



Proposal for Web Design



Ashville, NC "Land of Sky"

- "Quality of Service, Quality of Life"

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TABLE OF CONTENTS

| | |
|--|----------|
| I. References..... | 2 |
| CMD Group..... | 2 |
| Astro Home Store..... | 2 |
| Discover America..... | 2 |
| JS Products..... | 2 |
| II. Company Operations | 3 |
| Core Capabilities | 3 |
| Technology..... | 3 |
| Differentiators..... | 4 |
| III. Past Experience..... | 5 |
| Experience..... | 5 |
| Technology Stack | 5 |
| IV. Content Management Evaluation Criteria..... | 6 |
| User Experience | 6 |
| V. Scope of Work | 7 |
| Definition | 7 |
| VI. Warranty | 9 |

I. References

CMD Group

Redeveloped and designed a CMS system that manages multiple domains and web publications. The new CMS administration allows control of each domain from a central backend system. Each has its own template, unique settings, unique content and also share content if necessary from one master administration area. The site also includes fully responsive mobile, tablet, and cross browser compatible front and backend areas.

Contact: Jennifer Johnson
Position: VP Product & Development
Phone: (770) 209-3579

<http://east.morningblueprint.com/>
<http://west.morningblueprint.com/>
<http://dailycommercialnews.com/>
<http://journalofcommerce.com/>

Astro Home Store

Developed and launched a PrestaShop store with a customized checkout system. The system integrated with consumer credit files, finance companies, managed opened credit lines, and integrated payment reporting with Clarity (a credit analysis system). Built a completely customized administration system outside of PrestaShop to manage workflow for credit processes including document management & collection.

Contact: Tim Trankina
Position: CEO
Phone: (770) 722-6040

<http://www.astrohomestore.com>

Discover America

Fully redeveloped DiscoverAmerica's website front end using HTML5, jQuery, with CSS3 standards. Developed and fully integrated with a newer backend CMS system. Integrated real time searching, results and Google Maps using JSON requests.

Contact: Dennis Walker
Position: Project Manager
Phone: (702) 461-9250

<http://discoveramerica.com>

JS Products

Developed a custom E-Commerce platform that managed multiple domains with custom pricing and products for each domain. Allowed individual client stores to have unique logins and pricing based on region, which integrates with existing warehouse inventory systems for product details and reporting. Created features to allow for exportation of sales and order data from the website into the existing sales management system.

Contact: Dennis Walker
Position: Project Manager
Phone: (702) 461-9250

<http://www.jsproductsinc.com/>
<http://midas.jsproductsinc.com/>
<http://goodyear.jsproductsinc.com/>

II. Company Operations

Core Capabilities

Celerus Group, launched in August 2014, is an emerging company that encompasses the vision of 30 years of combined experience in IT product development and web technology. Celerus provides application development, website design, and managed hosting services services to small and mid sized businesses, and government entities. We have integrated external services with companies including: SalesForce, Eloqua, Bank of America, Wells Fargo, Tomato Bank, Citi Bank, Google Analytics, Google Maps, PayPal, Early Warning, IfByPhone, Verizon, Yodlee, Authorize.net, Clarity Group, EVS, FedEx, UPS, USPS, MaxMind, Merchants Preferred, Progressive Finance, Right Signature, DocuSign, and Telesign.

As a Woman Owned Minority Small Business we are committed to creating value for our customers with timely and accurate solutions using the latest technology and trends. Using our vast experience managing technical projects, building web applications, and managing technical teams, our organization has developed the knowledge and skills required to complete any development project.

Our technology experts and business professionals analyze research, design and implement solutions in the areas of:

- Custom Web Applications
- System Integrations
- Mobile Solutions
- Search Engine Optimization
- Website Design
- Hosted Servers

Technology

Our Technology Services focus on developing robust, secure and stable technology solutions for your business. By incorporating common sense solutions into seemingly daunting deliverables, we can ensure at the start of the project that we will safely deliver the product to completion. Our services include:

- Application & Web, Design & Development
- Commercial Off the Shelf (COTS) Integration
- Data Cleansing & Conversion
- Database Design, Development, & Maintenance
- Architecture Solutions
- Verification & Validation Service

Differentiators

Our organization is crafted from top performers, and the skill level of our team allows us to complete complex projects in a short period of time. With 30 years of experience, our management team has a vast amount of experience building very complex projects, from local clients, to international organizations. Using an agile project management process, we are customer centric in our development process, and make sure that each iteration and sprint revolves around a client's needs.

Our team believes that trust is the foundation of any relationship between an organization and its clients. For this reason, we firmly stand behind our work, and guarantee quality products. If for any reason you feel unsatisfied we want to know about it, as your satisfaction is our priority.

