Wordworks website development
Cost estimate

Prepared for Wordworks
by Matogen Digital & UNFOLD the Brand

INTRODUCTION

Thank you for inviting us to submit a proposal to Wordworks. We hope our solution sparks some ideas and excitement among your team. Why work with Unfold and Matogen Digital? Apart from bringing joy to our work and our relationships with clients, there are two reasons why we are a great fit for this project:

WE UNDERSTAND THE NEEDS OF NGOS

Many of our projects are for non-profits. Although their web development needs are similar to those of for-profit businesses, there is always a balance between communicating to funders and communicating to their target audience.

In addition, non-profits need to think long-term to ensure the organisation's longevity. Through consultation with our clients, we define the scope for a project as we understand it now, but then look beyond it to ensure we build enough flexibility into our solution.

WE LOVE BOOKS, TOO!

Roulé le Roux from Unfold has contributed to Bookdash with two books, and they have their own colouring book in three South African languages.

Ian Parsons worked as a book publisher before shifting his focus to the digital world.

Together, Unfold and Matogen Digital were responsible for the original Storytime with Shine website, and Unfold built and maintained the Shine Literacy website.

OUR APPROACH TO THIS COST ESTIMATE

The request for proposal describes three main components to the project, namely **the main website, a resource hub, and a learning application.** Within these components, there are many details that we'd like to unpack with the Wordworks team to ensure we make good decisions for the long term.

Our cost estimate therefore provides **a range instead of a fixed estimate.** For example, we might choose to build a WordPress website with a page builder such as Elementor. In that case, our development costs would come down by as much as 50%. The downside to such a decision might be that the website starts out looking great, but over time it becomes a jumbled mix as different people work on it.

Our low estimate is 60% of our middle estimate.

The middle estimate is closest to what we believe the total project will cost, with some assumptions built in.
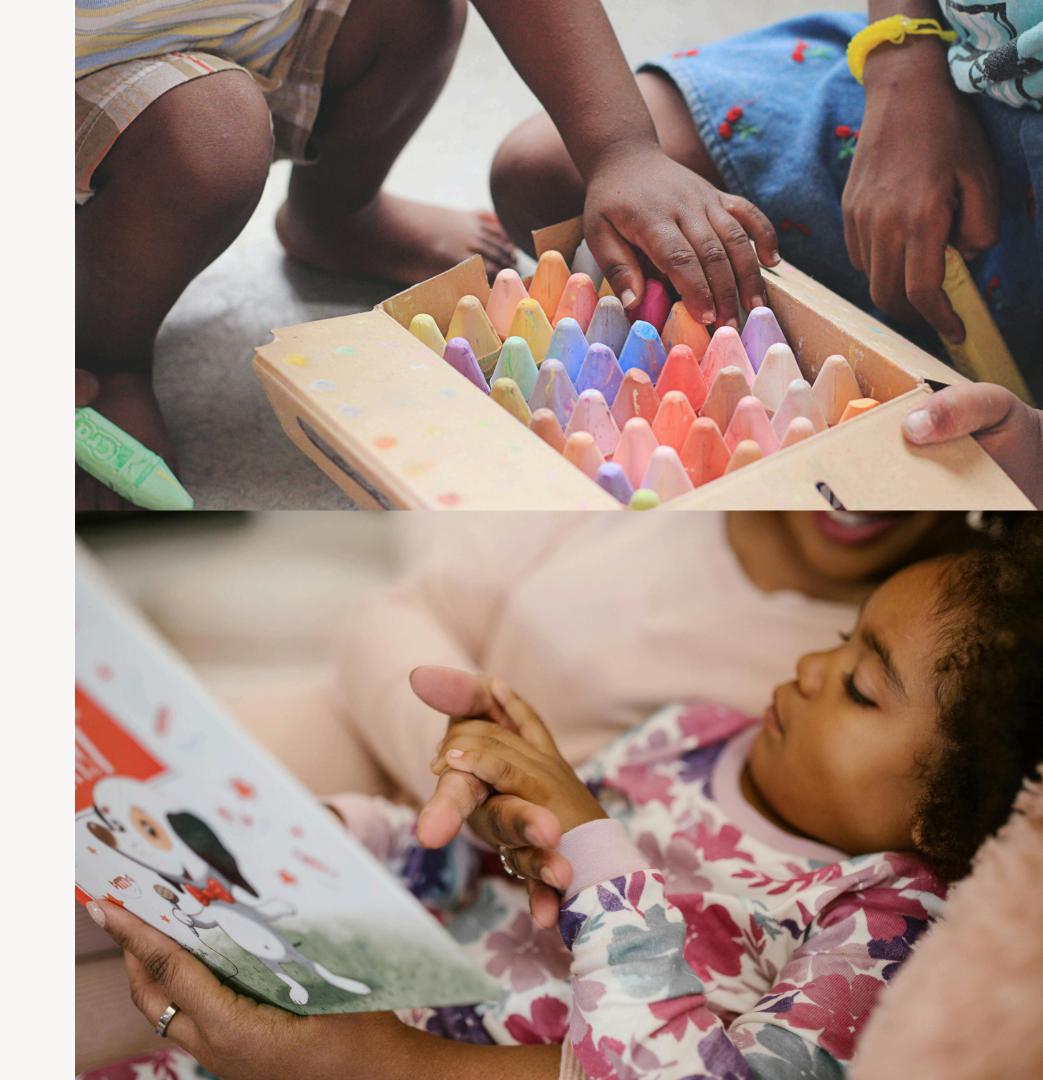
The high estimate is 20% higher than the middle estimate.

