



City of Asheville  
Website Design & Development  
2.12.16

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In the development of this proposal, we have made every effort to address your requirements specifically and responsibly.

At Atlanta Graphic Design, **the strength of our company lies in our ten-year history of answering the changing needs of our clients.** We offer a full range of services that are uniquely suited to meet the challenges of your digital design needs - and beyond. **We are passionate about bringing our A-game!**

This proposal represents a commitment to focus on results and successful communication - we are excited about designing for the City of Asheville and we look forward to taking this journey together Thanks again for this opportunity!

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## COBB MENTORING MATTERS



[cobbmentoringmatters.org](http://cobbmentoringmatters.org)

CLICK TO VIEW

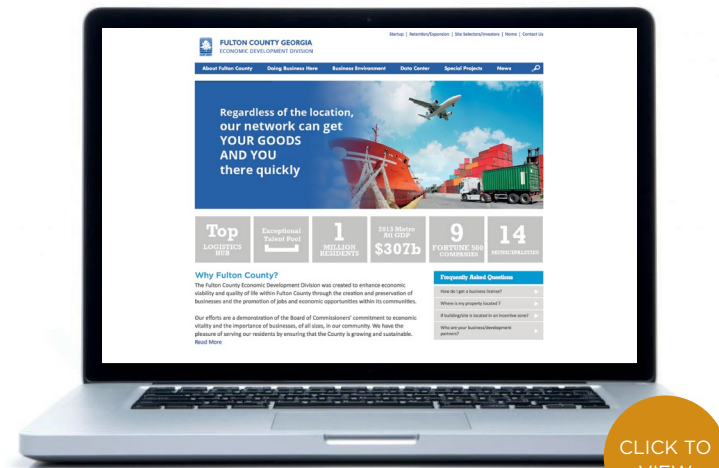
### Services Provided

Custom CMS Development; Website Strategy & Planning; User Experience Analysis; Quality Assurance Testing; Hosting

### Contact

Mary Ellen Gomes  
Mentor Coordinator  
tel: 770-819-5804  
[Maryellen.Gomes@cobbk12.org](mailto:Maryellen.Gomes@cobbk12.org)

## FULTON COUNTY ECONOMIC DEVELOPMENT



[fultonecondev.org](http://fultonecondev.org)

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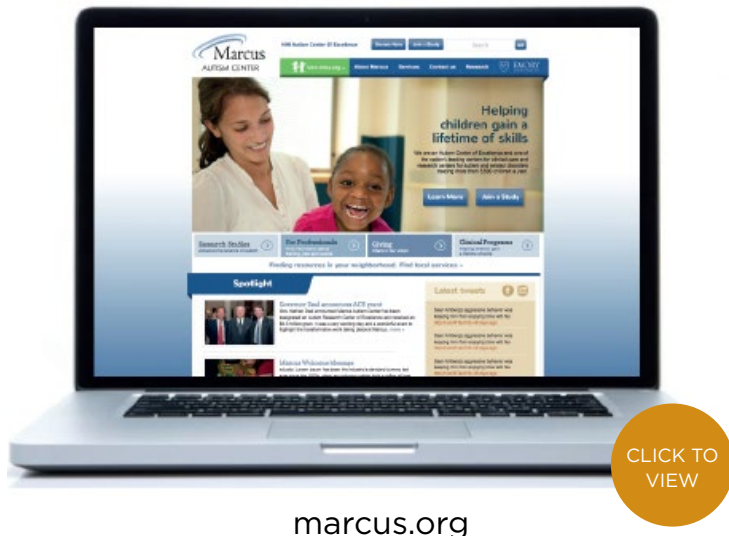
### Services Provided

Integrated CMS (Wordpress); Responsive Design; Website Strategy & Planning; User Experience Analysis; Quality Assurance Testing; Hosting

### Contact

Erika Smith  
Economic Development Specialist  
tel: 404-612-8338  
[Erika.Smith@fultoncountyga.gov](mailto:Erika.Smith@fultoncountyga.gov)

## CHILDREN'S HEALTHCARE OF ATLANTA (MARCUS.ORG)



marcus.org

### Services Provided

Website Strategy & Planning; Responsive Design;  
Custom CMS Integration; Quality Assurance Testing

### Contact

Gloria McKinnie-Lashley  
Project Manager  
tel: 404-785-5877  
gloria.mckinnie-lashley@choa.org

