



CITY OF ASHEVILLE

WEBSITE REDESIGN

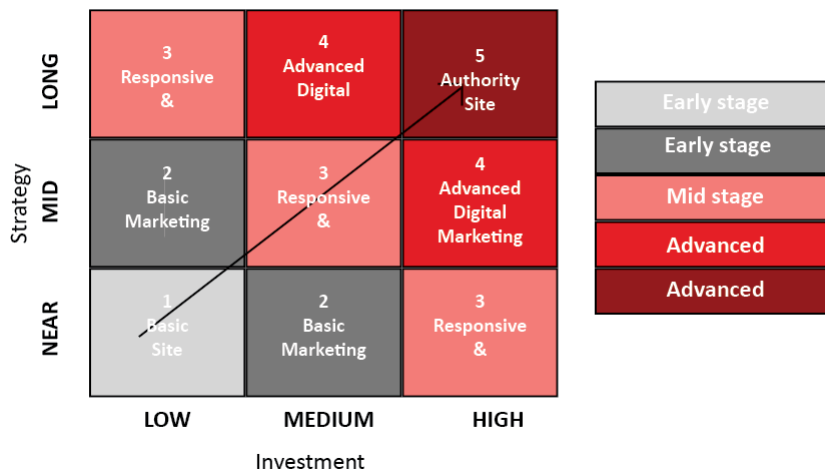
TABLE OF CONTENTS

COVER LETTER	3
1. REFERENCES	4
2. COMPANY OVERVIEW	5
EXECUTIVE SUMMARY	6
3. PROJECT EXAMPLES	7-10
KEY STAFF	11
USER TRAINING	12
ONGOING SUPPORT & MAINTENANCE	13
4. USER FRIENDLY CMS PLATFORM	14-15
5. SCOPE OF WORK – PROPOSED SOLUTION	16
OUR ABILITY TO MEET PROPOSAL GOALS	17-18
USER-CENTERED PROCESS	19
PROPOSED BUDGET	20
PROJECT PLAN	21

February 10th, 2016
 City of Asheville, North Carolina
 Project type: Website Redesign

ZED Digital (www.zeddigital.net), has specialized in Digital Marketing Strategy and Software Development for over 17 years. We are a certified MBE/EDGE with the State of Ohio. Our tax ID number is 20-3579543. We are also a certified female Business Enterprise with the City of Columbus. Our office locations are at 700 Taylor Rd, Suite 290, Columbus OH 43230.

As you review our response you will see that ZED Digital is extremely qualified to plan and implement a comprehensive website design and strategy for the City of Asheville. We have built a reputation for excellence in increasing website visibility through our **patent pending Personalized Website Strategy**. This cutting-edge strategy in Web Design enables personalizing content on web pages based on **geo-location, audience type, first time/repeat visitors and other preferences**. The new website will reinforce Asheville’s mission to be on the leading edge of innovation in website technology. Our personalized website strategy will enable ZED Digital to exceed the expectations of this RFP which calls for a regular one-size-fits-all website design. The following is our current assessment of the City of Asheville’s site is that it is currently at a stage 1 in the graphic below. Our proposal will bring the site to a stage 3 website.



On behalf of ZED, I wish to thank you for this opportunity and look forward to working with you and your team.
 Respectfully,

Ms. Sumithra Jagannath, President
 Contact Name: Sumithra Jagannath | Phone: 614-523-3974 | Email: sumithra@zeddigital.net
 Address: 700 Taylor Rd, Suite 290 Columbus, Ohio 43230

1. REFERENCES

ZED

Cuyahoga County Board of Health

Website Development and content strategy for community health services in the local Cleveland area. Migrated content and Designed material that helped brand the organization as an authority in their market. Personalized web design tailored the web experience to each end-user's needs.

Chris Kippes, Director
CCBH
ckippes@ccbh.net

Ohio Department of Transportation

Web Portal Development- Large-scale web portal development with data migration capability for guardrail repair maintenance for state-wide use.

Ferzan Ahmed, Deputy Director
ODOT
ferzan.ahmed@dot.state.oh.us
740-833-8211

CBC Innovis

Web Portal Development- Large-scale web portal development with data migration capability including graphics and web application design.

Bruce Nixon
President CBC Innovis
BNixon@cbc-companies.com
614-227-3263

2. COMPANY OVERVIEW

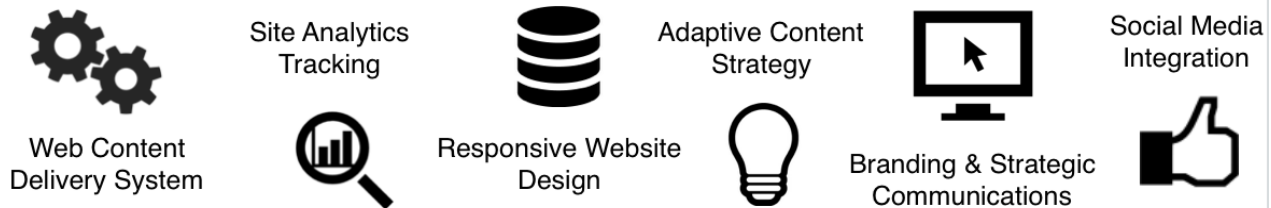
Our goal is to make yours the **Authority Website** for citizens in the City of Asheville.

