HD web studio

Web Development Proposal

Prepared for: **West Piedmont Workforce Investment Board**

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I: Executive Summary

1. Business Overview

HD Web Studio is a graphic design and web development company that has been in existence since September 2002. Originally established as a one-person operation, HD Web Studio is now a team of five website professionals.

HD Web Studio started in the home of owner, Masha Edelen. After two years, she moved into an office at the West Piedmont Business Development Center and graduated from the incubator in 2008. HD Web Studio currently has two offices. The corporate office is located in Martinsville, VA and the first branch office was opened in January 2013 in Danville, VA.

HD Web Studio offers its clients a full line of graphic design and web services including web design, web programming, database development, hosting, email marketing and website maintenance. Striving for client's satisfaction and finding ways to grow is our continuous goal.

2. Project Goals

 A. To design a modern and dynamic website that will allow the staff of the West Piedmont Workforce Investment Board access to update the website.

 B. To develop a website that promotes and integrates with social media.

 C. To provide an informative website that appeals to business partners, potential customers, WPWIB personnel and youth.

II: Technical Volume

1. Project Development

 A. **Website Design**

  HD Web Studio will present a layout comp based on the input from the West Piedmont Workforce Investment Board. All designs created by HD Web Studio are original custom designs created for the individual client. The layout will be presented in photographic format and contain an image of the Home page and one inside page. The final design will be created based on the client's feedback. Two rounds of revisions and adjustments will be conducted before the HTML code is created.

 B. **HTML Layout**

At this stage of the project, approved static images of the website will be converted into an HTML layout, utilizing CSS technology. The created layout will be tested on Internet Explorer 8+, Firefox, Google Chrome, Safari, and Opera. We will also validate the HTML code.

C. Interactive Navigation

HD Web Studio recommends implementing interactive navigation into the structure of the website. Interactive navigation creates an intuitive navigation through the incorporation of drop-down menus. Interactive navigation will allow residents and visitors to navigate the website more efficiently without being overwhelmed by the informative and critical content.

D. Administrative Permissions

HD Web Studio will setup administrative permissions for the website to limit access and protect sensitive information. Administrator(s) have the ability to assign, remove and determine roles and permissions for every user. The administrative permission system keeps track of important information about each user: user name, user ID, full name and password.

E. Content Management System

After completion of the HTML programming, a CMS will be added to the website. Our CMS will allow designated person(s), or administrator(s) from the West Piedmont Workforce Investment Board to login and manage the content of the website. In addition to text changes on a page, the administrator(s) will be able to add and remove images and links.

The CMS integrates the web based JavaScript HTML WYSIWYG editor control, TinyMCE. TinyMCE will allow user(s) and administrator(s) to edit content for both text and style purposes. In addition to an editor control, the CMS component incorporates a work flow process manager that allows user(s) and administrator(s) to add content that can be displayed on the website immediately or saved for future use.

F. Content Transfer

HD Web Studio will transfer the desired content from the current West Piedmont Workforce Investment Board website to the new website. The content will be styled and adjusted to match the new design. In addition to transferring content, HD Web Studio will upload all new content additions prior to launch.

G. Calendar

The West Piedmont Workforce Investment Board website currently offers an event calendar. HD Web Studio recommends incorporating an interactive calendar component that supports multiple categories.

The calendar is available in three views: month view, day view and event view. A mini-calendar component can be added to the home page or as part of the overall layout for quickly indicating which days have events in the given month.

H. Twitter Feed Integration

The West Piedmont Workforce Investment Board has requested the new website be more interactive and highlight social media efforts. HD Web Studio recommends integrating their Twitter feed on the Youth on the Move page. The feed will have the most current posts highlighted provide dynamic content for the website and search engines.

I. News Archive

The West Piedmont Workforce Investment Board has requested a spotlight component that will feature current news on the Home page. HD Web Studio recommends a news archive component. This component will allow administrator(s) to create featured stories that are then archived by month. This component also allows users to add, edit, and delete stories.

The news articles can be included into the design layout by having the most current stories populate on the Home page.

J. Directory

HD Web Studio recommends adding a directory component that will allow the West Piedmont Workforce Investment Board personnel to easily update information regarding board members and staff. The directory can include pictures, bios, job titles, and contact information.

K. Website Search Engine

HD Web Studio recommends incorporating an internal search engine that allows website users to quickly find the desired page or document.

L. Private Label E-mail Marketing

HD Web Studio will design a user-friendly template that matches the website, add an online subscribe form to the website and setup West Piedmont Workforce Investment Board on the reporting system. After initial costs, this feature is billed by usage.

