



PROPOSAL - MIRIUS GLOBAL HYGIENE

TO Darren Langdon
FOR Website redesign & development
BY Clare Bradbury
DATE 6th December 2023

Envio's Digital

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Envio's Marketing Ltd is a company registered in England and Wales. No. 08347195
Registered Office: Midway House, Staverton Technology Park, Herrick Way, Cheltenham, GL51 6TQ

ENVIOUS
DIGITAL

ENVIOUS
OBJECTIVE

ENVIIOUS OBJECTIVE



IDENTITY

Envious work with our clients to project, create and produce a website, which develops the brand in the most effective method across the entire website. This also ensures that is correct for their environments and stands out from competitors

Our experienced designer allocated to this project will carry out any necessary research to design an overall look and feel that compliments the brand, and elevates it based on the purpose of the website brief

Based on your feedback, they will continue to work on this until we have a strong foundation that you are happy with to proceed with

Once this initial design stage is completed, our front end developer will be able to analyse the rest of the site and ensure that this design approach is continued across all other areas, the user journey is correct and graphical elements and imagery are introduced where appropriate

Once we have completed this, the entire site is presented to our client for testing against the specification and producing a list of amends (if any)

DEVELOPMENT PROCESS

We always recommend creating firm milestones for deliverables on both sides, and meetings during the process to discuss progress, outline ideas or suggestions that have come up.

Video tutorials are created and uploaded to an unlisted YouTube playlist and provided to our client, to provide any training that staff may need in order the keep the site up to date without incurring any additional costs

These milestones are stored on our online project management software which both of our teams have access to, and are able to communicate with for day to day conversations and for providing information, files and documents.

This allows us to collaborate in an efficient and productive way and keeps the project moving forwards positively, on time and to budget

ENVIIOUS OBJECTIVE

THE OBJECTIVES

BACKGROUND

Mirius Global Hygiene are an established manufacturer of a variety of cleaning products for various uses. Their products are high quality, meet compliance regulations and are sold via Distributors who purchase and sell onto their own customers.

In addition to Mirius, the company has a sister company - Coventry Chemicals, who are branded to provide cleaning products mainly into the agricultural market.

The management team recognise that the company needs to change their online image and method of presenting products to address a specific objective - providing information to Distributors and end users in terms of what products they need for specific applications, look for products to suit certain sectors and view/download information on the individual products.

Whilst there is already an existing website, it doesn't communicate with the target audience effectively, is out-dated and not of the calibre of competitors or the company itself.

For the design and development of this project, we recommend building the foundation on WordPress.

WordPress has evolved over the last 5 years from a standard blogging tool, to the World's most used platform for all types of websites, including those with extremely complex functionality. The global community of developers have embraced the open platform and it is continuously being enhanced from technical, security, stability and reliability point of view

This provides the client with full flexibility on accessing and editing content, is not confined to a license to use and is open-source code - allowing any developer in the world to work on future development without the worry of the platform becoming out of date and unable to be used

This also gives us full flexibility on the aesthetics of the overall design and layout of the site

KEY OBJECTIVES

- Restructure the menu to provide access to product information by sector
- Include direct routes to products and product information from the home page
- Include all product information documents and downloads in the same place
- Make it much clearer to the visitor where in the site they are at any time
- Include high quality imagery and video
- Introduce testimonials across the site
- Take better advantage of the header banner area of the home page
- Use latest web technology to introduce movement and potentially animation
- Ensure the site works well responsively on tablets and mobile devices
- Provide predictive 'auto suggest' responses in search bar
- Create Distributors mobile App
- Utilise ChatGPT for intelligent question answering

ENVIIOUS OBJECTIVE

DESIGN & FUNCTIONALITY

HOME PAGE AND MENU

The home page should provide instant information with little time needed to be spent looking how to find information.

The space on the home page should also contain call to actions to other areas of importance such as accreditations, new products, access to the resource library / product guides, entry to view products by sector, product ranges (for those who know what they are looking for), latest news and 'Become a Distributor'. Using relevant imagery will be more engaging with the audience and being cleaner in its appearance making it more visually appealing.

We do feel that Bio Hygiene have created their mega menu effectively by giving a route to products based on Sector, Product Type and Brand. This will allow all visitors to view more products that may be of interest to them in multiple, logical ways.

