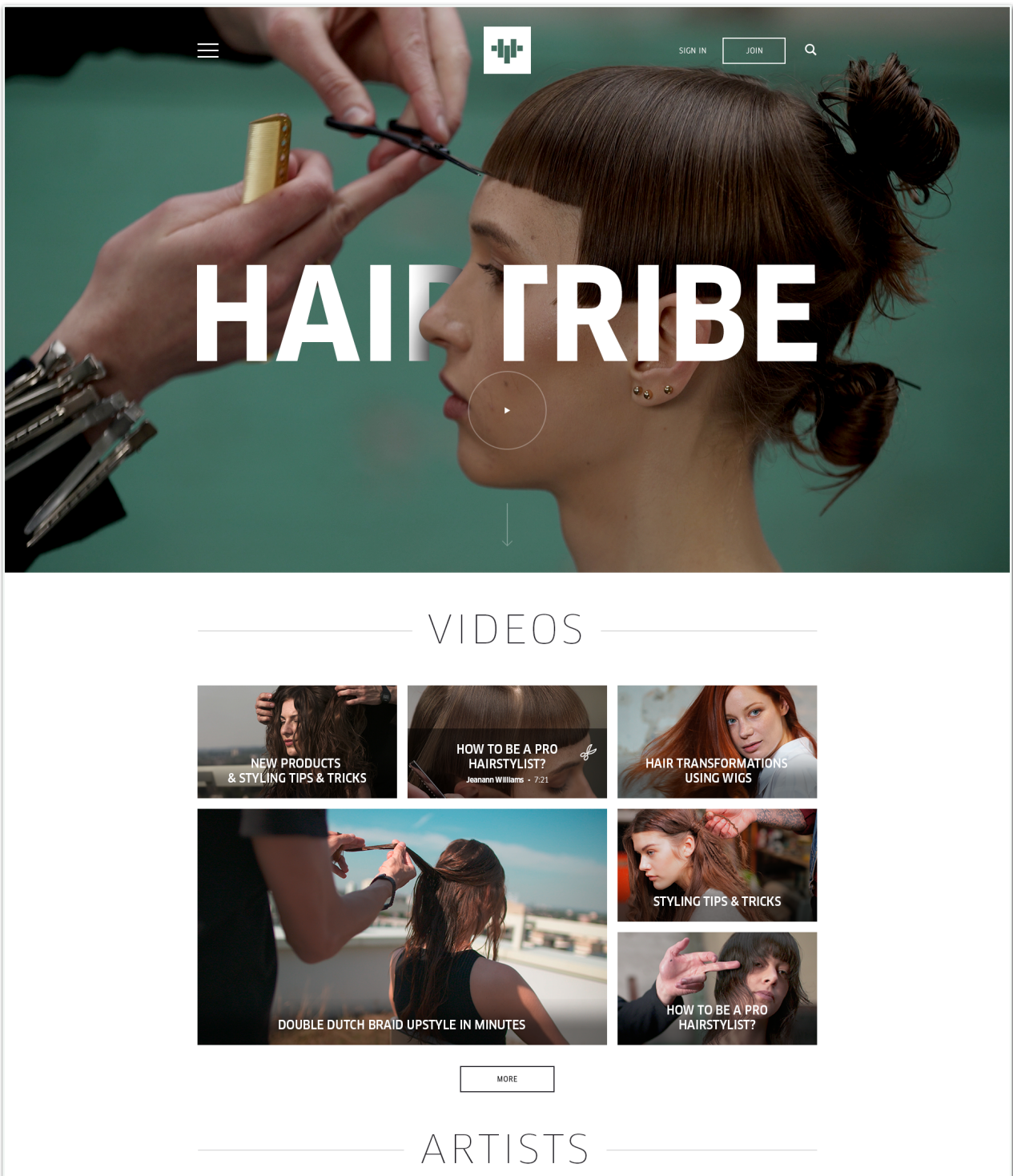
Perfect for lead capture at trade shows



Scan & transcribe business cards



Akkroo.com is a high-end event data capture company which was built by Love the idea and then Co-founding member, Nick Brook. The company released its first MVP making just over £5k in sales. The following year it had secured clients such as Adidas, Roll Royce, and Sony.



