



PROPOSAL FOR WEBSITE REDESIGN AND INTERNET SUPPORT TO TAMPA BAY ESTUARY PROGRAM

by designingIT.com & bigsea.co

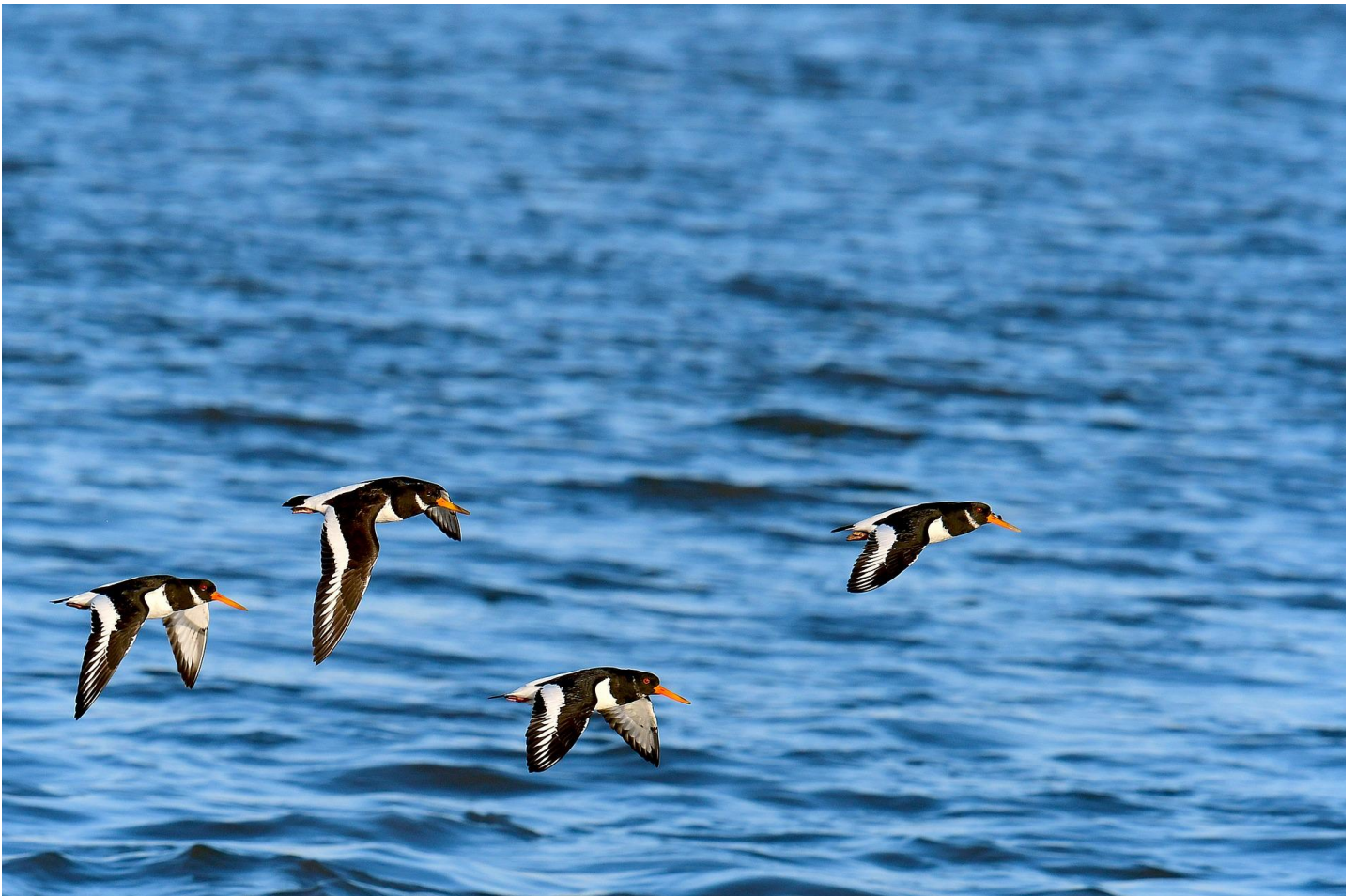


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Project Summary

Project Name: Proposal for website redesign and internet support to Tampa Bay Estuary Program

Name, Address, Email, and Telephone Number of Respondent:

Florian Auckenthaler

Charleston, SC

Email: florian@designingit.com | Tel 843.709.8780

Andi Graham

St. Petersburg, FL

Email: andi@bigseadesign.com | 727 386 8031

Primary Respondent (s) and Brief Statement of Qualifications:

Your future contact person during the project will be DesigningIT.com company owner Florian Auckenthaler, as well as the project manager Lucy Galytska. Strategic consulting is provided by our partner studio big sae and their CEO Andi Graham.

The DesigningIT.com team consists of 16 full time employees. In it's 15 year history, DesigningIT has worked on hundreds of projects for local businesses, non profits, in the government sector as well as for fortune 100 companies.

Big Sea brings an enormous strategic value to the project with a deep understanding of the local Florida market and many similar projects under their belt.

Project Objective:

Project objective is to better inform and educate your varied audiences regarding TBEPs role within the Tampa Bay community.

