

New E-commerce Website

VoltCore Electronics — request for proposal & technical brief

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Document	RFP / technical brief, v1.2
Project type	Redesign & replatforming of our current online store
Response expected	Itemized estimate: work breakdown, hours per role, cost, timeline

1. Background

VoltCore Electronics is a multi-brand consumer electronics retailer operating in the US and Canada. Our current store runs on a legacy platform that is slow, hard to maintain and impossible to extend. We want to rebuild the store from the ground up: new design, new frontend and backend, modern admin, and a proper integration layer. This is a redesign and migration project — the existing store stays live until launch.

2. Goals

- Increase online revenue: better product discovery, faster checkout, fewer drop-offs.
- Cut operational overhead: content team manages catalog, promotions and pages without developers.
- A solid technical foundation: observable, testable, easy to extend.

3. Discovery & research (required)

Before quoting the build phases in detail, we expect a discovery stage that includes:

- Audit of the current solution: web analytics (user behavior, traffic patterns), UX audit (navigation, CTAs, information architecture) and a technical audit (performance, SEO metrics, Lighthouse).
- Competitor analysis — up to 10 competitor websites, with a review session for our stakeholders.
- SEO research and site structure: keyword research and query analysis, competitor SEO structure, a draft SEO-aligned sitemap and content volume estimation by section/page.
- Scope & planning: an initial WBS, project phases, dependencies and blockers, milestones, critical paths and a high-level timeline.

4. Design

- Design concept: references & mood boards, draft wireframes for 2–3 key pages, visual exploration and high-fidelity concept screens.
- Design system & UI kit: layout grid and breakpoints, color & typography, effects and motion, base UI components, navigation components, widgets (sliders, cards, banners), iconography and illustrations, plus usage documentation.

5. Scope of the build

5.1 Site pages & content

- Static pages: homepage, about us, contacts, legal & policy pages (privacy, terms, cookies), utility pages (404, 500, maintenance) and a reusable CMS-independent static page template.

- CMS-driven modules: brands, partners, promotions & special offers.
- Core modules: localization / multi-language support (English + 1 language), technical SEO basics, contact & newsletter forms, site settings, cookie consent banner (GDPR / CCPA), social sharing.

5.2 E-commerce features

- Catalog & product discovery: product listing, product detail page, catalog search with filtering and sorting, favorites, product comparison, shareable wishlist.
- Order placement: cart and checkout.
- Help center: warranty, shipping/delivery, returns, e-commerce FAQ, customer support pages.
- User account: registration & authorization (sign-in, sign-up, password reset), profile & settings, orders & bookings history, support requests (ticket submission & tracking), notifications (email, push, in-app).

5.3 Admin panel

- Role management (RBAC), user management, form submissions management.
- Payment settings, shipping settings, notification settings, audit / activity log.

6. Integrations

- Payments: one major gateway (Stripe / PayPal / Square / Braintree / Authorize.Net) plus Buy Now, Pay Later (Affirm / Klarna / Afterpay).
- Shipping & logistics: UPS / FedEx / USPS / DHL rate calculation and tracking.
- Analytics & ads: GA4, Google Tag Manager, ad pixels & remarketing (Meta Pixel, Google Ads).
- Customer support: help desk integration (Zendesk / Freshdesk / Intercom), knowledge base and contact form sync.
- Trust & social proof: social media widgets and review platform embeds (Google Reviews, Trustpilot, etc.).
- Observability & monitoring: error tracking & APM (Sentry / Datadog / New Relic), log aggregation, metrics & dashboards (Prometheus + Grafana), alerting & on-call (PagerDuty / Opsgenie).

7. Launch requirements

- Production infrastructure: SSL & HTTPS, domain & DNS, CI/CD pipeline to production.
- Tracking & analytics validation before go-live; monitoring and logging pipeline validation.
- SEO finalization: robots.txt and sitemap.xml, redirect & canonical validation, indexing check (Google Search Console / Bing Webmaster).
- Backups: backup policy, pre-launch full backup, restore testing.

8. What we expect in your proposal

- A structured work breakdown that mirrors the scope above.
- Hours and cost per role (PM, analyst, designer, frontend, backend, DevOps, content, SEO, QA).
- Assumptions, risks, and anything you consider out of scope.

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