

# West Piedmont Workforce Investment Board RFP response: Cover Sheet

Submitting: Interface Guru, dba Symbol Group

Proposal contact: Daniel Shepherd, Client Relations Manager

[daniel@interfaceguru.com](mailto:daniel@interfaceguru.com)

177 North Church St, Suite 919

Tucson AZ, 85701

O - 520.744.6911

M - 862.686.5047

EIN: 86-0974768

Date: January 31, 2014 5:24 PM

## Executive summary

The West Piedmont Workforce Investment Board, one of 15 workforce investment boards in Virginia, seeks to redesign its website, <http://www.vaworkforcecenters.com/>. Priorities for the redesign include:

- Uploading documents, images, and videos for both public and private distribution
- A Clear and logical website that enables easy access to critical information
- Integration with social media

Interface Guru, a consultancy offering 14 years of expert user experience design, proposes completing the redesign in the following phases:

- Website requirements assessment
- Usability standards evaluation
- Website structure design (including SEO)
- Website development
- Quality assurance testing, training, and launch

Interface Guru is able to begin work on the West Piedmont Workforce Investment Board's website on March 17, 2014. In accordance with requirements from the RFP, and in consideration of responsible project planning and management, the following costs will be associated with the project.

- Cost breakdown by production hours and tools - Subtotal \$22,700
- Maintenance support costs - Subtotal \$0
- License fees - Subtotal \$300
- Site hosting - Subtotal \$0 (not included in project scope)
- Training and style sheet - Subtotal \$2,000
- Additional charge areas - Subtotal \$4,500
- **Total project cost - \$29,500**

I am please to offer Interface Guru's full proposal response following this executive summary. Our response is allocated into sections designated in the original RFP: technical volume, management volume, budget volume, attachments.

Regards, 

# Contents of this proposal

<b>Technical volume</b>	<b>4</b>
Website development process	4
Usability standards	5
Technology information and specifications	7
<b>Management volume</b>	<b>8</b>
Interface Guru's organizational structure	8
Schedule of deliverables	9
<b>Budget volume</b>	<b>10</b>
Cost breakdown by production hours and tools - Subtotal \$22,700	10
Maintenance support costs - Subtotal \$0	12
License fees - Subtotal \$300	12
Site hosting - Subtotal \$0 (not included in project scope)	12
Training and style sheet - Subtotal \$2,000	12
Additional charge areas - Subtotal \$4,500	13
Total project cost - \$29,500	13
<b>Attachments volume</b>	<b>14</b>
Qualifications and experience (includes professional references)	14
Interface Guru's staff biographies	17

# 1. Technical volume

## 1.1. Website development process

### Proposed solution

Interface Guru will apply its research-based user-centric methodology to the redesign of vaworkforcecenters.com. The project work plan includes the following phases:

- **Requirements assessment**
  - In which Interface Guru and client team establish project goals, discover details for specific requirements (using Project Discovery Documents: user types, business requirements, and success measurements), and agree on outcomes.
  - This is a critical phase ensuring clear direction and process efficiency is maintained throughout the project.
- **Usability standards evaluation**
  - In which Interface Guru completes an assessment, or [\*heuristic analysis\*](#), of current usability opportunities for vaworkforcecenters.com, defines major usability recommendations for the redesign, and shares outcomes with the client team.
  - This phase documents research based usability practices applicable in site design and development. It is informed by our proprietary [Usable Times 5™ methodology](#) and includes considerations of screen-based ergonomics and [digital ADA compliance measures](#).
- **Site structure design**
  - In which Interface Guru creates a formal structure, an *information architecture*, comprised of user-centric language for navigation, sub-navigation, site links and controls, and screen elements.
  - This phase guarantees the new site structure will adhere to user-centric design principles. This phase is critical in producing structural language that will improve [Search Engine Optimization](#) (SEO).
- **Website development**
  - In which the client team selects the redesign template (options presented by Interface Guru), hosting is confirmed and set up with a third-party, and full development (including visual design and coding) is completed.
  - This phase is integral for completing the build of the new website. The new site will be developed in an industry-standard open source [content management system](#) (CMS) called Wordpress. Site development will include [responsive design](#) treatment to ensure site functions across multiple device platforms.

- **QA and website launch**

- In which Interface Guru ensures that a transfer of content between sites, the *content migration*, is fully executed, a full quality assurance test of the new site is completed, formal style sheets (detailing fonts, colors, and styles on the new site) are documented, and client team is trained in creating new content and pages on the redesigned site's CMS.
- This phase rounds out project deliverables and ensures the client team has the tools necessary for ongoing success. It includes significant amount of client interaction - a critical value in Interface Guru's project support.

## 1.2. Usability standards

A critical component of this redesign is ensuring that the new site's development includes usability standards. When formal usability testing, one-on-one moderator-led testing, is not possible because of cost, Interface Guru applies usability standards in the form of heuristic analysis - our proprietary methodology, as well as direct experience from thousands of industry-standard usability tests.

### Usable Times 5™ Methodology

Interface Guru will apply its research-based user experience design methodology to updating <http://www.vaworkforcecenters.com/>. Our proprietary methodology, Usable Times 5™, guides user-centric design based on five critical factors:

1. Orientation: Does the user know where he is?
2. Permission: Is this what the user wanted to experience?
3. Interactivity: Does the user understand what he can do?
4. Relevance: Is the content meaningful to the user?
5. Speed: How long does the user have to wait?