By reducing, and instead pre-empting how the visitor will behave will reduce the chances of them getting frustrated and leaving the site, in comparison to trying to display too much information too quickly (for example, listing product names as these are irrelevant to them at that point). The search bar, though, should include the direct product pages and auto-populate as they type. This will be useful for Distributors or procurement managers accessing the specific product information they need.

By addressing all of these methods of displaying information, we will have covered all user journeys by the different persona of visitors.

MENU STRUCTURE

The following is our current idea of how the menu will be structured (although this is open to change)

- Who we are
- What we do
 - Contract Manufacturing
 - Sustainability
 - Recyclable
 - Our Laboratory
- Products by Sector
 - Restaurants, Cafes & Pubs
 - Hospitality
 - Washrooms
 - Catering & Food
 - Care Homes & Healthcare
 - Schools, Universities & Day Cares
 - Laundries
 - Gyms
 - Salons
 - Automotive
 - Flooring Contracts
- Products by Type (tags)
 - Cleaning & Hygiene
 - Bleach
 - Disinfection
 - Hand Soaps & Body Wash
 - Odour Control
 - De-greasers
 - Floor Care
 - Stain Remover
 - Washing up liquids
 - (any others)
- Products by Brand
 - Retail
 - Refresh!
 - Vital Fresh
 - Mireco

ENVIIOUS OBJECTIVE

SITE SETUP AND STRUCTURE

- Hycolin
- Professional
 - Eco-Select
 - Super Professional
 - Specialist & Tricel
 - Hycolin Professional
- Healthcare (link to Coventry Chemicals?)
- White Label Service
- Distributors
 - Find a Distributor
 - Become a Distributor
- Resource Centre (Download area and ChatGPT)
- News & Blog
- FAQ's
- Contact us

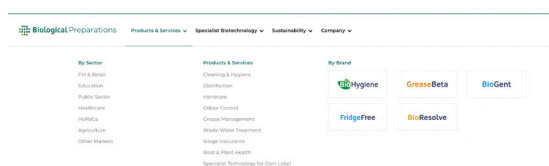
Other pages that will need to be added to be compliant but can stay in the footer are:-

- Coventry Chemicals
- Terms & Conditions
- Privacy & Cookie Policy
- Any other policy docs

MEGA MENU

We appreciate there is a lot to cover in the menu system. Because of this, we recommend using a mega menu, similar to that on Bio Hygiene's new website.

This will help us display the information clearly and visually without over-crowding.



Sustainable Development Goals
We focus on Climate, Resources & Nature and Improved Life which provide a roadmap that combines a sustainable future with commercial success.

Climate
We focus on reducing our Scope 1, 2 and 3 emissions with our customers to reduce their Scope 3 emissions with the use of bio-based products.

Resources & Nature
We seek to preserve our Natural Resources and protect our planet's Biodiversity for future generations.

Improved Life
We strive to develop innovative sustainable and safe solutions to improve people's well-being.



Explore our immersive website



Adaptive Environmental Biotech

PRODUCTS BY SECTOR

The main Products by sector page will show each sector, with an image depicting the sector itself, some explanation text and a link to view all the relevant products.

Visitors may also go straight to the product sector by using the mega menu.

WITHIN A SECTOR

When visitors are in a specific sector, the website will return all of the products that have been categorised that way. There will also be a filter in the sidebar, or a clickable 'switcher' to dynamically remove and display products that are relevant. This will create the ability to quickly navigate across different sectors without the need to return back to the main menu, or hunt through other areas of the site.

A good example of the former would be as per Bio Hygiene's category filter.

<https://biologicalpreparations.com/biohygiene-product-list>

Or on our own portfolio section of our website.

<https://enviousdigital.co.uk/our-work/>

The technology used to do this is called Ajax

ENVIIOUS OBJECTIVE



SITE SETUP AND STRUCTURE

and removes the need to refresh the whole page, increasing the page speed when dealing with large amounts of information.

INDIVIDUAL PRODUCTS

Unlike the existing site, the individual products will include the product title, multiple images, product code, full description an 'enquire' CTA, and ALL of the available downloads for that product.

We also feel that the downloads could be differentiated between visually, by adding an icon for the different document types to help steer the visitor to the correct one.

PRODUCTS BY TYPE

By tagging the products with multiple words, we can embed them across different areas of the site. This is particularly useful where the same products can be used in different applications, or the search term used is more for product type rather than by sector or brand.

This view will also list the products in a more traditional way, again providing solutions for any method a visitor looks for information.

