



Rian Bowden <rianbowden@gmail.com>

Website Scope and Quote

Dave Des Roches <ddesroches@vih.com>
To: Rian Bowden <rian@rian.ca>

Wed, Apr 22, 2026 at 1:46 PM

Yes, I can do that for sure. I will send a Teams invite.

Thanks

Dave Des Roches

Director of Business Development

VIH Aviation Group - Execujet

236-339-4274

Web: www.vihexecujet.com

Business hours 08:00 – 17:00 PST. For urgent after-hour calls, please contact our Charter Line at 250-655-6844, and press '9'

From: Rian Bowden <rian@rian.ca>
Sent: Wednesday, April 22, 2026 1:36 PM
To: Dave Des Roches <ddesroches@vih.com>
Subject: Re: Website Scope and Quote

I could do noon on Friday if that works for you?

Rian

On Wed, Apr 22, 2026 at 1:33 PM Dave Des Roches <ddesroches@vih.com> wrote:

Hi Rian,

Can we meet later on in the day on Friday? Sometime after 11 will work for me. I look forward to the discussion.

Thanks

Dave Des Roches

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From: Rian Bowden <rian@rian.ca>
Sent: Wednesday, April 22, 2026 1:29 PM
To: Dave Des Roches <ddesroches@vih.com>
Subject: Re: Website Scope and Quote

Thanks Dave. Sorry for the slightly slower reply. I can be available for a call on Friday at 9am if that works for you?

I'll review this ahead of the call so we can have a productive discussion.

Rian

On Wed, Apr 22, 2026 at 12:15 PM Dave Des Roches <ddesroches@vih.com> wrote:

Hi Rian,

In lieu of meeting please review the below list of identified required changes to our website.

1. Mega menu – requires further exploration and cost, like the concept
2. Fleet Comparison – Yes
3. 360 cabin tour – No
4. Amenities list per aircraft – Yes
5. Interactive range map – No

6. Blog/Content Hub – Yes
7. Safety Certifications display – No
8. Popular Destinations – No
9. Date Picker CTA – No
10. Empty Legs on homepage – Yes
11. Social Media integration – Yes
12. Dedicated Team Member page – No

In place of a Date Picker as a CTA for quote I would like to explore the potential to have a series of questions that prompt the user rather than a form to complete.

1. Where are you going?
2. When do you want to travel? Return or one way?
3. How many passengers?
4. How do you want to be contacted? Email or phone?

Definitely want to highlight the incoming aircraft and feature prominently with a dedicated page.

Site to be optimized for mobile users. Implement Google Analytics 4 for data insights.

Empty Leg notification automation for email/SMS alerts to subscribers as part of initial scope.

Please provide any comments or questions.

Thank you.

Dave Des Roches

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From: Rian Bowden <rian@rian.ca>
Sent: Tuesday, April 21, 2026 11:52 AM
To: Dave Des Roches <d-desroches@vih.com>
Subject: Re: Website Scope and Quote

We could complete the wireframe and mockup phase in 7-10 days. This is a key milestone for scoping out the rest of the project timelines. Often times when mockups are presented, there is very little minor feedback and we can move into building right away. If that's the case, we could proceed with building and potentially have the site ready within about a month.

However, mockups often reveal aspects needing further attention. That may relate to the design, but even if the design is pretty spot on the mockups can sometimes reveal some aspects of the site you may want to flesh out further. If timing is critical, we can work around that. I can advise you on what might push us back versus what we could implement as an MVP to fit your schedule; we can always continue with a phase 2.

One of the main bottleneck I foresee for this project involves the images and video. You mentioned you were going to hire someone to collect those. Often, that ends up being what we're waiting on. I suggest we build the site with placeholder images that can easily be replaced by real images. We can even pull reference images of the same types of shots to give the photographer something to work with that we know will translate nicely to the live site. You can then schedule your photographer and/or videographer at the right time knowing they will collect all the necessary content based on the reference images.

Rian

On Tue, Apr 21, 2026 at 9:04 AM Dave Des Roches <d-desroches@vih.com> wrote:

Hi Rian,

Can you please give me an approximate timeline for the site renovation if we are doing say 60% of what is on the list?

I really just need to know if this is weeks or months from start to finish?

