Lumen Studio
Digital Product & Brand Design

PROJECT PROPOSAL

A PROPOSAL FOR ATLAS OUTDOOR

D2C Commerce Platform Replatform

A headless storefront, a reusable design system and a structured conversion-optimisation programme for the Atlas Outdoor webshop.

PREPARED FOR

Atlas Outdoor B.V.
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PREPARED BY

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PROPOSAL NO.	ISSUED	VALID UNTIL	VERSION
PRO-2026-0418	27 Jun 2026	25 Jul 2026	v1.0

ENGAGEMENT	DURATION	START DATE	TOTAL INVESTMENT
Fixed scope	16 weeks	02 Sep 2026	€118,628.40

01 — EXECUTIVE SUMMARY

The engagement at a glance

Atlas Outdoor's storefront runs on Magento 1, which is end-of-life, slow on mobile and increasingly expensive to maintain. This proposal sets out a fixed-scope engagement to rebuild the direct-to-consumer experience on a modern headless stack — a Next.js storefront backed by commercetools — paired with a new design system and a measurable conversion-optimisation programme.

Over 16 weeks our team runs discovery, design, build and launch as five sequential phases, each closed by a milestone sign-off. The result is a faster, measurable storefront that the Atlas team can extend independently after handover.

OBJECTIVES

- Replace the legacy Magento storefront with a headless build, cutting median mobile load time to under 1.5 seconds.
- Lift mobile conversion rate from 1.6% to a target of 2.4% within two quarters of launch.
- Ship a reusable design system so the in-house team can build new pages without agency support.

02 — SCOPE OF WORK

Six workstreams

1 **Discovery & UX Research**
Stakeholder interviews, analytics audit and a two-day workshop to lock scope and KPIs.

2 **Design System & UI**
A component-based design system in Figma plus full UI for 14 core templates.

3 **Frontend Development**
Headless Next.js storefront with server-side rendering, built mobile-first.

4 **Commerce Integration**
commercetools setup, catalogue and checkout, with payments handled via Mollie.

5 **Analytics & CRO**
GA4 and server-side tracking plus an A/B testing framework for launch experiments.

6 **QA, Launch & Handover**
Cross-device QA, performance tuning, documentation and a team training session.

03 — INVESTMENT

Budget breakdown

#	WORKSTREAM	EFFORT	DAY RATE	AMOUNT
1	**Discovery & UX Research** Interviews, analytics audit, scope workshop	8 days	€1,050.00	**€8,400.00**
2	**Design System & UI Design** Figma component library, 14 core templates	18 days	€1,050.00	**€18,900.00**
3	**Frontend Development** Headless Next.js storefront, mobile-first	32 days	€1,150.00	**€36,800.00**
4	**Commerce Integration** commercetools, catalogue, checkout, Mollie	20 days	€1,150.00	**€23,000.00**
5	**Analytics & CRO Setup** GA4, server-side tracking, A/B framework	6 days	€1,100.00	**€6,600.00**
6	**QA, Launch & Handover** QA, performance tuning, docs, training	10 days	€950.00	**€9,500.00**

Subtotal	€103,200.00
Early-commitment discount (5%)	**−€5,160.00**
Net	€98,040.00
VAT (21%)	€20,588.40

TOTAL INVESTMENT
incl. 21% VAT
€118,628.40

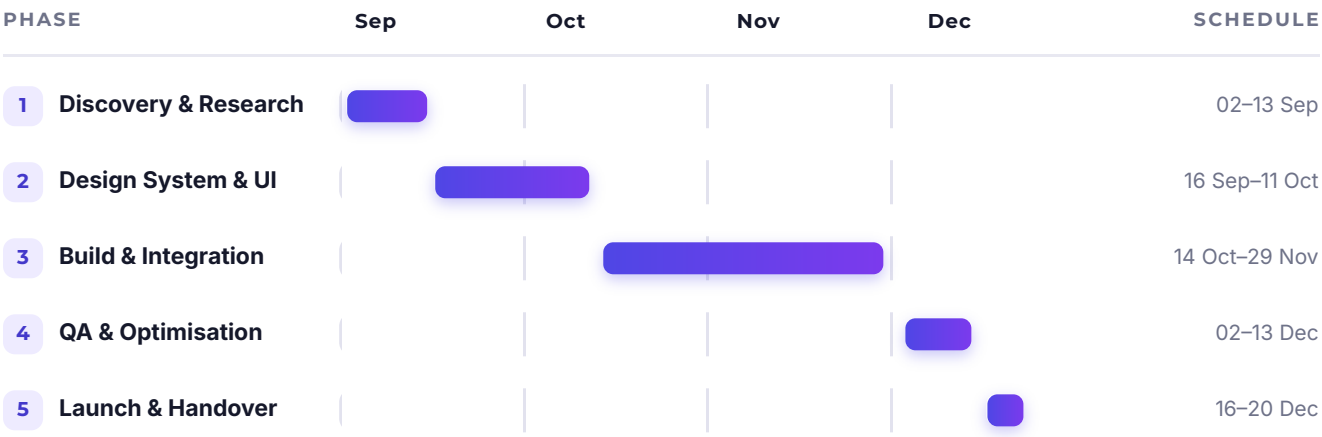
04 — PAYMENT SCHEDULE

Milestone billing

MILESTONE	TRIGGER	SHARE	AMOUNT
On signature	Due on acceptance	**40%**	**€47,451.36**
Design sign-off	End of Phase 2	**30%**	**€35,588.52**
Go-live	Project handover	**30%**	**€35,588.52**

05 — DELIVERY PLAN

Timeline



06 — ACCEPTANCE

Agreement & signatures

By signing below, both parties accept the scope, schedule and investment set out in this proposal (PRO-2026-0418, v1.0). Signed in duplicate at Amsterdam.

FOR LUMEN STUDIO B.V.

Sanne de Vries
Studio Director, Lumen Studio

Date: _____

FOR ATLAS OUTDOOR B.V.

Mark Hendriks
Head of Digital, Atlas Outdoor

Date: _____

TERMS & CONDITIONS

- Prices are quoted in euro and exclude third-party licences (commercetools, Mollie, hosting), which are billed at cost.
- This proposal is valid for 28 days from the issue date.
- A 5% early-commitment discount applies when signed before the validity date and is reflected above.
- Change requests outside the agreed scope are billed at €120 per hour.