

Project Proposal

August 19, 2026

Executive Summary

Launchpad Careers website will serve as a career placement, lead generation, and professional development platform. It specializes in remote sales positions within insurance, Medicare, and financial services industries. Key actors include job seekers (candidates) and employer partners. Core capabilities: showcasing opportunities, simplifying applications, generating leads, and building trust. Business value: maximizing candidate applications, increasing consultation bookings, and establishing a strong brand.

Project Overview

The Launchpad Careers website is envisioned as a comprehensive platform for career placement, lead generation, and professional development, specifically targeting remote sales positions in the insurance, Medicare, and financial services sectors. The project focuses on the design phase, encompassing the full user experience (UX) and user interface (UI) for desktop, tablet, and mobile devices. This includes the design of all core pages, user interaction flows for job applications and consultations, and reusable UI components. Key objectives are to maximize candidate applications, increase consultation bookings, and establish a strong brand presence. The design will adhere to non-functional requirements such as performance optimization, security, SEO, responsiveness, accessibility, and conversion rate optimization. While the design phase will include specifications for future third-party system integrations, the actual backend development, content creation, and ongoing maintenance are out of scope for this phase. The project assumes a mobile-first approach and that Launchpad Careers will provide necessary content and a clear content strategy.

Objectives

Function as a career placement platform., Function as a lead generation system for job candidates., Function as a professional training and coaching platform., Function as a trust-building recruitment brand., Function as an employer and candidate matching hub., Maximize candidate applications., Increase consultation bookings., Generate qualified sales agent leads., Capture prospective candidates through multiple touchpoints., Encourage enrollment in training and coaching programs.

Scope

In scope: Website design and user interface (UI) for desktop, tablet, and mobile., Content presentation for career opportunities, training, and company information., User interaction flows for job applications, consultations, and information access., Design and functionality of all specified forms., Website navigation and structural elements (Header, Footer, main pages)., Lead generation and conversion optimization features., Design of reusable UI components., User Experience (UX) and Visual Design & Branding., Performance optimization, Security, and SEO features., Responsiveness and Accessibility standards adherence., Conversion Rate Optimization (CRO) elements. Out of scope: Backend development and implementation of the website., Creation of all website content (text, images, videos) unless specified., Ongoing website maintenance and content updates post-launch., Specific third-party system integration development (only design considerations).

Modules

Module	Description
Project Setup & Planning	Tasks for initiating the project, defining scope, and establishing communication channels.
Stakeholder Communication & Management	Activities to ensure effective communication and management of stakeholder expectations throughout the project lifecycle.
User Research & Persona Development	Activities to understand the target audience and their needs.
Information Architecture (IA) Design	Structuring the website content and navigation for optimal usability.

Wireframing & User Flow Design	Creating low-fidelity layouts and mapping out user journeys through the website.
Brand Identity & Style Guide Development	Establishing the visual language and guidelines for the website.
Home Page Design	High-fidelity design of the website's landing page, focusing on lead generation and brand communication.
Career Opportunities Pages Design	High-fidelity design for pages showcasing job listings and detailed career information.
Training & Coaching Page Design	High-fidelity design for the page detailing professional development programs.
Informational Pages Design	High-fidelity design for pages providing company information, resources, and contact details.
Forms Design	High-fidelity design of all interactive forms, including validation and feedback states.
Navigation & Structure Design	High-fidelity design of global navigation elements.
Lead Generation & Conversion Features Design	Designing elements specifically aimed at optimizing lead capture and conversions.
Reusable Component Design	Designing individual UI components that can be used across multiple pages.
Performance Optimization Design	Designing for fast loading speeds and optimized user experience.
Security Design	Designing for secure data handling and protection against vulnerabilities.
SEO Design	Designing the website structure and content presentation to be search engine friendly.
Responsiveness & Accessibility Design	Ensuring the website is usable across devices and accessible to all users.

Conversion Optimization Design	Designing elements to maximize candidate applications and consultation bookings.
External System Integration Design	Designing the user-facing aspects and specifying data flow for various third-party integrations.
Design Review & Validation	Conducting internal and stakeholder reviews of design artifacts.
Deliverable Preparation	Compiling and organizing all design artifacts for developer consumption.
Developer Handoff	Activities related to transferring design knowledge and assets to the development team.