SERVICES:

- Responsive Website Design
- Web Content Delivery Engine
- Custom Software Development
- Mobile Apps
- E-commerce
- Software Usability
- Digital Marketing Strategy
- Personalized content strategy
- Search Engine Optimization
- Strategic Communications
- Graphics & Branding
- Social Media Integration

DIGITAL MARKETING & WEB DESIGN

ZED is an MBE certified business with over 17 years of website design and software development experience. We have been in operation for 10 consecutive years in Columbus Ohio. ZED helps organizations successfully implement digital marketing strategies to grow online revenues and educate the target audience.



This RFP calls for a one-size-fits-all website design. Adopting a personalized website strategy will enable you to be a trendsetter among Government websites. This strategy enables personalizing the content on web pages based on geo-location, audience type, first time/repeat visitors and other preferences. We are currently assisting other Government agencies with our user centered approach such as Ohio Department of Administrative Services, Cuyahoga County Board of Health, Ohio Department of Transportation.

RELEVANT EXPERIENCE

- CUYAHOGA COUNTY BOARD OF HEALTH
- OHIO DEP TRANSPORTATION
- THOMPSON REUTERS
- CBC INNOVIS
- EXPEDIA
- MAMMAHEALTH
- DUN & BRADSTREET
- ...AND MANY MORE

EXECUTIVE SUMMARY

ZED Digital is proud of the relationships that we have established with the State and Government agencies over the past several years and we appreciate the opportunity to present our proposal to the City of Asheville, for the **Website Design and Redevelopment Services**. ZED Digital is a State of Ohio MBE-certified business. We believe that the knowledge of State and Local Government that our team brings, puts us in a unique position to be able to provide well-planned and competitively-priced solutions to the City of Asheville. Our proposal response reflects a variety of project references to show a history of our involvement with government agencies over time.

The current RFP calls for a website redesign of ashevillenc.gov that is responsive to multi-platforms, is easy to use intuitive, uncluttered, visually appealing, and easy for users to navigate to content and interest areas with as few clicks as possible. Our team has extensive experience in implementing large-scale multi-platform and mobile responsive public agency websites using .NET as well as Wordpress and Drupal as CMS. Our Usability Engineering approach to website development will ensure your website is highly intuitive and personalized to your audience types rather than a one-size-fits-all design. We have provided below a sampling of our web development projects for other Government agencies and large scale enterprise websites that demonstrate our capacity to deliver on this project for the City of Asheville.

From 2015 to present, ZED is currently providing a complete website redesign and content migration of a Public Facing website www.ccbh.net for the Cuyahoga County Board of Health in Cleveland OH. This project mirrors many of the capabilities and functionality sought by the OOG in the current RFP

From 2015 to current ZED has been developing a personalized web design concept for Ohio.gov with the Ohio Department of Administrative Services. This design aims to personalize the web experience for the visitors based on zip code and audience type in real time. It also offers real-time data delivery to the website using the CloserLook Search® Engine.

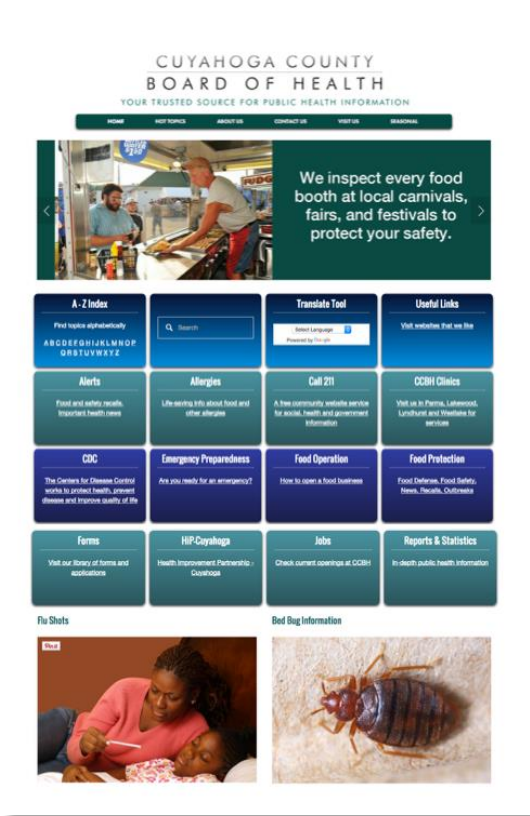
*From 2015 to current created for The Ohio Department of Transportation, an Internal Website for tracking Guardrail repair and maintenance history across the State of Ohio. **ZED Digital's role in this project was end-to end, right from conducting Usability Analysis with end-users to full development testing and launch.** This large scale project was an effort in Ohio improve roadway safety and timeliness of Guardrail repairs.*

From 2001 to 2006 ZED created for Dun & Bradstreet a Web-based content aggregation system. In this 5-year engagement, ZED Digital built and serviced an enterprise content aggregation engine that aggregated, organized and delivered business information to the DUNS database from over a hundred public Internet sources in real-time. The CloserLook Search® engine served as the primary source of business information data to back-fill millions of DUNS records. This system helped Dun & Bradstreet increase the data accuracy and completeness of the D&B database to over 98%.

ZED developed for Megabrands Inc., a data-driven website for aggregating and delivering market intelligence from online retailer sites. This large scale content aggregation powered the leading toy manufacturer website Megabrands.com. In this 3-year engagement, ZED Digital built and serviced an enterprise content aggregation engine that aggregated, organized and delivered market intelligence to Megabrands.com users from dozens of leading online retailer websites such as walmart.com, toysrus.com, amazon.com in real-time.

