Facetune Website Proposal

For Lightricks | By Hey! What?

Let’s make functional beautiful

Lightricks

Hey! What?

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The Dream Team

Lightricks | Hey! What? | Editor X

A winning combination that works for everyone.

We believe that through an open, transparent and collaborative process we can create a functional and striking site that maximises on Hey What's expertise in design and utilises Editor X's unique capabilties and flexibilty.

Why Editor X?

Editor X puts the power of responsive web development into the hands of creatives without the requirement for any previous knowledge of code.

As a creative-led agency that puts design first Hey What understands the needs of your design team. You want to be able to create, edit and craft websites and be in complete control of the aesthetic. As designers ourselves, we undestand the frustrations that can sometimes come from working with developers who sometimes do not appreciate the time and crafting that goes into design.

Building your site in Editor X, will empower your designers with a new set of skills that can be utilised as an ongoing capability within your studio which can help keep ongoing development costs down.

Plus, speaking as designers ourselves, building in Editor X is a fun and rewarding experience.

Should you need extra functionality added, that is outside of the functionality of the in-browser builder, this is when you can bring in a developer to use Editor X's native Javascript based coding language Velo.

Why Hey What?

Dedicated. Inspired. Ambitious.

Our team of creatives and account managers are consistently reaching for the stars by pushing the boundaries of what we can achieve as a team. We're not here to let creativity fly underneath the radar, we work with brands to help them turn up the volume, get noticed and deliver products by captivating audiences.

We want to do for your brand what Facetune does for your users. Let's make you look your absolute best.

Whilst as a team of seven we are small, we are big thinkers with big ideas and the ability to produce creative across a broad spectrum of disciplines. We can not only build your site but we can help create animated content that helps tell the story of Facetune, what it does and how it works.

BRANDING • DESIGN • WEB • ILLUSTRATION • ANIMATION • FILM • PHOTOGRAPHY

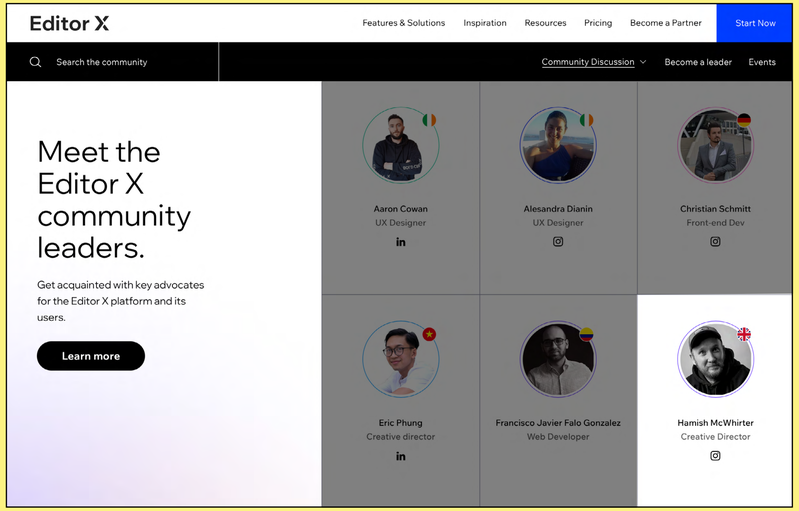
Our experience with Editor X

The designers approach.

With the understanding that Lightricks would like to utilise their internal design team to be able to bring as much web design in-house as possible, we believe Hey What are the perfect fit. We've been through the process of learning Editor X starting when it was at beta release, so we understand the learning process. We get what makes it an awesome and powerful platform.

Our founder, Hamish has recently been named as the UK's first Community Leader for Editor X. The Editor X team has recognised Hey What's talent in delivering striking design through the platform and utilising the in-built technology it provides.

Basically, we know that by Lightricks choosing Editor X it will open a new world of possiblities for your studio.



The project plan

1. UX review > 2. Sitemap & Wireframes > Review & feedback > Wireframe amends > 3. Copywriting (Lightricks) >
4. Styling development > Review & feedback > Styling amends > 5. Editor X development > Review & feedback >
Editor X amends > 6. Blog post migration > 7. Redirects > 8. SEO / Alt tags > Final snagging list review >
9. Snagging list amends > 11. Integrations > 10. Go live > 11. Handover & training