PRODUCTS BY BRAND

We considered this and concluded that it would be worthwhile adding, and visually demonstrating the brands as links through to the products. This will help with brand exposure and recognition

DISTRIBUTORS

The main distributors page should contain all the information on the pre-requisites and any accreditations your Distributors need to have in order to supply your products. This will also provide trust and credibility to end users.

Other areas on this page should be clear links to the 'Find a Distributor' page, and 'Become a Distributor' page

BECOME A DISTRIBUTOR

This page should contain more information about the benefits, conditions and of course how to become a Distributor.

As well as being able to view and download the brochure, we recommend embedding a form in order for potential Distributors to be able to express their interest immediately, thus capturing the lead

FIND A DISTRIBUTOR

There are two ways we can consider doing this. One would be to create our own layer on Google Maps and display pin points that visitors can interact with to find Distributors.

The other way would be to create a system on the website itself that uses Google Maps to search for and return the information about them based on their location.

These two solutions can be seen by embedding the Google map such as one of our other

ENVIIOUS OBJECTIVE



SITE SETUP AND STRUCTURE

clients.

<https://musango.net/stockists/>

or

<https://www.feridax.com/search/>

RESOURCE CENTRE

Envious have created many document archive or libraries and the solutions are plentiful on how best to deliver documentation to visitors. By providing an 'and/or' structure to the search filters, you will be able to display a refined selection of documents across all, or an individual, product. For instance, the initial landing page will display all document downloads available. Then, the visitor may want to filter by just 'Wall Charts' - or Wall Charts AND Safety Information documents. This will filter out all other document types.

In addition, they may wish to refine this even further by sector, Type (tag) or brand.

By also including a search bar where they can search for a specific product and see the documents for that one product, we are giving people as many options as possible to easily find what they need.

CHATGPT

Using AI is quickly becoming a utilised tool across all industries. There are various options for using this, from a ChatBot to answer questions, to full information discovery systems.

In comparison to the normal search facility or resource library, this would allow users to 'chat' to your GPT, which will search for information across your website to provide answers.

This is quite an early technology and therefore, it will need to be 'trained' extensively to ensure that it provides the correct responses to any question asked. For the document downloads, or extracting data from them, we would need to load these into the GPT and provide context.

We would also be able to setup predefined answers to commonly asked questions, or datasets that can be called upon.

This would be quite a revolutionary thing to do, but is resource heavy in setting it up and keeping it up to date. Furthermore, the API may charge based on the amount of information it returns as well as the \$20 monthly subscription

We would need more time to fully research this and explore the costs in more detail. If we need to 'fine-tune' the GPT, it will require an API and the costs will be based on usage.

MOBILE APP

The mobile App version can include all, or just some of the content on the website. It can also provide content that is only available on the App behind a login. If information is updated on the website, it will be updated on the App as well.

We would also be able to use a custom GPT to load various images into the database for it to reference, and provide product recommendations for. This, again, would require training the GPT by providing all the possibilities and uploading images for it to compare against for matching against possible products.

ENVIOUS OBJECTIVE



SITE SETUP AND STRUCTURE

SUMMARY

Ensuring the website addresses the following points to their maximum potential will result in immediate improvements:-

- Clear value proposition
- Responsive design
- Engaging visuals/imagery
- Simple and visual navigation
- Informative content
- Call to actions
- Fast loading speed
- SEO Optimisation
- Clear contact information

MOBILE RESPONSIVE

The website should be designed to work perfectly regardless of what device you are using. Viewable areas and structure will be decided based on the screen size and will 'rebuild' itself accordingly.

SEO

As standard, the site will be built in the most search engine friendly way possible. In addition, every single page and event will have it's own metadata allowing administrators to create searchable landing pages for specific places on the site.

A sitemap will also be produced for submission to Google upon launch

ONGOING ADMINISTRATION

All of our websites are designed from scratch. We understand that businesses wish to be able to administer their content internally to reduce costs and be more 'hands on'. For this reason, we create easily applicable library elements, templates of whole page designs, along with a bespoke YouTube playlist of instructions of how to apply individual elements we have created

In saying that, we are always here to help and assist when needed and also offer hosting and maintenance and SLAs for more complex sites and requirements. Please talk to your Account Manager on your kick off call or at any point during our relationship to explore these options further

THE TEAM



SOME OF THE TEAM WHO WILL BE WORKING ON THIS PROJECT...

