



# VETLAB Website Redesign and Development Proposal

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**Business Name:** VETLAB (Current Website: <https://vetlab.in/>)

**Prepared By:** DigiVend Technologies Pvt. Ltd

**Proposal Version:** v1.1

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## **1. Project Objective and Approach**

The primary objective is to redesign and develop a dynamic, visually appealing, and highly functional website for VETLAB, maintaining the existing **WordPress** technology base. This project will focus on a clear, modern aesthetic, enhanced user experience (UX), superior graphics, dynamic features, animations, hover effects, and the integration of a comprehensive online booking and payment system, all while ensuring **full responsiveness** and Basic **SEO readiness**.

The new site will be built from scratch in a professional design, replacing all currently empty or non-working pages.

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## **2. Scope of Work (Deliverables)**

The following pages, sections, and features will be developed and implemented:

### **2.1. Website Structure and Design (Frontend)**

All pages will be created and designed from scratch with a good, modern design, incorporating detailed content, high-quality fonts, and creative visual presentation (images and textual descriptions). **Client to share all necessary information (text, images, videos) to populate the pages.**

- **Home Page:** Designed as a unique, dynamic entrance with strong branding, animations, and clear navigation to key services and features.
- **About Us Section:**
  - Vision & Mission
  - Why Choose Us
  - Our Expert Team: **Special focus** on creating a professional and engaging team page.
  - Quality & Compliance
  - News & Events: Features a page with **filters** for easy navigation.

- **Services Section:** Each service will be presented in a great manner with detailed descriptions, good fonts, images, and creative layouts.
  - Companion Animals
  - Pet Parents
  - Large Animals
  - Lab Animals
  - Specialized Tests
  - Spectrum Allergy Test
  - Rabies Titre Test
  - Digital Imaging
  - Contrast Radiography
  - Ultrasonography
  - Echocardiography
  - Electrocardiography
  - Endoscopy
- **Pet Parents Section:**
  - How Lab Tests Can Help?
  - Early Protection Programme
  - Health Packages
  - Test Request Form
- **VETS Section:**
  - Test Guide
  - Sample Collection
  - How to Find an Expert
  - How to Send Sample?
  - Test Request Form
- **Blog:** To be shown in a **grid manner** with **filter options** by date, category, and type.
- **Our Centres:** A dedicated page for each location with:
  - Detailed description
  - Contact information

- **Google Map** location integration
  - Address
  - Few images
  - Locations include: Central Lab (Okhla), Hauzkhas Delhi, East Delhi (IP Extension), West Delhi (Ramesh Nagar), Gurgaon, Chandigarh, Dehradun, Jaipur, Kolkata.
  - **Contact Us**
  - **Gallery Section:** Dedicated area for displaying **images and videos**.
  - **Social Media Links:** Integration of icons for Facebook, Instagram, LinkedIn, and Twitter.
  - **WhatsApp Button:** Floating/prominent button for direct communication.
  - **FAQ (Frequently Asked Questions)**
  - **Brochure Download**
  - **Testimonials (With image, name, comment)**
  - **Partners logos**
  - **Stats** (e.g., number of tests, satisfied clients)
  - **Newsletter Subscription**
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## **2.2. User (Pet Parent) Management and Online Booking System**

This entire system will feature a secure login/registration panel for users, a dedicated dashboard, and a dynamic appointment booking module.

### **User Registration & Profile Management**

- **Registration:** Users can register by providing their full name, email address, phone number, address, password, and confirm password.
- **Login:** Secure login via email and password to access the **User Dashboard**.
- **Profile Management:** Users can manage and update their profile, including changing their password.
- **Forget Password** option.
- **Pet Details:** Ability to fill in details about their pet and upload any relevant documents to the dashboard profile.

### **Online Appointment Booking & Payment Flow**

The system will allow users to book an appointment by selecting one of two options:

1. **Home Collection**
2. **Centre Visit**

- **Booking Steps:**
  - Select Home Collection or Centre Visit.
  - Select the **Pet Category**. (Cat/Dog/Etc)
  - View available slots: **Date and Time slots (1-hour intervals)**.
  - Select a date and time slot.
  - Fill in booking details via a form:
    - **Select the Test** (Dropdown/Selectable list).
    - **Patient Details:** Pet Name, Species, Breed, Age/Sex, photo.
    - **Owner/Contact Details:** Owner Name, Email ID, Phone Number.
    - **Referring Vet Details:** Referring Vet Name/Place, Phone Number, Email ID, Your Message.
  - Confirm and submit the booking.
- **Home Collection Specifics:**
  - An additional **dynamic payment** will be calculated for **visiting/delivery charges**.
  - Charges will be calculated based on the distance between the user's house and the nearest centre location.
  - This calculation will be manageable by the **Admin from the Backend** using a calculation price per distance/km.
- **Payment Integration:**
  - Upon admin acceptance of the booking, an email will be sent to the customer with a **payment link** linked to the website.
  - User can pay via **Razorpay**, Credit/Debit Card, and UPI.
  - Upon payment confirmation, a **receipt** can be downloaded, and booking details will be shared with the user.
- **User Dashboard Features:**
  - View all reports uploaded by the Admin in **PDF format**.
  - Can view and download reports.
  - Manage profile.