1. **UX review**
   Analysis and review of supplied wireframes and mobile wireframe construction
2. **Sitemap & wireframes**
   Based on UX review a sitemap and wireframe will be constructed
3. **Copywriting**
   Copy to be supplied from Lightricks based on the wireframes
4. **Styling development**
   Flat designs to be created for key pages for mobile and desktop. We do not see the need to produce flat designs for all pages as after styling sign off design development can be done in browser
5. **Editor X development**
   Build site in Editor X
6. **Blog post migration (~100 posts)**
   Currently there are over 300 posts on the current site. Lightricks to advise on which posts to migrate. (The latest 100?)
7. **301 Redirects**
   Redirects to ensure any legacy URLS redirect to new pages
8. **SEO**
   Top level SEO implentation.
   Page descriptions, alt text, meta data, heading tags, sitemap
9. **Snagging list amends**
   After final review from Lightricks any last tweaks and issues can be resolved
10. **Integrations**
    Connections, tracking and integrations
11. **Go Live**
    Set live and migrate to new Editor X hosting. It can take up to 48 hours for this process to take place
12. **Handover & Training**
    Hey What to create documentation and hold training session for Lightricks studio to enable them self-facilitate any updates.

UX review

Let’s look at mobile first

We have reviewed the wireframes sent over and feel that a full UX workshop is not required. However, with your audience being predominantly on mobile we should look at creating mobile wireframes before moving into the development phase.

There are also some considerations on the desktop wireframes surrounding content, copy and structure which we believe should be addressed to ensure we are effectively delivering content and CTAs.

It is definitely important to get this right before going too far down the line.

Features

As an Editor X agency we are always looking to push the boundaries of what the platform can do. We are also part of the partner program which allows us to use beta features not available to the general public.

Editor X are regularly adding additional features to the platform and we are always keen to implement new funcitonality where applicable and really showcase its capabilities.

Features we could include could include:

- Hover interactions
- Scroll effects
- Animated icons
- Multilingual translation (automated through Wix and Google translate - manual translations can be added but would require extra budget)

CMS & components library

Content management made easy

We will utilise Editor X's inbuilt CMS system to ensure editing and updating is a breeze. Editor X also has an easy-to-use blogging system which makes it simple to add text, images, video and html content.

Components Library

To further assist, we will populate a components library containing button styles and various section layouts to make it easy for your studio to drag in new blocks to any page on the website.

Members and roles

Any member of your team can be set up as a contributor to the site. Settings for each member can be personalised giving different people different levels of access to the site.

Security

All aspects of security are handled by Wix's security team and the platform is considered more secure than open-source platforms such as Wordpress.

One huge benefit regarding security is that there is no need for constant security updates as these are all monitored and implemented behind the scenes by Wix's own security team.

Wix provide plenty of documentation on all aspects of security which can be found on the links to the right. If you require any further information on security then let us know and we can correspond with Wix to answer any further questions.

If required, we could provide technical scope outlining the security measures and other integrations we may need to include.

Security Measures Overview
https://support.wix.com/en/article/wix-security-measures-overview

Sign Up Services and User Information
https://support.wix.com/en/article/security-of-wixs-sign-up-services-and-user-information

Third party security
https://support.wix.com/en/article/third-party-security-and-vulnerability-scanning-tools

Uptime
https://support.wix.com/en/article/about-the-wix-servers

This page has links to more articles on their security
https://support.wix.com/en/about-wix/security

Code and technology

Code

Although Editor X does not have direct integration with Git, it is still be possible to save the code outside of their system.

Staging and production environments

Editor X’s release manager allows us to create a test site before release. A/B testing can also be implemented if required. Live commenting and feedback is available directly on the development site.

Next.js

This is not required on Editor X as it has its own CMS.

Let’s make it move

Animation… it’s kind of our thing

As well as utilising Editor X’s inbuilt animation options and scrolling effects we would love to add extra movement by utilising our in-house animation team who can add extra life into the site with animated icons and transparent video. This will inject a bit of extra fun into the site which should sit well with your audience.

Explainer video

We could create a seriers of short explainer videos and animations to sit on the home page. These would be beneficial in allowing the viewer to explore the features of the overall Facetune as well as breaking down each of the individual apps. These could also be utilised for social content and digital marketing.

We would be happy to provide quotes separetely on these after further discussions with the Lightricks team and deeper understanding of the requirements and various outputs.

Training & documentation

Putting the power back in the hands of your designers

Hey What would create training documentation and hold a kick off Zoom training session with your creative team to run through the CMS system as well as further guidance that would enable your team to add extra pages and more advanced functionality.

We will also provide links to extra tutorials which we have found helpful in our own exploration of Editor X.

SEO

Get Visible Online

We would ensure best practice SEO standards for the development and launch of the site.
Access to the current sites analytics would be required for analysis.

This includes:

- 100% mobile friendly site
- Alt tags
- Meta data
- Titles and targeted page descriptions
- Sitemap submission
- Header tags
- Legacy url redirects

Ways of working

Dedicated Account Management Support

We have over 15 year’s experience providing Account Management support and can work in a number of project management styles to suit your teams structure and work-flow.