JANE O'HARE

ACCOUNT MANAGER

Jane heads up the client services side of Envious Digital and also acts as traffic manager for the development teams.

Since joining at the end of 2019, Jane has been using her previous experience to focus on the customer journey and delivery of the projects in an efficient way. Communication is key for her and she is one hand to help with anything you might need or don't understand. With her Retail Management background, Jane is working towards the goal of ensuring that Envious continues on its exciting path of expansion whilst providing the highest quality of work for our clients.

CLARE BRADBURY

MANAGING DIRECTOR

Clare is the founder of Envious Digital and oversees all projects on an ongoing basis. She has a proven track record in delivering successful projects including large bespoke software solutions.

Her team management results in a harmonious organisation and ensures every team member is producing their designated tasks on time and to budget.

SHELLEY-MAE MARTIN

FRONTEND DESIGNER / DEVELOPER

Shelley is the youngest member of the team and joined Envious in January 2018. Her talent is problem solving front end issues and finding a remedy. Her 'can do' attitude and design flair brings ultimate success to anything she is tasked with.

Shelley also has the ability to think about the client's needs outside of pure development and brings a lot to the table in terms of added enhancements, quality control and always ensures her deadlines are met, whilst also supporting the rest of the team where she can

JAMES WRIGHT

SENIOR SOFTWARE DEVELOPER

James is a dedicated professional software developer/network administrator and has been involved in many different projects ranging from UK Secret to large commercial applications. One of his largest projects was for the UK MoD. This job consisted of a new server room, secure connections, server installation, server configuration, software design, software development and finally software deployment.

ENVIOUS
COLLABORATION



ENVIOUS BASECAMP



ALL PROOFING AND AMENDMENT TRACKING IS DONE THROUGH BASECAMP. CLIENTS HAVE REAL TIME ACCESS TO THE PROJECT AND CAN VIEW PREVIOUS REVISIONS AND UPLOAD SUPPORTING DOCUMENTS WHENEVER THEY LIKE

The designer, developer and project manager may send emails through the system and all the client needs to do is reply from their email programme and it is stored within the correct

project discussion in Basecamp. The project manager receives a notification when any new message is received

SECURE REPOSITORY FOR EVERY IMPORTANT IMAGE AND FILE...

EVERY DRAFT, IDEA AND CONCEPT IS SAVED IN BASECAMP...



WHY
ENVIOUS

WHY ENVI



OUR USP IS THAT WE DON'T TRY TO MAKE ONE UP AND SELL IT. WE RELY SOLELY ON OUR PREVIOUS EXPERIENCE, SKILL AND WORK ETHIC WHICH SPEAKS VOLUMES

Envious is an emotional word that resonates within people's minds. Our objective is to create that feeling when our client's competitors see what they are accomplishing.

All client facing team members have at least 10 years experience within their specific industry and will have their own areas of specialism as well. Our young, energetic creative designers make up for experience in enthusiasm and sheer pride in their work. They refuse to settle for anything but perfect and absolutely love what they do.

Our Creative Directors have worked with some of the biggest brands in the world and work with our client's brand to strengthen, develop and extend it to its full potential meeting the brief and exceeding expectations every single time.

Our Technical Developers work on the most complex of scenarios and are at the core of the heart of the project, doing what is going to create a real product and sometimes even the impossible.

We don't win awards, our clients do - and we help them do it.

Staying at the forefront of technology, we are constantly educating ourselves on how to use the future's tools and not respond to technology, but to foresee and embrace it.