In order to achieve this, we need to satisfy 3 distinct target audiences

These 3 target audiences are

1. Citizens, managers and policymakers of Tampa Bay. (your target users)
2. The TBEP organization and it's staff (you)
3. Search engines (google)

Each group has unique needs with different objectives. Below follows a short high level outline of the goals for each audience:

Audience #1 Citizens, managers and policymakers of Tampa Bay

The new website with updated and consolidated content aims to improve the distribution of information to citizens, managers and policymakers. After understanding the end user needs and your company goals, we can set out to go through our 4 phase web design and development process.

This, at the end will ensure that we get a modern and user centric design, engaging content, clear navigation, mobile friendly code, and lightning fast pages which in the end sets the base for success and meeting your objectives.

The main point here is to identify your target audience and understand them, so that we can devise a plan how to get in front of them and what kind of content and messaging would resonate with them, and how we need to restructure the existing websites and existing content.

Audience #2 The TBEP organization and it's staff responsible for managing the website::

You need to utilize the website and be able to easily manage content. Together we will plan and build this tool for you, so that it matches your staff's capabilities and expectations after we launch. We will need to work together to make sense of your content, to figure out and prioritize business goals so that we can setup the right plan together. We will guide you through this process like we have done with hundreds of clients before you.

Another important piece to mention is our post launch support. Many of our clients work with us post launch on promotion, SEO, digital marketing campaigns, content creation, as well as design, development and technical support.

Providing you with a modern and easy to use CMS system is a given. We rely on Craft CMS mostly, but also prioritize your wishes. The right CMS choice depends on your expectations and the needs and goals of the project. We decide this together during the process. In addition to providing a system that you and your staff can manage, we are always here to help when it comes to the heavy lifting, additional features, bugs, support, training, or anything else you might need.

Audience #3 Search engines, primarily Google

There is no reason to explain the importance of creating a Search Engine Friendly website, however, we should mention what this really means, and how this is so important that at DesigningIT we consider google as an additional target audience who we are building this website for. Every proposal, without a doubt, will include or claim to be search engine friendly. 9 times out of 10 this is a meaningless statement. Just about anything that is done nowadays is 'Search Engine Friendly' meaning the google spider could find it and understand it. This by itself, will not do much for 95% of cases. Nowadays, you need to go way beyond search engine friendly code base to be successful in google. The big difference between DesigningIT and other studios is the fact that half our full time in house team is a marketing department, with SEO specialist, content specialists and PPC managers. Lastly, our process is such that we front load deep SEO and competitor research BEFORE and during the project. This is important because the data we find, and the outcome of this research is essential for the next steps in the process. Many people make the mistake of building a site and thinking about SEO after.

Summary of Proposed Scope of Work:

The scope of our client projects is derived from the list of features. The list of features comes from a combination of business goals, end user needs, potential test results, web analytics and the level of competition. The RFP process doesn't usually include this discovery type process and the setting of goals or research. The RFP document usually includes some sort of idea on features and scope. In these situations, we do our best to estimate the number of unique pages, the different phases needed to accomplish whatever objectives are listed in the RFP. For us, this is a time and material based calculation, with an hourly rate that results in cost of the project.

You will find the line item budget table of all major deliverables in appendix #1.

You can also download the estimate table:

-> [click here to download the Table as an Excel document](#)

The redesign phase will be a vital part of your project. In order to demonstrate our understanding of your requirements, as well as our design skills we created a few mockups for the hero section of the homepage. You will find these sample design in appendix #2.

You can also preview the design mockups online:

-> [click here to preview mockup #1](#)

-> [click here to preview mockup #2](#)

-> [click here to preview mockup #3](#)

-> [click here to preview mockup #4](#)

-> [click here to preview mockup #5](#)

-> [click here to preview mockup #6](#)

-> [click here to preview mockup #7](#)

-> [click here to preview mockup #8](#)

For the TBEP project, one of most critical tasks in my eyes, is the planning and strategy up front. Conducting a content audit of all existing web properties and figuring out the goal and audience for each of the existing websites will be the first step. After we come up with a goal and plan for the 'new' TBEP digital initiative, we can figure out how these existing sites figure into the new strategy and then we can adjust from there, and create new sitemaps, outlines, and restructure and/or consolidate the existing sites. In essence we are figuring out brand strategy and digital strategy.