## Heuristic analysis

Interface Guru will complete an internal heuristic analysis of <http://www.vaworkforcecenters.com/> in which the following factors, at minimum, will be investigated according to strengths and weaknesses:

- Flexibility and efficiency of use
- Ergonomic design and user control - present and optimal in redesign
- Site wide consistency standards
- Key customer interaction points - both existing and potential
- Information access for WPWIB users, including stakeholders and board members
- Access to question answers, third-party links, and documentation

Interface Guru will produce a formal report outlining its findings and recommendations of the heuristic analysis. Findings will be summarized, organized, and presented in a meaningful, easy-to-understand format. Based on the results of the heuristic analysis, Interface Guru and the client team will be able to make informed decisions about a contemporary redesign.

## Search engine optimization (SEO)

Interface Guru's project plan includes significant planning for site structure and design. Interface Guru applies user-centric language to site navigation, sub-navigation, major features and page elements. From 14 years of usability research, gathered in thousands of one-on-one usability tests, we know that better SEO is driven by intuitive, human-centric language on your website. Better SEO results come from website design planned to be intuitive and human-centric.

## Usability and ADA standards

Interface Guru understands and designs for digital ADA standards. Our website assessment for ADA compliance accounts for key measures, including:

- Visual design that accounts for color blindness
- Text size that can be increased for those with low vision
- Images and text fully tagged using HTML to assist screen reading software

### 1.3. Technology information and specifications

#### Content management system

Interface Guru will build the new site on a content management system (CMS) called [Wordpress](#). Wordpress is founded on Open Source software, software that can be freely used and shared by anyone - resulting in much lower implementation and upkeep costs compared to custom builds. [Wordpress customers include](#) The New York Times, Sweden's official government site, and Best Buy Mobile.

- The benefits of using Wordpress for this project are:
  - An intuitive dashboard for CMS management
  - Templates and style sheets allow staff to update/add new pages, documents, images, videos, or navigation to the website for public or private distribution
  - Simple integration with social media
- The benefits of open source software to this project are:
  - Future (CMS) updates, maintenance, and support do not require custom coding language, reducing costs and increasing potential service resource sources
  - Better quality control of source code (code maintained by thousands rather than 15)
  - Less susceptibility to site hacks and malfeasance
  - Customizable by anyone, flexible with other software: higher optimization and reduced integration costs

#### Responsive design

The new site will be designed and developed for responsive design, allowing consistent readability and maximum functionality across desktops, laptops, tablets, and smartphones. Responsive design is not a simple reordering of content - it is the thoughtful placement of screen elements according to user-centric conventions. Interface Guru offers two key values in this area. First, we include our user-centric, research based background in site planning and design. Second, we keep responsive design at the forefront of development and testing, ensuring the underlying code produces a consistent experience across devices.

For more information on responsive design, read this article on the US Government site for usability standards: <http://www.usability.gov/get-involved/blog/2013/08/responsive-design-one-site-fits-all.html>

## 2. Management volume

### 2.1. Interface Guru's organizational structure

#### **Client service team**

Interface Guru is a focused consultancy firm of consisting of five team members. Our size allows us to be responsive and focused on client's needs. We are comprised of the following individuals:

- Cia Romano, President, Digital Media Expert
- Daniel Shepherd, Client Relations, Operations Management
- Lisa Walsh, Project Manager
- Kyle Kulakowski, Senior Usability Analyst
- Brian Peterson, Senior Usability Analyst

#### **A brief history of Interface Guru**

Interface Guru, a respected user experience services consultancy founded in 1999 by digital media expert Cia Romano, brings its expertise in working with sophisticated organizations across diverse industries.

Interface Guru specializes in the optimization of digital media through industry-standard usability research and effective information design. Our research provides an objective basis for the creation of superior user experience.

We measure user experience by applying our proprietary, research-based Usable Times 5™ methodology to websites, web applications, tablet apps, mobile apps, touchscreens, intranets, portals, dashboards, software and kiosks. Interface Guru is a minority/woman-owned Arizona-based company, with its office in Tucson.



## 2.2. Schedule of deliverables

Interface Guru is able to begin work on the West Piedmont Workforce Investment Board's website on March 17, 2014\*.

*\*This start date includes an estimated 15 day lead time prior to the project start date, ensuring an efficient project start and completed contract paperwork (signatures, project deposit). The following schedule of deliverables is our best estimated timeline; dates are contingent upon client availability for scheduled reviews.*

Deliverable	Schedule (2014)
<b>REQUIREMENTS ASSESSMENT</b>	
■ Project kick-off call with client team, provide discovery documents	March 19
■ Client team to return completed discovery documents to Interface Guru for analysis	March 28
■ Interface Guru to analyze discovery documents	March 31 to April 2
■ Interface Guru shares project discovery outcomes on a call with client team	April 3
<b>USABILITY STANDARDS EVALUATION</b>	
■ Interface Guru completes a heuristic analysis review for best usability practices	April 3 to 4
■ Interface Guru documents heuristic analysis findings in a memo	April 7 to 9
■ Interface Guru shares heuristic analysis findings with client team on a call	April 11
<b>SITE STRUCTURE DESIGN</b>	
■ Interface Guru working session: Create information architecture prototype	April 14
■ Interface Guru shares prototype on review call with client team	April 16
■ Interface Guru documents formal information architecture documentation	April 16 to 22
<b>WEBSITE DEVELOPMENT</b>	
■ Interface Guru to assess possible theme designs, picking three to five	April 23 to 28
■ Client team and Interface Guru review possible themes on a conference call	April 29
■ Website theme submitted to host prior to development	April 29
■ Development and coding	April 30 to May 19
<b>QA AND WEBSITE LAUNCH</b>	
■ Content migration from current website to new website	May 14 to 19
■ Interface Guru to complete style sheet documentation	May 19 to 23
■ Interface Guru to complete website testing for quality assurance	May 19 to 23
■ Training with the client team: How to add content to Wordpress websites	Two calls, May 19 to 23
<b>Website goes live</b>	<b>May 30</b>