Hair Tribe is a video styling website that allows users to search for hair styling tips and training videos. Customers can book in hair stylists to their home in order to get the perfect hair cut by professionals

SWAPX

How it works SWAPX Card Insights Help Center Login Join us

SWAP

SWAP currency for FREE at the true market rate.*

Our mission is to make travel money free for everybody, so we have created the SWAPX exchange. Why should we have to use a bank or Bureau to get our travel money?

Now when you need travel money you can swap in the SWAPX Exchange to get the true rate of exchange*, but if you forget, the SWAPX card will dynamically action the swap for you** when you use your card anywhere in the world.

SWAP currency & start saving with SWAPX

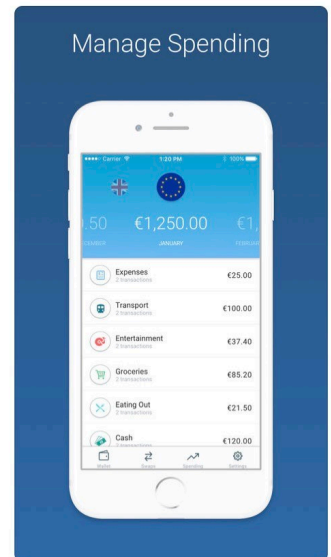
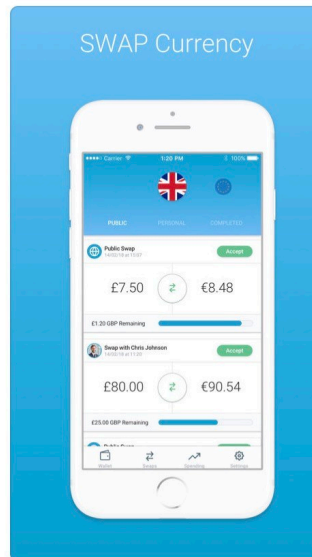
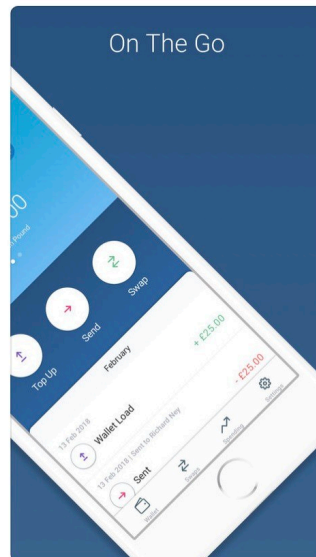
You SWAP for

GBP 500 EUR

You get **EUR 572.05**
Our rate: 1.14411


You save **GBP 15.38**
vs your bank

How did we calculate it



SWAPX.co.uk is a pre-paid travel card currently at an MVP stage, successfully winning its first round of funding in December 2017. It provides businesses with a way to save on bank charges when traveling around the world. The card can be used anywhere in the world with an App that can track spending habits.

BUSINESS CROWD
Editor's Choice Company Spotlight Video Interviews
FOLLOW US ▼ Q




SMALL & LOCAL BUSINESSES

How to use equity to keep motivate and reward your team

IFTY NASIR

Keeping employees motivated and incentivized so they want to stay is a prerequisite for any business culture. It also has significant cost and productivity benefits. Staff turnover can cost British...

🗨️ 0



ENTREPRENEURS


A guide to the 4 best rules of engagement for "Micro Businesses" and their Energy Procurement

GEMMA SANDY

The definition of a micro business, regarding your energy, is pretty simple; it's classed as a micro business if: it consumes no more than 293,000 kWh of gas per year, or it consumes no more than 1...