*ZED developed for mamma.com, a public facing Website for aggregating and delivering disease and medication content from major health websites. This website delivered health information in real-time from various authority sites in the industry. In this 3-year engagement, ZED Digital built and serviced the portal along with an enterprise search engine that aggregated, organized and delivered health information to the general public on mamma.com from numerous health databases in real-time. **This cutting edge website was recognized in leading news publications such as The Wall Street Journal and London Times in 2007.***

3. PROJECT EXAMPLES



PROJECT 1: CUYAHOGA COUNTY BOARD OF HEALTH (CLEVELAND OH) - ZED DIGITAL

1. Wordpress CMS
2. Complex Content Organization
3. Mobile Device Optimization
4. Personalized design based on audience type
5. Site Search text functionality
6. Capability for Alert Features
7. Rich Social Media integration

This project demonstrates the benefit of our usability engineering approach. The goal was to take a site with over 800 pages and unify the content to make information easier to obtain. This is currently a work in progress.



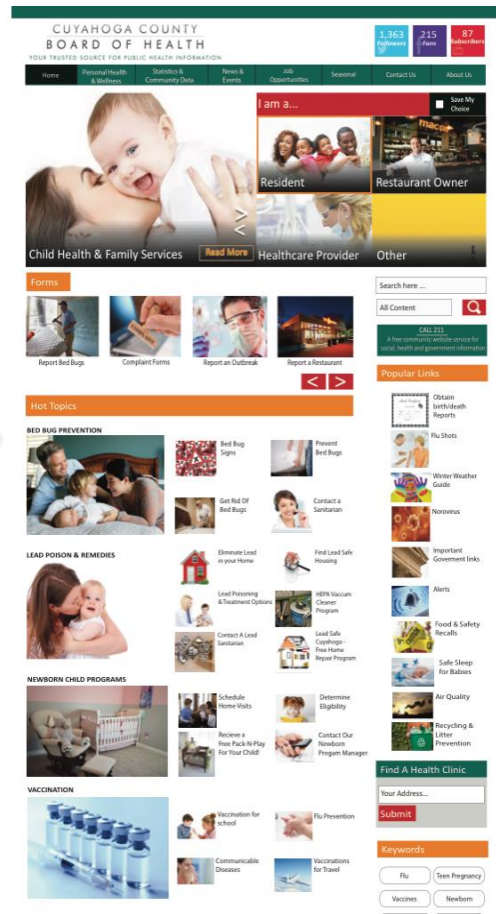
BEFORE: USABILITY ISSUES

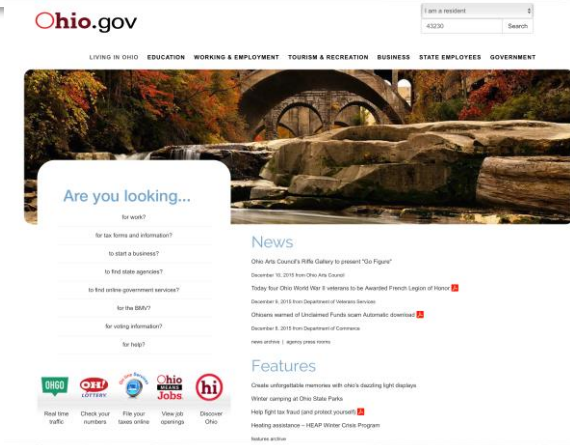
- Only 10% of home page was used
- Website could not provide adequate information to 60% of visitors
- Platform used was not scalable to future needs of the organization
- 8-16 clicks needed on average to access information that was hidden on internal pages



AFTER USABILITY INCREASE BY 80%

- Home page content tailored to audience (general public, businesses, restaurant owners, healthcare professionals)
- Website could not provide adequate information to 60% of visitors
- Platform used was not scalable to future needs of the organization
- Information accessible in 2-3 clicks