We would always work as an extension of your team to ensure all milestones are met and delivered on time and within budget.

We are used to working remotely with most of our clients and have formalised our own structure which works well to progress on a project effectively;

We also know how busy you and the team are, so we have a simple approach to keep everything in check.

- Status Report with all key workstreams in the studio to discuss the project plan
- Weekly status call to run through report - kept to 1 hour
- Discord or Slack channel set-up, if needed for some daily comms

Ways of working

continued...

We are pretty familiar with most team management systems, if you would like us to integrate with the team we can or we can propose using a system that will work for the different companies or team members across the globe.

File Sharing

We can use dropbox or similar or set up a G-Drive art resources folder and keep creative in one central location that’s accessible for you and the team.

Ongoing maintenance

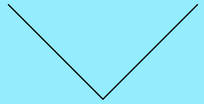
If required, we can provide ongoing hosting and provide ongoing support with your website which will include updating pages with supplied copy, uploading new imagery, posting blog entries and general maintenance or being on hand to train your employees to add more features to the Editor X site.

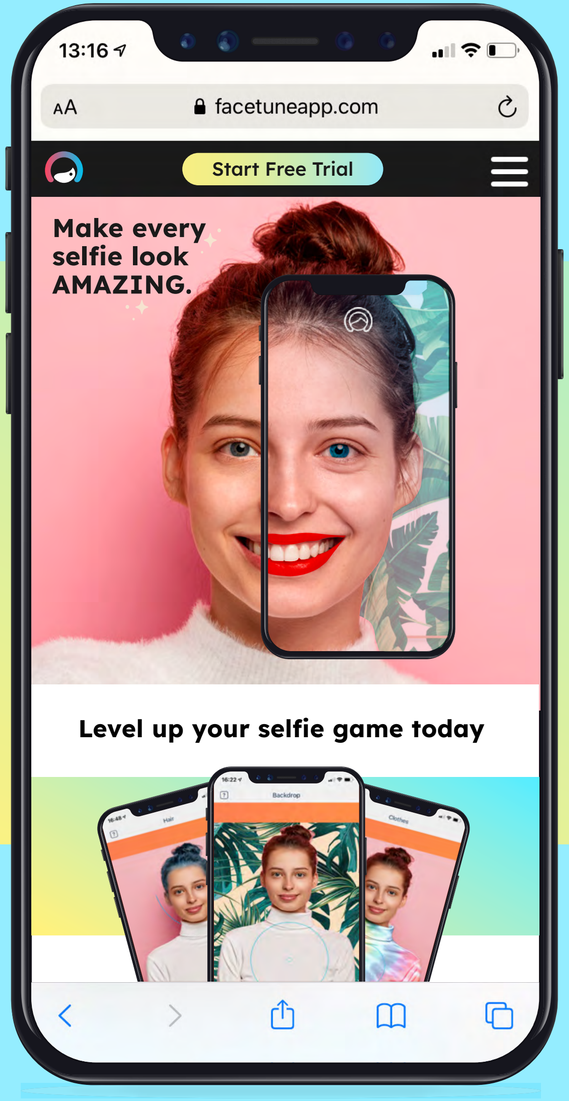
If this was required we would track all time spent on monthly management and review this quarterly with you to ensure the agreed amount of time is being spent.

How could it look?

We’ve had some initial thoughts on design.

These are just top level thoughts and first draft designs but we thought they might be a good starting point for kicking off creative discussion.

