PATHAK DEVELOPERS

Website proposal for Pathak Developers.

PHASE ONE

Company + Projects + Information + CMS

Prepared by ArtWorksIT
Uday Rathore
+91 87927 45204



01 / OVERVIEW

Project Objective

Pathak Developers is looking to establish a **stronger digital presence** that clearly communicates its company, projects, services and relevant information to prospective customers.

The objective of Phase One is to create a **modern, information-led website** supported by a **flexible content management system** through which the Pathak Developers team can **independently manage projects and website content**.

The website will focus primarily on **information discovery**: helping visitors understand Pathak Developers, **explore its projects**, access relevant information and **express interest**.

At the same time, the underlying project and content architecture will be structured with **future expansion in mind**, allowing the platform to **evolve into more advanced customer-facing functionality** over subsequent phases.

02 / SCOPE & DELIVERABLES

Scope and Deliverables

Discovery & Information Architecture

We'll begin by understanding Pathak Developers, its projects and the people visiting the website. Reviewing the existing content will help us shape a clear sitemap, intuitive navigation and reusable content structures. This gives visitors a simpler route to the information they need and gives the team a practical foundation for managing the website as it grows.

Corporate Website

We'll bring the company's story, services and project portfolio together in a clear, cohesive website. Company information, buying guidance, updates and testimonials will help visitors understand the business and build confidence before making contact. Supporting contact and policy pages will complete the experience, with the final page structure refined together during discovery and design.

Project Information System

Ongoing, completed and upcoming projects will share a consistent structure, making the portfolio easier to explore and maintain. Each project can bring together its location, imagery, floor plans, amenities and specifications, with a clear way to enquire. Reusable project pages let your team add and update developments through the CMS without commissioning a new page design each time.

Content Management System

A dedicated dashboard will give your team control over everyday website updates. From publishing projects and uploading floor plans to refreshing banners, company information and news, agreed content will be manageable in one place. Clear content structures and publishing controls will help keep the website current and consistent, reducing reliance on a developer for routine changes.

NRI Information Centre

A dedicated NRI section will bring buying guidance, financing information, FAQs and relevant resources into one accessible place. It will help overseas visitors find useful information and express interest with greater confidence. Phase One focuses on information and enquiries; personalised NRI services and customer-specific workflows would be considered separately in a future phase.

Enquiries & Lead Capture

Visitors will have clear ways to ask a question or express interest in a project, including dedicated NRI enquiries. Relevant forms, attachment support and spam protection will help capture useful information while keeping the experience straightforward. Enquiries will reach designated team members and, where agreed, the client's CRM, giving your team the context needed to follow up.

Integrations

Agreed connections such as Zoho CRM, Google Maps, email and spam protection will support lead follow-up, project discovery and reliable communication. Payment gateway integration, including Stripe, would only be included if specifically confirmed in the final Phase One scope. Integrations depend on final requirements and available access; third-party accounts, credentials and service costs remain the client’s responsibility.

Future Expansion

The project and content structure will leave room for the platform to grow as business needs evolve. Later phases could introduce customer accounts, progress updates, booking and payment journeys, documents or post-sale services. These capabilities are not included in Phase One; the aim now is to establish a reusable foundation that future work can build upon.

03 / PROCESS & TIMELINE

Proposed Process

Days 1-5

Discover

Understand Pathak Developers, its projects, audiences, existing content and objectives for the new website.

Days 6-10

Define

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

Days 11-25

Design

Develop the visual direction, key page templates, responsive layouts, project experience and component system.

Days 26-45

Build

Translate the approved designs into the responsive website, implement the CMS, configure integrations, test the system and prepare it for launch.

Timeline

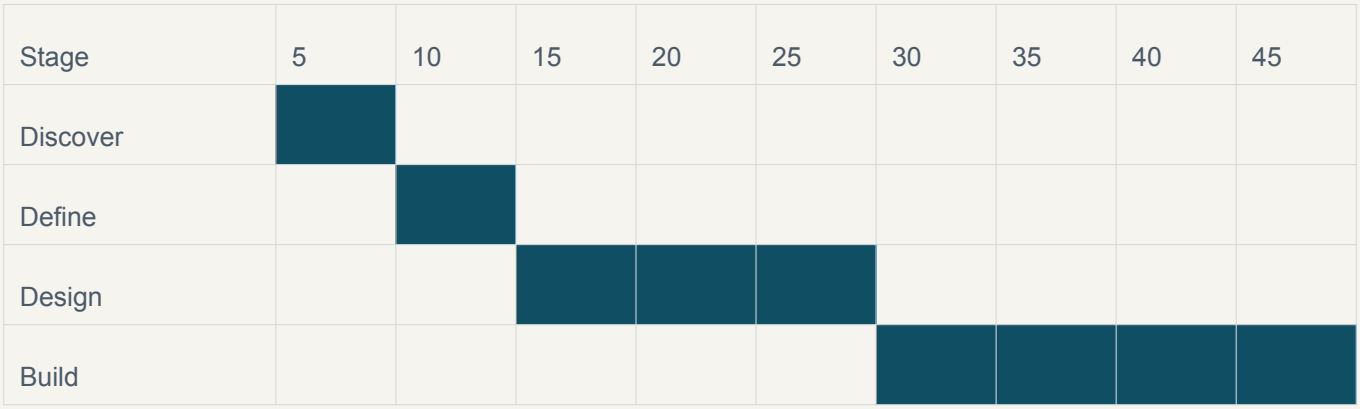
Design + Development - Approximately 45 days

The timeline is dependent on timely feedback, approvals, content, project information and required assets from the Pathak Developers team.