Title page

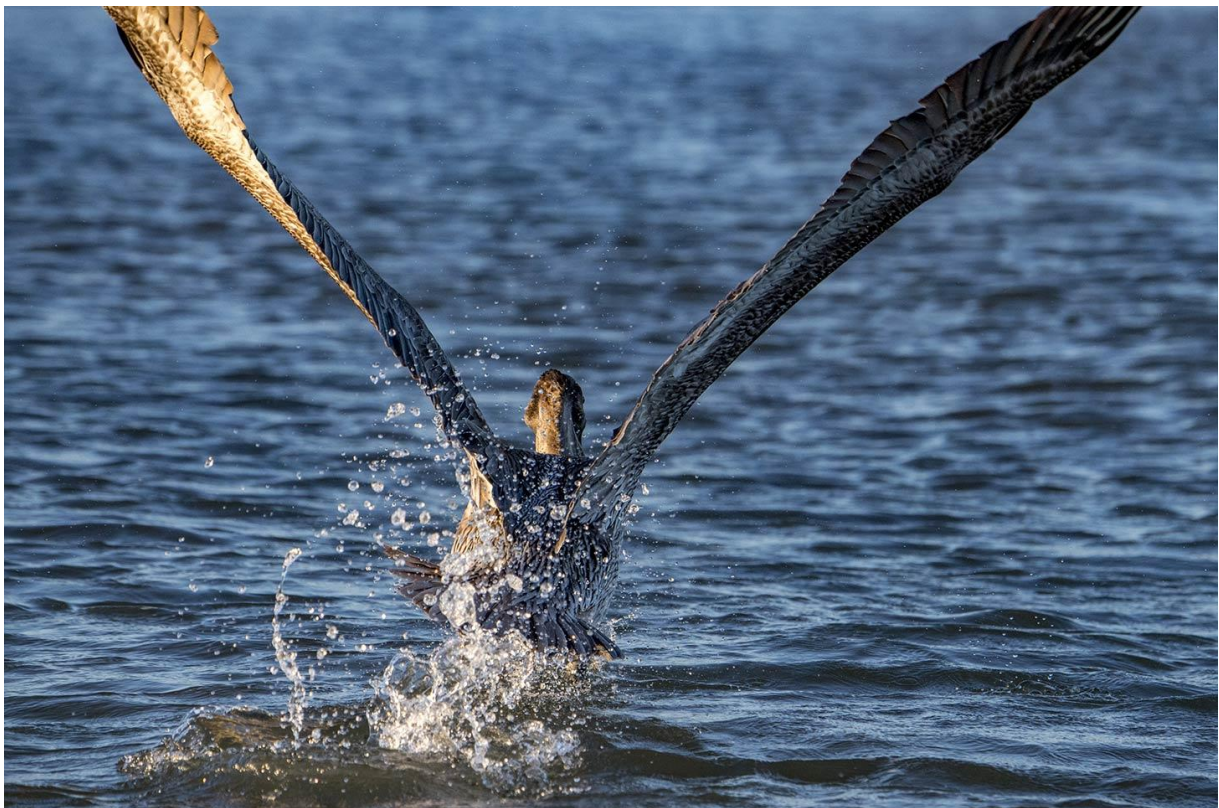
Proposal for website redesign and internet support to Tampa Bay
Estuary Program

Respondent data:

Andi Graham
CEO
Bigsea.co
andi@bigseadesign.com
727 386 8031

Florian Auckenthaler
CEO
designingIT.com
florian@designingit.com
843 709 8780

Date: 19.12.2018



Letter of transmittal

Dear TBEP Team,

Thank you for the opportunity to present this proposal document for the redesign and redevelopment of the TBEP websites. Included with the proposal:

- [Proposal Website](#)
- [8 Homepage Hero Section Design Samples \(UI\)](#)
- [Line Item Budget document in Excel](#)

We are excited to partner together with the local Florida design and development studio Big Sea to submit this joint proposal. Big Sea will lend strategic guidance on a high level, while DesigningIT will fulfill the work. This combination will provide huge value to TBEP and it's the only way Big Sea was able to find participation to this project, given the tight budget and given their resources.

We are asking for a budget allocation of USD \$29,871 for this project. This is the total sum including all our services, as well as any and all license fees.

Your future contact person during the project will be the company owner Florian Auckenthaler from DesigningIT, Andi Graham from BigSea as well as the project manager Lucy Galytska.

Sincerely

Andi Graham
CEO
Bigsea.co
andi@bigseadesign.com
727 386 8031

Florian Auckenthaler
CEO
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florian@designingit.com
843 709 8780

Understanding and Approach

1] Understanding of the Project

The high level requirements are fairly clear in the RFP document. The main components of the RFP are broken into Task #1, Task #2 and Task #3.

Task #1 will need a branding, messaging and digital marketing strategy. This strategy will then be used for the re-design and consolidation of existing websites. Here, we go through the typical engineering process for a web re-design. This consists of sitemap, content outline, wireframes, interface design, responsive code, CMS implementation, QA, launch and training.

Task #2 is also clear from a high level, and from looking at your example websites and the 2017 TBEP Comp site. This part of the process will require good data architecture and visualization. We need to first figure out all the data points and then we can see how to best visualize them. We'll again use our typical methods such as wireframes and prototyping tools before we go into design phase and code phase.

Task #3 regards the management of the project and the ongoing support. As a organization with 16 full time employees, we also have dedicated project managers who will work on your project. Internally we use a tool call JIRA for issue tracking, time management and process. Time reports can be easily generated from this tool.

The second point besides project management is support. This is a vital component and not all agencies are properly setup to deal with ongoing support and maintenance retainers. Our organization has an ongoing relationship with most of the projects we work on. This is either a digital marketing or web design and development support retainers, but also includes training, coaching, calls, issue tracking and more. Each plan is different and individually configured to match client needs.

-> [sample support plans](#)

DesigningIT and Big Sea are positioned really well to deliver this project successfully, on time and under budget. All three required phases are core to our everyday work and part of what we do for most of our clients.

The next pages outline how we approach the phases and steps to a re-design project.

2] Our Approach

From a Project Management perspective we use a tool called JIRA internally to manage all our projects. There is a full time dedicated project manager for each project and a project team, which usually consists of 4 to 6 specialists, depending on what deliverables are required. We time all our work by the minute, provide daily and weekly status reports to clients and like to do 1 weekly set client call throughout the project duration with other meetings scheduled as needed. We utilize slack, skype, uberconference, email and basecamp for client communication and client facing project management.

