

# Client

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## Website Redesign

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## Introduction

The Client has asked Media Company Communications Inc. (Media Company) to submit a proposal for the redesign of their Client Name website (www.clientname.com). The proposal will include the recommendation of a new architecture for existing and future content; new navigation; and a new graphic look and feel for the site.

The focus of the new design will be to reorganize the content in a way that is more consistent with the needs and wants of users within the 7 key settings identified by Client Name. While the content can and will overlap in many of those sections, users will be taken on a path and/or identify their primary setting preferences through registering which will dynamically pull up the information in a way that makes sense for them.

With the understanding that the client has their own team of Cold Fusion programmers, the basis for this proposal will be the new information architecture, navigation and design with Cold Fusion (.cfm) templates being provided for the key areas outlined, including a Level 1 template for each of the 7 settings, a main home page, and a set of registration pages including user preferences). We will provide additional options for other aspects of the project over and above these deliverables which may also be selected by the client at the additional costs outlined in the Executive Summary.

### Objectives of the Proposed Solution

The solution will deliver the following benefits:

#### *User-friendly and logical navigation:*

Media Company' recommended navigation will be organized in a very clear and concise manner to make the user experience as positive, enjoyable and useful as possible. The site will continue to have a consistent and organized navigational framework. It is important to ensure that they are clearly in control of their own experience and can find their way to the information and tools they need very quickly.

#### *Professional and modern design:*

Vibrant, creative and appropriate design themes will be created to reflect a sense of fun and excitement within each of the 7 settings. Based on the preferences selected in the registration phase, the user will be presented with graphics that are appropriate for their primary setting.

#### *Customized online experience:*

Media Company will create a user-centric experience that will help them identify their areas of interest which will give them access to all areas of the site, but focus on the priorities indicated by the options they select.

#### *Modularity and ease of administration:*

Media Company will design the solution so that *CLIENT NAME* will have the ability to modify, add, and delete specified content on an ongoing basis. The key focus is to ensure that *CLIENT NAME* can administer various parts of the site themselves. Our goal is to provide you with solid templates that you can modify as required.

## Executive Summary

The development costs have been summarized below.

### Timeline Requirements & Assumptions

Site functionality timelines are to be determined by *Client Name* and Media Company Inc. Timelines indicate time required to reach deliverable of Cold Fusion templates, allowing for appropriate signoff at the key stages in each project. It is assumed that *Client Name* will be responsible for inputting all content and programming of dynamic functionality for the site. Testing period will be coordinated with *Client Name* and is anticipated to be at least one week.

### A. Website Design and Template Development Quotation

|   |                  |
|---|------------------|
| Needs Assessment & Site Audit   | \$ XXXX.XX       |
| Content Gap Analysis Report   | XXXX.XX          |
| Information Architecture (includes wireframes + site map)                         | XXXX.XX          |
| Conceptual/Graphic Design & Development (includes 2 English-only design options): | XXXX.XX          |
| - Stock Photography (assuming 1 image per setting at this point)                  | XXXX.XX          |
| Cold Fusion Programming for Templates (English only)                              |                  |
| - 7 Setting Templates, 1 Home Page, 2 Registration Pages                          | XXXX.XX          |
| Project Management  | XXXX.XX          |
| Quality Assurance and Testing of Templates  | XXXX.XX          |
| <b>SUB-TOTAL:</b>   | <b>\$XXXX.XX</b> |

### B. Selectable Options

|   |            |
|---|------------|
| Graphics for French Version of site                                       | \$ XXXX.XX |
| Cold Fusion Templates for French (assuming same number of pages as above) | XXXX.XX    |
| Additional Stock Photography as required (Market Value)                   | TBD        |
| Client Admin Section  |            |
| - Graphic Design of Template for Client Admin Area                        | XXXX.XX    |
| - Cold Fusion Templates for Main Sections of Client Admin Area            | XXXX.XX    |

The above quotes are firm for 30 days from the date of receipt by *Client Name*. Should the project specification change, any changes to pricing will be approved by *Client Name* before development commences. If additional stock photography is required over and above the 1 image per section quoted above, costs must be approved and paid for by the Client. Please also note that GST will be added to pricing.

### Payment Terms:

- 1/3 Upon acceptance of this proposal
- 1/3 Upon approval and sign-off of conceptual designs
- 1/3 Upon delivery of Cold Fusion templates

## **Definitions**

### **Needs Assessment**

Initial consulting where we sit down with you and go over every aspect of your business as it relates to your web site. We discuss use case scenarios and work with you to understand your target audience.

### **Site Audit & Existing Content Inventory**

*What Is It?* The Site Audit forms the basis of the *Gap Analysis* in providing the status of the existing content that is to be migrated to the new Web site. It is also a reference document (a snapshot of what the existing Web site contains) that will allow you to keep track of your company's expansion on the Internet. The Existing Content Inventory is a snapshot of all Documents (Tools) available for download on the existing Web site.

*How to Judge It?* No real judgement required, as these documents will serve largely as historical information. Be sure that all content categories are represented and that no significant content is absent.