🗨️ 0

POPULAR WEEK MONTH ALL




How to use equity to keep motivate and reward your team

🗨️ 0




Starting An E-Business Without Any Technical Skills

🗨️ 0



Planning your week like an Entrepreneur

🗨️ 0



3 Hacks to Help you Work with PayPal

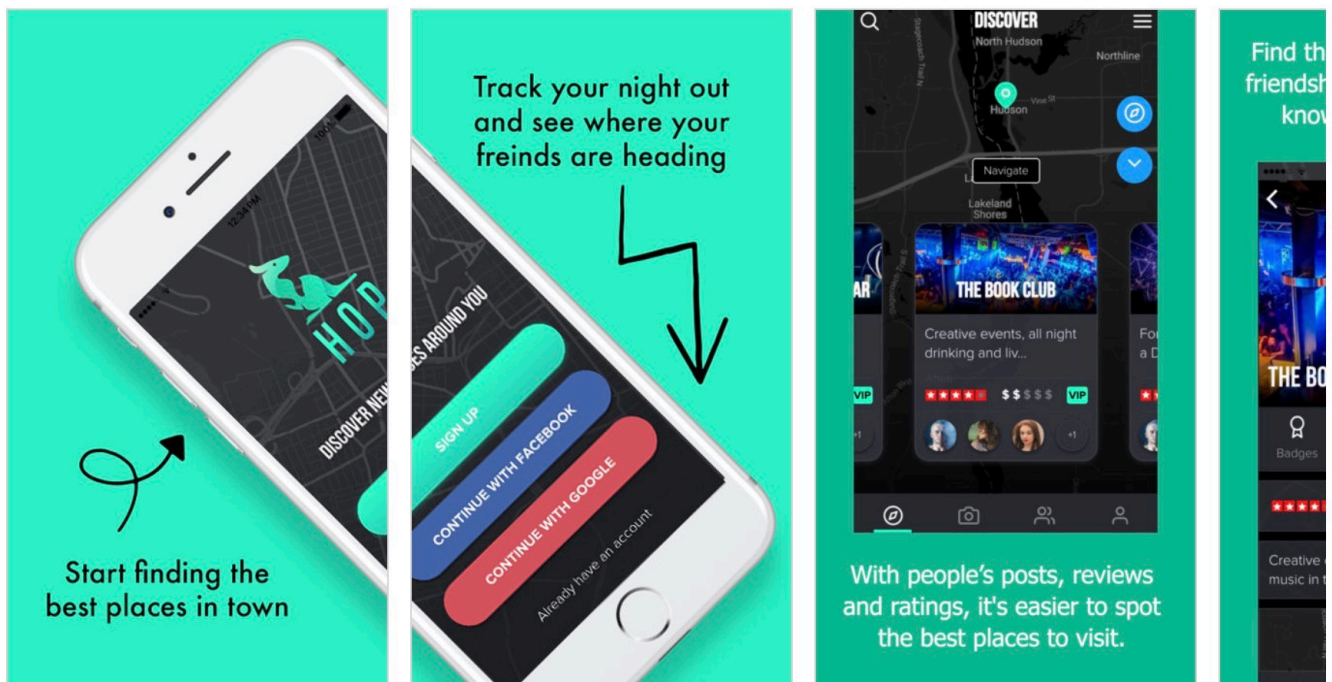
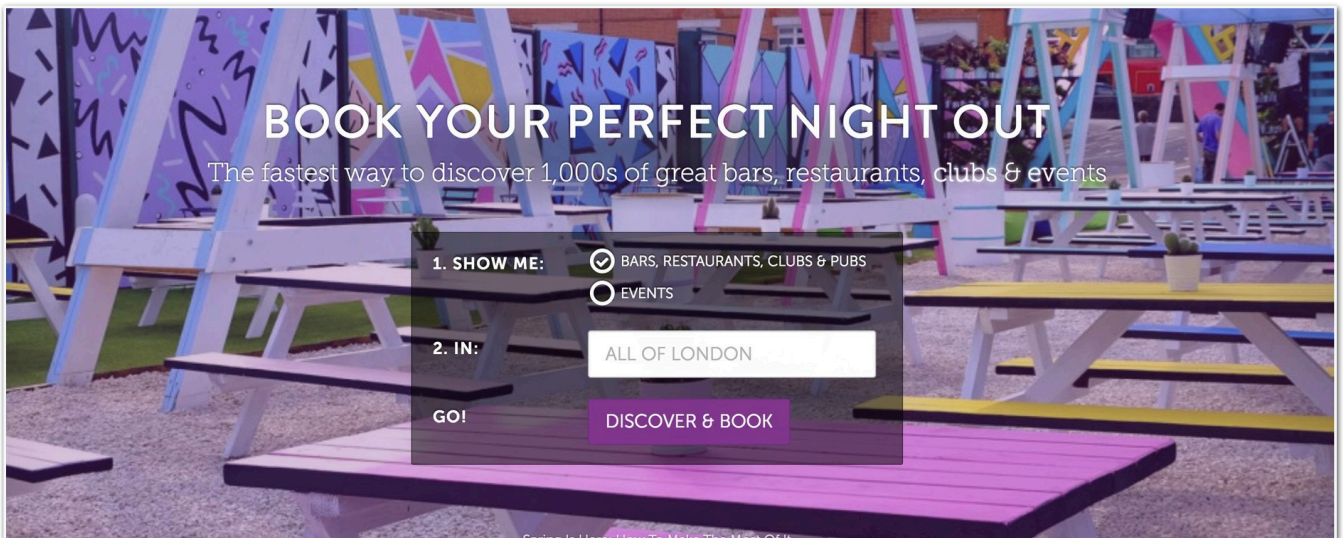
🗨️ 0