## 3. Budget volume

### 3.1. Cost breakdown by production hours and tools - Subtotal \$22,700

Deliverable	What the deliverable accomplishes	Hours	Tools	Cost
<b>REQUIREMENTS ASSESSMENT</b>				
Project kick-off call and provision of discovery documents to client team	<ul style="list-style-type: none"> <li>Interface Guru will review project milestones with the client team, completing a walk-through of discovery documents to be completed by client team: user types and tasks, business requirements, success measurements for the project</li> </ul>	2 hours	Conference call	\$600
Client to return completed discovery documents to Interface Guru for analysis	<ul style="list-style-type: none"> <li>Completed documents due seven business days after documents are submitted to client team</li> </ul>	N/A	Email	\$0
Analysis of discovery documents (once returned by client)	<ul style="list-style-type: none"> <li>Interface Guru will review user types and tasks, business requirements, and measurements of success.</li> <li>Interface Guru will synthesize information into a single presentation for the project discovery outcomes call</li> </ul>	15 hours	Portable document file (PDF)	\$1,500
Project discovery outcomes call with client team	<ul style="list-style-type: none"> <li>Interface Guru will review analysis and recommendations with client team subject matter experts</li> </ul>	2 hours	Conference call	\$600
<b>USABILITY STANDARDS EVALUATION</b>				
Heuristic analysis of the current site	<ul style="list-style-type: none"> <li>Interface Guru will complete a heuristic analysis of the website, using industry standard practices to assess which elements contribute or detract from user experience</li> </ul>	6 hours	Working session: Interface Guru office	\$1,000
Creation of heuristic analysis findings memo	<ul style="list-style-type: none"> <li>Interface Guru will synthesize findings from the analysis into a single memo to be shared on the usability standards assessment call</li> </ul>	6 hours	Portable document file (PDF)	\$1,000
Usability standards assessment call with client team	<ul style="list-style-type: none"> <li>Interface Guru will review findings and recommendations with client team subject matter experts</li> </ul>	2 hours	Conference call	\$600
<b>SITE STRUCTURE DESIGN</b>				
Information design working session: information architecture prototypes	<ul style="list-style-type: none"> <li>Interface Guru will assess requirements for the website's information architecture and create a prototype structure including primary navigation, sub-navigation, off site links, and major screen elements</li> </ul>	16 hours	Working session: Interface Guru office	\$2,500

Prototype review call with client team	<ul style="list-style-type: none"> <li>Interface Guru will present information architecture prototypes to client team, confirming any necessary changes prior to documentation work</li> </ul>	2 hours	Conference call	\$600
Create formal information architecture documentation	<ul style="list-style-type: none"> <li>Interface Guru will create a formal information architecture for the website, documented for application into the final website theme</li> </ul>	8 hours	Portable document file (PDF)	\$1,200
<b>WEBSITE DEVELOPMENT</b>				
Assess theme designs	<ul style="list-style-type: none"> <li>Interface Guru will use Wordpress, an open source content management system, for the redesign. Interface Guru will assess Wordpress themes, defining up to three final themes for approval</li> <li>Responsive design Wordpress templates will ensure optimal display on desktops, tablets, and smartphones</li> </ul>	6 hours	Working session: Interface Guru office	\$1,000
Theme design review call	<ul style="list-style-type: none"> <li>Interface Guru and client team will review themes; client team will choose the theme for development</li> </ul>	2 hours	Conference call	\$600
Website theme submitted to host	<ul style="list-style-type: none"> <li>The Wordpress theme will be submitted to the host prior to the start of development</li> <li>Theme will be turned on in a development site in preparation for building</li> </ul>	2 hours	Online	\$300
Development and coding	<ul style="list-style-type: none"> <li>Interface Guru will employ a vetted third-party vendor to complete site development and implementation using the Wordpress theme</li> </ul>	80 hours	Working session: Interface Guru office	\$8,000
<b>QA AND WEBSITE LAUNCH</b>				
Content migration from current website to new website	<ul style="list-style-type: none"> <li>A content matrix document will support the migration of existing site content to the new site</li> </ul>	12 hours	Working session: Interface Guru office	\$2,000
Website testing for quality assurance	<ul style="list-style-type: none"> <li>A usability analyst from Interface Guru will complete a quality analysis of the new website before it goes live</li> <li>Quality assurance ensures industry standard development protocols have been followed</li> </ul>	8 hours	Working session: Interface Guru office	\$1,200

### 3.2. Maintenance support costs - Subtotal \$0

The benefit of using an open source content management system is low maintenance and support cost. Once the website template has been created in Wordpress, software updates are automatically generated.

If additional support services are required beyond the scope of this project, Interface Guru is well positioned to assist. Interface Guru has provided ongoing collaboration with client teams over many years. We offer specific assistance in long-term support, strategic redesign, and analytics reporting. Please contact [daniel@interfaceguru.com](mailto:daniel@interfaceguru.com) for more information on our long term client engagements.

### 3.3. License fees - Subtotal \$300

- Interface Guru's open source solution (Wordpress) ensures that licensing fees will remain negligible. Licensing costs include:
  - Purchase of Wordpress theme - \$100 - \$300

### 3.4. Site hosting - Subtotal \$0 (not included in project scope)

Site hosting fees range depending on needs for website and vendor schedules. Interface Guru does not host websites but is well positioned to assist or recommend hosting options to the client team. Client will be the sole source for designating website hosting services.

