

City of Asheville

## RFP - Website Redesign

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# Company Profile

[Pacific54](#) is a boutique digital marketing agency that specializes in custom web development and internet marketing. All projects place an emphasis on creating a logical and aesthetically pleasing user experience. Since 2009, we have worked with a variety of clients on web development, web design, search engine optimization, conversion tracking and optimization, social media marketing, and more. With a focus on usability we create smart designs that implement the latest technology which help our clients maximize the potential of website visitors. Please check out our website for additional info: [www.pacific54.com](http://www.pacific54.com)

## Relevant Experience

### Recent Web Development Experience

 	 <p>WYNCODE THE ART OF CODE</p>	
<p>Pacific54 designed a custom website with over 80 unique pages allowing the University to update 30 locations with the latest courses, open houses &amp; events. The platform allows our clients to - without coding - change the information on their website.</p>	<p>Pacific54 built a custom website for the biggest coding academy in South Florida. The academy has the ability to create new programs, update team members &amp; easily create new landing pages for the different sponsored campaigns that live on social media.</p>	<p>Pacific54 built a landing page that increased conversions by 12% for that specific program.</p>
<p><a href="#">Keiser University</a> Andrew Lee, M.B.A Associate Vice Chancellor IT <a href="tel:(954)776-4476">(954) 776-4476</a></p> <p><a href="http://www.keiseruniversity.edu">www.keiseruniversity.edu</a></p>	<p><a href="#">Wyncode Academy</a> Juha Mikkola, Founder <a href="mailto:juha@wyncode.co">juha@wyncode.co</a> <a href="tel:(305)570-9768">(305) 570-9768</a></p> <p><a href="http://www.wyncode.co">www.wyncode.co</a></p>	<p><a href="#">Miami Dade College - The Idea Center</a> Leandro Finol, Executive Director <a href="mailto:lfinol@mdc.edu">lfinol@mdc.edu</a> <a href="tel:(305)450-6959">(305) 450-6959</a></p> <p><a href="http://www.cs50xmiami.com">www.cs50xmiami.com</a></p>

We have also done work for the following brands:

- WIX - Dashboard CMS Design
- EL AL - Facebook Application
- JCC - Community Mobile Application
- Green IQ - Website Design & Development
- JDate - Micro Site Development

In the last 24 months we have created unique, large scale websites with both WordPress and custom content management systems. Our programmers are full stack developers, working with Angular, PHP and CSS3 (creating light weight, fast and reliable websites). The Angular technology and CSS3 creates unique websites with smooth transitions, designed to feel like an app. For our clients, we recommend a redesign for the user experience, rather than skinning, in order to improve the overall functionality and user experience. If clients request skinning, we are willing to do so.

After the website is developed and implemented we create a documentation of the CMS and provide a demo for the client. We go through training step by step to ensure our client is satisfied with the work we've done and is able to manage the CMS moving forward.

Pacific54 has all the required staff and experience on site to complete the proposed project.

# Project Strategy

## **Project Overview**

Pacific54 will design and develop an approachable, user friendly, and safe informational website for **City of Asheville** using the latest web technologies. This site will be built using the latest user interface and user experience (UI & UX) design concepts that are adaptive to desktop, mobile, and tablet. **The City of Asheville's** themed website will create a unique aesthetic which exemplifies the character and uniqueness of Asheville.

Once the website is completed, quality assurance testing will be done to ensure the site is functioning well. Pacific54 will create a maintenance training program including a procedures manual providing instructions on maintaining systems established on the new website.

## **Content Management System**

Pacific54 will design, develop, and implement your new website on a custom, state of the art content management system which increases security and mitigates risk. Different permission levels will be set up, which allows for managers and staff to make content edits based on privileges ("rights given") controlled by your website administrator. No additional software will be required for site updates & content maintenance/creation by **City of Asheville** staff.

## **Responsive Capabilities**

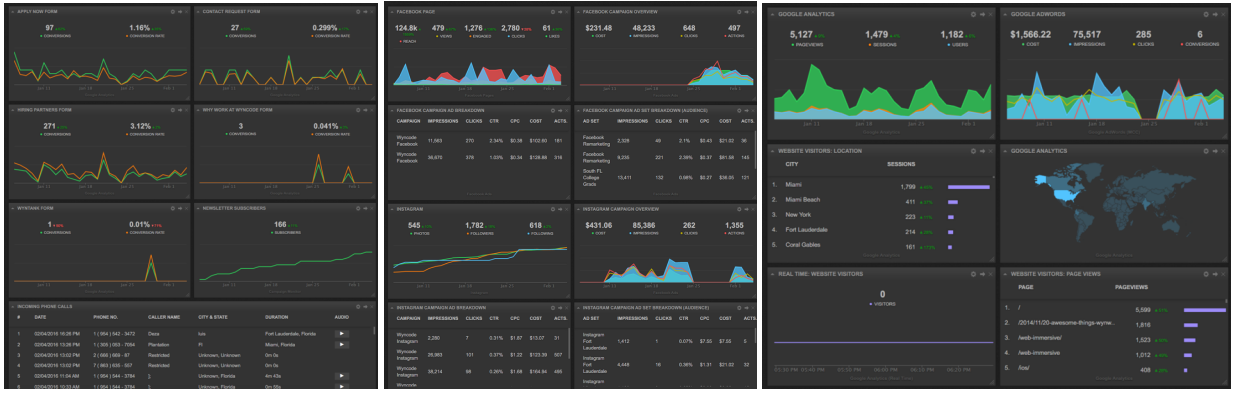
Pacific54 custom websites are created to be fully functional across platforms (mobile/desktop/tablet), operating systems (iOS/Android/Windows), and browsers (Chrome, Firefox, Safari, and Internet Explorer 11+). Community members will be able to seamlessly access the website on any device without sacrificing any information.

