

PROJECT PROPOSAL

E-Commerce Redesign & Replatforming

Prepared For Aetheria Wellness Co.
Prepared By Apex Digital Studio (hello@apexdigital.io)
Date July 6, 2026
Proposal ID PROP-2026-084

Project Overview

Aetheria Wellness Co. is a premium brand, but its current website lacks the matching visual quality. Slow page loads and non-optimized mobile checkout impact customer acquisition and sales.

Apex Digital Studio proposes to design and develop a high-performance Next.js frontend integrated with Sanity CMS for easy editing and Shopify for inventory management, delivering a fast, responsive, and visually stunning customer experience.

Objectives

We aim to achieve the following performance and design goals:

- **Brand Elevation:** Modernize the visual design to reflect a premium wellness brand identity.
- **Conversion Optimization:** Redesign the checkout funnel to improve conversions by 15–20%.
- **Performance:** Achieve Nexa Lighthouse Speed scores of 90+ (load time under 1.5s).
- **Content Control:** Provide a headless CMS for independent marketing campaigns.

Scope of Work

The project spans four phases to ensure a seamless design and deployment cycle:

- **Phase 1: Discovery & Strategy:** Stakeholder workshops, user flows, and mobile-first wireframes.
- **Phase 2: Visual UI Design:** Designing high-fidelity layouts in Figma and establishing a style guide.
- **Phase 3: Development:** Building the Next.js frontend and integrating Sanity CMS and Shopify APIs.
- **Phase 4: QA & Launch:** Cross-device testing, SEO optimization, and Vercel hosting setup.

Project Timeline

The project is structured to take approximately 10 weeks from kickoff to launch.

Milestone	Key Deliverables & Activities	Timeline
Milestone 1	Discovery workshop, user flows, interactive wireframes	Weeks 1–2
Milestone 2	Figma designs, UI kit, style guide, client approval	Weeks 3–4
Milestone 3	Headless development, Shopify catalog integration	Weeks 5–8
Milestone 4	Checkout configuration, end-to-end testing, SEO audit	Week 9
Milestone 5	Launch, domain migration, 30-day post-launch support	Week 10

Investment & Pricing

The pricing model is flat-rate and milestone-based.

Service / Deliverable Description	Investment (USD)
Discovery, UX Strategy & UI Design Figma wireframes, visual design mockups, and typography system	\$3,500.00
Next.js Frontend & Headless CMS Development React components, Sanity CMS integration, and Shopify catalog API sync	\$6,000.00
Checkout Integration, QA & Launch Shopify checkout styling, Stripe integration, load testing, and DNS migration	\$2,000.00
Project Management & Client Support Weekly reporting, async communication channel, and CMS training	\$1,500.00
Total Project Investment	\$13,000.00

Terms & Conditions

- **Payment:** 50% deposit at kickoff; 25% upon UI design approval; 25% upon final deployment.
- **IP Rights:** Full ownership of code and designs transfers to client upon final payment.
- **Scope:** Work outside this scope will be billed at our standard rate of \$120.00 per hour.

Acceptance & Signatures

Both parties agree to the project scope, pricing, timeline, and terms outlined in this proposal.

Prepared For: Aetheria Wellness Co.

Prepared By: Apex Digital Studio

Authorized Representative Signature

Lead Designer / Developer Signature

Printed Name & Date

Printed Name & Date