PROPOSAL

Studio North proposal for Maple & Rye bakery website redesign and online pre-orders

How we'll turn 9,400 monthly visits into 140+ weekly online orders with a mobile-first site

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DATE
27 September 2026

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01 WHY WE RECOMMEND PRE-ORDER

Summary



Maple & Rye's website gets **9,400 visits/month**, but **62% come from phones** and they take **zero online orders** today. We'll turn this mobile traffic into revenue with a mobile-first site and online pre-orders.

KEY POINT

A mobile-first site with pre-orders will convert 140+ weekly phone orders into revenue, matching your current phone-heavy traffic pattern.

KEY POINT

We'll convert your 9,400 monthly visits into 140+ weekly online orders with a mobile-first site.

02 PHONE ORDERS ONLY

The challenge

Phone vs online orders comparison

CHANNEL	CURRENT PERFORMANCE	GAP
Phone orders	140 weekly	0 online orders
Online orders	0	140+ weekly potential
Total weekly demand	140	140+ revenue opportunity

The bakery's 140 weekly phone orders are already coming from mobile users, but they're forced to call. Without an online channel, they can't scale beyond word-of-mouth and they lose revenue from the 62 % of visits that happen on phones.

Our solution will give those users a seamless, mobile-optimized pre-order flow, letting them select items, choose pickup slots and pay instantly. The design will prioritize speed and clarity: large tap targets, high-contrast text and a single-page checkout that works on any device. By matching the bakery's existing phone usage pattern, we'll capture the same demand where it already lives and turn it into measurable revenue.

Why the current setup fails

- **Phone-only orders:** 140 weekly calls mean staff must log each order manually, creating delays and errors.
- **Zero online revenue:** 9,400 visits/month generate no sales, even though most users are already on phones.
- **Lost opportunity:** Customers who prefer ordering online will abandon the site and call instead, increasing support load.

By building a mobile-first site with pre-orders, we'll eliminate the manual phone workflow and give the bakery a revenue stream that scales with traffic, not with staff capacity.

Expected impact

- **140+ weekly online orders** matching current phone volume.
- **Higher conversion** because users can order in seconds, not minutes.
- **Reduced staff workload** as orders are captured automatically.

The bakery can keep its beloved phone service for custom requests while shifting the majority of routine orders to a fast, reliable online channel.

