Aliensun Labs, LLC

Proposal for Website Updates for the City of Asheville

Prepared for
City of Asheville
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Letter of Introduction

Dear Ms. Edwards and the City of Asheville Team,

We're Aliensun Labs, and we do things a little differently. We are an agency of inventors, tinkerers and audacious thinkers delivering bold marketing and communications strategy to the world – and beyond! We celebrate discovery and lifelong learning. Our clients work hard to make the world better, it is our job to make their work easier.

We are experts at reaching customers and understanding stakeholders. We leverage Drupal development, mobile applications and strategy with sophisticated analytics, eye-catching content and informed optimizations to help our clients reach the most people in the most effective way possible. We are masters of organization – complex process flows, dynamic data, customer flows – we love to geek out and bring simplicity to difficult and chaotic problems for our clients.

We are mentors, dedicated to offering training services. Knowledge is the super power that allows you to manage your own campaigns. When everyone is empowered, we can create beautiful collaborations.

We channel the power of an alien sun in our beaker, please allow us to pour some of our energy into your project.

Sincerely,

Kaytea Petro
Chief Marketing Officer
Aliensun Labs

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Scope of Work

Aliensun Process

The Aliensun development process follows a simple, iterative process:

- *Discovery* – we develop a 360-degree understanding of the client's needs, the stakeholders, users, use cases, brand specifications and any potential problems.
- *Design* – we assimilate all this information into a strong user experience concept, which then drives template design and user interface maps. These are then presented to the client for feedback.
- *Feedback* – the client lets us know what they approve and what needs to change and why. Any design elements that need to be rethought are then iterated.
- *Build* – we start to build by first installing the Drupal instance, then building templates, and focusing initially on functionality, finally honing in on bringing the function and the look-and-feel together.
- *Test* – testing starts as soon as the building phase starts. We practice continuous testing, where we test everything as it is being built, and eventually as part of the larger whole.
- *Iterate* – iteration happens throughout the process such that the final product is the result of an agile development process.

Redesign: Design & Template Changes

In order to ensure a pleasant user experience, modifications and tweaks to the existing site design are necessary to enhance user interactions and ease of use. Approximately 5-10 new templates for the various page types will be presented as wireframes for approval and then developed. All work on the new website will utilize the responsive design modality; this will ensure that the site will look great on phones, tablets and all desktop browsers. New template designs will focus on information scanability, intuitive design and ease of modification for editors. Modifications to visual assets, such as header images, background images, skins etc, will be as simple as uploading or selecting new content from the asset library.

Reorganization: Menus & Content Strategy

Several years ago, the trend in web design was to put every single piece of content or content type into the menu, and often have several layers of submenus. These days, with the proliferation of mobile devices, and the drive toward responsive design, menus are more streamlined; submenus have basically been eliminated, because they are difficult to use on mobile.

To achieve an intuitive, streamlined menu and content hierarchy, Aliensun Labs prefers to develop a robust content strategy. From this, we develop user interface design, and menus. A fully updated sitemap will be developed and approved by City of Asheville prior to any development work commencing.

Calendar

The City of Asheville calendar offers at least three activities every day, all year long. These are entered by different staffers in different departments; they need to be able to upload events in an efficient and intuitive way. Similarly, it is of vital importance that Asheville residents to quickly find events that appeal to them.

Each event has several details associated with it: location, time, description etc. With the redeveloped Drupal site, any disorganization and clutter on the calendar will disappear for these reasons:

- *Integrated design*: the calendar section on the new website will be designed to be fully integrated and harmonious with the existing website. This will mean that event content and search can be easily added to the home page.
- *Event upload:* the backend of a Drupal website is extremely simple and straightforward. Different content types and content all have the same look and feel to the data-entry person. Similarly, all the content lives in one searchable place on the back end. Drupal sites also have the ability for bulk .CSV uploads for content.
- *Search:* users will be able to search by event type, location, time/date quickly and intuitively.

Additionally, since each of these calendar listings will be a stand-alone piece of content, they will be able to be highlighted individually on the home page. For example, if there was a city wide pumpkin patch in October, it could have a homepage highlight, be featured on the calendar, as well as being on sortable or searchable lists of activities.

Search

One of the great strengths of the Drupal CMS is its ability to facilitate organization of complex information and disparate information types. This means that when it comes to searching for that information, it happens much faster and more intuitively for the end user. Search results may be organized by and displayed by content type, depending on the requirements for different types of search. Apache Solr will be used to improve search for website content.