### **Content Gap Analysis**

*What Is It?* A Content Gap Analysis identifies content required to build and populate the re-designed Web site. Using the *Content Audit* to catalogue the existing content, the Gap Analysis identifies what needs to be a) copied from the existing site, b) transcribed from content on the existing site, c) deleted from the existing site, or d) written or created from scratch for the new site.

*How to Judge It?* Is there anything in the Site Map or Wireframes that the Gap Analysis leaves out? Looking forward, how will the required information be collected in a useable format? What are the next steps?

### **Wireframes**

*What Is It?* Wireframes are visual representations of the functional elements on a page using only black lines and placeholder copy. They demonstrate what kind of content needs to appear on the page, the relative space allocation of each element, and the hierarchical or relational nature of the elements. Wireframes do not demonstrate a proposed layout (location of elements on the page), creative design (colors, look & feel), brand identity or copy/graphic treatments – these are addressed in the design stage.

*How to Judge It?* Are there any required elements missing from any wireframes? Does the relative space (but not placement) between various components seem appropriate from a high level?

### **Graphic Design & Development**

Creation of look & feel for web site. Initial concepts are limited to the design of a Home Page and one Level 1 page for each concept. Once a concept is selected and signed off by the Client, development covers creation of additional graphics to complete the site design for the specified sections.

### **Project Management** (see Section: Project Management)

## **Quality Assurance and Testing**

Assuring proper functioning of the solution. Includes testing of pages and programming of fixes for the templates being provided.

## **Information Architecture?**

Information architecture is a combination of organizing a Web site's content into categories and creating an interface to support those categories.

### *The Assumptions*

Media Company' information architecture lays the foundation for creating the best possible Web site. The architecture presented will represent an educated design goal; if in site development we determine that any minor element of the approach is not deployable, we will inform *Client Name* and seek the best alternative.

### *The Outcome*

*Client Name* is to understand the deliverables, the thinking behind them, and the purpose they serve as the site moves into the design and build phases. After the period of review and revisions *Client Name* and Media Company are to agree on the functional and structural basis of the site re-design. Significant changes to information architecture after this phase could result in time and budget implications.

### *Documents to Review:*

- User Experiences
- Wireframes
- Site Map
- Site Audit & Existing Content Inventory
- Content Gap Analysis

## **User Experiences**

*What Is It?* A User Experience is a narrative explanation of the steps a typical user passes through to complete a specific task. Guided by the creative strategy and using wireframes to contextualize the experience, they describe how distinctive needs are met through the proposed site architecture. User Experiences do not consider *all* possible needs or paths through the site, but demonstrate how primary needs are met clearly, quickly and efficiently.

*How to Judge It?* Use them in conjunction with wireframes to understand how the site will behave. Do the user experience scenarios align with the Interactive Creative Strategy? Are the primary needs of the primary users met appropriately?

## **Site Map**

*What Is It?* A Site Map depicts, in flow chart form, the content, structure and organization of all pages within the Web site.

*How to Judge It?* The Site Map should be assessed in tandem with the wireframes to ensure that all content areas on the site are represented. The structure and content groupings should be evaluated for thoroughness and efficiency. Do the sections outlined cover all the top level groupings of information?

## Project management

Media Company will provide project management services for all aspects of the project. This will involve monitoring of program design, graphic design, development and delivery, as well as overseeing the testing and implementation phase.

A dedicated project manager will be assigned to the orientation program development. For the current project, the project manager will be Janet Whitney. Janet will work closely with Media Company' development team, and the *Client Name's* project manager (to be determined).

The project management role will include the following:

- Content specification and consolidation
- Overseeing program development and programming
- Overseeing testing, timelines and quality control
- Delivering sample pages, designs and prototypes

We provide formal weekly reports to advise of the project's status, including adherence to critical path, issues to be addressed, and approvals required.

In addition to the weekly formal reports, we will provide ongoing communication to ensure a common understanding of the goals of the project, to achieve successful and timely project completion.

Upon approval of the proposal, we will arrange a production launch meeting in order to begin the project.

## Project timing

We estimate that Media Company will require approximately 11 weeks to design and develop the templates. The target dates are outlined below. Our timelines include at least one week for testing.

Our estimated milestone dates and launch dates are subject to consultation with *Client Name*. Please note that changes that are made to the project after final approvals on wireframes and information architecture may result in the adjustments to the project completion date.

The timelines below assume that approvals from *Client Name* are typically provided within two to five business days of information being submitted by Media Company, and that content is provided by *Client Name* by the date indicated. If that is not the case, timelines will shift accordingly.

**Needs Analysis:** 2 weeks

**Gap Analysis:** 1 week

**Information Architecture:** 3 weeks

**Design:** 2 weeks

**Programming of templates:** 2 weeks

**Testing:** 1 week

## Subject matter expert support

*Client Name* subject matter experts (SMEs) will be requested to provide content for the website, including all informational content, direction, appropriate links and ongoing content management support.

## Reporting requirements

Media Company will provide weekly status reports to the *Client Name* project manager for distribution.