From a methodology we are a mix of agile/scrum and traditional sequential waterfall method.

Our approach has been refined over the years and now it's a solid process that we work through with our clients. Each process has checklists and milestones, the appropriate documents and expectations. Having a formal process is extremely important. We are not rigid, and there is a lot of flexibility, but it's still very important for the entire team, the client and the overall success of the project to follow a guideline and process.

The following pages demonstrate the main phases in our web design and development process. A full process has many more deliverables and steps, but below you will get an idea how we sequentially approach the design process and what some sample deliverables look like:

The high level Phases

- 1] Research and discovery
- 2] Content Outline
- 3] Wireframes [UX]
- 4] Interface Design [UI]
- 5] Front and Backend Code

#1 Research and discovery (swat etc)

The results and information from the research and discovery phase is vital for many of the later phases in the project, such as content outline, design, abd marketing strategy. The typical brand discovery final delivery is a presentation between 20 and 50 slides, which means the only way to demonstrate/show it is to link to a recent example for our client 'Purpose - Workforce Solutions'.

[-> Click here to download the example of brand discovery powerpoint presentation](#)

#2 Content outline

My Drive > Clients > Purpose > content ▾

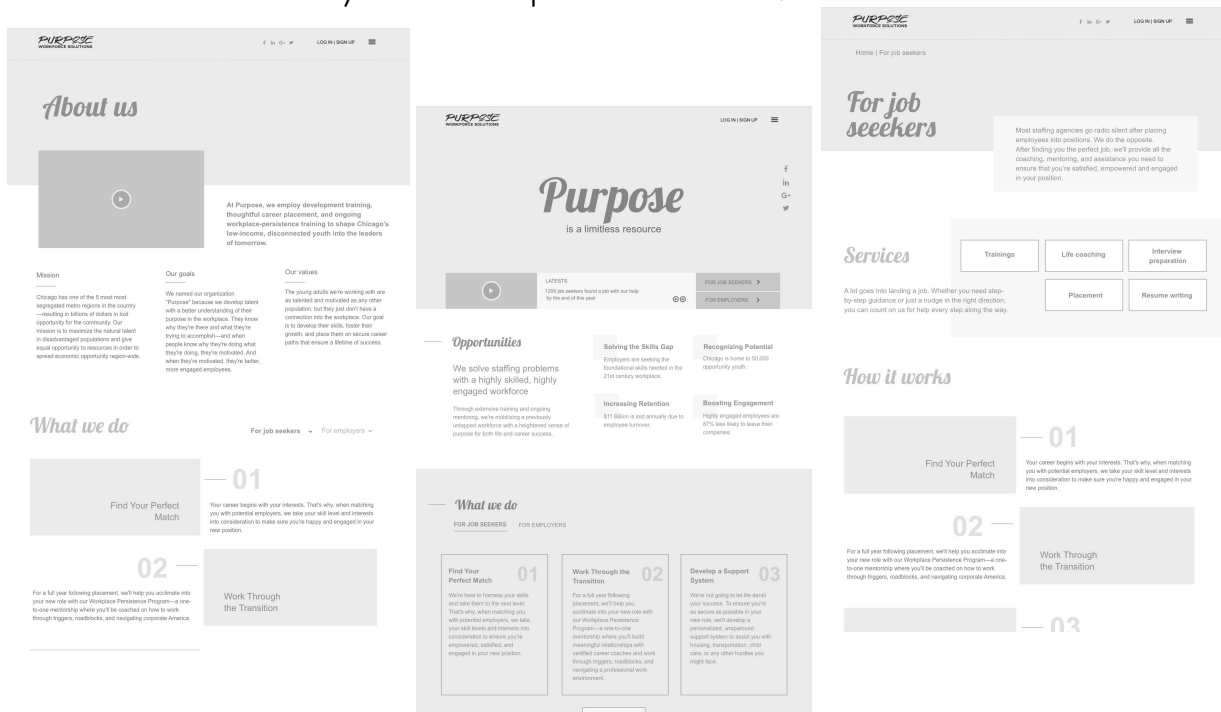
Name ↑	Owner
Purpose - Content - About	me
Purpose - Content - For Employers	me
Purpose - Content - Homepage	me
Purpose - Content - Job Seekers	me

[-> click here to download full Word Document example](#)

The download above is the high level overview page for all key pages. Each key page has its own document with a full outline. This is not the final copy, but rather just an outline of the needed content. Copywriting happens in a later phase and is based on these outlines. We use these docs to inform wireframes, to set goals for each page, to give to the copywriter in order to produce the actual content. It's also extremely important to lay the foundation of an SEO strategy.

#3 Wireframes (UX) process

With the brand discovery, all our research, and the content outline at hand, we can start with the wireframe phase. This phase organizes the content and starts to define different layouts and prioritize. It's a key step in the process. We often use a tool called UXPin for this step, which lets us create clickable wireframes and easily share and preview it online.