SEO

Aliensun uses Drupal SEO best practices to check websites for proper search engine optimization. We regularly update our checklist with the latest market insights; the websites we build are first in search results.

Accessibility

Accessibility means that your site's design, interface, and content are available to all users on the internet, regardless of their abilities or the assistive technologies they use. On delivery, the new website will be fully ADA compliant using the Accessibility module with Quail software library for Drupal. IT staff will have an ongoing list of accessibility tests, which are aligned with the WCAG 2.0 or Section 508 standards to ensure long term accessibility.

Editing Privileges & Workflow

Site editing privileges will be assigned based on standard organizational roles. Content can be restricted by file or whole sections of content.

- *Admin* – Controls access permissions and can change anything on the website at any time.
- *Publisher* – Can change anything on the website at any time, including content, menus etc.
- *Editor* – Can approve, edit and publish all blog posts, events and slider content.
- *Contributor* – Can create blog posts, events and/or slider content

If a greater level of granularity is desired, it can be accommodated.

Aliensun will work with the City of Asheville to define user access privileges and design a workflow for managing content for the various user types. This will ensure that only approved content is published. It also decreases training and support time. These features benefit the end users as well as site administrators. Revisions are automatically created with Drupal. Users with

the Editor level permissions and higher are able to roll back content to prior versions through the content editor.

File Management

The new site will feature a document management system very similar to Google Docs. Documents can be saved and shared based on user roles, access privileges or distribution lists. This enables consistent security standards for document management, and empowers sharing and collaboration across the organization.

Social Media

Currently, there is an imbedded Twitter feed on the Asheville homepage, the other social media icons are imbedded in the header. This functionality seems appropriate, and will be easy to implement on the new site.

Any YouTube videos plugged into content pages and the blog will be integrated into the new website.

Diversity

America is a wonderfully diverse place to live. Most of us are blessed to live in a neighborhood where our neighbors speak several languages and eat different food than we put on our tables. Aliensun Labs reflects that cultural diversity – we have team members fluent in Spanish, Chinese and German, and our company is proud to be a registered Minority Owned Business Local Business Enterprise in the City of San Francisco. We bring this wealth of experience and depth of knowledge to every project we do, so clients can be guaranteed that their message will be culturally appropriate, and well-received by all that experience it. If desired, we are happy to develop mirrored multilingual versions of our websites (although this adds to cost), if the client has translated content.

Content Management Systems

Aliensun and Drupal

Aliensun Labs has successfully built bulletproof Drupal sites for a variety of organizations. Leveraging a Drupal-specific team consisting of a Drupal architect, project manager, developers, QA people and designers, we can quickly implement beautiful and functional websites.

Aliensun nurtures the Drupal platform by contributing to and enhancing modules, providing forum support for all levels of users and participation in periodic Drupal conferences. Our approach employs a modified agile process consisting of client immersion, content strategy, information architecture, model design, visual design along with implementation and rigorous QA.

Aliensun was first formed as a purely Drupal development agency in 2007. The company was reformed as Aliensun Labs in 2014, when the company expanded its service offerings to include marketing services for sustainable companies.

Why We Love Drupal

There are many content management systems out there, and our team has worked with nearly all of them. Over time, we've all come to prefer Drupal for a few simple reasons:

- *Secure* – Drupal has a dedicated security team. Together with Drupal's vast development and administrator community, they seek out and patch issues – often before they're exploited in the wild.
- *Powerful* – Some of the biggest, most visible, and highest-trafficked sites in the world run on Drupal, including whitehouse.gov, weather.com and 71 of the world's top 100 universities.
- *Robust* – Drupal websites can handle big, complex data, quickly. A Drupal site runs equally well with five pages as with 5000 pages, so scaling up is no problem.
- *Flexible* – Drupal integrates the latest technologies to ensure a visually appealing responsive site. Visual appeal increases interactivity, which, in turn increases engagement.
- *Easy to Use* – Unlike other CMSs, all Drupal websites have a standard back end, meaning that content is easy for editors and publishers to find, edit and create.

For these reasons, and other CMSs weakness in these areas, we believe that it is in City of Asheville's best interest to migrate their website to a Drupal environment and to do all future development in Drupal.

Wordpress to Drupal Content Migration – Blog Content

For the blog content, a Wordpress to Drupal 8 migration is straightforward. All content, comments and publishers will be migrated using an automated migration script. The QA team will then manually verify all of the users and content has been appropriately migrated.