#### **Report Download for Non-Registered Users (Clinic Visitors)**

- A separate, publicly accessible URL (e.g., <https://vetlab.in/download-report>) will be created for users who had their tests done via a clinic visit, without prior registration or payment through the website.

- Upon accessing this link, users will be required to enter a **Test ID/User ID** and a **unique, system-generated Password** to view and download their specific report.
  - This feature is designed for convenient report access for in-clinic patients, eliminating the need for full platform registration. Once logged in with these credentials, the user can download the report from a dedicated, temporary dashboard view.
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### **2.3. Admin Management System (Backend/CMS)**

A comprehensive and user-friendly Admin Dashboard will be provided for complete website management.

- **CMS Management:** Manage the entire website's pages, images, textual descriptions, and all other content.
- **User Management:** View, activate, and deactivate user profiles.
- **Booking Request Management:** View new booking requests, with the ability to **Accept or Decline** a booking.
- **Payment Tracking:** Check and reconcile received payments.
- **Report Management:**
  - Upload, view, and download reports.
  - Send the generated reports to the users for their pets, making them available on their dashboard.
- **Service Charge Management:** Ability to manage the dynamic calculation logic and pricing for Home Collection distance-based charges.
- **Service & Centre Management:** Ability to easily **Enable or Disable** the appointment options for **Home Collection, Centre Visit, or Both** for each individual centre location.

#### **Report Management:**

- Upload, view, and download reports.
  - **Generate unique login credentials (Test ID/User ID and Password)** for the Non-Registered Report Download link. The admin can then share these credentials with the customer via WhatsApp or Email.
  - Send the generated reports to the registered users for their pets, making them available on their dashboard.
  - **Contact Form Views:** Access and manage submissions from the 'Contact Us' form.
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### **3. Project Technology and Execution**

- **Technology:** The website will be built on the existing **WordPress** platform.



- **Design & UI/UX:** Focus on a unique, dynamic design with modern animation, excellent graphics, and interactive hover effects.
- **Responsiveness:** Full responsiveness and optimization for mobile, tablet, and desktop devices.
- **Optimization:** Speed optimization will be a key focus.
- **Domain & Hosting:** The project will utilize the client's current domain and hosting.
- **Content:** New text, images, and videos must be provided by the client.

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## 4. Project Investment and Timeline

### 4.1. Financial Proposal (Cost)

Description	Total (INR)
<b>Comprehensive Website Redesign &amp; Development</b> (Including all pages, features, CMS, Online Booking, Payment Gateway Integration, and dynamic Home Collection charge calculation)	<b>37,000 + GST</b>

**Pricing Validity:** Applicable for this month only.

### 4.2. Payment Milestones

Milestone	Amount (INR + GST)	Description
<b>Upfront Payment</b>	<b>25,000 + GST</b>	Team setup, Homepage design & client approval, Inner pages development, Payment integration, Booking system integration, Completion of Admin panel.
<b>Last Milestone (Go-Live)</b>	<b>12,000 + GST</b>	Payment due upon go-live, completion of testing, full responsiveness, mobile/desktop optimization, and final deployment on the live server.

### 4.3. Project Timeline

- **Total Working Days:** 35 Working Days

### 4.4. Post-Launch Support & Training

- **Free Support Period:** 3 months of complimentary support post-live.
- **Monthly Support:** Optional retainer starting at **INR 600 + GST per month** post the free support period.



- **Training & Documentation:**
    - Provision of a **Tutorial Video** and a detailed **User Guide**.
    - Complete training on the Admin Dashboard functionality.
    - Handover of all necessary login credentials.
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## **5. Project Management & Communication**

- **Team Assignment:** A dedicated Project Manager and technical team will be assigned.
- **Communication Channel:** A **WhatsApp Group** will be created immediately after the upfront payment is received for streamlined communication and quick updates.
- **Workflow:**
  1. Homepage Design & Client Approval.
  2. Inner Pages Development.
  3. Integration and System Completion (Booking, Payment, Admin Panel).
  4. Complete Testing for functionality, security, and responsiveness.
  5. Migration to the current domain and hosting (Go-Live).

We are confident that this detailed approach will result in a superior, highly functional, and visually impressive website for VETLAB. We are ready to begin the project immediately upon confirmation.

**We look forward to partnering with VETLAB to enhance its digital presence!**