Website Redesign Services Proposal

for the City of Asheville, NC

Respectfully Submitted by
Andrea Ferguson, President

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Thank you for the opportunity to submit our proposal for website redesign services for the City of Asheville, NC. As demonstrated in the following pages, AndiSites Inc. is well qualified to develop a new, easy-to-use, easy-to administer website that **meets or exceeds your goals; saves you time and money;** and is **much more representative of Asheville's strengths, vibrancy, and uniqueness**. And **as the creators of Kennesaw, Georgia's award-winning City website (winner of a 2015 Communicator award in the Government website category, and winner of a 2015 W3 Award in the Tourism category)**, we are deeply familiar with what it takes to create a city website and make it special.

In short, we know how to create a **new website that tells your story and stimulates interest and engagement in your city. We're skilled at incorporating provided branding requirements and design assets. We also understand how community members use the web, what they expect to see, and how to give it to them in ways that are interactive, welcoming, and comforting**.
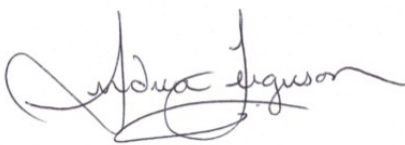
Our work with cities and government organizations has leveraged our expertise in:

- Web Design & Development
- Content Migration & Installation
- Audience Focus
- User Interaction (UI) & Experience (UX)
- Project Management & Communication

- WordPress Content Management System
- Website Administration
- Branding Integration
- Training & Support
- Implementation & Launch

Website redesign projects are exciting, but we also know how stressful they can be (especially in government environments on short timelines). So part of our promise is that **while we guide and deliver, we'll help you and your team enjoy the process as much as possible.** We believe—and our testimonials show—that **our focus on our clients and their needs, along with our creativity and technical ability, is what sets us apart.** AndiSites Inc. has a long history of creating beautiful, easy-to-use, effective websites in WordPress, and **our time-tested systems help us complete projects successfully, on budget and on time. We work with you and your stakeholders collaboratively**, and **our team works together tirelessly to make sure that your project is completed to your satisfaction, and then some**.

We are frequent travelers to Asheville and know first-hand how special it is. We'd be honored to put our expertise to work for you in one of our favorite cities. We hope to speak with you soon!

Sincerely,

Andrea Ferguson
President
AndiSites Inc. (a woman-owned, historically underutilized small business)
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Email: andrea@andisites.com

Please cite at least three (3) references listing accounts which the bidder has furnished web development services described herein within the last 3-5 years.

To date, AndiSites has created and successfully launched hundreds of WordPress websites for businesses, non-profits, corporations, government, and educational organizations. More than 90% of all business has come through referrals.

- **City of Kennesaw** (Kennesaw, GA): http://kennesaw-ga.gov
  Winner, 2015 Communicator Award (Government website category); Winner, 2015 W3 Award (Tourism category)
  Pam Davis, Communications Director, (770) 424-8274, pdavis@kennesaw-ga.gov
  WordPress redesign and development (including conversion from Joomla CMS)
  More info: http://www.andisites.com/our-work/city-of-kennesaw-georgia/
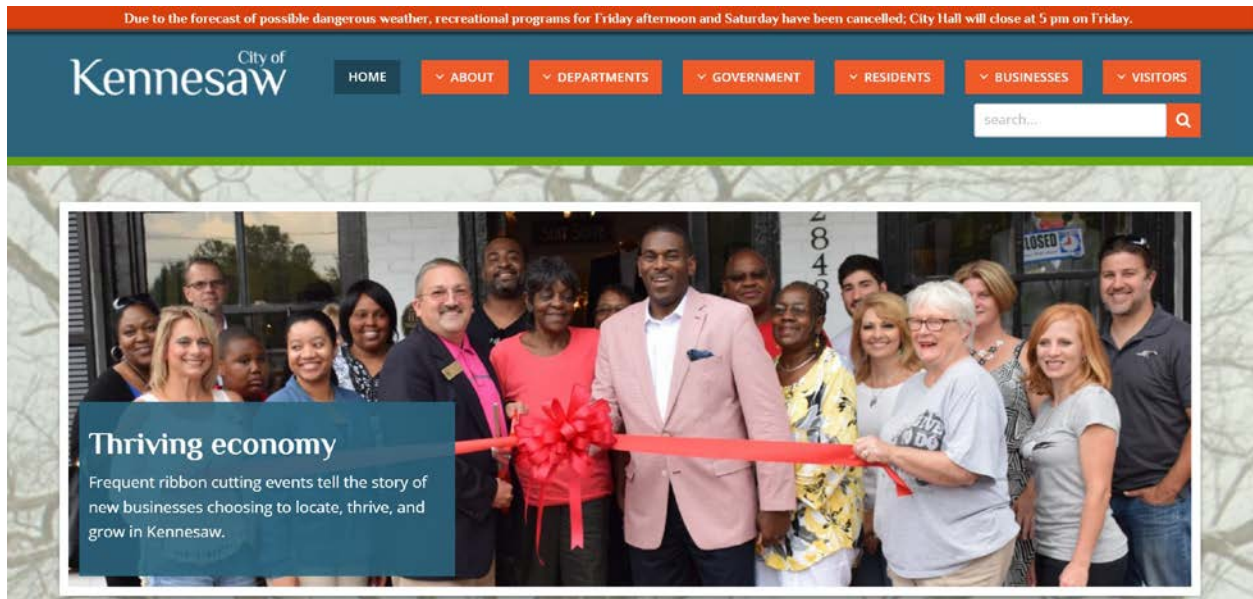
- **Alabama State Treasury** (Montgomery, AL): http://treasury.alabama.gov
  Glenda Allred, Deputy Treasurer, (334) 242-7505, glenda.allred@treasury.alabama.gov
  WordPress redesign and development (including conversion from Ektron CMS)
  More info: http://www.andisites.com/alabama-state-treasury-launches-redesigned-website/

