

TBC Website Redesign Proposal

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Date: 3 Sep 2025

Background

The Border Consortium (TBC) requires a redesigned website to improve communication, stakeholder engagement, fundraising, tender promotion, and multilingual access for beneficiaries. With over a 5 years of experience designing **high-impact, NGO websites**, I deliver **user-friendly, secure, donation-ready platforms** that are easy for non-technical staff to maintain.

Objectives

The redesigned TBC website will:

- Communicate TBC's mission, values, and impact clearly.
- Be fully responsive and mobile-first.
- Comply with WCAG 2.1 AA accessibility standards.
- Enable secure online donations (international & Thai gateways).
- Provide a searchable tender portal.
- Allow non-technical staff to update content easily.
- Be multilingual: English, Thai, Karen, Burmese.
- Be optimized for SEO and integrated with social media.

Approach & Deliverables

1. **Discovery & Planning** – Stakeholder consultations, sitemap, and user journeys.
2. **Design, Development & CMS Setup** – Wireframes, mockups, and WordPress CMS with donation, tender, news, and multilingual features.
3. **Content & SEO** – Content migration, structured SEO, and optimized metadata.
4. **Testing & Training** – QA testing (all devices, browsers, accessibility) and tailored staff training.
5. **Launch & Support** – Deployment, documentation, account handover, and optional long-term maintenance.

Deliverables: Sitemap & user flows, wireframes & mockups, fully functional multilingual website, training materials, and CMS documentation.

Timeline (Target Launch: 1 October 2025)

Phase	Dates	Deliverables
Discovery & Planning	15 - 16 Sept	Sitemap & user flows
Designs, Development & CMS Setup	17 - 25 Sept	Wireframes, mockups, functional CMS site
Content Migration & SEO	26 - 28 Sept	Optimized content migration
Testing & Training	29 - 30 Sept	QA Report & Staff Training
Launch	1 Oct	Live Website

Budget (Affordable & Transparent)

Items	Cost (THB)
Design, Development & CMS Setup	60,000
Content & SEO	15,000
Training & Documentation	10,000
License & Plugins	10,000
Testing & QA	5,000
Hosting Plan (Yearly)	4,000 – 6,000
Maintenance & Support (Year 1)	Free
Maintenance & Support (Year 2 onward)	15,000/year

Total Project Cost (excluding hosting): 100,000 THB
Estimated Total with Hosting (first year): 104,000 – 106,000 THB