## OAKHURST MEDICAL CENTERS



oakmed.org

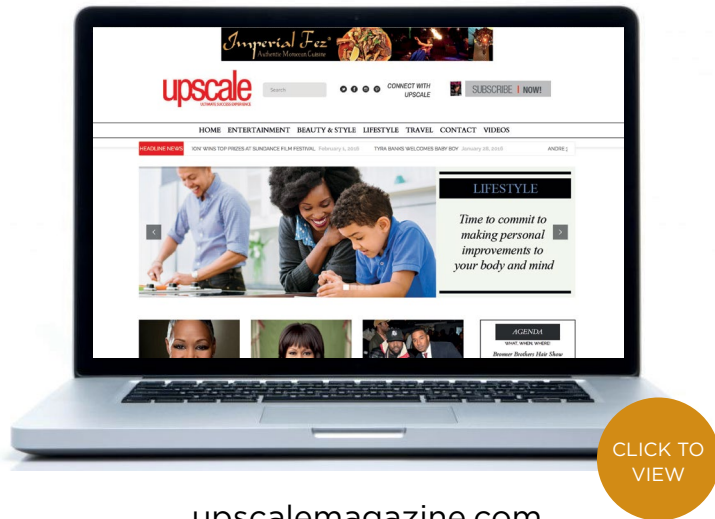
### Services Provided

Custom CMS Development; Website Strategy  
& Planning; User Experience Analysis; Quality  
Assurance Testing; Hosting

### Contact

Tarri Johnson  
Coordinator / Collaborative Specialist  
tel: 404-564-7385  
Tarri.Johnson@oakmed.org

## UPSCALE MAGAZINE



[upscalemagazine.com](http://upscalemagazine.com)

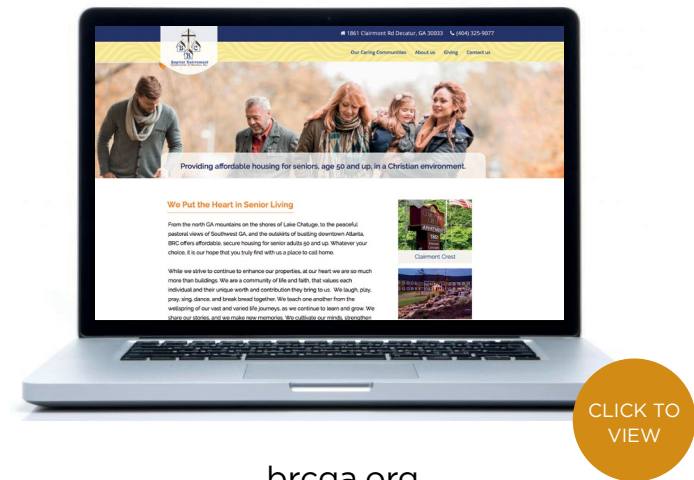
### Services Provided

Website Strategy & Planning; Responsive Design; WordPress CMS Integration; Custom Plugins; Custom Widgets; Training; Quality Assurance Testing

### Contact

Mariellen Ballier  
Director of Operations  
tel: 770-988-0015 ext. 286  
[mariellen@upscalemagazine.com](mailto:mariellen@upscalemagazine.com)

## BAPTIST RETIREMENT COMMUNITIES OF GEORGIA



[brcga.org](http://brcga.org)

### Services Provided

Website Strategy & Planning; User Experience Analysis; Responsive Design; WordPress CMS Integration; Quality Assurance Testing; Hosting

### Contact

Sharalene Roper  
Executive Director  
tel: 770-463-2460  
[SRoper@brcga.org](mailto:SRoper@brcga.org)

# CLIENTS



COBB COUNTY SCHOOLS



## BACKGROUND

Since 2006, we have partnered with local and national clients to provide compelling, effective designs for their interactive and print projects. Our work experience consist of major markets including Los Angeles, Dallas, Miami, Atlanta, Canada, and Central America. Our team brings the perfect blend of experience and design intelligence. We understand the importance of listening and interpreting the client’s vision in a clear, consistent message.