[-> click here to preview wireframes for Purpose Workforce Solution](#)

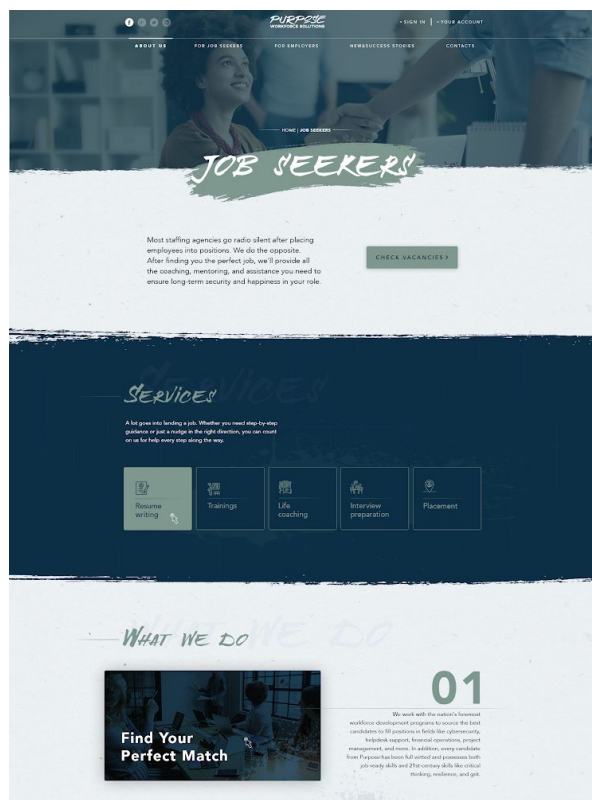
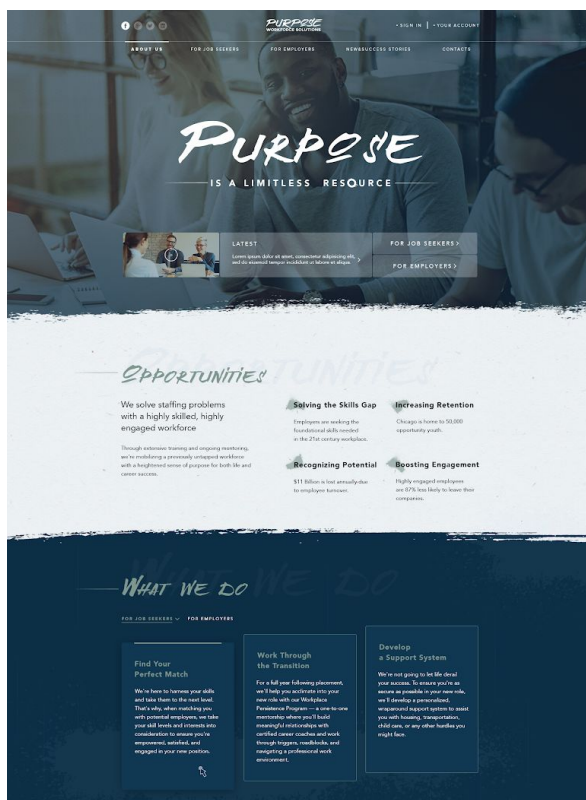
#4 Design Process [UI]

With the approved wireframes, we move into the web design phase. We use Photoshop and Sketch as our main tools. In addition we create style assets, mood boards, and style concepts. See below:

[-> click here to download style assets, brand assets, color exploration document](#)

[-> click here to download style guide for Purpose Workforce Solutions](#)

[-> click here to preview design for all key pages for Purpose Workforce Solutions](#)



#5 Front End Code Implementation

Next step after approved photoshop files is the coding of responsive website templates. -> <https://purposeworkforce.com/>

#6 CMS Implementation and launch

we are using Craft CMS for this project, and it's hosted on amazon cloud server. After launch, we usually go into a support retainer for both marketing and any ongoing needs.

Respondent Qualifications

Our team

The following team members will be working on the TBEP project. Our Partner Studio Big Sea will bring high level strategic guidance. All DesigningIT team members are full time and experts in their given field with years of experience.



Florian
Project Lead



Andi
Strategy



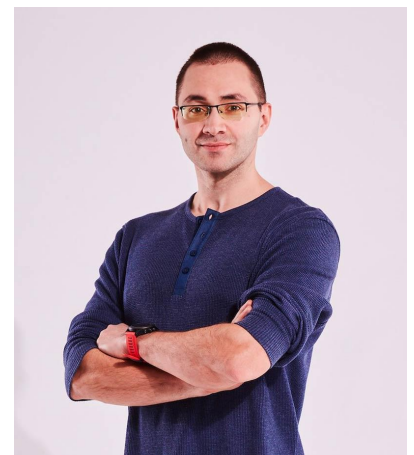
Lucy
Project Management



Valeria
Wireframes, Design



Julia
Programming/CMS



Oleg
Tech, Server, Hosting

Similar projects

We've completed hundreds of projects over the past 15 years for both government organizations, non profits, and fortune 100 clients.

Example project #1 - United States Interagency Council of Homelessness

-> [click here to visit website](#) (we did design, development and support)

Example project #2 - TH Bender (plan, marketing, design, development..)

-> [click here to view wireframes](#)

-> [click here to view design](#)

-> [click here to visit website](#)

Additional Projects and Testimonials

-> [click here for company presentation](#)

Professional references

All references below are current clients.