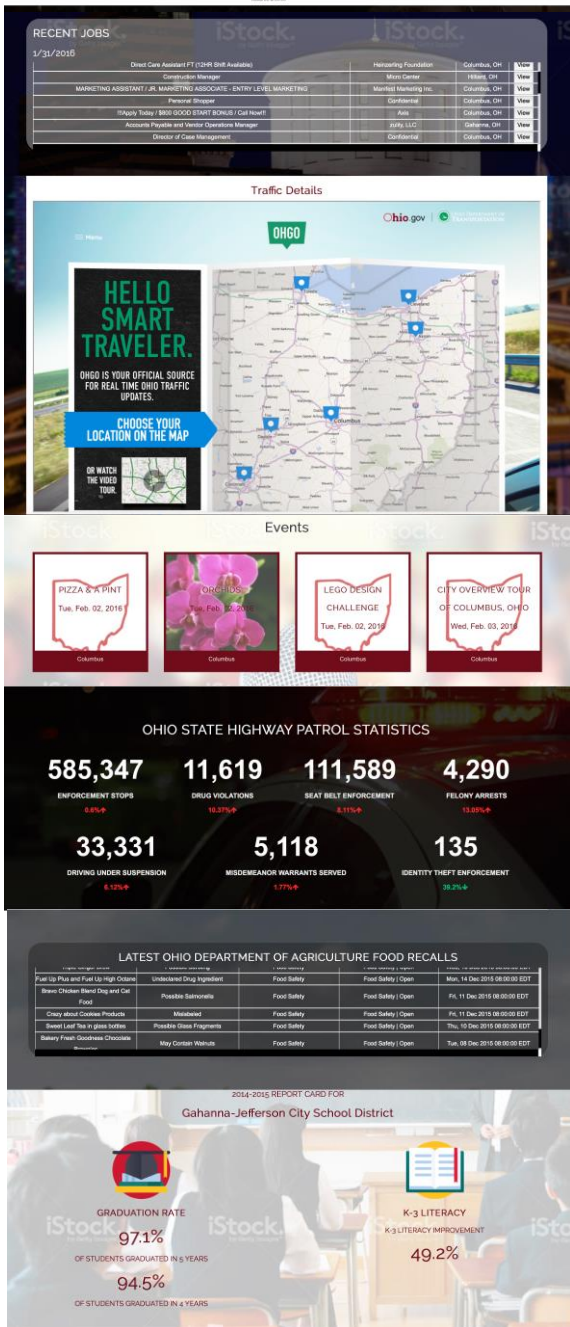


← BEFORE

PROJECT 2: OHIO DEPARTMENT OF ADMINISTRATIVE SERVICES - ZED DIGITAL

Ongoing project for similar Govt. agency demonstrates the following:

1. Complex Content Organization
1. Personalized design based on geolocation/audience type
2. Mobile device optimization
3. Wordpress CMS
4. Media rich interactive map
5. Real-time data driven search on site



← AFTER

This is a work in progress with the Ohio Department of Administrative Services for the ohio.gov website. The old ohio.gov website has content distributed across numerous external websites and diverts visitors to those sites.

Our goal is to reorganize the content to keep end-users on the site. screenshots demonstrate from transportation, law enforcement, school district performance, food recalls, events and sports onto one unified home page.

This site also demonstrates **personalization by geo-targeting** based on the visitor's zip code. Each visitor sees a different version of the home page based on where they live and the services offered by the state in their neighborhood/region.

PROJECT 3: OHIO DEP. OF TRANSPORTATION – ZED DIGITAL

1. Similar Government Agency
2. Complex Functionality
3. Usability Engineering Approach
4. .NET based CMS

This section explains the large scale public sector portals and software applications developed by our team that bear testimony to our outstanding software development capabilities:

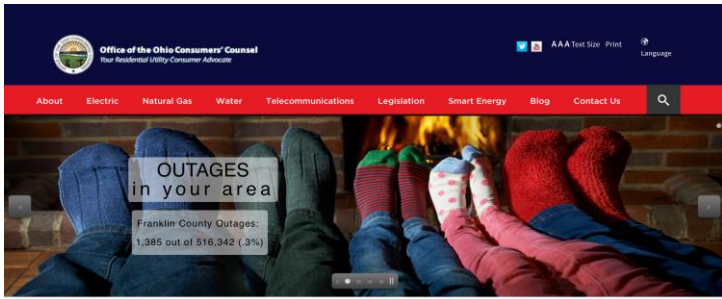
Example:

In 2015 ZED Digital assisted Ohio Department of Transportation with the development of an Intranet website portal to track guardrail repair history across the state of Ohio in multiple districts.

The image displays three overlapping screenshots of the Ohio Department of Transportation (ODOT) Intranet portal. The top screenshot shows the login page with the ODOT logo and a 'Login to your account' form with fields for 'User name' and 'Password', and a 'Login' button. The middle screenshot shows the 'ODOT GUARDRAIL REPORT' page, which includes a sidebar with navigation options like 'Dashboard', 'Work Orders', 'Daily Logs', 'Contracts', 'Line Items', and 'Manage Users'. The main content area displays a table of work orders with columns for 'WO#', 'Date Generated', 'Generated By', 'Generated By Phone Number', 'Date Reported', and 'Reported By'. The bottom screenshot shows the 'ODOT GUARDRAIL REPORT' page with a 'DAILY LOG LISTING' table. This table has columns for 'Date', 'County', 'AM', 'PM', 'Low', 'High', 'Lost Day', 'Explanation', and 'Actions'. The 'Actions' column contains links for 'View', 'Edit', and 'Delete' for each record.

WO#	Date Generated	Generated By	Generated By Phone Number	Date Reported	Reported By
000028	11-10-2015	Wheeler, Mark	614-387-2529	11-10-2015	Wheeler, Mark
000027	11-10-2015	jones16	1800guardrail	11-10-2015	Abraham Lincoln
000026	11-10-2015	rbard	740 815 6685	11-10-2015	rbard
000025	11-10-2015	rbard	740 815 4444	11-10-2015	Big Bird
000024	11-09-2015	rbard	740 815 6085	11-09-2015	rbard
000023	11-09-2015	rbard	740 815 6085	11-09-2015	John Q. Joe

Date	County	AM	PM	Low	High	Lost Day	Explanation	Actions
11-10-2015	Franklin	6	1	55	81			View View Edit Delete
11-09-2015	Franklin	0	0	0	0			View View Edit Delete
11-03-2015	Delaware	0	0	14	45			View View Edit Delete
11-02-2015	Delaware	0	0	34	45			View View Edit Delete
11-01-2015	Delaware	0	0	34	45			View View Edit Delete
10-25-2015	Delaware	0	1	33	66	✓		View View Edit Delete
10-01-2015	Franklin	1	1	49	59			View View Edit Delete
09-15-2015	Fayette	0	0	45	45	✓		View View Edit Delete
09-13-2015	Delaware	1	4	25	45	✓		View View Edit Delete
08-04-2015	Franklin	6	6	63	82			View View Edit Delete