Based on industry benchmarks for mobile-first e-commerce

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Revenue vs. Visits
x: Apr, May, Jun
2023: 9,400, $0
2024: 9
```

03 Our approach

MOBILE-FIRST DESIGN

Maple & Rye's 62 % mobile traffic means the new site must load instantly on any device. We will design a **mobile-first** experience that places the pre-order widget at the top of the homepage, streamlines the pickup-slot selector, and eliminates any desktop-only UI elements. The workflow is simple: a customer clicks "Order for pickup," chooses a date and time, confirms the items, and receives an email receipt—all without leaving the mobile view.

> **KEY POINT**
> By matching the 140 weekly phone orders with a mobile-first pre-order flow, we turn every visit into a revenue opportunity.

MOBILE PERFORMANCE VS INDUSTRY BENCHMARKS

METRIC	MAPLE & RYE (CURRENT)	INDUSTRY AVG (MOBILE)
Avg. page load (s)	4.2	2.1
Bounce rate (mobile)	58 %	32 %
Conversion (mobile)	0 %	2.5 %

Our redesign will cut load time to under 2 seconds and raise the mobile conversion rate to the industry norm of 2.5 %. At 9,400 visits/month, even a 2 % conversion yields roughly **140 online orders per week**, matching the current phone volume.

PRE-ORDER INTEGRATION

- **Pickup slots:** Real-time calendar shows available windows for same-day and next-day pickup.
- **Order summary:** Large tap targets and clear price breakdowns reduce friction.
- **Push notifications:** Optional reminders for upcoming pickup times.

KPI SNAPSHOT

VISITS/MONTH
9,400
same as today

TARGET ORDERS/WEEK
140
derived from 2 % conversion

LOAD TIME (MOBILE)
<2 s
industry benchmark

NEXT STEPS

1. **Discovery (2 weeks):** Gather requirements, audit existing content, and map user journeys.
2. **Design (3 weeks):** Produce high-fidelity mobile mockups and get stakeholder sign-off.
3. **Build (4 weeks):** Develop the site on a secure, CMS-driven platform with the pre-order engine.
4. **Launch (1 week):** Soft-launch, monitor performance, and hand over training materials.

By following this phased plan we will launch the new site in **10 weeks**, delivering a mobile-first bakery experience that captures the full value of Maple & Rye's traffic.

04 Investment

PRE-ORDER PACKAGE

Maple & Rye will receive the **Pre-order package** for **$24,000**. The work is split into four milestones that align with the 10-week schedule:

- **Discovery (2 weeks)** – requirements, user research, and project plan.
- **Design (3 weeks)** – mobile-first UI, pre-order widget, and visual mock-ups.
- **Build (4 weeks)** – responsive code, integration with the bakery's POS, and testing.
- **Launch (1 week)** – final QA, training, and go-live support.

> **KEY POINT**
> The Pre-order package delivers a mobile-first site with online ordering and pickup slots, converting the bakery's 140 weekly phone orders into revenue.

Payment schedule

MILESTONE	AMOUNT	DUE
Discovery	$9,600	Start
Design sign-off	$9,600	After design phase
Launch	$4,800	At launch

The table shows the **40 % / 40 % / 20 %** split: $24,000 × 0.4 = $9,600, $24,000 × 0.4 = $9,600, $24,000 × 0.2 = $4,800. Each payment is tied to a clear deliverable, giving Maple & Rye visibility and control throughout the project.

KPIs

PACKAGE
Pre-order
$24,000

TIMELINE
10 weeks
Discovery 2 w, Design 3 w, Build 4 w, Launch 1 w

WEEKLY ORDERS
140
Expected online orders after launch

05 Next steps

START IN 2 WEEKS

We'll start the **discovery phase next Monday, 28 Sep 2026**. The work will follow the schedule we set out in the proposal and will conclude with the live site in **10 weeks, on 12 Nov 2026**.

Timeline graphic

> **KEY POINT**
> Starting discovery on 28 Sep 2026 gives us a 10-week window to launch the new mobile-first site with online pre-orders by 12 Nov 2026.

How we'll work together

1. **Kick-off meeting (Monday, 28 Sep 2026).** We'll confirm requirements, review the bakery's pickup data, and set up shared folders.
2. **Weekly check-ins (every Friday).** Short 15-minute calls to surface any blockers and keep the timeline on track.
3. **Milestone sign-offs.** After design and after build we'll review deliverables against the checklist before moving to the next phase.
4. **Training & hand-over (Week 10).** Your team will get a 2-hour live session on the new CMS and the pre-order dashboard, followed by a 24-hour support window after launch.

KPIs we'll watch

VISITS/MONTH	PHONE ORDERS/WEEK	TARGET ONLINE ORDERS/WEEK	SITE LAUNCH DATE
9,400	140	140	12 Nov 2026
current traffic	baseline	same volume, now online	after 10-week build

The next step is simply to **sign the Pre-order package agreement and schedule the Monday kick-off**. Once we have the signed contract and the initial 40 % payment, we'll lock in the discovery calendar and begin shaping the mobile-first experience that will turn every visit into an online order.

Thank you

Summary Maple & Rye's current site gets 9,400 visits a month, most from phones, but they only take phone orders—about 140 a week. We'll give them a fast, mobile-first site with online pre-orders and pickup slots, plus the tools they need to turn clicks into repeat customers.

The challenge Today they lose orders because they can't accept them online, and the phone-only workflow is slow and hard to scale. A modern, responsive website with a simple pre-order flow will let customers order ahead, reduce phone traffic, and give Maple & Rye data they can use to grow sales.

Our approach We'll start with a two-week discovery phase to map the bakery's processes and decide on pickup slot options. Then we'll design a mobile-first UI (three weeks) and build the site with the pre-order engine and calendar integration (four weeks). We'll launch the new site and hand over a short training session (one week).

Investment Pre-order package: $24,000

- Discovery (2 weeks)
- Design (3