Name and Position	Company	Phone
Matt O'Neill Owner	Matt O'Neill Real Estate	843 532 4220
Tilman Bender Owner	TH Bender	202 570 5705
Heather R. O'Neill Owner	Midwest Financial Advisors	248-540-3829
Jennifer Rich Director of Communication	United States Agency on Homelessness	202 573 2648
Davi Ellis Project Leader	Jewish Federation of North America	646 209 1076
Kirk Atkinson Owner	Adah Inc. / Kaab	404 910 2184

Comments

Me, Florian Auckenthaler, will hold the Tampa Bay Estuary Program harmless from any claims resulting from injury or damages incurred by employees or volunteers participating in the project from DIT side.

Quality Control and Conflict of Interest

We are stating that there will be no conflict of interest to everyone of us, if the project is awarded.

Moreover, we will be pleased to work for such an important project.

Time Schedule and Effort Proposal

We are expecting the following milestones in this project

Milestone #1 - task 1 phase 1

It will take approximately 3-4 weeks for the initial discovery and SEO research, sitemap development, content audit, content consolidation, content outline and setting up of dev and staging environments.

Milestone #2 - task 1 phase 2

Will take about 11-12 weeks (3 months) for Home and unique pages designing and development, connecting search engines, consolidating content across platforms, establish CMS and plugins, QA, etc. You can see full defined scope of work in appendix #1

Milestone #3 - task 1 phase 3

When all tasks are developed and tested on Development website, it is right time to release updates to the live website. Final QA checking, DevOps launch support and bug-fixing will take about 3-5 day.

Relying on the scope of work we defined for you, task 1 can be delivered in **4 months**.

What's next?

After that, we will look forward on our collaboration with you on task 2. To provide you accurate timeline for task 2, we need more details about your environmental metrics reporting vision and requirements. Approximately, it could take 1-4 months, it depends of the environmental metrics reporting complexity. We also can develop MVP version for you.

Task 3 - there will be a full-time dedicated project manager and the development team on your project. As usual, we will time all our work by the minute and provide you daily and weekly status reports and 1 weekly set call throughout the project duration with other meetings scheduled as needed.

Listing of Deviations

We consider there is no obvious deviations from RFP.

Provide a statement that if deviations are included but not listed, they will be waived.

Additional Information

Company presentation including process, projects and client list::

[-> click here to download the presentation in PDF format](#)

You can visit our website:

[-> click here to visit our website](#)

[-> click here to view our previous projects](#)

You might be interesting in our Craft CMS guide and why we consider it the best option for your project. Though, we value your preferences the most and open to discuss implementing any of your preferred CMS.

[-> click here to view our Craft CMS guide](#)

Sample support retainer plans:

[-> click here to view comparison table of support options at DIT](#)

We would like to recommend some relevant articles from our blog :

To make Tampa Bay and the estuary even more popular for tourists:

[-> Optimize Your Destination Marketing: Secrets We Learned From Analyzing 221 US City Websites](#)

If you ever consider to provide more multilingual options for people across US to learn about your program:

[-> Website Localization Best Practices for Multilingual and Multi-regional Websites](#)

Appendix #1 - Fees: Itemized project fees and all ongoing expenses

The table below shows the line item breakdown of all major deliverables.

-> [Click here to download the Table as an Excel Document](#)

	Issue		Hours	\$
PHASE 1: Planning				
1	Discovery		4	\$256.00
2	Initial SEO and Competitor Table		4	FREE
3	Sitemap		12	\$768.00
4	Content outline	per page	6	\$384.00
5	Pages for content outline	7		\$0.00
6	Total for 7 unique pages		42	\$2,688.00
7	DevOps		10	\$640.00
8	Phase #1 Coordination		14.4	\$921.60
	TOTAL Phase #1:		82.4	\$5,273.60
PHASE 2: Development				
1	Homepage:		48	\$3,072.00
1.1		UX	8	\$512.00
1.2		UI	12	\$768.00
1.3		FE	20	\$1,280.00
1.4		BE	8	\$512.00
2	Inner page:	per page	29	\$1,856.00
2.1		UX	4	\$256.00
2.2		UI	6	\$384.00
2.3		Mobile/tablet optimization	4	\$256.00
2.4		FE	10	\$640.00
2.5		BE	4	\$256.00
2.6		SEO	1	\$64.00
	Number of Unique Pages	7		\$0.00
3	Total for 7 unique inner pages		203	\$12,992.00

	Issue		Hours	\$
4	Connect and configure Google Analytics for site reporting and tracking		12	\$768.00
5	Integration plugin for conversion PDF into web pages		2	\$128.00
6	consolidate content across platforms		10	\$640.00
7	Survey		3	\$192.00
8	Linking to an existing public Google Calendar		2	\$128.00
9	Integration with donation platform (PayPal)		2	\$128.00
10	Content delivery		3	\$192.00
11	Consideration for addition/deletion/integration of social media platforms		10	\$640.00
12	Administration/integration of community distribution lists and partner access rights		2	\$128.00
13	Phase #2 Coordination		59	\$3,801.60
14	Phase #2 Quality Assurance Engineering		14.85	\$950.40
	TOTAL Phase #2:		371.25	\$23,760.00
PHASE 3: LAUNCH				
1	Phase #3 Quality Assurance Engineering		5	\$320.00
2	DevOps Launch support		3	\$192.00
3	Phase #3 Coordination		2	\$128.00
	TOTAL Phase #3:		10	\$640.00
	Total for the project development:		463.65	\$29,673.60