## **Custom Design and Development**

All the sites Pacific54 creates have a unique layout that caters directly to the clients needs. As design & development masters, we will implement all the features you have requested. In getting to know your needs better we can optimize your website and the way users interact with it.

## **Analytics & Report Manager**

The Pacific54 Custom Client Dashboard will allow you to analyze relevant information like what the peak hours of access are and where the website traffic is coming from. Our custom dashboards integrate with relevant software such as, but not limited to, Google Analytics and social media sites to give you perspective on the data that is collected.



### Content Migration

Pacific54 is able to migrate content from your current website onto your new website matching the new website's unique theme.

### Server Requirements

We recommend the following server requirements:

- PHP version 5.2.4 or greater
- MySQL version 5.0.15 or greater

It is recommended you use a robust platform comprised of the Linux operating system, and either the Apache web-server or the NGINX web-server. Almost any server that supports PHP and MySQL will work. Installment is included in this proposal, if server is Linux based.

### City of Asheville Collaboration

We request the following as we collaborate on the creation of your website:

- Point of contact when needed to share feedback
- Access to current digital assets (website, images, logo, brand book, graphics and other artwork furnished by **City of Asheville**)
- Administrative access to social media pages in order to integrate with website

### City of Asheville Maintenance Training

Pacific54 will hand off all administrative capabilities to **City of Asheville** and provide any necessary maintenance training. We will also create a procedures manual which provides instructions on maintaining systems established on the new website. If necessary, we can send a representative to your location to execute the training.

# User Experience Evaluation

At **Pacific54**, we care about our clients. This means creating user friendly and approachable websites so your visitors have the best experience possible while interacting with your brand online. We evaluate the user experience of our content management solutions by sticking to our UX process. Pacific54 employs a unique 5 step design & development strategy to create an optimized user experience.

1. Discovery - Collect all necessary information to design and develop your new website. This includes market research of the community in order to create the best experience for community members.
2. Design - Understand and create the flow of the website from wire framing, user interface and user experience (UI & UX), through the end design. This includes two designs and multiple revisions to suit your satisfaction. We care about our clients and want you to be happy with the final outcome of the website.
3. Develop - Use the latest in web technology (PHP, CSS3, HTML5, jQuery) to create a fast loading, reliable and secure website. This phase includes the migration of content from the old website.
4. Quality Assurance - Using a set of customized tools, we check the website for any errors and bugs. This ensures your website will be fully functional across platforms (mobile/desktop/tablet), operating systems (iOS/Android/Windows), and browsers. This phase also includes a site wide spell check.
5. Launch - Transfer the CMS and website to the live server. There will be a final check that the site transferred properly and is up and running without any issues.

# Fee Summary

## **Discovery** (15 Hours @ \$100/hour)

\$1,500

Collect all necessary information to design and develop your new website. This includes market research of the community in order to create the best experience for community members.

## **Design** (90 Hours @ \$100/hour)

\$9,000

Understand and create the flow of the website from wire framing, user interface and user experience (UI & UX), through the end design. This includes two designs and multiple revisions to suit your satisfaction. We care about our clients and want you to be happy with the final outcome of the website.

## **Develop** (140 Hours @ \$100/hour)

\$14,000

Use the latest in web technology (PHP, CSS3, HTML5, jQuery) to create a fast loading, reliable and secure website. Using this technology allows for the website to be accessible to persons of all abilities. Our sites are designed to be responsive on phones, tablets, and desktop computers without sacrificing content.

## **Content Migration**

\$1,000

The cost of content migration is \$2/page. This would be the cost based on your estimation of 500 pages to migrate to your new website.

## **Quality Assurance** (30 Hours @ \$50/hour)

\$1,500

Using a set of customized tools, we check the website for any errors and bugs. This ensures your website will be fully functional across platforms (mobile/desktop/tablet), operating systems (iOS/Android/Linux/Windows), and browsers. This phase also includes a site wide spell check.

## **Launch & Training** (30 Hours @ \$50/hour)

\$1,500

Transfer the CMS and website to the live server. There will be a final check that the site transferred properly and is up and running without any issues. Installment is included in

this proposal, if server is Linux based. If server is Windows based, there will be additional charges. See optional charges below.

Pacific54 will hand off all administrative capabilities to **City of Asheville** and provide any necessary maintenance training to **City of Asheville** employees. We will also create a procedures manual which provides instructions on maintaining systems established on the new website. If necessary, we will send a representative to your location to execute the training.

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<b>Total</b>	<b>\$28,500</b>
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## Optional Items

Note: Optional items are not included in proposal fees

<b>Installation on Windows Server</b>	<b>\$250</b>
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We, along with WordPress, recommend against installing WordPress websites on Windows servers due to slow response times and additional installments which may increase the cost and reduce the quality of the website.

If needed we can consult to help implement the website onto a Microsoft server.

<b>Consultation Fee</b> ( <i>1 Hours @ \$100/hour</i> )	<b>\$100</b>
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Pacific54 will be available for future services requested by **City of Asheville**. Our hourly rate for consultation services is \$100/hour



# Payments

We are sure you understand how important it is as a small business that you pay the invoices that we send you promptly. As we're also sure you'll want to stay friends, you agree to stick tight to the following payment schedule.

For Web Development:

35% Up Front

35% After Design Approval

30% Website Successful Launch

All fees are non-refundable.