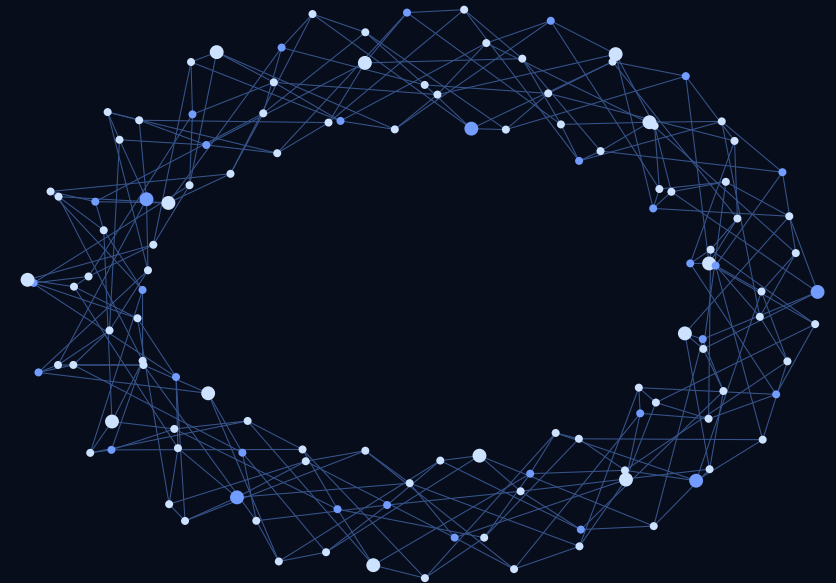


Beyond sensors. Into intelligence.

RailSense's next chapter is a data story. The website needs to make its software, visualisation and wider capability as clear as its products.



RailSense × Oriyaa

Corporate website / £6,000 / Estimated three weeks

A clearer story. Credible capability. A useful route to a conversation.

What needs to work harder.

01 The business has moved on

Tristan described a website that feels clunky and no longer reflects the corporate image, with dated copy and incorrect product imagery.

Tristan consultation, 7 September 2026

ORIYAA'S RESPONSE

Restructure the story around customer applications, data and software, then check each product narrative and image with your team.

WHY IT MATTERS

A buyer should understand the business RailSense is becoming, with a clear distinction between proven capability and its roadmap.

02 Product videos interrupt the explanation

Austin identified unavailable videos on product pages, including VoidSense, during the pre-meeting review.

Austin's consultation findings; playback to be rechecked during discovery

ORIYAA'S RESPONSE

Review all media in the agreed page inventory, replace or reconnect supplied videos and provide useful fallbacks where assets are unavailable.

WHY IT MATTERS

Product pages should help buyers understand the application without a broken media message interrupting the journey.

What needs to work harder.

03 Enquiry routes need stronger placement

The current homepage and product pages contain demo and buying links. The opportunity is to make the next step more prominent and specific to the page.

Homepage and VoidSense page reviewed 8 September 2026

ORIYAA'S RESPONSE

Introduce a clear primary contact route and contextual calls to action across capability and product pages, with tested enquiry delivery.

WHY IT MATTERS

Interested visitors can move from a relevant capability to a conversation without having to work out where to go.

04 News should be easier to maintain and explore

The homepage lists dated news articles with individual URLs and a paginated archive. Individual article URLs are normal; they are not evidence of a search-indexing fault.

RailSense homepage reviewed 8 September 2026

ORIYAA'S RESPONSE

Build a consistent news collection and article template, organise the agreed archive and map changed URLs for redirects.

WHY IT MATTERS

The team gets a manageable publishing structure and visitors get clearer access to current activity and older updates.

What needs to work harder.

05 Data deserves a clearer place in the story

RailSense already has a Data Analytics page explaining data collection, reporting and visualisation. Tristan wants this part of the business to carry more weight.

Consultation and Data Analytics page, reviewed 8 September 2026

ORIYAA'S RESPONSE

Give software and visualisation a deliberate place in the navigation and page hierarchy, using approved examples and clear application narratives.

WHY IT MATTERS

The website can support wider capability conversations instead of leaving visitors with a primarily sensor-led impression.

06 Restore essential document routes

The Terms & Conditions link returned a 404 during this review. The consultation also raised the visibility of privacy information.

Linked Terms PDF checked 8 September 2026

ORIYAA'S RESPONSE

Place client-approved policy documents where visitors need them and check document, footer and form links before launch.

WHY IT MATTERS

Visitors can find the information they need. Legal drafting and legal compliance advice remain outside the website project.