	Issue		Hours	\$
Software expenses:				
1	Craft CMS FREE		\$0	
2	Images		\$99	
3	Sprout SEO		\$99	
	OVERALL TOTAL		\$29,871.60	

Appendix #2 - design examples for Homepage hero banner

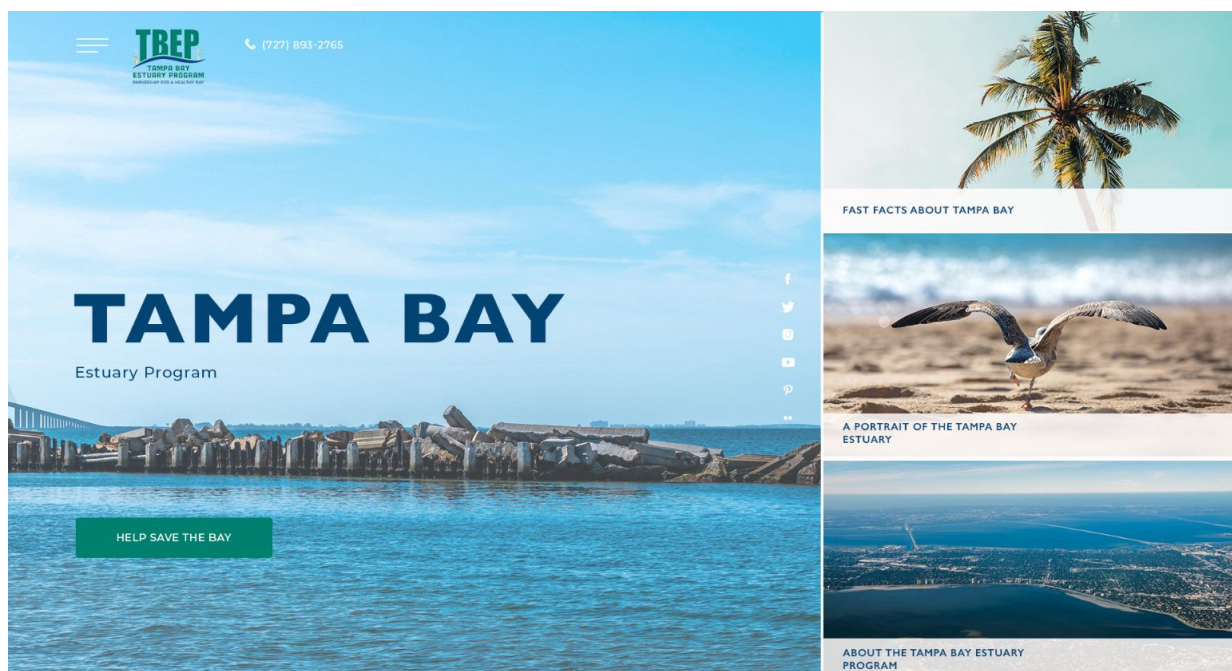
-> [click here to see all 8 design options in high res and 5 menu options](#)
(menus on hero banners are clickable)

-> [demo how to use invision prototype](#)



↑ option #1 design

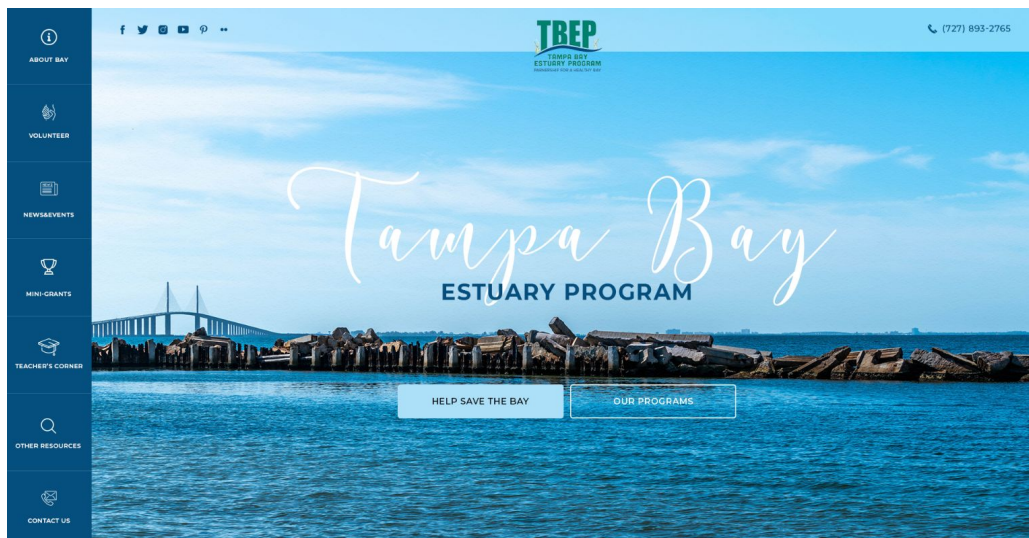
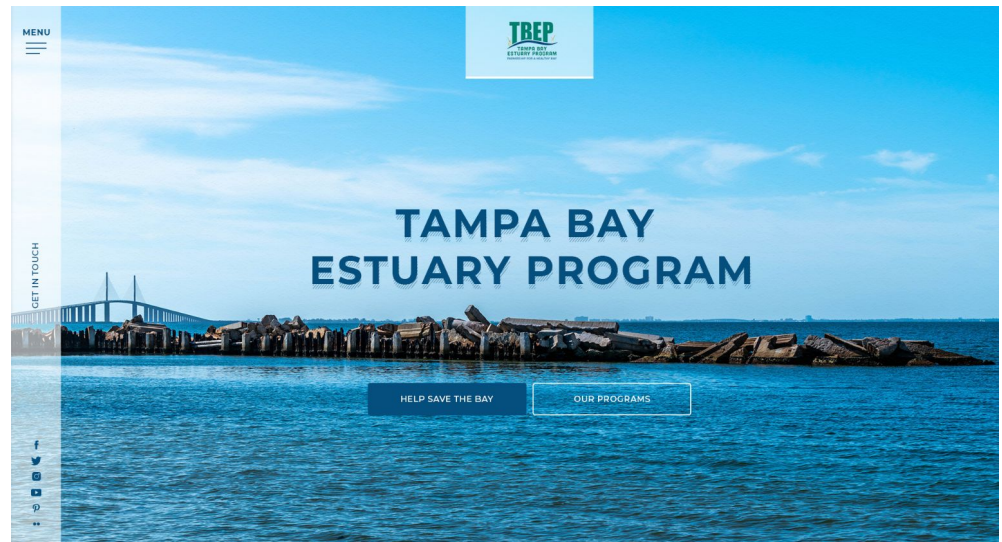
option #2 design ↓