THAT'S WHAT ENVIOUS IS ABOUT.
**A REFRESHING CHANGE AND
A DELIGHT TO WORK WITH.**

10TH
ENVIOUS
YEAR ANNIVERSARY



ENVIOUS
DIGITAL

PORTFOLIO

GEC ANDERSON

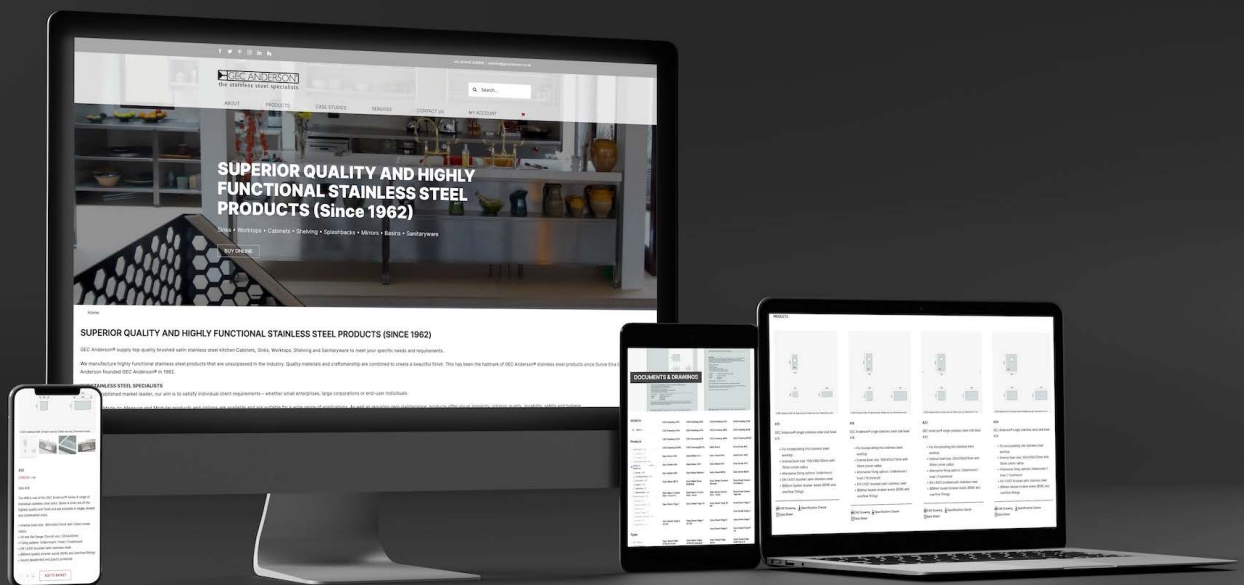
Envious Digital has successfully launched a sleek new website for GEC Anderson, a leading manufacturer of stainless steel kitchen equipment and worktops.

Visitors to the website will find a range of helpful resources, including detailed product information, technical specifications, and downloadable CAD drawings. The website also includes a project gallery that showcases GEC Anderson's products in use in a variety of settings, from residential kitchens to commercial food preparation areas.

Overall, Envious Digital has created a highly functional and visually appealing website that effectively showcases GEC Anderson's expertise and product offerings.

The new GEC Anderson website also has a comprehensive e-commerce functionality that allows customers to purchase products online.

The website accepts various payment methods via PayPal and also features integration with Interparcel, which searches multiple courier databases for delivery costs based on the sizes and weights of products ordered. Another area of complexity was applying various trade discount rules so that the business owners are able to add their frequent customers as users within a certain role, and for their prices to be displayed with their relevant discounts already calculated.