### 3.5. Training and style sheet - Subtotal \$2,000

- Style sheet for Wordpress theme - \$ 1,000
  - The purpose of the style sheet is to assist the client team in any production of future content, website pages, or images; the style sheet includes font guides and image proportions for web page templates.
- Wordpress training - \$ 1,000
  - The goal of Interface Guru's training is to familiarize the client team with Wordpress so that they can easily update all areas of the site including, headers, navigation items, footer items, images, and web pages. To manage costs, training will be conducted remotely, using a GoTo Meeting™ conference call.

### **3.6. Additional charge areas - Subtotal \$4,500**

- Project administration - \$4,500
- Project administration will be sourced by Interface Guru's project manager, Lisa Walsh. Ensuring project continuation and smooth execution, our project manager administers the planning, creation, and review of critical project documents. Our project manager ensures the client team receives regular progress updates.

### **3.7. Total project cost - \$29,500**

## 4. Attachments volume

### 4.1. Qualifications and experience (includes professional references)

#### RESPONSIVE DESIGN

#### Restaurant Business

*Project: Website redesign for three affiliated B2B websites*

- Analyzed and created information architecture
- Created user task flows based on business process

#### Services rendered

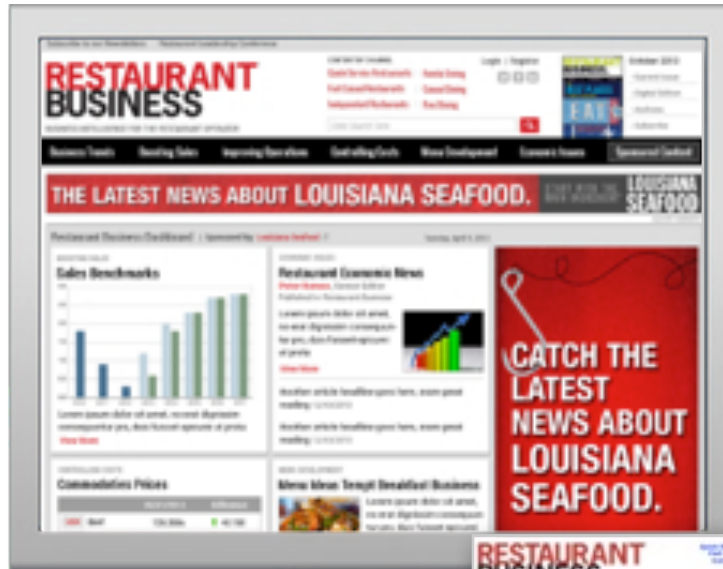
- Digital strategy
- Information architecture
- User interface design
- Task sequence design
- Responsive design

#### Links

<http://www.restaurantbusinessonline.com/>  
<http://www.cspnet.com/>

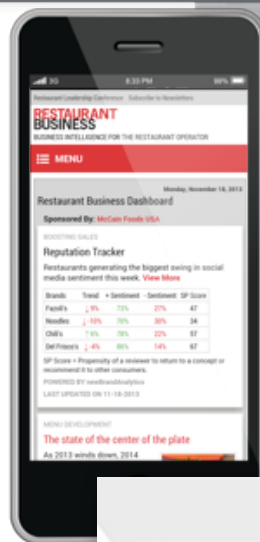
#### Reference

Contact: Ward Downing  
 Title: SVP - Digital Media, CSP Business Media, LLC.  
 Phone: 630-528-9243  
 Email: wdowning@cspnet.com



*Left, the redesigned website for Restaurant Business, with the user interface design pictured below.*

*Below, responsive design for the Restaurant Business website with user interface design.*



## SEARCH INTERFACE DESIGN

# Visit Orlando Meetings and Conventions

*Project: Data-driven website redesign*

- Conducted usability testing to identify user needs
- Redesigned user interfaces for complex business-to-business interactions
- Identified business rule impacts on website functionality

*Services rendered*

- Digital strategy
- Usability testing
- Information architecture
- User interface design
- Task sequence design

*Link*

<http://www.orlandomeeting.com/>

*Reference*

Contact: Chris Mattie

Title: IT Manager - Web Services,  
Centene Corporation  
(Previously Visit Orlando)

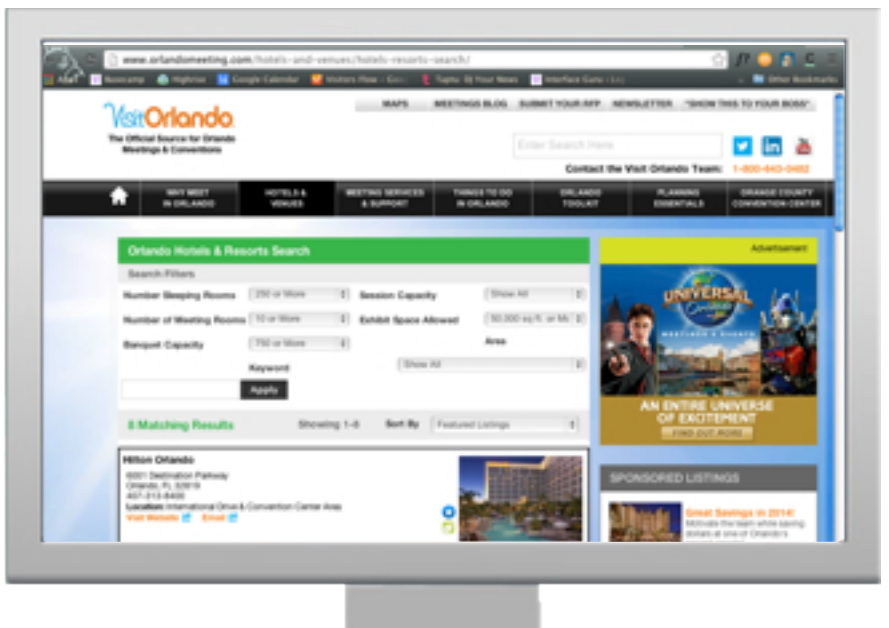
Phone: 407-769-2568

Email: [c.t.mattie@gmail.com](mailto:c.t.mattie@gmail.com)