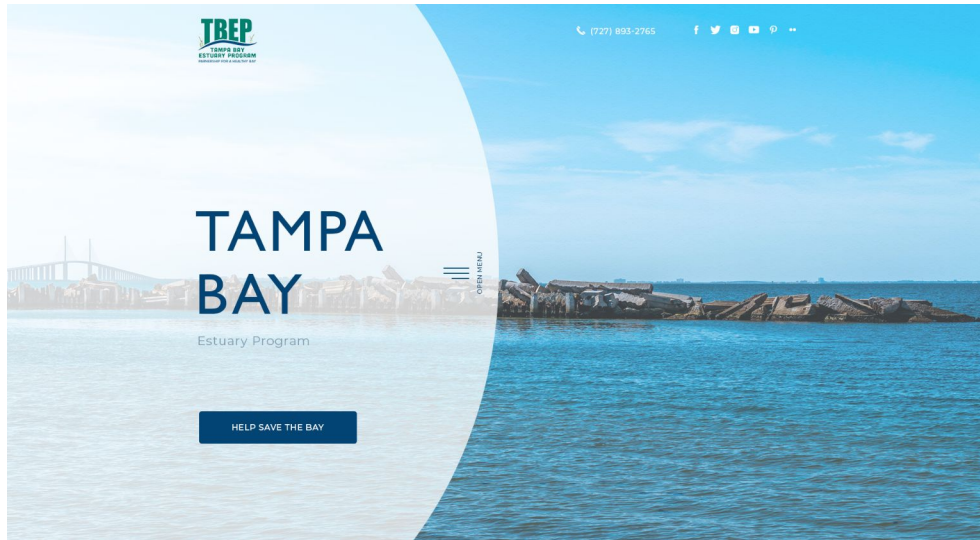


← option #3 design

option #4 design →

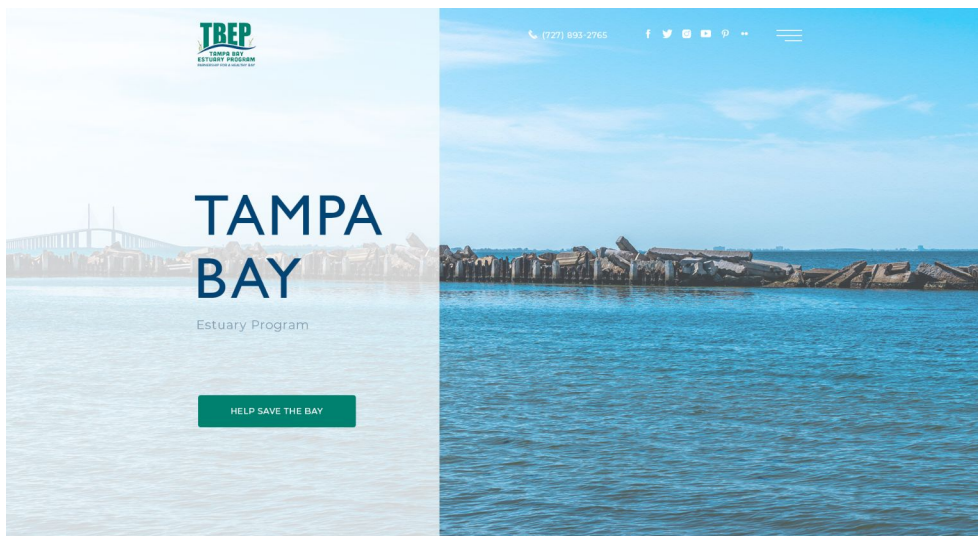


← option #5 design



← option #6 design

option #7 design →



← option #8 design