(E-blast - $7.00 & Emails - $0.01)

M. Add This Setup

The West Piedmont Workforce Investment Board has requested the new website be more interactive and highlight social media efforts. We recommend having social media icons incorporated into the design of the Home page to provide convenient access to various social media pages. Additionally, HD Web Studio will integrate the sharing platform, Add This, into the

body of the website to allow visitors to share information on their social media websites with the single click of a button. Social media integration will help improve your website traffic and target an audience that is already comfortable with navigating online.
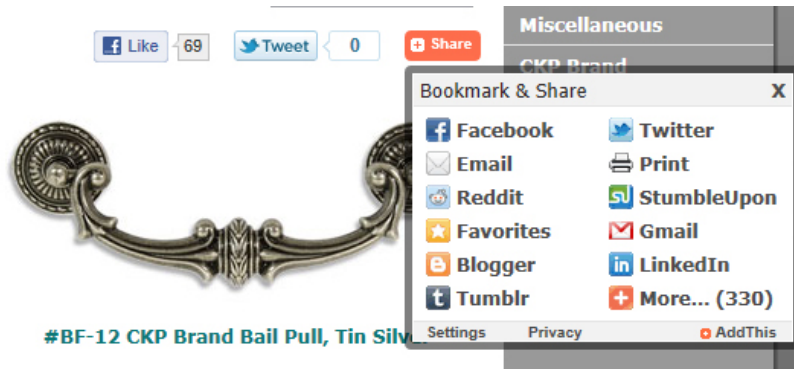
2. Testing, & Launching

HD Web Studio utilizes ColdFusion to provide custom development solutions for clients. HD Web Studio will test for website functionality, usability, and cross browser compatibility. Once testing is completed, West Piedmont Workforce Investment Board will review the website, make revisions and learn how to use the shopping cart and other site features.

When the website is complete and has been approved we will direct your domain to the new website. This process usually happens in a few hours but can take up to 48 hours for the change to propagate throughout the WWW. Once it takes effect, your site will then be live.

3. Site Hosting and Ongoing Maintenance

A. Site Management - HD Web Studio recommends a maintenance package that consists of twelve hours of support per year. Maintenance includes the following services:

- Image Updates – adding, editing and sizing of any pictures added to the existing website which does not fall under the scope of the layout or actual design of existing website.

- Text Updates – adding, editing and/or removing any text or copy on the existing site including any articles, reports, contact information and product or service description.

- Complete Daily Backups – each day the Client's existing website will be backed up and saved to our server.

- W3C Compliance – maintain W3C compliance standards for measuring code quality, accessibility and browser compatibility.

- Usability Improvements – modifications to existing website to make it more user-friendly and functional.

- Spiderability – ensures search engines, users with disabilities and users without Javascript enabled can access all of the pages. This will help search engine rankings and accessibility.

- Accessibility Compliance – maintains web accessibility standards to ensure that individuals with disabilities can navigate and comprehend the website.

- Cross Browser Compatibility – includes support across Internet Explorer 8+, Firefox, Google Chrome, Safari, and Opera.

B. Hosting

Every web development company prefers to host its own websites for obvious reasons. To provide clients with seamless support we view it as a necessity to keep programming and hosting under one roof. We have a very stable hosting environment on our virtual server solution that will allow us to take charge of the website 24 hours a day, 7 days a week. The staff at HD Web Studio is available 24/7 by phone or email. Backup of the site will be taken care of daily by HD Web Studio.

HD Web Studio has four virtual servers at an off-site location with a reputable hosting company and 99.5% uptime guarantee. In addition to our four servers, we have a dedicated support team that is available 24 hours, managed firewall, managed security patches, anti-virus protection and managed backups.

HD Web Studio will receive automated notifications of any website error or downtime. If for any reason Danville Regional Foundation discovers a problem prior to HD Web Studio, a contact may be reached by phone 24 hours a day. In the event of a server disaster, HD Web Studio has the ability to retrieve the most current version of the website for launch.

C. Reporting

Google Analytics will be setup for the West Piedmont Workforce Investment Board website.

II: Management Volume

1. Project Management

A project coordinator will be assigned to work with West Piedmont Workforce Investment Board personnel to convey the vision and needs to the development team. The project coordinator will maintain an active role in managing the website development from start to completion. The website will be constructed on a demo site to provide visibility to West Piedmont Workforce Investment Board during each phase of the project. West Piedmont Workforce Investment Board will be expected to communicate questions, concerns, and requests to the project coordinator for implementation.

2. Process & Timeline

HD Web Studio prides itself on its client relationships. We engage in every project as your partner, not your vendor. Once the proposal is approved and the terms are accepted, HD Web Studio will provide logins for the designated person(s) from the client's organization to our Project Management System, which will streamline our communications. A staging environment for your website will be setup and the project will begin.

A. Pre-Build Site Meeting

A site meeting will be scheduled based on the availability of the West Piedmont Workforce Investment Board. The meeting will define responsibilities for both parties, set an agenda, and discuss the website visions.