Thank you

Dave Des Roches

Director of Business Development

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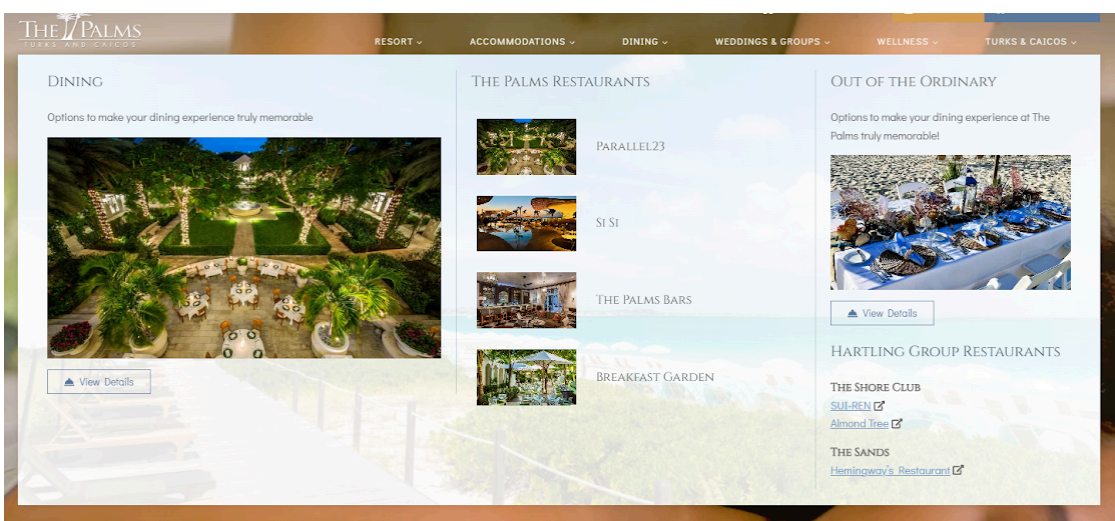
From: Rian Bowden <rian@rian.ca>
Sent: Friday, April 17, 2026 10:32 AM
To: Dave Des Roches <d-desroches@vih.com>
Subject: Re: Website Scope and Quote

Hi Dave, good question. Actually, in some cases, the goal is to get users to skip the scrolling and go exactly where they need to be. This is generally less true if your goal is to keep the browsing (maybe because your making money from banner ads), but often with a site like yours we want get users to the place they need to be in order to convert as quickly as possible.

Not all sites use mega menus correctly though and your right that chartright may not be using it to the greatest effectiveness. Thinking of it as a "filing cabinet" is not the right approach. Instead, we try to think of it more of a concierge that takes users straight to the place on the site that they need in order to make a decision. Users who are more exploratory can of course still scroll, but there's a more directed type of user who just wants to get to the info they want (eg: what kind of range does your jets have, or what empty legs are available) so the mega menu makes it easier for those users to get to that info.

Also, with the "more visual" approach you want to take, we can achieve that in the mega menu by incorporating not just a list of sublinks but a visual menu. Your site wouldn't be as large as some of those resort websites I sent earlier, but some of those are using very visual mega menus if you want to see kind of what I mean

<https://thepalmstc.com/>



Rian

On Fri, Apr 17, 2026 at 9:39 AM Dave Des Roches <d-desroches@vih.com> wrote:

Hi Rian,

Can you please expand on the Mega Menu as a tangible asset for the website? I see that only Chartright currently utilizes this feature and I am having some trouble identifying the overall benefit to adopt.

When on the Chartright site the mega menu makes navigation easier, and as a user it makes it seem as though the scrolling down on the main page would become unnecessary. So rather than scrolling down as usual, I am just using the mega menu for navigation. Is this the methodology and intention of mega menu? If so, I think that Chartright may not be using it to greatest effect.

Thanks

Dave Des Roches

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From: Rian Bowden <rian@rian.ca>
Sent: Friday, April 17, 2026 8:38 AM
To: Dave Des Roches <d-desroches@vih.com>
Subject: Re: Website Scope and Quote

Hi Dave,

I hope you had a great week! Just checking in to see if you'd had a chance to look at this and had any thoughts?

Rian

On Wed, Apr 8, 2026 at 3:42 PM Rian Bowden <rian@rian.ca> wrote:

Sounds great, thanks for the update!

Rian

On Wed, Apr 8, 2026 at 3:34 PM Dave Des Roches <ddesroches@vih.com> wrote:

Hi Rian,

Thanks for the follow up, I did receive the original send so you are aware of what is getting through.

I will reply once I have had some time to review.

Regards,

Dave

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From: Rian Bowden <rian@rian.ca>
Sent: Wednesday, April 8, 2026 3:30:59 PM
To: Dave Des Roches <ddesroches@vih.com>
Subject: Re: Website Scope and Quote

Hi Dave, we've been fighting with some issues with our plusroi email deliverability recently, so resending this via my personal email address just in case you didn't get it.

I hope you had a great Easter Weekend.

Yes, in fact we researched competitor or similar websites to get a full picture of the range of features possible for this new site version and put our findings in to the googledoc.

I've added the research under the tab "Design and Feature Research". I've also added a proposal for next steps in the "Website Scope Exploration" tab.

My suggestion is to reach a broad agreement on the features (or we can proceed with everything else in the document) and then create wireframes and mockups for a fixed project cost of \$1800. Those mockups will help us flesh out the design, site structure, and features and then we'll be able to give you a more specific estimate on the development project. For now, I've put in a range of what I think it may be.

Please have a look at the new tabs in your original googledoc and let me know what you think!

<https://docs.google.com/document/d/1Z7O5LNiiu5qz0eFkbjDMpRB0h9mwzAieuMDzrmQ5c8Q/edit?tab=t.0>

Cheers,

Rian

On Tue, Apr 7, 2026 at 12:10 PM Dave Des Roches <ddesroches@vih.com> wrote:

Hi Rian,

Can you please provide me with a scope of work and quote for the proposed changes to the VIH Execujet website?

Thank you

Dave Des Roches

Director of Business Development

VIH Execujet Ltd.

A VIH Aviation Group Company

Book a meeting: <https://calendly.com/ddesroches-vih/new-meeting>

Cell: 236-339-4274 | Email: ddesroches@vih.com

Web: www.vihexecujet.com



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