The status reports will include the following:

- Update of work in progress for each component of the project
- Due dates of each component
- Percentage completion for each component
- Issues to be resolved if applicable
- Outline of information required / questions if applicable
- Commentary on status in relation to critical path
- Changes to budget if applicable (only in the event that specification has been changed based on discussions with *Client Name*)

## Process

Once you make the decision to proceed, the following will be the process for development:

- Analysis and product specification stage
  - Meeting to learn about *Client Name* business and target audience
  - Development of Site Audit report
  - Development of Gap Analysis report
  - Development of Information Architecture document
  - *Client Name* signoff and approval of Information Architecture
  - Graphic design concepts
  - *Client Name* signoff and approval of final design concept
  - Slice up graphics and program Cold Fusion templates
  - Testing of templates
  - *Client Name* signoff and approval of final templates
- Delivery of final templates to *Client Name*

## Technology Approach



Media Company recognizes the desire for a minimum of plug-ins or special software for the website. We will work closely with *Client Name* to ensure that the project will be accessible by their target audience as specified by the client in the initial analysis (TBD). We will use graphics and straight text to optimize download times for pages being viewed where possible will pre-load graphics.

- All pages will be hosted on a web server which will be running on Microsoft NT Server 4.0 using Internet Information Server (IIS)
- Web pages will be coded and served using Cold Fusion which is a superset of HTML allowing *Client Name* to program web pages to interact with databases and provide dynamic information unless otherwise specified by client.
- All pages will be developed for support by Netscape 4.75 and higher, Internet Explorer 4.x and I.E. 5.x (Media Company does not lend Browser support to Netscape 6)
- All development will occur on a test server separate from the live server.

## Assumptions

### Working Relationship

Media Company makes every effort to identify and meet customer needs while maintaining budgets and timelines. Similarly, *Client Name* is committed to delivering content, materials, approvals, and feedback in accordance with the project critical path. Our desire is to develop a partnership with our clients.

Media Company will provide:

- A project manager dedicated to the *Client Name* project.
- Management of resources, processes and procedures.
- Timely delivery of project elements and deliverables for review according to the timeline.
- Weekly project status reports.
- Confidentiality of all processes, properties, and materials used and produced during this project.

*Client Name* will provide:

- A project manager to represent the team.
- Appropriate personnel to participate as required.
- Timely access to subject matter experts (SMEs) throughout the project.
- Access and up to date information, materials, data, illustrations, samples, and electronic data files as required by the project.
- Timely review of materials and sign-off, generally within 2-5 working days.

### General Assumptions

In addition to the assumptions identified in each section, Media Company has based the time/cost estimates on the following assumptions:

- Every effort will be made to minimize all expenses through conscientious planning and scheduling.

- Media Company will employ a Change Notice process to flag any potential changes or out-of-scope conditions. *CLIENT NAME* will approve changes before work progresses.
- Media Company and *CLIENT NAME* will commit to all timing requirements established at the kickoff meeting.
- *CLIENT NAME* will have the right to terminate its purchase obligations upon furnishing a written six-week notice to Media Company. *CLIENT NAME* agrees to pay Media Company for services rendered prior to the date of termination in accordance with the blanket purchase order, and to reimburse Media Company for authorized expenses incurred prior to the date of termination.
- Media Company will have the right to terminate its obligations to *CLIENT NAME* under this agreement upon furnishing a written six-week notice to *CLIENT NAME*.

## Media Company' Quality Assurance Commitment

Media Company' processes and procedures meet professional standards for quality of content, preparation, workmanship, and editorial integrity. Media Company' position and responsibility with respect to quality in the submission of deliverables is as follows:

- Deliverables will be prepared in accordance with professional standards.
- All descriptive/analytical material will be presented in a clear and orderly fashion.
- Project reporting will ensure scheduling and budget accountability.
- Media Company cannot take responsibility for information that is provided by *Client Name* that is inaccurate, outdated, or unauthorized.

## **Biographies and Qualifications: Media Company Profile**

Media Company is essentially a virtual communications company. A core team of experienced professionals who have held Senior roles in some of Canada's top agencies have come together to form a powerful, yet versatile company that can quickly staff up to meet a Client's needs. Media Company draws upon a pool of top-notch professionals to form virtual teams for each project which means our Clients pay for the quality of our work, not our overhead.

## Biographies and Qualifications: Services

The Media Company Inc products are customized solutions. We have core expertise in the following areas:

- Internet Solutions
  - Internet business strategy
  - Online marketing strategy
  - Web Design
  - Information Architecture
  - Content Development
  - Web applications
  - Dynamic website templating and display
  - Database development
  - Flash animation
  - Integrated CD-ROM and websites
  
- Communications and Marketing
  - Advertising
  - Business strategy
  - Marketing strategy
  - Business case development
  - Sales & marketing tracking
  - Public Relations

## Acceptance

Please sign this page as confirmation of acceptance of the *Client Name* Website Redesign quotation.

This authorization will enable Media Company to begin project work immediately and produce the deliverables in a timely manner.

We look forward to working with the *Client Name* team.

Accepted by:

\_\_\_\_\_  
Authorized Signature of Client

\_\_\_\_\_  
Date

\_\_\_\_\_  
Media Company Account Representative

\_\_\_\_\_  
Date