*Above, the redesigned homepage for Visit Orlando Meetings & Conventions focuses on the priorities discovered during usability testing.*

*Below, usability testing revealed critical user experience updates for search results.*





## GOVERNMENT WEBSITE DESIGN

### City of Tucson

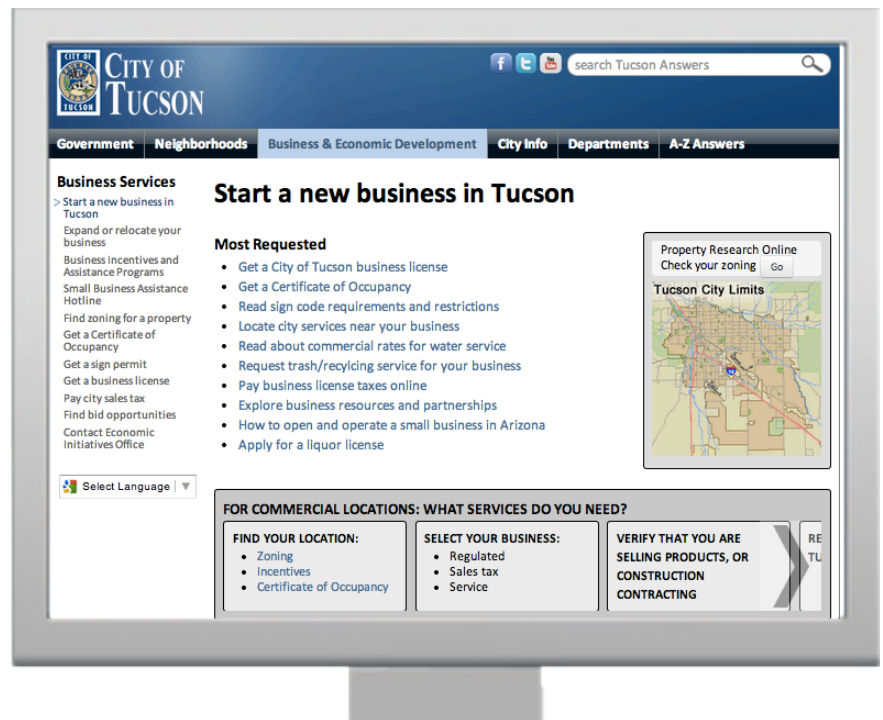
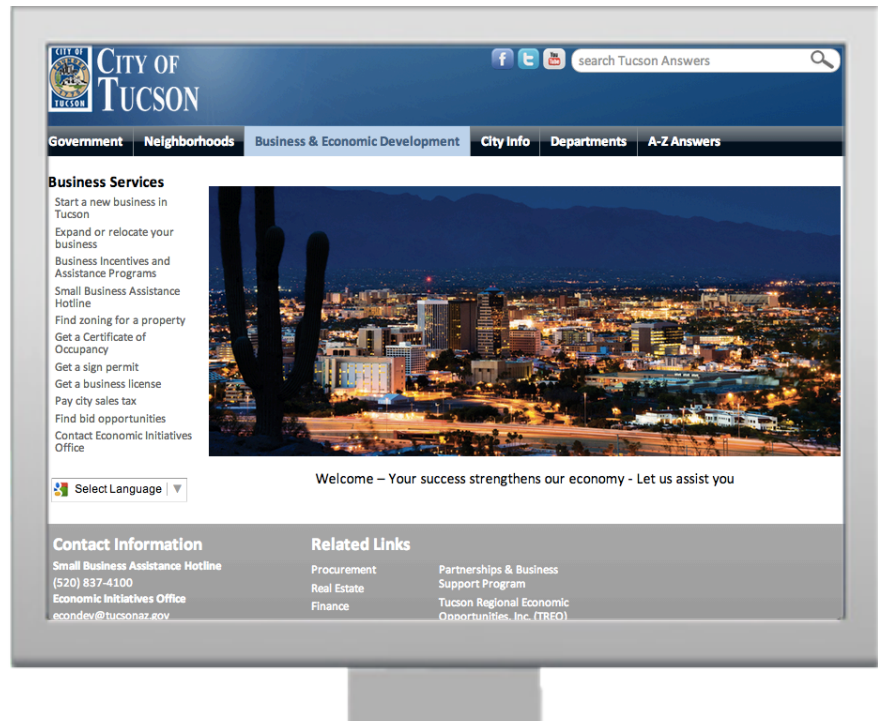
Project: Government website redesign

- Conducted usability testing to identify user needs
- Redesigned user interfaces for city's **business and economic development office**
- Resolved customer information gathering inefficiencies

Services rendered

- Digital strategy
- Usability testing
- Information design
- Workflow process analysis
- Task sequence design

Link: <http://business.tucsonaz.gov/business>





## 4.2. Interface Guru's staff biographies

Our staff has applied the company's research-based, industry-agnostic user experience practices across a broad spectrum of industries, including B2C and B2B media companies, associations, government agencies, science centers and aquariums, healthcare and medical instrumentation firms.