Once the historical content has been migrated to the Drupal blog, content editors will be provided with full training and manuals on how to create new content using a convenient WYSIWYG editor.

Aliensun Labs

Integrations: Current & Future

Depending on what web applications the Asheville City government is using, Drupal integrations may already exist (ie. Salesforce, Google Maps). Custom integrations may also be developed as needed using API's or direct integrations.

Aliensun Labs Team

Julian Barber
CEO & Drupal Architect
Julian founded Aliensun in 2007 while working at Apple, Inc. From the beginning, he has been focused on empowering clients through the Drupal CMS, corporate training and digital marketing.
Fun Fact: When not delighting clients, Julian is developing a clothing line that will charge devices when you dance or work out.

Kaytea Petro
CMO & Project Manager
Kaytea graduated with an MBA in Sustainable Business from Presidio Graduate School in 2008. Since that time, she has focused on leveraging the best-in-class digital communication and marketing tools to deliver high impact messaging for sustainable companies, both in-house and as a consultant.
Fun Fact: Kaytea moonlights as a clown with Cyclecide, a bicycle circus. No, she can't juggle.

Steven Read
Senior Drupal Developer
Steven has been building Drupal sites since 2005 for a variety of clients such as NBC, PAC-12, NYPL, and UCSF. Recently he led the Drupal redesign of the Visit California website which won a Webby Award.
Fun Fact: Steven takes breaks from Drupal by hunting the Bay Area flea markets for rare historical art & antiquities.

David Hunt
Senior Drupal Developer
David Hunt has been working with Drupal since 2005, and is an active member of the Drupal development community. He is a full time web developer and designer. He specializes in Drupal CMS, custom module development, profile management, site architecture, training and SEO.
Fun Fact: David lives in the heart of the Columbia River Gorge in Lyle, WA.

Terri Beausejour
Front End Developer
Terri has over 25 years experience as a software engineer. She worked at, and consulted with, prominent banking institutions such as Boston Safe Deposit and Trust and First Interstate Bank, and went on to a 14 year stint at leading 3D design, engineering and entertainment software firm, Autodesk. Currently she develops web based experiences for various clients, and is thrilled to bring her technical design and development expertise to Aliensun Labs.
Fun fact: Terri also dabbles in audio post-production for film, music recording, book publishing, gardening, and mycology.

Maureen Rader
Content Strategist & UX Designer
Maureen has over 10 years experience as a software product manager and product marketer, focusing on new product, content and go-to-market strategies. She has worked on groundbreaking products at Apple, Adobe and Cisco in digital photography, web development

tools, enterprise software and content security. She currently works with clients on marketing for web, SaaS, mobile and desktop and is excited to work with the Aliensun team.
Fun Fact: Maureen's face was the inspiration for the 1997 Puerto Rican Barbie.

Jess Weida
Creative Director
Jess is a designer, problem solver, maker and illustrator. She is a senior creative savvy in all stages of the making, from concept to execution with over 14 years of satisfying customers. She worked on the Obama for America campaign, and is the recipient of numerous design awards.
Fun Fact: Jess is from Chicago and yet amazingly still finds the Bay Area cold enough to require year-round beanie caps.

Emily Kischell
Wordsmith
Emily Kischell is a technology-savvy writing specialist, with gaming, mobile, book publishing, web and film industry experience. Emily has practiced many forms of writing as a career for nearly twenty years, specializing in content development and copy for interactive media including character development and scripts for interactive games, as well as various content for DVD, print, mobile applications, and the web.
Fun Fact: Emily juggles blindfolded. No, this is not a metaphor for a tragic case of amnesia contracted aboard a pirate ship during a botched session of bilge bocce ball. We actually have footage.

Declan Fitz
Jr. Designer
Declan Fitz is a San Francisco-based designer and illustrator. After graduating with the Dr. Robert Squeri Scholarship for Outstanding Achievement in Visual Arts from the Ruth Asawa School of the Visual Arts, he has been working with local brands to create unique designs and illustrations to tell their stories.
Fun Fact: Declan is an illustration ninja. He can draw anyone in under 15 minutes.

Support & Maintenance

Quality Assurance and Support

Before final delivery of the updated website, it will be fully tested in Firefox, Safari, Chrome and IE 10+ for the desktop, on iPad and Droid tablets, and on Windows, Android and Apple smartphones. Extensive testing like this is important to ensure the responsive design is consistent across all platforms.