PROJECT 4: OHIO CONSUMER'S COUNCIL ZED DIGITAL

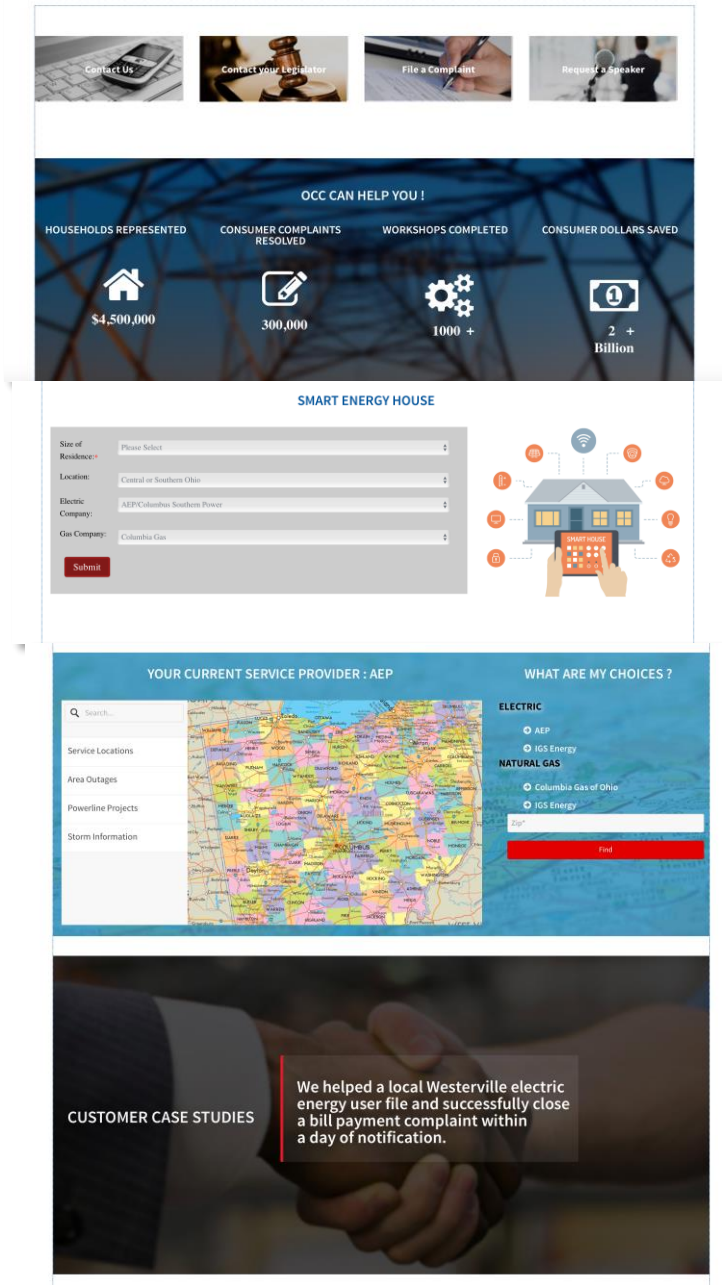
Examples of complex content demonstrates the following:

1. Complex Content of Organization
2. Personalized design based on geolocation/audience type
3. Mobile device optimization
4. Wordpress CMS
5. Media rich interactive map
6. Similar Scope
7. Similar Government Agency

This is a work in progress with the Ohio Consumers' Counsel. The old website has content distributed across numerous external websites and diverts visitors to those sites.

Our goal is to reorganize the content to keep end-users on the site. Screenshots demonstrate outages in your area, OCC statistics, customer case studies, utilities-based interactive map, Counsel Videos featured on the site, and smart energy home onto one unified home page.

This site also demonstrates **personalization by geo-targeting** based on the visitor's zip code.



KEY STAFF

We will provide a professional staff, all working from the U.S., with demonstrated experience in managing website projects and with knowledgeable expertise in website design and development to provide services under the Contract. Our team consists of content strategists & writers, SEO experts, web usability engineers, web developers and graphics experts. Complete resumes are available upon request. Our proposed dedicated Project Manager will act as the single point of contact, will be available for face-to-face meetings.

Sumithra Jagannath (20+ years' experience + Government Projects)

Project Role: Technical PM, Usability Engineer

Location: Columbus

Skills: Project Management, Usability Engineering for software design, Web Design, Web Analytics, Digital Marketing Strategy, Mobile Devices, Google Analytics, SEM

Experience: Institute of Montreal, Concordia University, Goa technologies, President ZED Digital

Project Experience: Cuyahoga County Board of Health, Ohio Consumer's CounselOhio.gov, Ohio Department of Transportation

Lisa Griffis (15+ years experience + Govn't projects)

Project Role: Creative Director/Graphic Design

Skills: Graphic Design, Branding, Art Direction, Photography, InDesign, Photoshop, Web Development, Web Consulting, Visual Communications, Wordpress, Squarespace

Experience: Cleveland Plain Dealer, Palm Beach Post, Cincinnati Enquirer, previous government-related projects

