



## Statement of Work

Prepared by Ericka Bastias (K15t)

# WiseApp Website Redesign

### Introduction

Good Software is a growing SaaS company providing productivity and collaboration tools for remote teams. The flagship product, **Wise App**, has recently undergone a significant UX overhaul. However, the current marketing website does not adequately showcase the app's capabilities or value proposition. PixelCraft Agency will lead the redesign and development of the Wise App website to align with updated brand guidelines and product positioning.

## Purpose and Objectives

The purpose of this project is to launch a new version of the Wise App website that improves user engagement, enhances SEO, and drives more qualified leads. Objectives include:

- Align the website with Wise App's refreshed brand identity
- Improve site performance (target: Lighthouse score of 85+ on mobile)
- Streamline information architecture to guide users toward key CTAs
- Integrate with marketing tools including HubSpot and Google Analytics
- Increase demo signups by 30% within 3 months post-launch

## Project Scope

- Website design and development (up to 10 static and CMS-enabled pages)
- Mobile and cross-browser responsiveness
- Integration with HubSpot (forms and tracking)
- SEO optimization (metadata, performance, structure)
- Basic accessibility compliance (WCAG 2.1 AA)
- Final QA and deployment support

|   | Deliverable                           | Estimated Delivery Date | Cost     |
|---|---------------------------------------|-------------------------|----------|
| 1 | Wireframes and high-fidelity mockups  | 19 Jul 2025             | \$3,000  |
| 2 | Final approved UI design              | 26 Jul 2025             | Included |
| 3 | Responsive website (built in Webflow) | 13 Aug 2025             | \$7,000  |
| 4 | HubSpot integration and testing       | 28 Aug 2025             | Included |
| 5 | Final deployment and handover         | 28 Aug 2025             | Included |

→ Out of Scope

- **Content creation (copywriting, blog posts, case studies)**  
*Content will be provided by Good Software’s internal team. Only placeholder text will be used during the design and build.*
- **Ongoing maintenance or updates post-launch**  
*This project includes only the initial redesign and deployment. Future updates or support require a separate agreement.*
- **Backend development or changes to Wise App itself**  
*The scope is limited to the marketing website. No modifications will be made to the product’s backend systems or features.*
- **Custom illustrations, animations, or video production**  
*Visual media beyond standard UI elements is excluded. Good Software may supply assets if needed.*
- **Multilingual site support or translation work**  
*The initial launch will be in English only. Localization or internationalization is not included in this scope.*

Tasks

| Deliverable            | Tasks  |
|------------------------|--|
| Website design mockups | <div><input type="checkbox"/> Conduct discovery workshop</div> <div><input type="checkbox"/> Develop user personas</div> <div><input type="checkbox"/> Create high-quality mockups</div> |

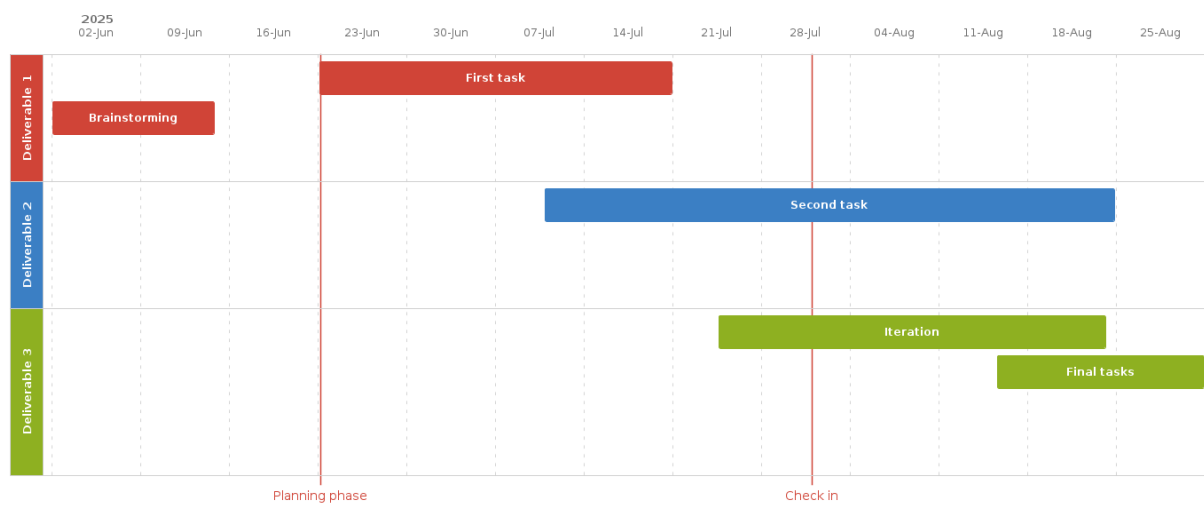


| Deliverable             | Tasks  |
|-------------------------|--|
| Fully developed website | <div><input type="checkbox"/> Set up dev environment</div> <div><input type="checkbox"/> Front-end development</div> <div><input type="checkbox"/> Back-end integrations</div> <div><input type="checkbox"/> Testing and QA</div> <div><input type="checkbox"/> Optimize for SEO</div> |
| Project documentation   | <div><input type="checkbox"/> Create style guide</div> <div><input type="checkbox"/> Develop user manual</div> <div><input type="checkbox"/> Write technical specifications</div> <div><input type="checkbox"/> Handover and support plan</div>  |

Location

Project work will primarily take place remotely. In-person meetings, if required, will be conducted at Good Software’s office located in Stuttgart, Germany.

Schedule



## Pricing

Payment terms and schedule for payment:

| Deliverable             | Price   | Payment Due Date |
|-------------------------|---------|------------------|
| Website Design Mockups  | \$800   | 08 Jul 2025      |
| Fully developed website | \$5,000 | 24 Jul 2025      |
| Project documentation   | \$500   | 13 Aug 2025      |

## Resources

The following resources are involved in the project:

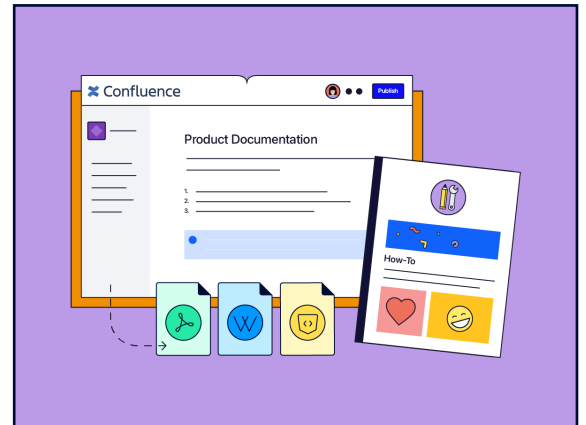
- **Project Manager:** Maggie - Good Software.
- **Lead Designer:** Conrad - Contractor.
- **Front-End Developer:** Aziza - Contractor.
- **QA Specialist:** Erika - Contractor.





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