Training

To ensure maximum usability of the new website, full documentation will be provided at launch. In addition, Aliensun will hold a training seminar on-site for the City of Asheville team to train the ~35 content editors and the IT department how to use and administer the new site. Our experienced trainers are experienced handling large workshops or personalized one-on-one training.

Ongoing Maintenance

If City of Asheville doesn't desire to do their own updates, Aliensun offers ongoing maintenance contracts to clients that need support. Maintenance and further development is available at a rate of $100/hour, or discounted at these subscription levels:

Service Level	User Needs	Hours/ Month	Cost/ Month
Indirect Sun	Monthly Drupal security and core updates. Email support (9am-5pm PT Monday to Friday).	10	$3600/ year*
Dappled Sun	Weekly Drupal Core updates. Email support (9am-5pm PT Monday to Friday).	20	$1100
Sun Warmed	Weekday monitoring and bug fixes, Max. 1 hour response time.	40	$2000
Sun Soaked	24-7 Uptime monitoring & phone support, weekend crisis management, Max 1 hour response time.	80	$4000

*billed annually

Hosting

We strongly suggest to all of our clients that they use a Drupal-specific hosting environment (such as Pantheon or Acquia) so that all updates to the Drupal core can happen seamlessly, effortlessly and in a timely fashion. Aliensun develops everything in a three-tiered environment – development, testing and live – so that changes can be fully tested without disrupting existing code. Versioning is integrated within these hosting platforms making it easy to revert changes. Training on this process will be provided to site administrators at the City of Asheville.

Hosting on a Drupal-specific environment costs about $140/month. If greater levels of support are required, the cost per month goes up to ~$500. These costs are not included in this bid.

Fees & Terms

Project Timeline

We estimate that this project will take up approximately 350 hours of work, and will adhere to these phases:

Phases	Phases	Hours	Start Date	End Date
1	Kickoff	8	3/15/16	3/15/16
2	Discovery	18	3/15/16	3/29/16
3	Design	166	3/30/16	4/20/16
4	Site Development	128	4/15/16	6/20/16
5	QA & Testing	28	4/20/16	6/29/16
6	Site Launch	4	6/30/16	6/30/16

Weekly reports will be sent to the client on Mondays, and weekly meetings will be scheduled between the client and the Aliensun team.

Detailed Production Schedule

Phase	Tasks	Start	End
1	**Kickoff**	**3/15/16**	**3/15/16**
1.1	Kickoff Meeting		
2	**Discovery**	**3/15/16**	**3/29/16**
2.1	Discovery		
3	**Design**	**3/30/16**	**4/20/16**
3.1	Sitemap creation		
3.2	Design		
3.2.1	5-10 page Template creation		
3.2.2	Landing Page Template Review		
3.2.3	Landing Page Template Revisions		
3.2.4	Final Design Concept Approved		
4	**Site Development**	**4/15/16**	**6/20/16**
4.1	Initial Drupal Setup		
4.1.1	Initial Drupal server configuration		
4.1.2	Site Statistics Configuration		
4.1.3	Search and Indexing configuration		
4.1.4	Site Image size configuration		
4.2	Custom Drupal Enhancements		
4.2.1	Calendar		
4.2.2	Search		
4.2.3	Integrations		
4.2.4	Programs		
4.3	Content Migration		
4.3.1	Migrate content from Wordpress		

4.3.2	Custom Theme Integration		
5	**QA & Testing**	**4/20/16**	**6/29/16**
5.1	QA & Testing		
5.2	Testing on Test server		
6	**Site Launch**	**6/30/16**	**6/30/16**
6.1	Migration to Live Server		
6.2	Site Launch		

Fees and Expenses

Based on our understanding of the RFP, as a fixed-rate bid, this project will cost $29,790. Payment is expected on this schedule: 50% deposit before work commences, 25% when all content from existing site is verified and configured on new site, and the final 25% on June 30, 2016 with final sign-off.

If the City of Asheville prefers a Time and Materials proposal, this project will not exceed $30,000, with a blended hourly rate of $84.63. Billing will happen weekly, with payment expected on a Net-30 basis.

Here are the hourly rates by role:

	Drupal Architect	Sr. Developer	Front End Developer	Quality Assurance	Project Manager	Creative Director	Content Strategist	Jr. Graphic Designer
Hourly Rate	$95	$90	$90	$75	$95	$80	$80	$50

Payment will be received by cashier's check or ACH bank transfer.