Project Experience: Cuyahoga County Board of Health

Dharmaraj Ramamurthi (10+ years' experience + Government Projects)

Project Role: Lead Web Developer

Skills: PHP, HTML, CSS, JavaScript SQL, MYSQL, Drupal, Joomla, Wordpress, LAMP, AJAX, Dreamweaver, Eclipse, Microsoft Visio, Adobe Suite, SEO, .NET, ASP.NET, C++, Ubercart, WPF, Windows IIS7, 8, 8.1, Wix 3.8, Windows Service, Project Server, SQL Server 2008

Experience: Accenture, First American, Sonata Software LTD, Virtusa, previous government-related projects

Project Experience: Ohio Department of Transportation, Ohio Department of Admin Services, Cuyahoga County Board of Health

Suhani Patel (3+ years)

Project Role: Web Development Support/Data Migration & Content Population

Skills: Wordpress, ASP .NET, Daa Aggregation, Data Migration

Experience: ZED Digital, Discover

Project Experience: Cuyahoga County Board of Health

Matt Miller (5+ years)

Project Role: SEO Expert & Content Writing

Skills: Website strategy, SEO, Digital Communications, content management and strategy, social media planning, healthcare content writing

Experience: ZED Digital, Ohio State Parks & Recreation, Marketplace on Neil Ave.

Education: Ohio State University B.S. Business Administration



USER TRAINING

As part of the project, we will provide content management system (CMS) training as well as training for any optional components as needed. This training program is intended to provide website administrators and content editors with the information they need to manage the website on an ongoing basis.

Our training is comprehensive, ranging from editing and publishing a page to adding new sections or pages to the website. Also included are training on image editing and publishing, video publishing and social media integration.

The implementation of the new website will necessitate an adjustment to your approach in content editing. We will assist in developing a training calendar to suit your schedule. We offer online or phone support as needed. We will provide individual or department specific training session(s). Training documents will be provided.

Our ongoing maintenance and support plan is intended to providing your content editors continued tech support after launch.

Website Best Practices

To assist your team in making the most of the website CMS, we will provide documentation on a series of best practices that we suggest all content editors adhere to ensure optimal management of your website.

ONGOING SUPPORT & MAINTENANCE

Our team will provide ongoing maintenance and support after launch of the current website as needed. Our support service includes the following. **We will assign a dedicated account person who will act as liaison to handle customer service issues.**

OUR SUPPORT & MAINTENANCE SERVICES INCLUDE

- Website Trouble shooting
- Hosting support
- Ongoing updates and edits to websites
- Social media support
- Changing text and/or graphics on the sites
- CMS training and website administration support
- SEO/Marketing strategy consultation
- Newsletter template design
- Custom Landing page design
- Website protection against Cyber Attacks
- Technical and platform support
- CMS training and website administration support
- Regular Software and platform updates



24x7 EMERGENCY SUPPORT POLICY

When we are notified, issues are assigned to one of the two categories listed below, based on their severity.

Category 1 - Site Outage/Emergency Support

- Issues that render the site as a whole or any vital function unusable
- Actions that severely compromise the security of the site or data held within it
- Data logged by the web server is corrupt.
- Emergency messages or information to be distributed on the website or via email blasts/social media etc.

Please contact us ASAP. We will begin investigation and work within 2 hours of your notification. This includes holidays and after hours.

Category 2 – Tech support and regular maintenance

- Issues causing the site to constantly function slowly, but correctly
- Minor faults where parts are not functioning properly, but this does not affect the overall impact of the site
- All other scheduled maintenance work or site additions/changes
- Website content updates that occur that need our support during or after business hours

4. USER FRIENDLY CMS PLATFORM

We propose to continue using the EVOQ DNN as the choice CMS for this project as it supports the features requested in this RFP and is currently familiar to your team.

WEBSITE HOSTING

- Website will be hosted by client under existing .NET environment
- Staging environment will be provided by ZED for updates and changes
- We will provide hosting and technical support to city of Asheville technical team as needed

We have also chosen this CMS for the following reasons as shown in the comparison table below:

Features compared	DNN (Free version)	DNN EVOQ (currently licensed version)	Wordpress	Drupal
Skins, templates support	Limited availability of content layouts	Limited availability of content layout	Wide availability of content layouts in keeping with latest web design trends	Limited availability of content layouts compared to Wordpress
Ease of use of CMS	Needs training	Needs training	Extremely intuitive and easy to use	Fairly intuitive but needs training
Website Security against cyber attacks	Quarterly security updates required	Quarterly security updates required	Monthly security updates required	Monthly security updates required
CMS Security and access	Supports only EDIT or VIEW access levels	Granular, role-based permissions that give users access to some site sections and functions, but not others	Supports granular role-based permissions	Supports multi-level access
Workflow support	Does not support workflow approval features	Provides workflow feature where content updates can be reviewed by authorized approvers before they are published to live site	Provides workflow feature where content updates can be reviewed by authorized approvers before they are published to live site	Provides workflow feature where content updates can be reviewed by authorized approvers before they are published to live site
Cost of ownership	Free platform, need personnel skilled in .NET based technology	Annual license \$5000-\$6000/year, needs personnel skilled in .NET based technology	Free platform, graphic designers and web developers are more widely available and less expensive skillset	Free platform, graphic designers and web developers are more widely available and less expensive skillset