A defined website engagement.

01 / Plan and content structure

Discovery questionnaire and planning discussion; an agreed sitemap, audience priorities, page inventory and content responsibilities. Shape supplied material into clear website messaging, with technical claims approved by RailSense.

02 / Design and Framer build

Two live homepage directions after the brief, then development of the selected direction into a responsive Framer website. Bespoke page design, appropriate motion and usable mobile layouts.

03 / Products, capability and news

Page families for the homepage, company, products and solutions, data/software, news, contact and approved policies. Reusable product and news templates, with initial content population against the agreed migration schedule.

04 / Enquiries and launch

Prominent contact and contextual enquiry routes, agreed form routing, page titles and descriptions, image optimisation, changed-URL redirects, media/link checks and a handover for routine content management.

Clear scope. Shared understanding.

You provide

Approved technical information, brand assets, product imagery, usable video files or links, policy documents, website/domain access and one consolidated feedback contact. Existing marketing colleagues are involved where their responsibilities overlap.

Scope is agreed before production

The final sitemap and the product/news migration list are attached to the agreement before production begins. Additional pages, bulk archive migration, new functionality or changes to an approved direction are priced and agreed separately.

Outside this project

Sensor or software development; dashboards, portals, APIs and systems integration; ecommerce; a rebrand; new photography or video production; legal drafting; ongoing campaigns or SEO retainers. Third-party paid services outside the agreed hosting arrangement are separate.

Clear expectations

We improve presentation, usability and enquiry journeys. Search rankings, traffic and revenue are not guaranteed. Revisions are bounded: two rounds at the selected design direction and one consolidated pre-launch round.

Different businesses. Distinct identities.

“Straightforward to deal with, fast, and the site actually brings work in. It looks miles better than anything else local, and enquiries started coming in within the first week.”

Alex, Arctic Electrical, Chichester

Arctic Electrical

A service-led website with clear routes to domestic, commercial and specialist services, supported by visible quote and contact actions. Relevant here: helping different buyers find the right route to enquire.

<https://www.arcticelectrical.co.uk/>

Atlas House

A distinct, discreet presentation for a lifestyle office, with a focused service narrative and a direct enquiry route. Relevant here: matching the tone and structure to a business whose clients often arrive through introductions.

<https://atlashouse.uk/>

Supplied client testimonial. Individual experience, not a forecast for RailSense.

Three weeks. Three clear approvals.

Week 01

Agree the plan. Choose the direction.

Confirm the brief and content inventory, then present two live homepage directions. Select one direction and consolidate feedback.

Plan + design direction

Week 02

Build the connected website.

Develop the selected design in Framer, create the product and news structures, populate agreed content and build the enquiry journeys. A live progress link keeps the work visible.

Build against the approved direction

Week 03

Refine, check and launch.

Complete the consolidated pre-launch review, check responsive layouts, forms, media and links, implement the agreed redirects and hand over the site.

Pre-publish approval

Estimated production period: three weeks from the agreed start, once the brief, required content, access and initial payment are in place. Delayed materials or approvals and agreed scope changes may move completion. Start and launch dates are agreed separately; the 1 November financial-year discussion is not a committed launch date.

The work, priced clearly.

WEBSITE PROJECT

£6,000

50% (£3,000) on signing the agreement; 50% (£3,000) before go-live. Seven-day invoice terms. Oriyaa Media Group Limited is not VAT registered, so no VAT is added.

The fee covers the scope set out here, with the final page and migration schedule agreed before signing.

OPTIONAL CARE

£149 / month

Optional care includes hosting paid by Oriyaa, general website management, checking the site remains live and very small edits to existing content. It does not include unlimited changes or a guarantee of uninterrupted availability.

Larger changes are quoted at £225 per half day or £400 per full day, depending on the work required. Scope and cost are agreed before work begins. A full day saves £50 compared with two half days.

If you prefer to manage the site

Without a care plan, the first month of hosting after launch is included. The client then pays the applicable Framer subscription directly. The required plan and current subscription cost are confirmed before agreement.

Show the data company behind the sensors.

A stronger case for the conversations already happening.

Give buyers arriving from introductions, outreach and exhibitions a clearer understanding of RailSense's relevance to their next project.

Reply to Austin to confirm you would like to proceed, or to discuss the scope. We then finalise the page and migration schedule, issue the agreement and initial invoice, and complete the discovery brief before design begins.

hello@oriyaa.com

Oriyaa Media Group Limited. Proposal subject to the final scope schedule and signed agreement.