The detailed project schedule and milestone dates will be established at project commencement.

04 / PROJECT SCHEDULE

45-Day Delivery Schedule



Days 1-5: Discover. Days 6-10: Define. Days 11-25: Design. Days 26-45: Build. Calendar dates will be established at project commencement.

05 / TECHNOLOGY

Technology

The website will be developed using a modern Laravel-based technology stack that is appropriate for the current website while providing a strong foundation for future expansion.

Proposed Stack

Backend
Laravel

CMS / Administration
Filament

Application Interactivity
Livewire

Frontend Interaction
Alpine.js

Database
MySQL

Styling
Tailwind CSS

Version Control
Git / GitHub

06 / PRICING & MILESTONES

Pricing & Milestones

The proposed investment for Phase One is ₹**3,80,000**, exclusive of applicable taxes.

Project Commencement

₹1,52,000 - At project commencement

Design Approval

₹1,14,000 - Upon approval of the design

Development Completion / Launch

₹1,14,000 - At development completion / launch

Third-party costs such as hosting, domain registration, paid plugins, fonts, stock photography, external APIs, payment gateway charges or other licensed services are not included unless explicitly specified. The first year of hosting is included in the quoted project price.

07 / SUPPORT & MAINTENANCE

Dedicated Post-Launch Support

ArtWorksIT will provide **one month of dedicated support following go-live**.

During this period, we will work with the Pathak Developers team to ensure a smooth transition from development to day-to-day operation.

Training

The client team will be trained to:

- Use the administrative dashboard
- Add and update projects
- Upload project images and information
- Update relevant website content
- Manage CMS-driven sections

Post-Launch Assistance

The dedicated support period will also include:

- Launch-related bug fixes
- Assistance with initial content updates
- Minor content changes
- Minor functionality refinements
- General assistance with operating the system

New modules, major functionality, significant workflow changes or substantial enhancements will be scoped separately.

Ongoing Website Monitoring

Following the dedicated support period, ArtWorksIT will continue to maintain visibility over the technical health of the website through monitoring and maintenance systems.

These include:

- Website uptime monitoring
- Server monitoring
- Error monitoring
- Performance monitoring
- Maintenance alerts
- Monitoring for abnormal traffic or usage surges
- Technical alerts requiring intervention

The objective is to identify potential issues early and maintain the stability and availability of the website.

Unforeseen Issues

ArtWorksIT will remain available for unforeseen technical issues that may arise after launch.

Where an issue occurs, we will investigate the cause and assist with resolution.

Issues requiring substantial development, new functionality, infrastructure changes or third-party intervention will be assessed separately based on their scope.

Ongoing Maintenance

From the second year onward,

₹38,000 + tax / year

Calculated at 10% of the Phase One project fee.

Includes routine technical maintenance, monitoring and infrastructure oversight.

The first year of hosting is included in the quoted project price.

08 / TERMS & ASSUMPTIONS

Terms and Assumptions

01 - Scope & Exclusions

Phase One is positioned as a corporate website and project information system.

Customer portals, booking, payment workflows, finance management, project-management workflows, document workflows and other operational systems are not included unless explicitly added to the agreed scope.

Functionality outside the agreed scope will be separately evaluated and estimated.

02 - Client Responsibilities

The Client will provide:

- Company information
- Project information
- Images and media
- Floor plans
- Specifications
- Content
- Brand assets
- Required API credentials
- Third-party account access
- Timely feedback and approvals

Delays in receiving content, approvals, credentials or other client dependencies may affect the project timeline.

03 - Content & Data Entry

The Client is responsible for providing final content and project information.

ArtWorksIT will implement and structure the agreed content as part of the website development.

Extensive content creation, rewriting, data entry or migration of large volumes of historical information will be treated separately unless specifically included.

04 - Third-Party Services

Third-party services including hosting, domains, APIs, payment gateways, paid plugins, fonts, stock assets and other licensed services are not included unless explicitly specified. The first year of hosting is included in the quoted project price.

Any associated subscription, transaction or usage charges will be borne by the Client.

05 - Code & Ownership

All custom code and project-specific design components created for Pathak Developers will be developed specifically for the project.

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, plugins, fonts, stock assets and other components subject to their respective licences.

Project code will be versioned and securely maintained through Git.

ArtWorksIT reserves the right to showcase the completed project in its portfolio unless otherwise agreed in writing.

06 - Confidentiality

Both parties agree to maintain confidentiality regarding information, materials and business information shared during the engagement.

07 - Changes & Additional Scope

The project scope will be based on the approved information architecture, designs and functionality.

Requests that introduce new functionality, new modules, significant structural changes or additional workflows will be evaluated separately.

08 - Payment

All payments will be subject to the agreed payment milestones.

Applicable taxes will be charged separately.

Work may be paused in case of overdue payments and resumed once outstanding payments are cleared.

09 / NEXT ACTION

We’d like to know Pathak better.

Thank you for giving us the opportunity to spend some time thinking about Pathak.

We've spent some time looking at Pathak from the outside.

Now we'd like to understand it from the inside.

The projects, the decisions behind them, what you believe you do differently, and where you want Pathak to go next.

If the direction we've presented feels right, we'd love to get on a call and talk about it properly.

We'd like to take this further.

If the direction feels right, let's talk.

LET’S TALK →





ArtWorksIT

WEB DESIGN STUDIO

+91 86185 43699

Salarpuria Symbiosis, Arekere Village, Bannerghatta Rd, Begur Hobli, Bengaluru, Karnataka 560076

Uday Rathore

+91 87927 45204