We have also provided an estimate for additional components, which we believe are not critical to the success of the project.

USER EXPERIENCE AND DESIGN

In our conversations with Rowen, we came to understand that Wordworks would like to utilise one of their own team members to design the various websites. We would be open to working in this way. Our proposal would split the design phase up as follows:

- Develop site map with content sections clearly labelled on each page (Unfold)
- Based on the site map, create low-resolution wireframes that indicate the placement of components on mobile and desktop layouts (Unfold)
- Based on the wireframes, create a high-resolution prototype that brings design choices to life on each page (Wordworks team member)
- Work together during each phase to enhance the final product (Unfold, Matogen Digital and Wordworks team member)

OUR SOLUTION IN BROAD STROKES

THE MAIN WEBSITE

The first point of interaction for most people will be the wordworks.org.za website. Therefore, the website should make it as easy as possible for website visitors to find what they are looking for, whether it's resources for teachers, access to learning materials, or ways to get involved.

The main website will be WordPress based, with a custom Understrap theme. This approach allows developers a lot of freedom to build specific functionality, but still provides content editors with a familiar toolset to create new pages with varied layouts.

Many WordPress websites are slow and at risk for security breaches because they rely on third-party plugins. Where plugins are well maintained and tested across a variety of setups, they serve an important role to speed up development and provide robust feature sets.

These are the plugins we trust on every website:
- Yoast SEO
- WP Migrate
- GravityForms
- WooCommerce
- Facet WP
- Advanced Custom Fields

Using Advanced Custom Fields, we intend to expand on WordPress's existing content editor, Gutenberg. The Gutenberg editor provides various blocks such as paragraphs, images, image galleries, row and column layouts and more with which content editors can build out their pages. Our custom blocks will make additional layouts and functionality available to content editors, while still keeping them in the familiar Gutenberg editor.

For certain pages we will build custom PHP templates to achieve a certain design or add specific functionality.

THE RESOURCES HUB

The Resources Hub will be part of the main WordPress website. This will simplify the development and maintenance of the project. Here are some examples of how resources might fit into a bigger website:

- FSNet Africa
- Voices for Just Climate Action
- Minnesota Supercomputing Institute

Using WordPress's REST API, we will make resources available on an endpoint, which means we can pull these resources into the LMS or mobile apps as needed.

Depending on the volume and size of resource materials, we might advise storing them on the same server where the WordPress site is hosted, or on an AWS S3 instance. Resources and site files of up to 10GB will not incur additional charges on your existing Xneelo account.

ADDITIONAL CONSIDERATIONS FOR THE MAIN WEBSITE

Search engine optimisation
Before we start development, we'd like to conduct a thorough SEO audit of the existing site to identify well-performing pages and opportunities for improved SEO performance.

Security
Websites in South Africa are being targeted more and more. Using CloudFlare, we will set up a web application firewall and additional security to protect the website against bad actors and malicious traffic. CloudFlare also brings a welcome boost to site speed.