### CIA ROMANO

**CEO and Founder, Senior Usability Analyst** | <http://www.linkedin.com/in/ciaromano>

Cia is a user experience pioneer, founding Interface Guru in 1999. She has provided digital product leadership and evaluation to a wide range of projects. She has served on advisory committees for the National Science Foundation (NSF) and the National Oceanic and Atmospheric Administration (NOAA). She is the author of the Usable Times 5™ methodology for usability testing and evaluation.

### DANIEL SHEPHERD

**Digital Business Analyst** | <http://www.linkedin.com/in/danielshephrd>

- Core competencies: Business workflow analysis, digital product mitigation, digital strategy, website metrics analytics
- Proficiencies: Operations management, responsive design, search engine optimization, search engine marketing, client relations, information design, project management

### LISA WALSH

**Project Manager**

- Core competencies: Financial analysis, project management
- Proficiencies: Project planning, change mitigation, copy editing

### KYLE KULAKOWSKI

**Senior Usability Analyst**

- Core competencies: User experience design, usability testing, information design
- Proficiencies: User profile analysis, information architecture design, user interface design, responsive design, search engine optimization, content strategy

### BRIAN PETERSON

**Senior Usability Analyst**

- Core competencies: User experience design, usability testing, information design
- Proficiencies: User profile analysis, information architecture design, user interface design, responsive design, content strategy, development

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# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
2/20/2013

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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<b>PRODUCER</b> Lovitt & Touche' Inc - Tucson P. O. Box 32702 Tucson AZ 85751-2702	<b>CONTACT NAME:</b> Anissa Castano-Wojcicky		
	<b>PHONE (A/C, No, Ext):</b> 520-722-3000	<b>FAX (A/C, No):</b> 520-722-7245	
	<b>E-MAIL ADDRESS:</b> awojcicky@lovitt-touche.com		
<b>INSURED</b> Interface Guru 177 N. Church Avenue Tucson AZ 85701	<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
	<b>INSURER A:</b> Hartford Casualty Ins Co		29424
	<b>INSURER B:</b> BEAZLEY INSURANCE CO, INC		
	<b>INSURER C:</b>		
	<b>INSURER D:</b>		
	<b>INSURER E:</b>		
	<b>INSURER F:</b>		

## COVERAGES

CERTIFICATE NUMBER: 705778432

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	Y		59SBABW5309	2/25/2013	2/25/2014	EACH OCCURRENCE \$2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$300,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$2,000,000 GENERAL AGGREGATE \$4,000,000 PRODUCTS - COMP/OP AGG \$4,000,000 \$
A	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			59SBABW5309	2/25/2013	2/25/2014	COMBINED SINGLE LIMIT (Ea accident) \$2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> EXCESS LIAB DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/>	N/A				WC STATU-TORY LIMITS E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
B	Professional Liability Retro-Active Date 12/03/2004			V11607120201	2/25/2013	2/25/2014	Limit \$1,000,000 Deductible \$1,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Certificate holder is named as additional insured under General Liability coverage as respects consulting services.

## CERTIFICATE HOLDER

## CANCELLATION

IEEE 445 Hoes Lane Piscataway NJ 08855	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE 

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## INSURANCE INDICATION

THE TERMS AND CONDITIONS OF THIS INDICATION MAY NOT COMPLY WITH THE SPECIFICATIONS SUBMITTED FOR CONSIDERATION.  
PLEASE READ THIS OFFER CAREFULLY AND COMPARE IT AGAINST YOUR SPECIFICATIONS.

IN ACCORDANCE WITH THE INSTRUCTIONS OF THE BELOW-MENTIONED INSURER, WHO HAS ACTED IN RELIANCE UPON THE  
STATEMENTS MADE IN THE RETAIL BROKER'S SUBMISSION FOR THE INSURED, THE FOLLOWING NON-BINDING TERMS ARE BEING PRESENTED.

**DATE ISSUED:** February 1, 2013

**RETAIL BROKER:** Lovitt & Touche, Inc. - Phoenix loc

**INSURED:** Symbol Group, Inc. dba Interface Guru  
177 North Church Street, Suite 919  
Tucson, AZ 85701

**INSURER:** Beazley Insurance Company, Inc.

**COVERAGE:** Technology Professional Liability

**POLICY PERIOD:** 02/25/13 to 02/25/14

**RETROACTIVE DATE:** split retro - see below

**TERM:** 12 months

UNLESS OTHERWISE SPECIFIED, THIS OFFER IS CONSIDERED VALID FOR 30 DAYS OR UNTIL THE CURRENT POLICY WILL BE TERMINATED AND EXPIRES, WHICHEVER IS LESS. THIS INSURANCE INDICATION WILL BE TERMINATED AND SUPERSEDED UPON DELIVERY OF A REVISED INDICATION, THE FORMAL QUOTATION OR POLICY(IES) ISSUED TO REPLACE IT.

**POLICY FORM:** Claims Made

<b><u>LIMITS:</u></b>	<b><u>Per Claim</u></b>	<b><u>/ Aggregate</u></b>	<b><u>Deductible</u></b>	<b><u>Premium</u></b>
	\$1,000,000	/ \$1,000,000	\$1,000	\$2,369.00

**Premium:** \$2,369.00

**Carrier Policy Fee:** \$0.00

**Broker Fee:** \$0.00

**Total:** \$2,369.00

02/26/2013

(a) **TERMS / CONDITIONS / SUBJECT TO:**

Admitted Carrier; Coverage is Claims Made; Defense Costs Inside the Limits; Extended Reporting Period: 12 months at 100% of the annual premium.