- **Craven Community College** (New Bern, NC): http://cravencc.edu
  Gold Winner, 2014 National Council for Marketing and Public Relations Medallion Awards
   Deborah Kania, Director of Marketing & Communications, (252) 638-7210, kaniad@cravencc.edu,
  WordPress multisite design and development
  More info: http://www.andisites.com/our-work/craven-community-college/
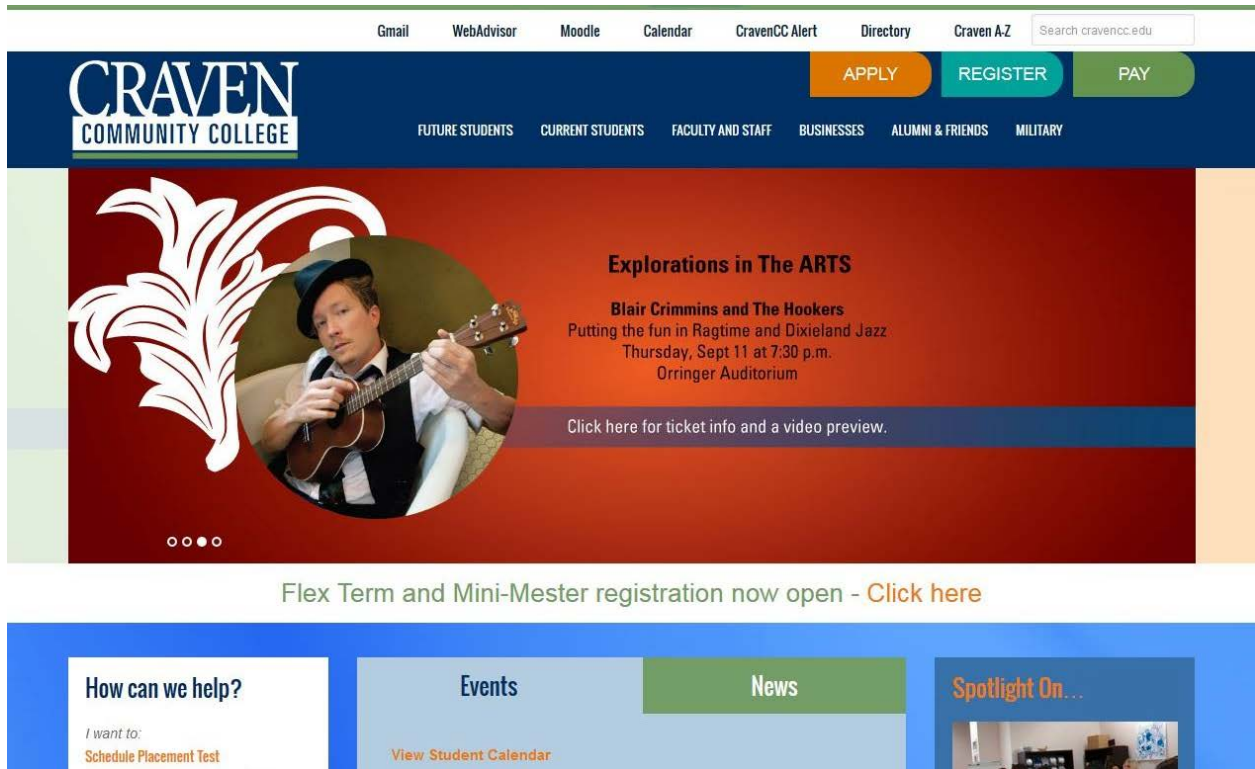
Please describe how long your company has been in continuous operation.