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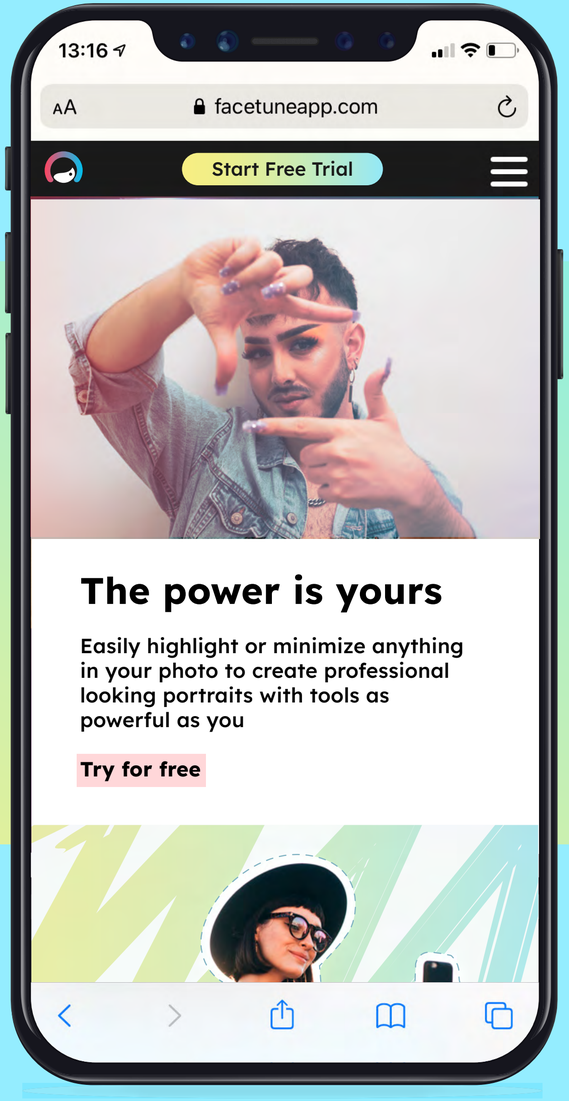
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Easily highlight or minimize anything in your photo to create professional looking portraits with tools as powerful as you
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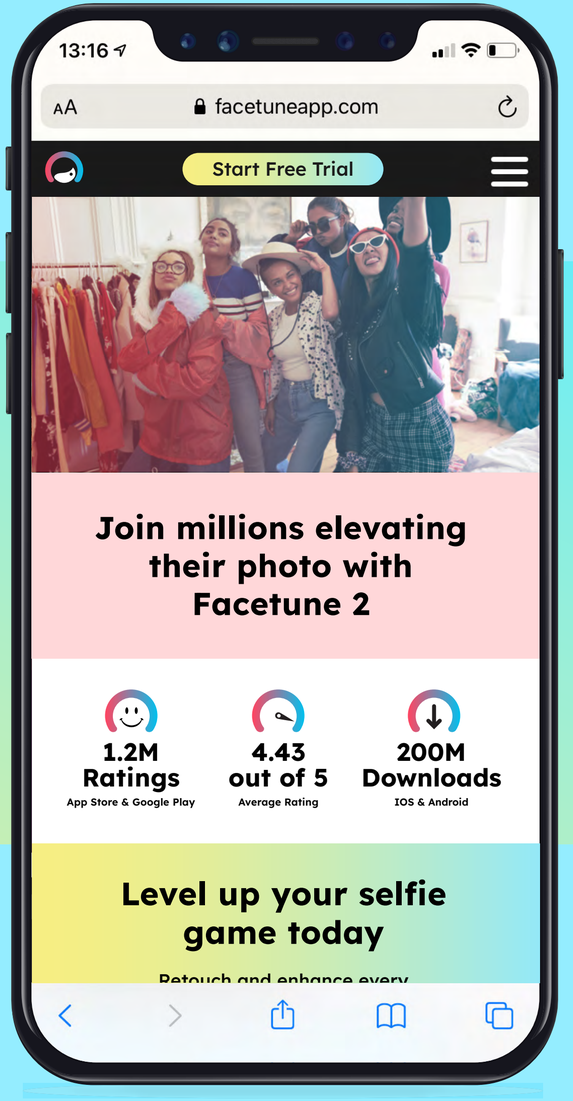
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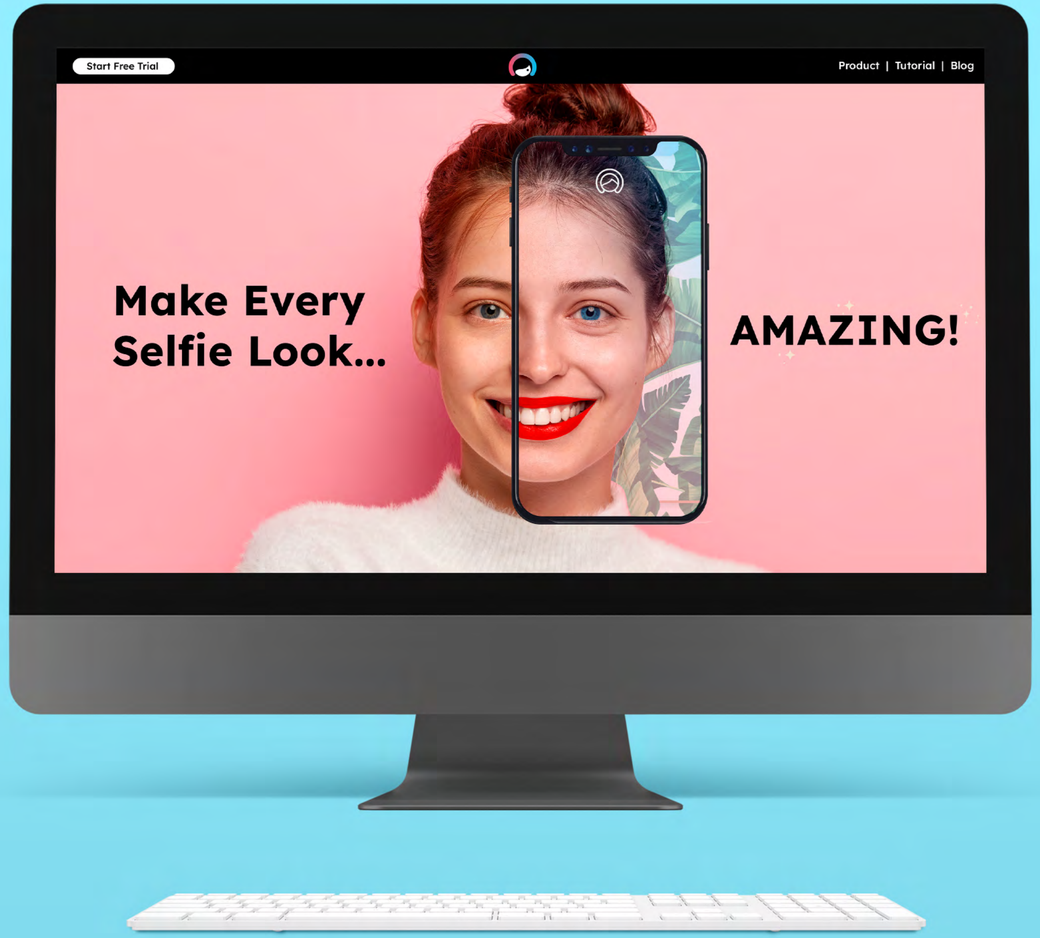
facetuneapp.com
Start Free Trial
Join millions elevating their photo with Facetune 2
1.2M Ratings
App Store & Google Play
4.43 out of 5
Average Rating
200M Downloads
IOS & Android
Level up your selfie game today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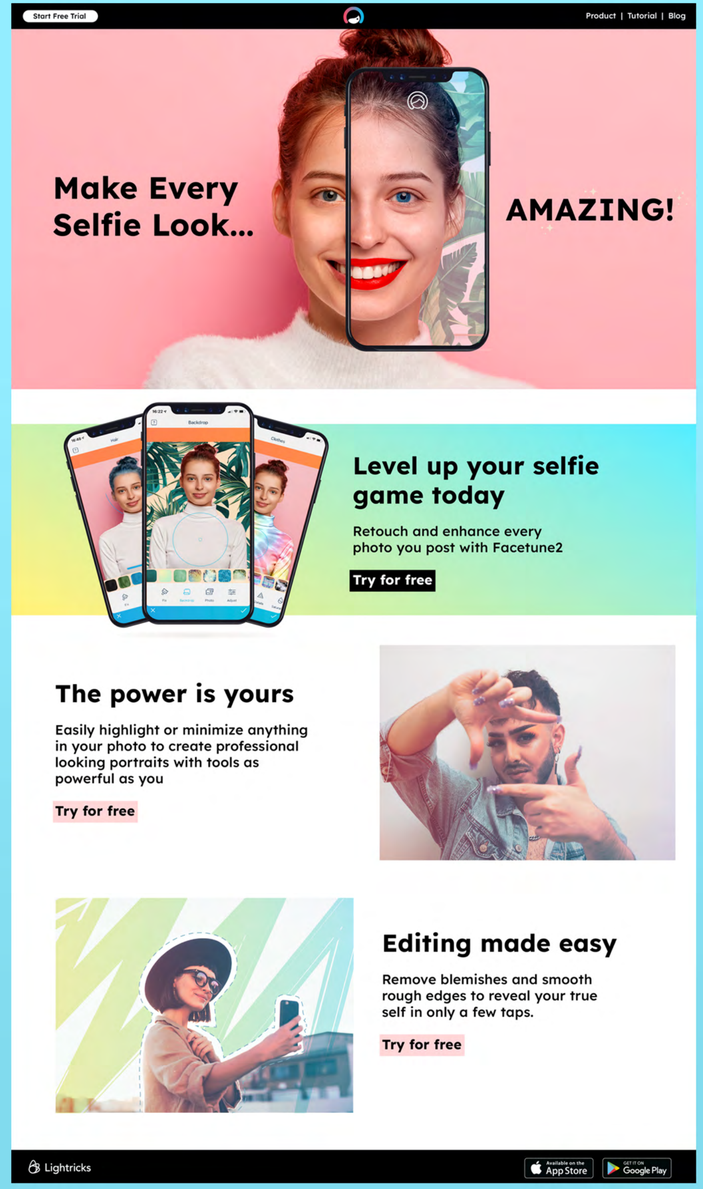
Product | Tutorial | Blog
Make Every
Selfie Look...
AMAZING!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Product | Tutorial | Blog
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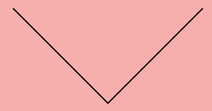
Selfie Look...
AMAZING!
Level up your selfie
game today
Retouch and enhance every
photo you post with Facetune2
Try for free
The power is yours
Easily highlight or minimize anything
in your photo to create professional
looking portraits with tools as
powerful as you
Try for free
Editing made easy
Remove blemishes and smooth
rough edges to reveal your true
self in only a few taps.
Try for free
Lightricks
Available on the App Store
GET IT ON Google Play