\$1,000,000 additional defense limit

Minimum Earned Premium at Inception: n/a

**SUBJECT TO:**

1. Updated signature and date on application

(b) **ENDORSEMENTS / NOTABLE EXCLUSIONS:**

Policy Form: AFB Media Tech® BICMT00021005

Endorsements:

1. BICTL00251005AZ Arizona Amendatory Endorsement
2. BICMU00080405 Countersignature Endorsement
3. E02797 032011 ed. Exclusion of Specified Communications and Activities Endorsement
4. BICMU05090406 Nuclear Exclusion
5. E02804 032011 ed. Sanction Limitation and Exclusion Clause
6. BICMU05070406 War and Civil War Exclusion
7. E01167 052009 ed. Additional Defense Limits
  - *Additional Defense Limit: \$1,000,000*
  - *Comments:*
8. BICMT05211205 Amend Consent and Settlement Clause
9. BICMT05201205 Amend Definition of Claim - Written Demands
10. E00813 102008 ed. Amend Mergers and Acquisitions Clause
11. E02024 042010 ed. Amend Notice Of Claim
12. BICMT05360106 Amended Retroactive Date for Excess Limit of Liability
  - *Excess Retro Date: 25-Feb-2011*
  - *Excess Limit: \$500,000*
  - *Original Aggregate Limit: \$500,000*
13. BICMT05241205 Delete Exclusion J
14. E01266 062009 ed. Delete Exclusion K.
15. E00278 012008 ed. Punitive Damages In The Most Favorable Venue
16. BICMT05790806 Scheduled Claims Exclusion
  - *Exclude Circumstance(s): Patio Casual Furniture copyright infringement claim*
17. BICMT00121005 Software Copyright Infringement Endorsement

(c) **ATTACHMENTS:**

none


(d) **ALL OTHER TERMS AND CONDITIONS APPLY PER FORM**

  
2/26/2013

THIS INDICATION IS ISSUED BASED UPON THE INSURER'S AGREEMENT TO OFFER TERMS AND IS ISSUED BY THE UNDERSIGNED WITHOUT ANY LIABILITY WHATSOEVER AS AN INSURER. THIS INDICATION MAY BE WITHDRAWN OR AMENDED BY THE INSURER AT ANY TIME PRIOR TO BINDING.

**All insurance is negotiated by and placed through McGowan & Company, Inc.**

Disclaimer - The abbreviated outlines of coverages used throughout the attached proposal are not intended to express any legal opinion as to the nature of coverage. They are only visuals to a basic understanding of coverage. Please read your policy for specific details of coverage.

 02/26/2013



*At work for you*

SCF General Insurance Company

3030 N. 3rd St PHOENIX, AZ 85012-3039, 602-631-2600

January 22, 2013

Policy No: G41519  
Doc Type: SFCOR

SYMBOL GROUP INC  
STE 919  
177 N CHURCH AVE  
TUCSON AZ 85701

Dear Policyholder:

Thank you for insuring with SCF General. Enclosed please find your Workers' Compensation and Employers' Liability Insurance Policy.

So that we may assure you appropriate coverage and the best service, please contact SCF if you change your operations or ownership.

Save time by managing your policy online! Here's how:

Go to <http://www.scfaz.com>.

Click 'Sign up for new log in' on top right corner of the screen.

Register and enter your profile information including your policy number  
(found at the top of this letter).

A message will be sent to your e-mail address confirming your registration.

SCF is proud to be your partner in workplace safety.

Sincerely,

Policy Administration

Enclosure

SCF General  
3030 N. 3rd St PHOENIX, AZ 85012-3039

POLICY NO: G41519

WORKERS COMPENSATION AND EMPLOYERS LIABILITY INSURANCE POLICY

TYPE OF OWNERSHIP: Corporation

OWNERSHIP NAMES:

Owners, if applicable, are shown on Endorsement 1070

Item 1. NAME OF INSURED

SYMBOL GROUP INC  
STE 919  
177 N CHURCH AVE  
TUCSON AZ 85701

Item 2. Policy Period FROM: 02/01/2013 TO 02/01/2014  
12:01 a.m. Arizona Time at the address of the insured as stated herein

Item 3. A. Workers Compensation Insurance: Part One of the policy  
Applies to the Workers Compensation Law of Arizona.  
B. Employers Liability Insurance: Part Two of the policy applies  
to work in Arizona

The limits of our liability under Part Two are:

Bodily Injury by Accident \$ 100,000 each accident  
Bodily Injury by Disease \$ 100,000 each employee  
Bodily Injury by Disease \$ 500,000 policy limit

C. Other States Insurance: Part Three of the policy applies to Arizona  
Employers per the terms of the Other States Coverage Endorsement.

See Item 4, below for other workplaces not shown above.

THE COMPANY RESERVES THE RIGHT TO EXCLUDE COVERAGE UNDER PART TWO FOR REJECTORS  
Item 4. Classification of Operations The premium for this policy will be determined by our manual of rules,  
Premium Class classifications, rates and rating plans. All information required below  
Period Codes is subject to verification and change by audit.