License Fees

At this time, we do not anticipate the need to license any additional software. We may discover during the design process that it makes sense to use an existing Drupal theme as a component of the project; in this case, we would advocate for licensing that theme, most themes cost less than $100 USD for a full license.

Terms

This is an inclusive bid; any deviations from initial estimate will be approved by client via change order prior to commencing additional work. Any deviations from original scope will be approved by Aliensun Labs or handled through a change order process. Aliensun Labs reserves the right to replace staff as needed to ensure project completion.

Assumptions and Dependencies

Dates and time periods provided in this proposal, or in subsequent project plans, are estimates only, non-binding and are subject to change. Aliensun Labs, LLC will do its best to meet all schedules and will communicate to City of Asheville any potential changes in schedule.

City of Asheville will provide all requirements, data, system access, assets, content, acceptance or feedback on deliverables required in order for Aliensun Labs, LLC and its subcontractors to perform services defined in this document. All must be delivered in a digital format and in a timely fashion. Failure to do so may result in changes to timeline and/or budget.

Case Studies

Pivot Learning Partners

Contact Name: Heather Gomez
Contact Information: (415) 644-3429,
hgomez@pivotlearningpartners.org
Websites: http://www.pivotlearningpartners.org/
http://www.edspending.org/

Company Overview: Pivot Learning Partners is a non-profit that aims to improve education in California through legislation and technology.

Problem: Pivot needed a website to communicate their mission. They engaged a company to build them a site, but that company failed to deliver a website that met their needs.

Solution: Pivot initially approached Aliensun Labs to build a Drupal 7 website highlighting their programs, tools and trainings in 2013 (pivotlearningpartners.org). They wanted a site that looked clean, and was easy to edit and add new content.

More recently, Pivot created a tool to help teachers streamline the creation of Single Plan for Student Achievement and schools create Local Control and Accountability Plans. They engaged Aliensun Labs to build a microsite (edspending.org) for the SPSA/LCAP tool, where administrators and teachers could create profiles and populate their compliant SPSA/LCAP's.

Deliverables:
- Drupal 7 website and ongoing updates
- Drupal 7 learning tool microsite and updates

Scope Areas:
- Drupal Architect
- Sr. Drupal Resource
- Project Manger

Results: Aliensun completed both engagements within three months to their specifications.

Conclusion: Pivot has been effective at collaborating to improve schools for over 2 million students in 80 school districts in California. Pivot's partners primarily serve heavy concentrations of high-need students. Each year, achievement in Pivot's partner districts improves at a faster rate than do similar districts.

Ingo Money

Contact: Dickson Chu, EVP
Contact Information: (415) 425 – 6017, Dickson.Chu@ingomoney.com
Website: http://ingomoney.com/

Company Overview: Ingo Money is a financial services firm that provides check cashing and banking services to the 30% of the US population that lacks a bank account. Historically, these consumers have been served by high-cost check cashing stores; Ingo reduces the cost and inconvenience to consumers with an app that provides all basic banking functionality. Additionally, Ingo wanted to explore new markets, such as small businesses.

Problem: Ingo's revolutionary technology makes customers' lives easier and better. Unfortunately, the app is fairly sophisticated, requiring a lot of consumer education to use it effectively.

Solution: We initially worked with Ingo to rebuild their website in Drupal 7. We were then engaged to create a Lifecycle Marketing email campaign aimed at engaging new customers and explaining the features of the service to them. More recently, we have designed and deployed a Search Engine Marketing campaign to help recruit new users as well as expand their reach into new markets.

Results: The changes to website and the implementation of the lifecycle email campaign resulted in a more engaged customer base. About twice as many customers used the app as they had in the previous year; the total number of sessions per user increased by 50%.

From a new customer recruitment standpoint, we were able to drive the number of app downloads and confirm new target markets.