Website content personalization	Does not support content personalization	Supports content personalization based on needs and interests of individual visitors instead of one size fits all design	Supports content personalization based on needs and interests of individual visitors instead of one size fits all design	Personalization can be supported with some custom programming
Scaling for large volume websites	Does not dynamically distribute incoming traffic	webfarms feature dynamically distributes incoming traffic across those servers to maximize the performance of the overall system	Supports load balancing and high traffic	Supports load balancing and high traffic
Technical Support	Open source CMS community offers tech support. DNN does not support open source version. Online community is not very large.	Includes full access to online knowledge base and tech support during US business hours. DNN provides tech support via phone, email with guaranteed 2 hour response time	Open source CMS - huge online community offers tech support.	Open source CMS - not as extensive as Wordpress. Online community offers tech support.
Support for data driven functionality on website	DNN DOES NOT support web enabling internal forms or other internal .NET based applications.	DNN DOES NOT readily support web enabling internal forms or other internal applications. This needs customization by working with third party resellers for DNN	Highly Customizable for future growth and supporting data driven functionality on website	Somewhat customizable. Need to build a data bridge between internal applications and website.
Sharepoint integration	No support for sharepoint	Provides integration with Microsoft Sharepoint	Supports Sharepoint integration	Supports Sharepoint integration through third party modules
Search Engine Optimization Management	Does not readily support advanced URL management. This is a time consuming process	Readily supports advanced URL management. Features saves hours per day or per week	Readily supports advanced URL management. Features saves hours per day or per week	Readily supports advanced URL management. Features saves hours per day or per week
Marketing Automation (e.g. Marketo)	Does not readily support marketing automation	Readily supports marketing automation systems such as Marketo with no programming knowledge required	Supports marketing automation	Supports marketing automation

5. PROPOSED SOLUTION – SCOPE OF WORK

1. We will provide a personalized website design tailored to each audience type instead of a one size fits all. Fully responsive to multi-devices and platforms.

2. Highly intuitive design and navigation using usability engineering methods to keep information simple for users of all abilities.

3. Implement a DNN CMS with ongoing maintenance that can be easily managed by city employees after launch.

4. Highly functional website including new website requirements and wish-list items like a community calendar, videos and social media integration.

5. Integration with existing government web applications currently in use.

6. Optimized templates, themes, or skins for page load speed.

7. Valid software license naming the City of Asheville as the license holder.

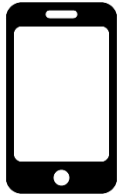
8. Web-based CMS user login through integration with the City's existing active directory authentication.

"If you want to have life-altering website gains, remembering, those won't happen because you have improved one page on your site or a set of single pages in a silo. Life would be good if customers were that easily convinced! You need bigger changes to get bigger results."
 -- Avinash Kaushik, Google

TRADITIONAL APPROACH	OUR APPROACH
Rapid cookie-cutter development.	A user centered design involving end users early on in the design process
All users see same home page and landing pages.	Responsive, data-driven website with individualized design based on user type, geolocation, browsing history, and other preferences.
Numerous pages with drill down navigation where end-users have to adapt to website navigation and content.	Content narrative adapted to individual users/groups- content surfaces based on end-user needs.
Traditional keyword based SEO process.	Patent pending SEO process to dominate search with multiple listings on page 1 of Google Search results.
Requirements gathering employ techniques like interviewing and focus groups to identify user tasks. Leaves large gaps.	Human factors engineering uses task analysis and experimental psychology to close gaps in content needs. We also use empirical methods of usability testing to measure website results.

OUR ABILITY TO MEET PROPOSAL GOALS

In this project, our proposed services will include end-to-end services encompassing all of the essential areas starting with branding and positioning all the way to ongoing digital marketing. Our services will ensure outstanding digital experience and presence for your new website.



Mobile Friendly
Web Design



Back-End
Functionality



Ongoing Support
& Maintenance

PROPOSAL GOALS

- Resourceful, informative, and serves as a **marketing asset** that provides a user-friendly and intuitive environment for all users.
- Visual design with WOW graphics
- Site being compatible with major browsers
- Branding will be **in tune** with all current logos and brand themes in place.
- Mobile friendly format that includes support for multiple platforms including desktop computers, mobile devices, and tablets.
- Site will have ease of navigation with direct links from homepage include: De-clutter information on current website and make information easier to navigate and find.
- Ability to store site history, and report user and management analytics.
- Site should ensure that visitors can use a customized homepage, allowing visitors to save searches and personalize their experience.



SOLUTION

- Our strategic communications and branding expertise will ensure that the information and content from site are on-brand and consistent.
- Will we use a Content Management System called WordPress (more details later) that allows responsive sites across multiple devices.
- Our model is a user-centered approach that can be used to improve usability and navigation.
- Analytics will be tracked and monitored using micro and macro site measurements (more details later)
- ZED's Adaptive Website Content Strategy seeks to eliminate the one-size-fits all designs that are currently the norm. Our strategy delivers information to consumers based on visitor's specific geographic location, personalized preferences, **visitor interests, past history, and other parameters.**

In addition to providing the above goals, we will provide the following:

- De-clutter information on current website and make information easier to navigate and find.
- Redesign of content, structure and graphics that is easy to access and provides clear and concise information while being visually appealing.
- Create a process for adding and editing new ages in CMS.
- The ability to allow users to download and or print content.
- Social sharing integration that has share and like buttons, and ability for social media content directly posted on site.
- The ability to allow users to do keyword searches.
- A description of security levels and control that will be created relating to access and permissions.
- Data from old site will be completely migrated to new site.
- Implementation of adoptable and flexible templates.
- Full training for staff that will teach how to create, design and support after launch.
- The ability to be updatable to reflect seasons or community events.
- Ensuring that the site is cross browser compatible.