Site speed
We take pride in developing lightweight, fast websites. As the site will be used in low-bandwidth settings, this is especially important.

Accessibility.
Good website accessibility means more people can use your website effectively. It requires a thoughtful approach to design and development, following a clear set of web accessibility best practices.

Ease of maintenance for content editors.
Our websites make it easy for content editors to add new content or make changes to existing pages.

Ease of maintenance for developers.
We have a robust process for managing code deployments and maintaining databases. In addition, we write clean code with lots of comments, which makes it easy for new developers to make changes or add new functionality.

THE LEARNING MANAGEMENT SYSTEM

The LMS requires a comprehensive set of features that would be expensive to build from scratch. Depending on your exact needs, we might choose to use Moodle, switch to an alternative platform, or use a WordPress plugin from a reputable developed.

For both the LMS and main website, an intuitive, engaging user experience will be crucial in the success of the project. Whether you're 5 or 50, learning is easier when you're having fun, and user experience is central to creating fun, engaging experiences. Take DuoLingo as an example.

- The interface is easy to navigate.
- It serves up course material in bite-sized sections that take between 2 and 5 minutes to complete.
- Learning is self-paced. Skip ahead to the following section, or go back to previous sections to review your learning.
- Learners are rewarded with "gems" and compete against each other on a leaderboard.
- Learners are accompanied on their learning journey by a cast of friendly characters, from a baby sucking on a dummy to a moody teenager. Duo the owl celebrates your milestones with you.
- Through reinforcement learning, learners gradually build up their knowledge without feeling too much pressure on remembering all the details the first time they encounter something new. New words are repeated multiple times, and brought back in future sections to reinforce previous learning.

MOBILE APPS

Depending on the requirements for mobile apps, we would recommend developing apps with Flutter. Based on Google's Dart programming language, Flutter allows developers to create mobile and desktop apps with one codebase.

COST RANGE

ZAR 476 532 to ZAR 953 064*

Estimated hours: 563 - 1126

* Excludes optional components

Task description	Estimated hours	Estimated cost
Project management		**R79,920.00**
Client meetings, project scope and day-to-day management over a period of 12 months	84	
Stand-ups	24	
Scoping and planning		**R79,980.00**
Workshop to understand design and development requirements likes and needs, proper project scope	40	
Write project scoping document, including the following details: • design requirements • development process • technical infrastructure • integrations between different services • forward-thinking planning for app development • cost estimates for cloud services and hosting • security, performance and maintenance	38	
Detailed site map showing relationships between main website, resource hub and LMS	24	

Task description	Estimated hours	Estimated cost
Design		**R142,560.00**
Main website and resource hub wireframes and consultation	72	
LMS wireframes and consultation	72	
Development		**R491,760.00**
Develop main website and resource hub on WordPress using a custom theme, including the following required features: • eCommerce • donations • integration with CRM such as SalesForce • integration with Mailchimp • SEO • security • API endpoints for resources • accessibility and site speed	292	
Development of LMS using a custom theme, including the following required features: • paid and free access to a variety of courses / learning paths • partner portal • user dashboard • integration with CRM such as SalesForce • security • accessibility and site speed • a fun, engaging learning experience • self-paced or guided learning • self-graded or teacher-graded quizzes and tests	292	

TOTAL: R794,220.00	Estimated hours: 938

Low estimate	562.8 hours	R476,532.00
High estimate	1125.6 hours	R953,064.00

Please note: All prices excludes VAT

Optional components	R213,840.00
Development of a new corporate identity for Wordworks	24 hours
Android and iOS apps for learners	192 hours

TIMELINES

The estimated timelines for the whole project will be fleshed out and shared once the quote is signed off. Noted deadline for delivery 2025 with an estimated 12 months* for completion.

First milestone: Workshop & Scoping
Second milestone: Design
Third milestone: Main website and resource hub
Final milestone: LMS

*Depending on the final scope, it might result in less time being needed.

TERMS AND CONDITIONS

The quote is an estimation of our timing with what we know now. This cost estimate provides an overview of the expected work required to complete the project. Our estimates are conservative, but we may exceed budget if the project scope changes or the project timeline is extended. This is not a fixed quote, but an accurate indication of the effort needed to complete our work.

REFERENCES

Voices for Climate Action

Karen Morris

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Thank you

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