AndiSites Inc. was started by Andrea Ferguson in 2008 and incorporated in 2011. **The company has been in continuous operation for more than seven years** and has created websites for hundreds of clients during that time.

Please describe your experience within the last 24 months with professional content management solutions, template design, skinning, and end user training. Please describe your resoures and procedures for providing web development and design services.

AndiSites Inc. (http://www.andisites.com) is an award-winning full-service web design and development boutique. Our four key staff members and group of regular contractors are expert in web design, development, marketing, SEO, and training. AndiSites' extensive experience with WordPress (not just in the past 24 months, but for the past 7+ years) includes site and database development, plugin integration and customization, theme development, and the creation of dynamic website templates from HTML, PSD, and PNG files. We love to collaborate, and we know how to work with your team to incorporate provided designs and graphic standards. And whereas many firms manage projects according to either strictly "agile" or "waterfall" methodologies, we determine the proper approach for your particular project to ensure that work is effectively managed and executed.

AndiSites websites are designed and built to be friendly—to users, to search engines, and (through a fun, collaborative process) to our clients. We know how to determine and design the best navigation flow and overall brand initiatives and layout, and our designers create beautiful web graphics that integrate with your brand. We make sure that your site architecture is intuitive so that users can find information easily, and through clean, "person-centered" design we encourage them to explore your site further, come back regularly for more, and refer it to others. We will fully train you and your staff so that you are comfortable with your new system, stick around to remind you of anything you may have forgotten (nobody is expected to remember everything the first time), and provide ongoing support to give you any specific help you may need.
We'll be your trustworthy advisors, and we'll always explain ourselves if we feel there's a better way. However, we'll never push a solution on you just because it makes our job easier. We take all our projects personally, and our goal is to form lasting relationships with our clients.

Please describe how your company evaluates the user experience of content management solutions that your company has developed or implemented.

Our successful implementation of the WordPress Content Management System will meet or exceed all requirements listed in your RFP. Project goals will are defined through a process of discovery, collaboration, solid research, SEO review and analysis, and user-centered data review. We will use existing research and analytics as well as additional stakeholder surveys and interviews to determine proper design and site architecture, and make the new websites attractive and engaging to users. Defined goals will guide all decisions made along the way, and we'll collaborate with you to make sure that the new websites meet or exceed expectations. By defining and being guided by your goals, we'll ensure that your new website is **functional and user-friendly** so that visitors will enjoy using it, engage with it fully, and be encouraged to revisit it often. It will be **simple (but not simplistic)** so that information can be found quickly and easily, and so that site administrators can update information without a need for extensive time or technical knowledge. It will be **accurate** so that site visitors can trust the information they see (with accuracy further enabled by an **easy-to-use Content Management System** that encourages site administrators to correct and update information regularly). It will also be **mobile-responsive** so that it will display beautifully on personal computers, tables, and smartphones, and **cross-browser compatible** so that it will appear substantially similar in current versions of modern browsers.

Throughout the design and development process, ongoing testing (by our team, by you, and by a defined group of outside testers—both those familiar with you, and those not at all) will reveal ways that we can make the site better. We'll define and implement site improvements in collaboration with you. We'll also help discern which potential issues are truly issues with the design or development, and which can be alleviated by better instructions and support for your users (although that said, we will always strive for an intuitive website that doesn't require any explanation at all). And we'll make sure that the CMS is easy for you to use as well, and make adjustments to it as necessary to provide the best possible administrative experience.

Please provide a scope of work that includes specific details and pricing for the proposed items described in the RFP, listed on page 2....The project budget is no more than $30,000.

Design & Development (new look-and-feel that incorporates modern best practices in user interface and user experience design; home page that integrates with the Asheville City Source WordPress blog which features news and events; also includes development of approved design to a custom WordPress theme, implementation of all required features and functions, and all other CMS-based requirements listed in RFP)
Estimated: 155 hours x $100/hour $15,500

Accessibility (site must address accessibility issues; includes tagging, testing for Section 508, WAIM, and other accessibility requirements, and coding to meet or exceed accessibility standards)
Estimated: 40 hours x $100/hour $4,000

Mobile-Responsivess (design of website must be responsive on mobile devices; includes coding using mobile-responsive Twitter Bootstrap framework, testing, and revision)
Estimated: 40 hours x $100/hour $4,000

Content Migration (from current website to new website; includes content cleanup and formatting)
Estimated: 30 hours x $100/hour $3,000

Training & Support (including 90 days post-launch support and training reminders as needed)
Estimated: 10 hours x $100/hour $1,000

TOTAL: $27,500

Prices and terms of any changes/additional work outside this proposal, or any work subsequent to the completion of the initial project, will be quoted separately and only performed upon prior approval by the client.