Our web portfolio

Our few examples of websites we have created
using Editor X, Wix, Wordpress & Craft



Detonate Festival 2022 – Long running UK Drum and Bass festival

Created in Editor X

www.detonatefestival.co.uk

Niall Keating – Two Michelin Star Chef - Phase 1 site currenly under development

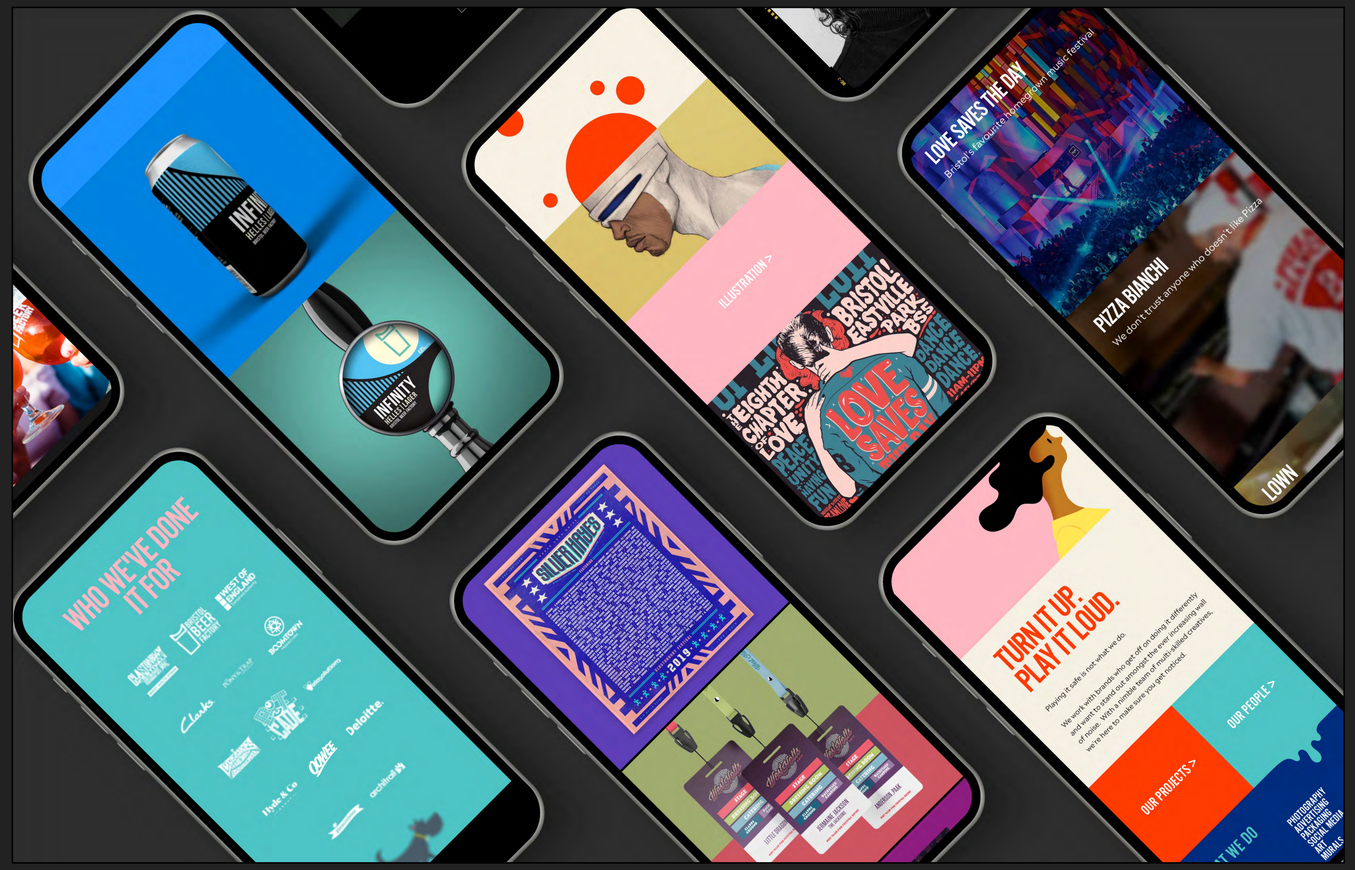
Created in Edtior X

www.niallk.co.uk

Hey! What? – Our own agency website

www.heywhat.co.uk

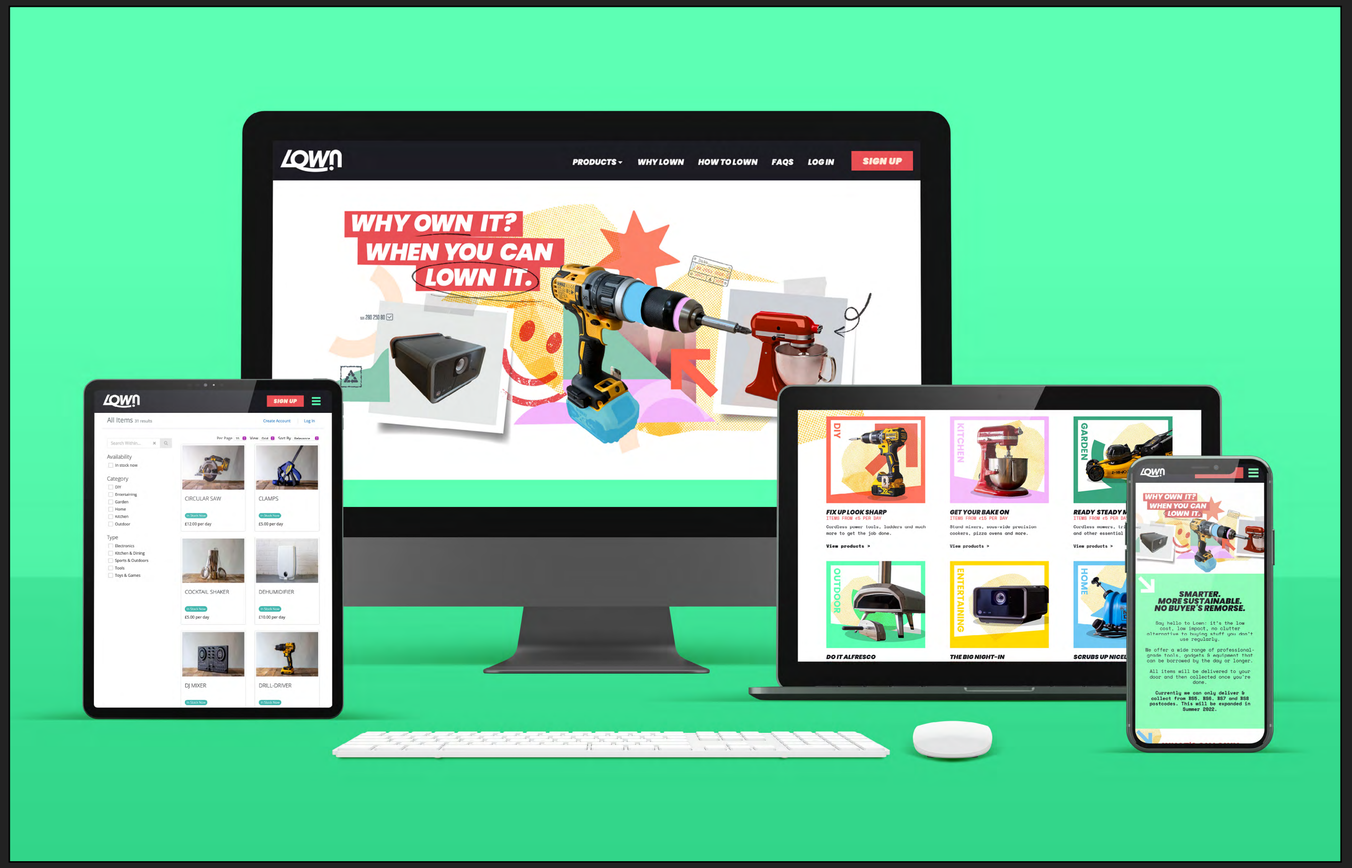
Created in Editor X



Lown – A low cost, low impact, no clutter alternative to buying stuff you don't regularly use