ADA COMPLIANCE

- Providing text equivalent for non-text elements and multimedia elements.
- Information conveyed with color will also be available without color.
- Document readability without requiring an associated style sheet.
- Redundant text links shall be provided for a server-side image map.
- Client-side image maps will be provided when possible.
- Markup will be used to connect data cells and header cells for data tables that have two or more logical levels.
- Pages will be designed to avoid screen flicker.
- When pages use scripting languages the information provided by the script will be identified with text that can be read by Assistive Technology.
- When electronic forms are designed to be completed on-line, the form shall allow people using Assistive Technology to access the information, field elements, and functionality required.

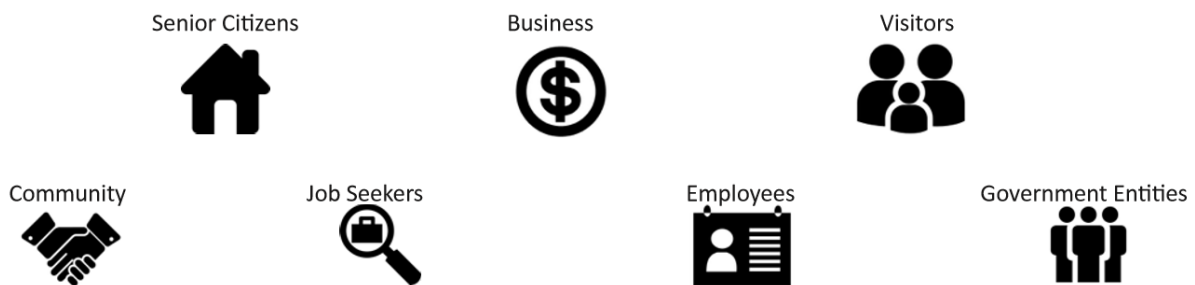
USER-CENTERED PROCESS

USER EXPERIENCE STRATEGY: WHAT IS IT?

User Experience Strategy as applied in Human Factors Engineering is a user-centered approach that can be used to identify opportunities for improving the holistic end-user experience on the website. This approach puts the various users and their needs at the center and unearths important discoveries about end-user needs in the context of the end-to-end "customer journey".

Our User Experience Strategy would involve working closely with the various website users. The current website has several main users, including senior citizens, businesses, visitors, communities and groups, job seekers, employees, and government entities.

They Include:



“You’ve got to start with the customer experience and work back toward the technology, not the other way around.” – Steve Jobs

The proposed budget will deliver a new website 12 weeks from start date

Refer to Project Plan for Description of Milestones Listed Below

Description of Services	Hours	Cost	Payment Terms (Refer to project plan for milestones)
Requirements gathering, wireframe design with home page and 2 template pages	60	\$ 3,400.00	Payable after project kickoff (Milestone 1.1)
Full site design and set-up in CMS with remaining templates, functional requirements per section III of RFP;	200	\$ 12,750.00	\$6,375 upon completion of Milestone 1.9, \$6,375 upon completion of milestone 3.5
Data Migration from old site to new	60	\$ 3,400.00	\$1,700 upon Project Kickoff (Milestone 1.1), \$1,700 upon completion of milestone 2.4
Documentation, CMS & Site Administration Training	8	Included	
Warranty post launch (includes bug fixes and software/plugin updates)	90 days	Included	
Total Cost		\$ 19,550.00	
Additional Post Launch Support Hours A La Carte Cost Item)	As needed by client	\$85/hour	
Optional Windows Hosting (annual cost - includes 1 main and 1 redundancy server)	0	\$250/server	
Optional Budget for Stock Images Purchase		\$500 for 25 images	

THIS PROJECT PLAN PROPOSES WEBSITE LAUNCH BY 8 JUN 2016, 3 WEEKS AHEAD OF SCHEDULE

Anticipated Start Date 3/15/2016

	Weeks 1 - 6						Weeks 7 - 12									
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16
Requirements Gathering																
1.1																
1.2																
1.3																
1.4																
1.5																
1.6																
1.7																
1.8																
1.9																
Implement data aggregation solution & tools per approved specifications																
2.1																
2.2																
2.3																
2.4																
Quality Assurance and Site Launch																
3.1																
3.2																
3.3																
3.4																
Ongoing Maintenance & Support																
4.1																
1.1	Project Kickoff															
1.2	Project Discovery, gap analysis and requirements gathering															
1.3	Develop General Requirements															
1.4	Develop Technical Platform & hosting requirements															
1.5	Develop Content and Data Migration Requirements															
1.6	Develop Requirements for Visual and Interactive Elements															
1.7	Develop Website Security Requirements															
1.8	Develop wireframes/pilot version															
1.9	Client Approval of Website Requirements & pilot															
2.1	Develop full version of site in CMS															
2.2	Customize onsite functionality															
2.3	Content Migration from old site															
2.4	Content Population to new site															
3.1	Quality Assurance, System & Load Testing															
3.3	Training for Site Administrators and Internal Users															
3.4	Soft Launch															
3.5	Hard Launch															
4.1	Post Launch Support & Maintenance															