Subject Line options:
Enjoy life with Ingo mobile check cashing
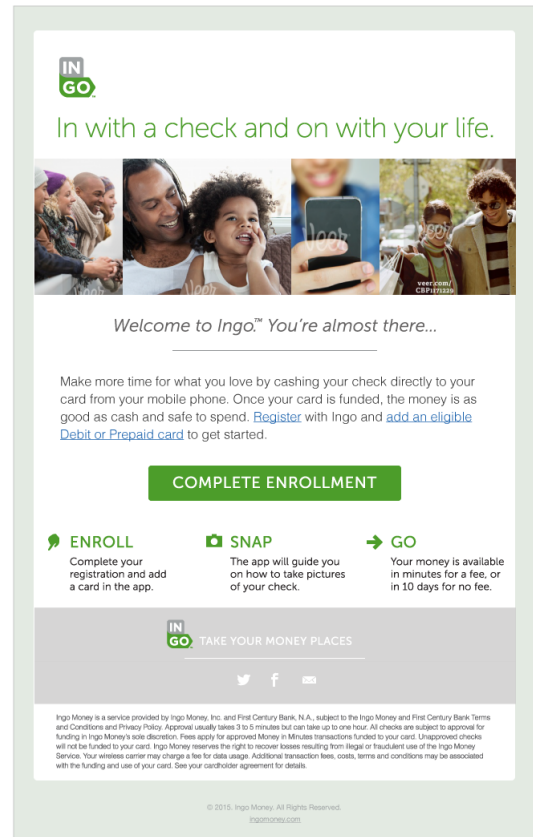
Deliverables:
- Drupal 7 responsive website
- Responsive Email templates & content
- Attribution model
- Client training
- Ad copy & creative, keywords, and management

Scope Areas:
- Drupal Development and Responsive Design
- SEO Consulting
- Client Training
- SEM Campaign
- Email Campaigns

Amazing Adventures Travel

Contact: Kirsten Treais, President
Contact Information: (415) 462 – 1311, kirsten@amazingadventurestravel.com
Website: http://amazingadventure.net/ (dev site is at: http://dev-amazing-adventures-travel.pantheon.io/)

Company Overview: Amazing Adventure Travel is a travel agency focusing on specialty scuba-diving and safari adventures. They book vacations into thousands of niche resorts, sailboats, diving vessels, and safari tent villages.
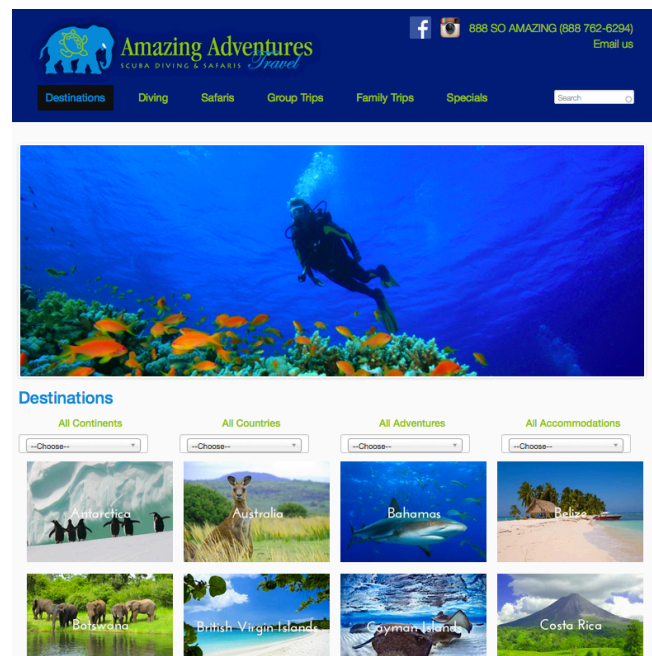
Problem: AAT's website was outdated, difficult to view on phones or tablets and vacation properties were hard to navigate to. This made it challenging for the travel agents to work with customers over the phone to plan trips.

Solution: AAT reached out to Aliensun Labs to build them a new website with these two primary goals: 1) that the site be fully mobile responsive, and 2) that navigation to each of the countries, properties and adventures be intuitive.

The challenge facing anyone building a site for AAT is the sheer number of destinations and properties they book. Since they specialize in scuba diving, they book *over seven types* of diving adventures. Organizing all of this information in a cogent, and easy-to-navigate way presents a lot of challenges.

Results: Aliensun built a responsive Drupal 7 website featuring integrated search, geo-tagged properties, password-protected itineraries for clients. In order to be able to render the properties navigable, each was tagged by region, country, accommodation type and adventure type; these can be sorted and searched.

Deliverables:
- Drupal 7 responsive website with client login

Scope Areas:
- Drupal Architect
- Sr. Drupal Developer
- UI/UX Designer
- Project Manger

Conclusion: Using the new site, AAT travel agents are able to quickly recommend ships and resorts to their clients. The new site made it easier for new clients to browse their services and book trips. Existing clients love using the new itinerary and booking area.