



Nighthawk Information Website

V 1.0

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Software Developers Inc
20665 4th Street, Suite #204
Saratoga, CA 95070



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Objective:

The objective of this proposal is to outline the scope of work for the design and launch of a informational website for Nighthawk, focusing on key pages such as the Home page, About Us page, Contact Us page, Privacy Policy, and Terms of Service.

Website Structure:

Home Page:

- Section 1 - Banner:
 - Engaging video background featuring a patient attempting to stand in a hospital room.
 - Banner statement with a compelling Call-to-Action (CTA) encouraging users to request a demo.
 - Showcase the Nighthawk hardware device and app through video clips:
 - Patient's standing attempt on the hospital bed.
 - Display the hardware device in the patient room.
 - Display alert notification on a mobile phone in a nurse's hands.
 - Nurse responding promptly to the alert in the patient room.

- Section 2 - Mobile App Features:
 - Display a mobile phone with an image illustrating all app functions.
 - Provide a comprehensive description of the app flow and its functionalities.
- Section 3 - Benefits for Healthcare Providers:
 - Present numeric values and statements highlighting how the app can benefit healthcare providers, emphasizing them as the target customers.
- Section 4 - Call to Action:
 - Include a prominent Call-to-Action button for users to request a demo.

About Us Page:

- Highlight the founders or the conceptual background of the app.
- Describe Nighthawk's unique approach in delivering healthcare solutions.

Contact Us Page:

- Integrate a user-friendly contact form for inquiries and feedback.

Privacy Policy Page:

- Display a comprehensive privacy policy



Terms of Service Page:

- Display detailed terms of service page

Stock Images and Text Content will be provided by the client.

Cost Estimates and Delivery Timelines

Task	Duration	Cost
Website design	4 weeks	\$6200

Payment Terms

- 50% upfront payment - \$3100
- 50% on completion prior to launch - \$3100

Source Codes

All of the website Source codes will be handed over to the client on website completion. Upon completion and payment of all agreed invoices to SDI, the Client will be the sole and exclusive owner of the website and IP of the project.