AQUIKO

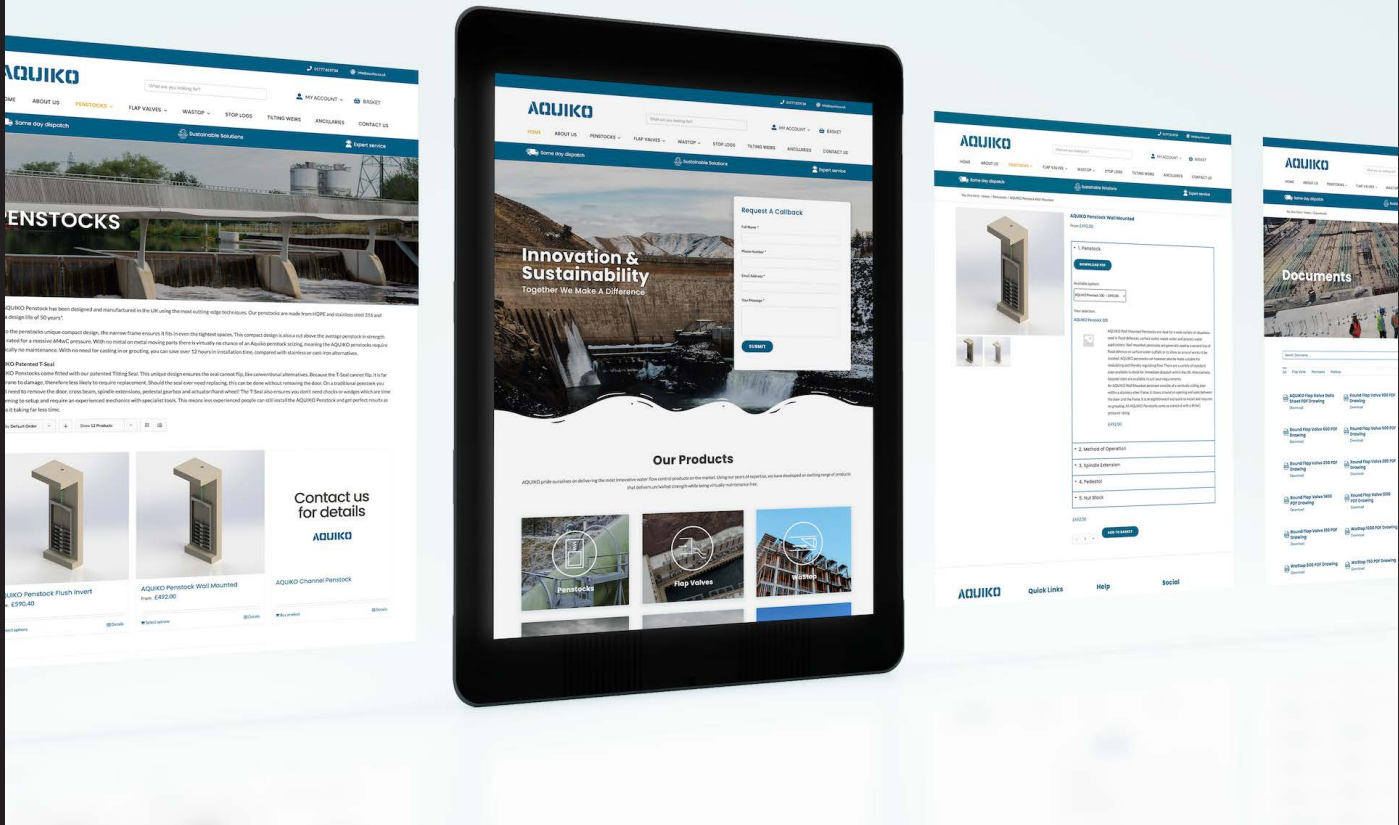
WWW.AQUIKO.CO.UK

Aquiko is owned by Aquatic Control Engineering. Their expertise is in engineering and installation of equipment for within the water industry. All their products have been manufactured in the UK and offer a range of bespoke products.

Their main priority is providing products and a service with a low carbon footprint, but retaining high quality and strength. Aquiko wanted a website where they could sell their own products online which is revolutionary for their industry! It's very niche but helps their customers and traders purchase orders online and with the complex product customiser we developed, customers can choose from a variety of different options in a stepped process on the website themselves.

Aquiko's website handles credit purchases, trade accounts, credit accounts, bespoke product prices, and composite products.

They wanted to make sure customers knew what they were buying online so we decided to set up a videos and documents section. The videos section consists of a range of episodes, demonstrating individual products, and their installation process. The documents section gives the customers PDF and DWG drawings of the products in all their different forms and sizes with a search and filtering option for easy access.



IDOX GROUP

WWW.IDOXGROUP.COM

Idox Group are a PLC company with a huge collection of subsidiary companies and products that previously, all had their own websites and microsites. When the company went through a rebranding exercise, it was decided that instead of having multiple sites to visit to find group information, a new site should be created that would bring everything together, providing visitors with one place to access information on their range of products and services