Created in Editor X

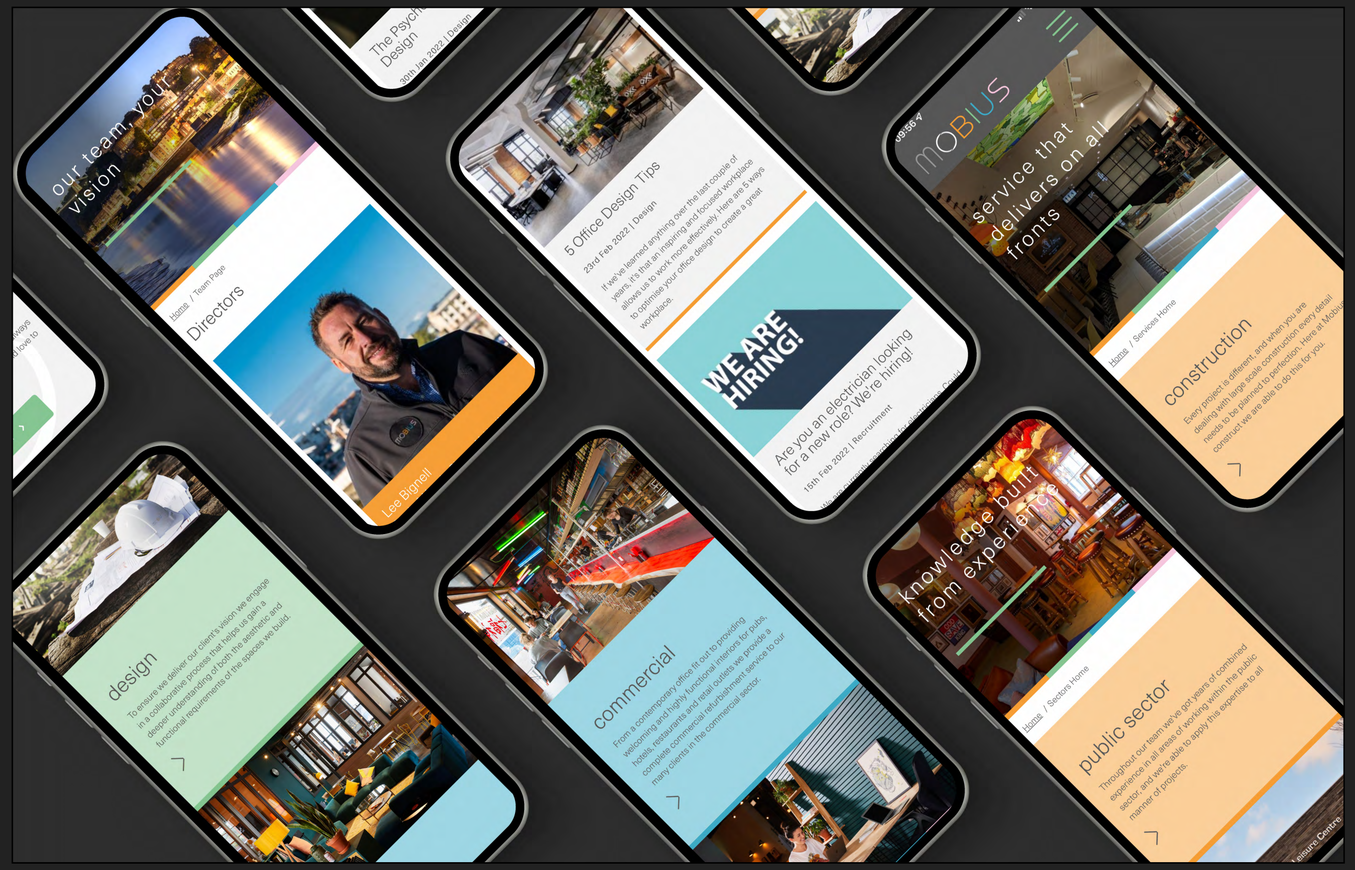
www.lownit.co.uk



Mobius – Office and retail fit out and construction company specialising in hospitality

Created in Kraft

www.mobiusworks.co.uk



Forwards Festival – Set to be Bristol's largest festival featuring The Chemical Brothers

Created in Editor X

www.forwardsbristol.co.uk

Costs

Item	Days	Cost
UX Overview Sitemap and Wireframes plus technical and functional scope	4	£2,400
Styling Development	5	£3,000
Editor X Development & CMS	15	£9,000
Blog Post migration and Integrations	1.5	£900
SEO	2	£1,200
Amends Allowance throughout project	4	£2,400
Training and Handover	3	£1,800
Account Management includes weekly status reports, zoom calls and management of the project throughout	5	£3,000
	Total	**£23,700**

All costs are subject to change, if the scope of the project changes, and we would be happy to have further discussions about the costs outlined. A formal quote and timing plan will be delivered on agreement of the approach and proposal.

Hosting: As Lightricks would like to bring Editor X in-house we have not included a cost for hosting. Lightricks would set up their own Editor X account and billing with our assistance.
Maintenance: Maintenance fee will be costed once we have established the level of support required.

Let’s make us look good by making you look amazing!

We work hard to make our clients look incredible and we are proud of the work we produce. We take no project lightly and aim to deliver on creative and process to ensure you get the best product for you and your customer.

Let’s work together.

Thank you :)

If you have any questions please get in touch

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