SCOPE OF WORK (SOW)

Website Design & Development – Narayan Memorial Hospital

Prepared By: Blue Waves Media
Project: New Website Design & Development
Estimated Timeline: 5–7 Weeks

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1. Project Overview

Blue Waves Media proposes to design and develop a new, modern, responsive and user-friendly website for Narayan Memorial Hospital.

The proposed website will be developed from scratch, incorporating a professional healthcare-oriented design, structured navigation, essential hospital information and patient enquiry facilities.

The objective is to establish a strong digital presence for the hospital while providing visitors with convenient access to information about medical departments, doctors, diagnostic services and appointment enquiries.

The website will include a administration facility for managing agreed website content and information.

2. Detailed Scope of Work

Sl. No.	Module / Description
1	UI/UX Design & Website Structure
2	Homepage Design & Development
3	About Hospital & General Information
4	Medical Departments & Specialties Module
5	Doctors Directory & Profile Module
6	Diagnostic & Healthcare Services Module
7	Appointment Enquiry Module
8	Blog Module
9	Contact, Location & Enquiry Forms
10	Admin Panel
11	SEO Friendly, Testing & Deployment
12	Privacy Policy
13	Patient Corner

3. Module-wise Functional Scope

3.1 UI/UX Design & Website Structure

- Professional healthcare-themed website design.
- Structured navigation and user-friendly interface.
- Consistent typography, colours and visual elements.
- Responsive layout planning for desktop, tablet and mobile devices.

3.2 Homepage

- Main banner and hospital introduction.
- Key hospital statistics and highlights.
- Featured medical departments.
- Featured doctors.
- Diagnostic and healthcare services overview.
- Appointment enquiry call-to-action.
- Patient testimonials (content provided by the hospital).
- Contact details and important quick links.

3.3 About Hospital & General Information

- About Us.
- Hospital overview and infrastructure.
- Mission, vision and values.
- Management / leadership information.
- Hospital facilities and infrastructure.

3.4 Medical Departments & Specialties

- Centralized department listing with relevant images.
- Navigation between departments and associated doctors.

3.5 Doctors Directory & Profile Module

- Centralized doctors listing.
- Doctor profile pages.
- Doctor name, qualification, designation and specialty.
- Profile photograph.
- Consultation information, where provided.
- Search/filter by specialty, subject to the agreed design.

3.6 Diagnostic & Healthcare Services

- Diagnostic services overview.
- Available tests and service descriptions.
- Individual service information sections using standardized layouts.

3.7 Appointment Enquiry Module

- Online appointment enquiry form.
- Patient name and contact details.
- Department / specialty selection.
- Preferred doctor selection, where applicable.
- Preferred date and message.
- Enquiry notification (Depend on client confirmation with additional cost if any)
  Note: This module will operate as an appointment request/enquiry facility and will not constitute a real-time appointment booking system.

3.8 Blog

- Blog listing.
- Individual article pages.
- CMS facility to add and update content.

3.9 Contact, Location & Enquiry Forms

- Hospital contact details.
- Google Maps integration.
- Contact enquiry form.
- Basic enquiry notification (Depend on client confirmation with additional cost if any).
- Social media links.

3.10 Administration & Content Management

- Secure administrator login.
- Add, edit and delete doctor profiles.
- Manage department information.
- Publish and manage blogs.
- View contact form and appointment enquiries.

3.11 SEO, Testing & Deployment

- Basic on-page SEO configuration.
- Page titles and meta descriptions.
- XML sitemap and robots.txt.
- Image optimization.
- Responsive testing across common devices and browsers.
- Basic website security configuration.
- Final deployment and website handover.

3.12 Privacy Policy

- Privacy Policy Page.

3.13 Patient Corner

- Patient information section.
- Patient rights and responsibilities.
- Hospital facilities and visitor information.
- General patient guidelines.

4. Technical Terms

Estimated Delivery: 5–7 weeks from project commencement, subject to timely receipt of content, approvals and required information.

Post-Launch Support: 30 days of complimentary technical support for bug fixes related to the delivered scope.

Domain & Hosting: Domain registration, hosting/server charges and third-party subscription fees are excluded and will be payable separately.

Content & Materials: The hospital will provide the required text, doctor information, photographs, logos, service details and other relevant materials.

Additional Requirements: Any functionality or development requirement beyond the agreed scope will be estimated and quoted separately, subject to mutual approval.

5. Project Deliverables

- Completely new hospital website designed and developed from scratch.
- Responsive website compatible with desktop, tablet and mobile devices.
- Admin panel.
- Agreed department and doctor information modules.
- Online appointment enquiry functionality.
- Essential hospital information and healthcare service pages.
- Basic SEO configuration.
- Website testing, deployment and handover.

6. Commercial Terms

Total Project Cost: ₹60,000/-

Applicable GST shall be charged additionally.

Payment Schedule:

- 50% Advance – ₹30,000/- upon project confirmation.
- 30% – ₹18,000/- upon completion of the major development stage.
- 20% – ₹12,000/- before final deployment and handover.

Work shall commence upon receipt of the advance payment.