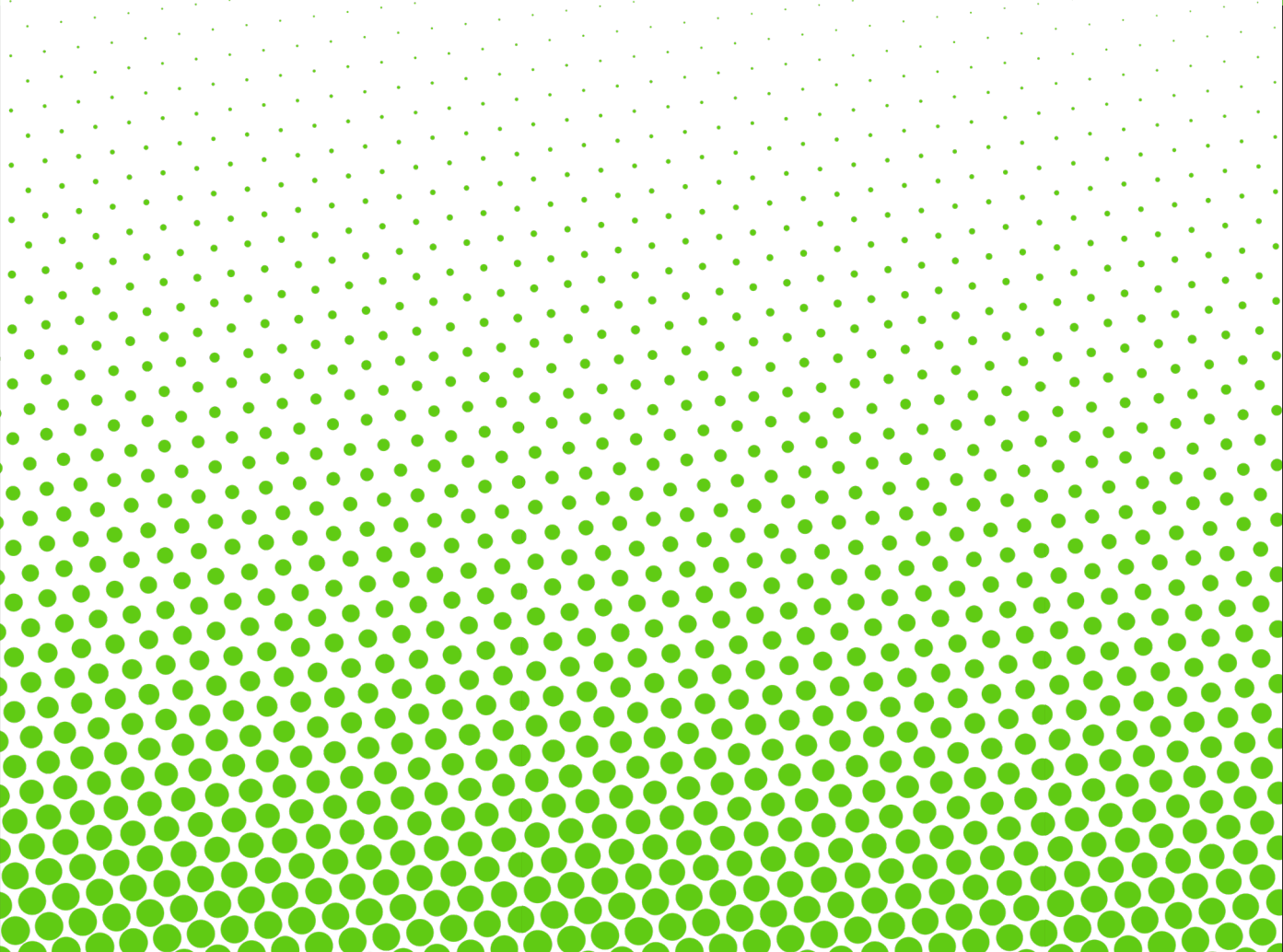
Envious was invited to collaborate with Industry Branding to deliver a high-quality website with a completely revised structure and navigation, to promote Idox Group's products and services to their existing, and new, list of clients. During the website development, we also worked alongside Footprint Digital, a successful SEO and content planning agency to ensure that there was no disruption to their online search presence

As part of the Phase 1 project, Envious Digital also developed bespoke areas such as a careers platform for their HR team to manage and process job applications, contact form integration with their marketing automation platform, case studies with gated forms to assist with lead generation, and much more

Future work will include breaking product pages down to include deeper content levels as well as translation into multiple languages



COSTS



ESTIMATED COSTS

TO CREATE FULLY FUNCTIONAL WEBSITE



Write specification for functional development and outline all content	£1,890.00
Design 4 x main pages forming overall design style and present visuals	£2,835.00
Design and develop complete website based on proposal	£9,450.00
Annual Theme and Page Builder License	£70.00

ADDITIONAL OPTIONS

Monthly Hosting and Maintenance	£60.00 pm
Mobile Application development for iOS and Android	£4,725.00
Custom ChatGPT production for Web and App	£TBA
Annual Apple Developer License	€99.00 pa

TIME-FRAME FOR COMPLETION
2-3 MONTHS

TOTAL COST ESTIMATE
£14,105.00 + VAT

PAYMENT TERMS



50% payment upon instruction. 40% on beta release and 10% on site launch

*** Does not include additional options**
*** Subject to contract**



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