Components

Component	Description	Cost
Project Management & Discovery	Encompasses all activities related to project initiation, planning, stakeholder communication, and initial requirements gathering and clarification.	\$4,194.22
User Experience (UX) & Information Architecture (IA)	Focuses on understanding user needs, structuring content, and designing intuitive user flows and interactions.	\$5,143.28
Visual Design & Branding	Defining the aesthetic and brand identity of the website, ensuring a modern, professional, and conversion-focused style.	\$2,265.49
Core Page & Feature Design	Designing the high-fidelity mockups for all main pages and specific functional features, incorporating UX and visual design principles.	\$16,838.12
UI Component Design	Creation of reusable user interface elements for consistency and efficiency across the website.	\$2,357.34

Non-Functional Requirements Design & Specification	Addressing performance, security, SEO, responsiveness, and accessibility aspects in the design phase.	\$9,368.12
Integration Design & Specification	Defining the design considerations and specifications for future integration with external systems.	\$3,061.48
Quality Assurance & Review	Ensuring the design deliverables meet all functional, non-functional, and quality standards.	\$3,918.69
Documentation & Handoff	Preparing all necessary documentation and assets for a smooth transition to the development phase.	\$2,602.26

Technology Scope

SSL encryption, CRM platform, ATS, Scheduling software, Email marketing, Analytics tools, Lead management, CAPTCHA

Deliverables

Website design and user interface (UI) for desktop, tablet, and mobile, Content presentation design for career opportunities, training, and company information, User interaction flow designs for job applications, consultations, and information access, Design and functionality specifications for all specified forms, Website navigation and structural elements design (Header, Footer, main pages), Lead generation and conversion optimization feature designs, Reusable UI components design, User Experience (UX) design, Visual Design & Branding guidelines, Performance optimization design specifications, Security design specifications, SEO design specifications, Responsiveness and Accessibility standards adherence design, Conversion Rate Optimization (CRO) elements design, Project initiation and planning documentation, Stakeholder communication plans and reports, User research and persona development artifacts, Information Architecture (IA) design documents, Wireframes and user flow designs, Brand identity and style guide documentation, High-fidelity Home Page design, High-fidelity Career Opportunities Pages design, High-fidelity Training & Coaching Page design, High-fidelity Informational Pages design, High-fidelity Forms design (including validation and feedback states), High-fidelity Navigation & Structure design, High-fidelity Lead Generation & Conversion Features design, Design considerations and specifications for

external system integration, Design review and validation reports, Compiled and organized design artifacts (e.g., Figma files, assets, design system), Developer handoff documentation and knowledge transfer

Timeline

1869 hours (234 working days)

Effort & Cost Estimation

Effort: 1869 hours (234 days)

Cost: \$49,749.00

Total Hours	Total Days	Total Cost
1869	234	\$49,749.00

Risk Assessment

Integration Complexity (High): Define all integrations early; review API docs.; Content Availability (Medium): Establish content strategy & delivery schedule.; Ambiguous Acceptance Crit. (High): Define detailed, measurable criteria for all deliverables.; Performance vs. Design (Medium): Prioritize performance; optimize assets; test early.; Security & Compliance (High): Conduct legal review; implement robust security.

Assumptions

Primary target audience: individuals seeking remote sales careers in insurance/Medicare., Website design and content will attract and convert target audiences., Launchpad Careers will provide necessary content or a clear content strategy., Project focuses on the design phase, with developer handoff as a key deliverable., A separate development phase will follow the design completion., Mobile-first approach prioritizes mobile experience before scaling to other devices.

Dependencies

Specific CRM platform (TBD) for integration, Specific ATS (TBD) for integration, Specific Scheduling software (TBD) for integration, Specific Email marketing system (TBD) for integration, Specific Analytics tools (TBD) for integration, Specific Lead management system (TBD) for integration, Existing brand guide or assets to be incorporated, Detailed content strategy and content provision schedule from Launchpad Careers

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