III. Past Experience

Experience

We have worked with many CMS solutions and systems in the past few years. Our developers are well versed and experienced in the most recent web trends and technology. Including but not limited to: WordPress, Joomla, PrestaShop, Expression Engine, and CakePHP. Our team builds websites using modern stylizing techniques and frameworks such as bootstrap and css3. This ensures the highest compatibility with browsers, mobile, tablets and also search engines.

Walkthrough guides and examples are created for workflows and in person training is available for clients within travel distance. If not available, skype sessions and ongoing phone/email/ticket support is also available after project delivery. All development, configuration, and design are done within our company and are USA based. If a large enough project required extra resources we have qualified contractors on file who can help meet the need while maintaining our high quality of standards.

Technology Stack

All of our web projects are compatible and will run on several technology stacks. Our primary web frameworks we work with are cross compatible with Windows and Linux based services and can be migrated if ever needed.

Typical technology stacks we deploy to are: WAMP, LAMP, and WISP.

W- Windows, A – Apache, M – MySQL, P – PHP, L – Linux, I – Internet Information Services (IIS), S – SQL Server

IV. Content Management Evaluation Criteria

User Experience

In order to monitor and analyze the user experience we utilize Google Analytics and Mouseflow for real time analytic and usage tracking. Google analytics allows us to track standard pageview (to understand how and when a user enters and leaves the site and the path they used within it), behavior flow (which identifies how users are navigating the site), goals and funnels (which identify the steps for users to reach a specific objective on the site and then tracks and analyzes this data), and event and timing tracking to answer questions such as; how quickly did users reach their goal on a site? How much time did a given operation or action take? Or what points of the website keep users waiting?

This allows us to review and make adjustments quickly, but also allows for the tracking of revisions, in the instance that a roll back, or a combination of certain versions or themes provide differencing results.

V. Scope of Work

Definition

All projects developed by Celerus include the following features and are included as standard core options. These are integrated not only in the front end but also the administration areas where applicable.

- W3 Standard Compliance
- Support for Chrome, Firefox, IE (major releases)
- User Role and Permission System
- WYSIWIG Form Inputs and Editing Features
- 100% Responsive Layout
- Theme and Template Features
- Full-Text Indexing and Search System
- Multiple Domains Controlled by One Backend System
- URL Alias/Slug Customization for CMS Pages
- Automatic Sitemap Controls
- Open Graph Features (Facebook, Twitter, etc)
- Built in Google Analytics Support
- 100% Work Guarantee on Deliverables
- Valid Licensing Releases including any 3rd Party Plugins
- Support for Google Analytics
- Comprehensive documentation
- Technical support, security patches, and product updates available from Celerus
- Valid software license naming the City of Asheville as the license holder.
- The platform, templates, themes and/or skins code base developed in CakePHP for ease of application integration by the city of Asheville and/or other vendors.

Web Design Estimate

| Category | Description | Cost | Unit | Qty. | Subtotal |
|---|--|-----------|-------|------|--------------------|
| Discovery  | <ul style="list-style-type: none"> In depth review of current web system and all features/functionality Wireframe and site mockups In person meeting deliverable review Remote meetings for additional changes/enhancements at each iteration | \$65/hr | Hours | 46 | \$3,000 |
| Website Design  | <ul style="list-style-type: none"> Responsive layout for mobile and tablet devices Cross browser compatible Accessibility compatible vector icons Browser accessibility features integrated Optimized templates themes and skins for page loading | \$65/hr | Hours | 77 | \$5,000 |
| Web Development  | <ul style="list-style-type: none"> Custom calendar work Site Navigation menus Search Utility with full text indexing Integration with current government web applications Integration with social media sites Active directory integration Fine grain user role and permission system | \$65/hr | Hours | 230 | \$15,000 |
| Training  | <ul style="list-style-type: none"> In person onsite training (includes 3 days onsite training) Additional remote training/support (10 hours) | \$65/hr | Hours | 38 | \$2,500 |
| Website Migration  | <ul style="list-style-type: none"> Transfer of CMS pages preserving attached documents and links | \$25/page | Pages | | (optional addon) |
| Support  | <ul style="list-style-type: none"> 6 months of browser compatibility support 100% bug free guarantee | | | | Included |
| Subtotal | | | | | \$25,500.00 |
| Discount | | | | | |
| Grand Total | | | | | \$25,500.00 |

VI. Warranty

Celerus guarantees 100% of its work against bugs and issues with features that are delivered as part of the workflow process. Separately, a warranty period of 6 months is provided to cover any front-end bugs related to browser compatibility, or bugs that may surface to do new browser releases or windows updates during that time. Delivery of Code/Assets are released upon final payment and approval by the client.

All code utilized in the project will have licensing releases based on the projects individual needs. Any frameworks utilized as part of the project will comply with any required licensing needs of the project and allow for future extended development or upgrades from the framework distributor/creator with or without Celerus.