B. Design Phase

The design phase will require two weeks to design a layout comp for each website. One week will be needed to design the interior page for the selected design. An additional week will be needed to modify or revise the design based on feedback from the West Piedmont Workforce Investment Board.

C. Development Phase

The development phase will require six - eight weeks to incorporate HTML coding and construct the necessary customized components and features.

D. Content Addition

Adding content to the website, styling the content, and revising content will require two weeks.

E. Testing

Testing the websites for functionality, usability and cross browser compatibility will require two weeks.

F. Client Review and Launch

Two additional weeks will be allocated to allow the West Piedmont Workforce Investment Board to review the completed project and provide feedback. The changes will then me made and the website launched.

III: Budget Volume

Attached is an itemized cost estimate for each phase of the website development and ongoing costs.

IV: Attachments

1. Qualifications & Experience

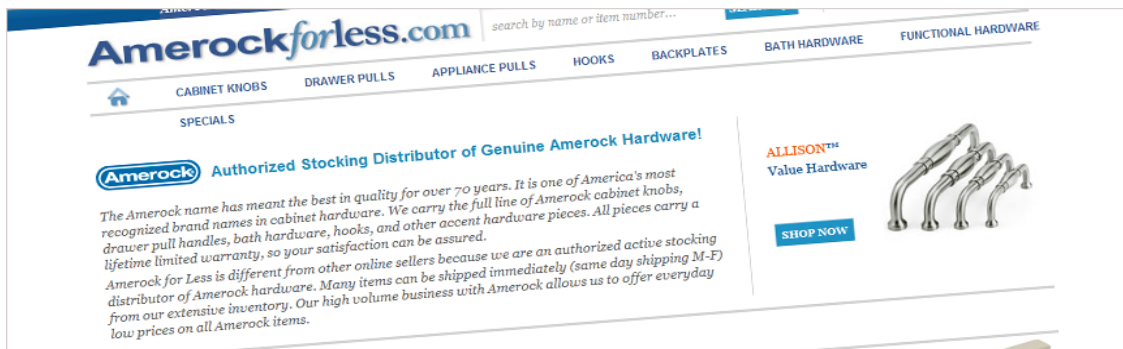   **A. Ace Commercial Properties**
        Property Management
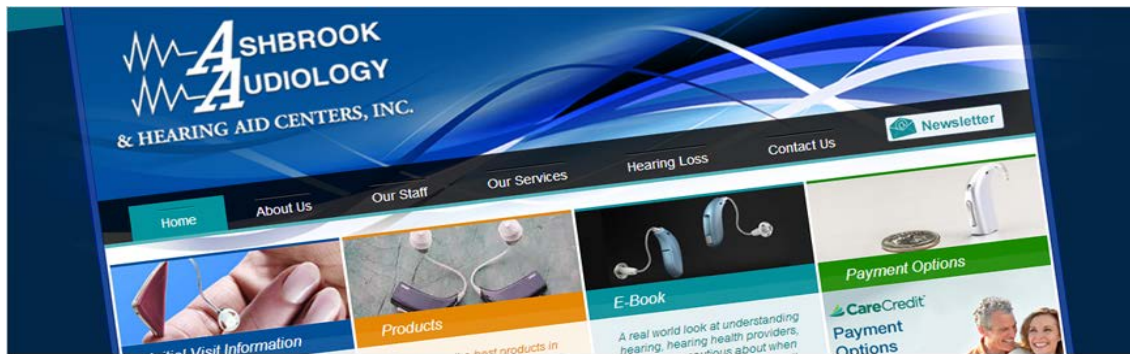   http://www.acecommercialproperties.com

    B. Amerock For Less
        E-commerce
        http://www.amerockforless.com

    C. Ashbrook Audiology –
        Small Business
        http://www.ashbrookaudiology.com

D. Dan River Region Collaborative
Non-profit Organization
http://www.danriverrc.org

E. KEA Consulting Services
Small Business
http://www.keaconsultingservices.com
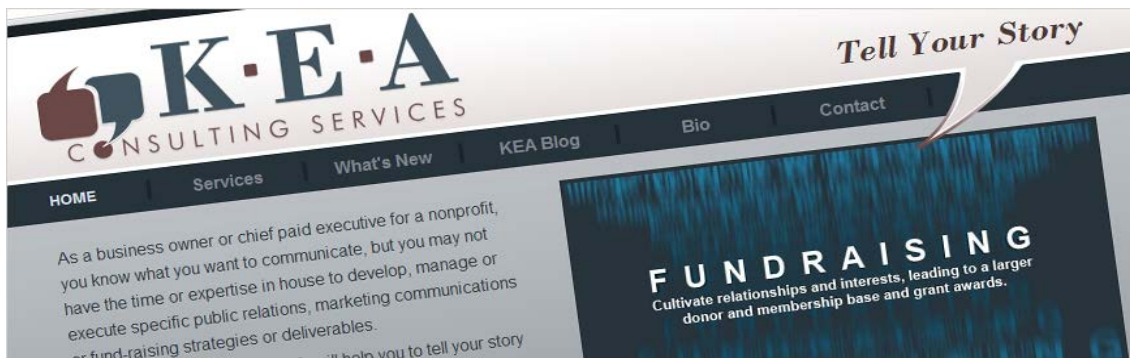
F. The Launch Place
Non-profit Agency