PREMIUM BASIS	RATES	ESTIMATED
Estimated Total	Rate	ANNUAL
Annual Remuneration	Per \$100	PREMIUM
	of Payroll	

1	177 N Church Ave Ste 919, Tucson AZ 85701	02/01/2014		
02/01/2013-02/01/2014	8810-005 CLERICAL OFFICE EMPLOYEES-N.O.C.	\$52,264	\$0.23	\$120
	8810-005 CLERICAL OFFICE EMPLOYEES-N.O.C.	\$124,999	\$0.23	\$287
	Manual Premium			\$407
	Policy Charge			\$180
	Terrorism (See Attached Endor)	\$177,263	\$0.01	\$18
	Catastrophe (See Attached Endor)	\$177,263	\$0.01	\$18

\* THIS IS NOT A BILLING \*

If indicated, interim adjustments of premium shall be made:	Annual 100% De	Minimum Premium	Required Deposit Premium	Total Estimated Annual Premium
		\$212	\$623	\$623
Endorsement	Endorsement Description Attached			
Numbers	1005 1032A 1060 1065 1075 1080 1035 61310B 61310 611070 61461C 61462D 611030			

Anniversary Rating Date: 02/01/2013



PRESIDENT

Countersigned 01/22/2013



AUTHORIZED REPRESENTATIVE



## (IF APPLICABLE)

	<b>ANNIVERSARY RATING DATE ENDORSEMENT</b>	<b>WC 00 04 02 (1005)</b>
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The premium and rates for this policy, and the experience rating modification factor, if any, may change on your anniversary rating date shown on the Information Page.

	<b>PREMIUM DISCOUNT ENDORSEMENT</b>	<b>WC 00 04 06A (1032A)</b>
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The premium for this policy may be eligible for a discount. The final calculation of premium discount will be determined by our manuals and your premium basis as determined by audit. Premium subject to retrospective rating is not subject to premium discount.

Premium Eligible for Discount

<b>FIRST</b>	<b>NEXT</b>	<b>NEXT</b>	
\$10,000    0%	\$190,000    9.1%	\$1,550,000    11.3%	<b>BALANCE</b> 12.3%

	<b>NOTIFICATION OF CHANGE IN OWNERSHIP ENDORSEMENT</b>	<b>WC 00 04 14 (1060)</b>
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Experience rating is mandatory for all eligible insureds. The experience rating modification factor, if any, applicable to this policy, may change if there is a change in your ownership or in that of one or more of the entities eligible to be combined with you for experience rating purposes. Change in ownership includes sales, purchases, other transfers, mergers, consolidations, dissolutions, formations of a new entity and other changes provided for in the applicable experience rating plan manual.

You must report any change in ownership to us in writing within 90 days of such change. Failure to report such changes within this period may result in revision of the experience rating modification factor used to determine your premium.

	<b>EXPERIENCE RATING MODIFICATION FACTOR ENDORSEMENT</b>	<b>WC 99 04 61 (1065)</b>
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The policy premium developed at manual rates may be adjusted by application of an experience modification factor. The factor is subject to change if and when additional data is available. Such changes will be made by policy endorsement.

	<b>OTHER STATES COVERAGE ENDORSEMENT</b>	<b>WC 99 03 53 (1075)</b>
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It is agreed that, with respect to injuries sustained by Arizona employees temporarily working outside of Arizona and which arise out of and in the course of employment, the Company will indemnify the insured for such workers compensation benefits as the insured is obligated to pay under the Workers Compensation Laws of such other state.

	<b>ARIZONA CANCELLATION ENDORSEMENT</b>	<b>WC 02 06 01 (1080)</b>
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This endorsement applies only to the Insurance provided by the policy because Arizona is shown in Item 3.A of the Information Page.

The Cancellation Condition of the policy is replaced by this Condition:

**D. Cancellation**

1. You may cancel this policy. You must mail or deliver advance written notice to us stating when the cancellation is to take effect.
2. We may cancel this policy if you fail to pay premium when due. We must mail or deliver to you and the Industrial Commission of Arizona not less than 30 days advance written notice stating when the cancellation is to take effect. Mailing that notice to you at your mailing address shown in Item 1 of the Information Page will be sufficient to prove notice.
3. The policy period will end on the day and hour stated in the cancellation notice.

	<b>DIVIDEND ENDORSEMENT</b>	<b>WC 99 04 20 (1035)</b>
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The insured shall participate in the earnings of the Company as distributed in dividends to the extent and upon such conditions as shall be determined and declared by the board of directors in accordance with law after expiration of the policy period to which the dividend is applicable, provided that the insured shall have complied with all the terms of the contract with respect to the payment of premium and all other requirements of the contract.



*At work for you*

SCF General Insurance Company

CARRIER CODE 36638

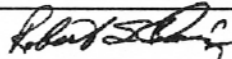
Doc Type: POLEND

**POLICY ENDORSEMENT**

Please attach this endorsement to your policy

This endorsement changes the policy to which it is attached and is effective on the date issued unless otherwise stated.

If you have any questions, please contact your local SCF General office.

EFFECTIVE 12:01 AM	MO	DAY	YEAR	AMENDING POLICY NUMBER	MO	DAY	YEAR	AUTHORIZED REPRESENTATIVE
	02	01	2013	G41519	01	22	2013	

Counter signed at Phoenix, Arizona

SYMBOL GROUP INC  
STE 919  
177 N CHURCH AVE  
TUCSON AZ 85701

**Define When Premium Due**

Payment of all "premium when due" included payment of any outstanding workers' compensation premium obligation or other monetary obligation (e.g. deductible) on any previous workers' compensation policy from SCF Arizona or its subsidiaries.

WC 99 04 99