Join over 11.5k Founders' who get fresh content to their mailbox!

Subscribe

Business Crowd is publishing platform at alpha stage for business owners who want to share their success stories. The motto of Business Crowd is that business basics should be available to everyone. Sharing stories of success allows the community to learn quicker and be inspired.

The platform has just raised its first round of funding in February 2018 after winning contracts with KPMG, Google and 123Reg.



HOP is a friends App that allows you to track where you have gone in a given night (for those who cannot remember) and see where your friends are located. It is currently testing uptake of the idea with a small group of beta testers before moving to the next stage of development

Working Together

Payment Structure

To streamline this process we see the deposit payment as acceptance of this proposal.

We will always do our best to fulfil your needs and meet your project and business goals, but sometimes it is best to have a few simple terms written down so that we both know what is what, who should do what, and what happens if anything doesn't go to plan.

Payment structure: 40% upfront, 60% throughout the project, broken into stages on your payment plan. 40% upfront payment is a non-refundable payment used for administration and hiring purposes. Payment is done via bank transfer (using the details provided in the payment plan) unless agreed otherwise.

Any delay in payment of 30 working days or more (unless agreed otherwise) will cause the project to be put on hold until that invoice has been paid.

Any additional resources needed for the design or development, such as fonts, stock photos, icons, external services — are not included in the price above. Those will be paid for by the client, and the rights to use them shall be theirs.

The price quoted takes into account any minor changes you require. Extensive changes to the UI (user interface) or UX (user experience) of a website or app that has been reviewed and approved. If needs be a rate of £340/day can be used. We'll always notify you beforehand if we see the changes you've asked for as 'extensive'. You won't receive an additional invoice with no prior warning.

We're not responsible for writing or on-going inputting text copy, or sourcing and creating visual content, unless specified in the original estimate. We'll be happy to help though.

In case of project cancellation after the work has started, the client will pay for the relative part of the work. All paid for work will then be transferred to the client.

You'll own the visual elements that we create for this project. We'll give you source files, code and compiled files and you should keep them somewhere safe as we're not required to keep a copy (though we usually do!). By the end of the project you own all elements of text, images code, and data you provided, unless open sourced.

Ownership to materials and or deliverables regarding to each section of the project and the intellectual property rights therein, will be assigned to you upon successful payment of each section outlined in the payment plan