http://www.thelaunchplace.org

G. **Lockman and Associates, Inc.**
Small Business
http://www.lockmanandassociates.com

H. **Package Crafters, Inc.**
Corporation
http://www.packagecrafters.com

I. Solid Stone Fabrics
E-commerce
http://www.solidstonefabrics.com

J. Virginia Museum of Natural History
Non-profit / Government Agency
http://www.vmnh.net

K. Yes Martinsville
Economic Development Corporation
http://www.yesmartinsville.com

2. Staff

As a small business, HD Web Studio believes that each employee is a leader. The entire company works together to develop new ideas, formulate strategies and provide solutions. Each individual contributes insights, experience and professional skills vital to the success of HD Web Studio.

Listed below are the HD Web Studio team members, their job titles and areas of specialty.

  A. **Project Coordinator –** Beth Deatherage

  The project coordinator will acts as a liaison between the client and the HD Web Studio team. The project coordinator is responsible for managing the project internally and providing progress to the client. Beth Deatherage has a Master's Degree in Business Administration and twelve years of relative experience.

  B. **Graphic Artist –** Ashley Blackwell

  The graphic artist is responsible for developing a custom design for each website. Ashley is also responsible for implementing all design revisions. Ashley Blackwell has nineteen years of graphic art experience.

  C. **Junior Programmer –** Roy Ashley

  The junior programmer is responsible for implementing the content management system based on the specific needs of the client. Roy is also responsible for coding custom functionality. Roy Ashley has a Bachelor's Degree in Digital Media and five years of relevant experience.

  D. **Front-end Developer –** Joe Mesot

  The front-end developer is responsible for converting the design into HTML code. Joes education background is Applied Science in Information Systems Technology with an Internet Services Specialization. He has thirteen years of experience working with HTML, JavaScript and PHP.

E. **Owner/Programmer/Senior Developer –** Masha Edelen

As the owner of the company, Masha is able to work in every capacity. She started HD Web Studio eleven years ago and is hands on in all stages of development. Masha is responsible for developing advanced custom functionality and ensuring the highest standards of quality control across all projects. Masha has a bachelor's degree in Business Administration and thirteen years of programming and business experience.

3. References

A. **Kim Adkins – Owner**
KEA Consulting Services
(276) 252.2679
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B. **Paul Ashbrook – Owner**
Ashbrook Audiology
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C. **Eva Doss – President and CEO**
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D. **Leigh Cockram – Director of Business Development & Strategic Initiatives**
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E. **Natalie Harris – Marketing**
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F. **Greg James – Insurance Agent**
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West Piedmont Workforce Investment Board

Estimate #	1399
Estimate Date	January 24, 2014
Estimate Total	**$10,635.00 USD**

Item	Description	Unit Cost	Quantity	Line Total
WebDesign1	Website Design (1 original draft)	800.00	1	800.00
AdvHTML	HTML Layout and cross-browser testing	800.00	1	800.00
InterNav	Interactive Navigation	400.00	1	400.00
AdminPerm	Administrative Permissions	500.00	1	500.00
CMS	Content Management System	2,500.00	1	2,500.00
ContentTrans	Content Transfer & Style Update (Estimated 10 hours)	65.00	10	650.00
NewsArchive	News Archive System	650.00	1	650.00
Calendar	Calendar System	800.00	1	800.00
Twitter	Twitter Feed Integration	300.00	1	300.00
Project	Project Management	300.00	1	300.00
Login	Front end Login	400.00	1	400.00
StaffDir	Staff Directory System	600.00	1	600.00
Search	Website Search Engine	250.00	1	250.00
E-News Setup	Private Label E-Newsletter System	50.00	1	50.00
E-News Layout	Electronic Newsletter Template	300.00	1	300.00
HostSetup	One time db & hosting setup fee	100.00	1	100.00
Project	Project Management	500.00	1	500.00
TestLaunch	Testing and Launching (Estimated 10 hours)	65.00	10	650.00
Hosting-Level4	Hosting Services (monthly)	30.00	1	30.00
WebMaint	Prepaid Website Maintenance (estimated 1 hour a month)	55.00	1	55.00

Estimate Total	**$10,635.00 USD**

Notes
Thank you for considering HD Web Studio as your web development company.