## TEAM

Creative Director .....Caesar Blue  
Senior Software Developer .....Calvin Brown  
SEO Director ..... Peter Helander  
Graphic Design.....Tavaress Anderson & Maleeya Robinson  
New Business ..... Marline Jackson

## CERTIFICATIONS

- Minority Business Enterprise (NMSDC) - NEW 2016
- Minority/Female Business Enterprise (GA) - 3 yrs
- Enterprise Level Software Architects - 10 years
- Google SEO Director - 14 years
- Microsoft Solutions Developer - 12 years
- Project Management Professional - 12 years

## EXPERIENCE

Atlanta Graphic Design has significant experience working with multi-product companies, restricted brands and highly-regulated clients. With over 75+ website and custom software implementations, we fully understand the importance of both internal and external compliance. Our industry patented processes improve software accuracy and shorten development timelines.

## COLLABORATION

We utilize Basecamp, the leading web-based project management and collaboration tool. This allows for full transparency and the ability actively share project management deliverables (e.g., tasks, files, messages, schedules, milestones, etc).

## LANGUAGE / DATABASE

- C# / VB.NET / ASP.NET
- Silverlight 3 & 4
- Visual Basic (4.0 - 6.0)
- Classic ASP
- SQL Server (6.5 - 2008-R2)
- Crystal Reports (6.0 - 10)
- Oracle (7.3 - 11g): PL/SQL
- xmPie (4.0,4.3,4.5, 4.61)
- PHP / MySQL



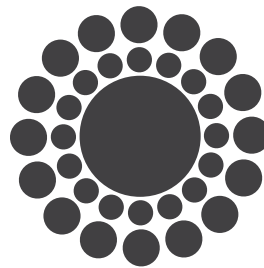
Using the latest technologies, our execution strategy incorporates a six step development approach to managing deliverables. Our goal is to design a responsive website that achieves your goals and represents the City of Asheville's uniqueness.

## 1. STRATEGY & PLANNING



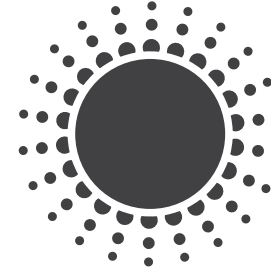
- Vision, Mission, Value Positioning
- Industry Market Research
- Internal / External Audience Re-

## 2. USER EXPERIENCE PLANNING



- Information Architecture and Design
- Content and Monetization Strategy
- User Flow Development

## 3. CREATIVE DESIGN



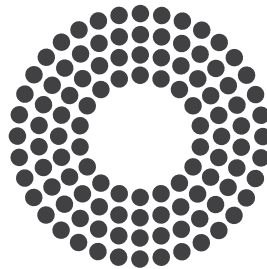
- Digital and Graphic Design
- Photography/Video Production
- Mobile and Social Integration

## 4. TECHNOLOGY



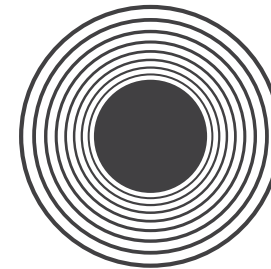
- Infrastructure Assessment
- Front/Back End Website Development
- User Interface Design
- Content Management Systems

## 5. QUALITY ASSURANCE



- Browser and Usability Testing
- Full Website Analysis
- Website Activation

## 6. USER EXPERIENCE MONITORING



- Website Maintenance
- Traffic Analysis
- Security Monitoring
- Support via email or phone

## Site Evaluation

Visitor feedback on the new site is an invaluable source for improvements. Rather than start from scratch, we consider the needs of your visitors by mapping their journey through your existing website to collect valuable data we reference during the design collaboration phase.

We evaluate your current web analytics data and examine your industry competitors' sites and for what's worked (or not worked) in the past. This project phase yields a site blueprint that is aligned with core objectives. We apply our experience and expertise with content assessments and stakeholder interviews to generate a sitemap, wireframes and a live prototype to meet your website objectives.

After your new site design is launched, we meet to discuss how the site is performing in relation to the initial requirements and goals established. These may be recruitment goals (applications, inquiries, visits), usage trends (lower bounce rate, deeper visits), qualitative data (user feedback) or other metrics.

## Support & Maintenance

Historically, most revisions are requested in the first six weeks after a new site launches vs the six months following. We aim to address any internal user issues by including 60 days (24 hours) of support and maintenance is at no charge (M-F, 9am - 5pm). If there are adjustments we can make to optimize the ease of use, we do so within this time-frame.

# PROJECT FEES

Description	Duration	FEE
<b>Strategy &amp; Planning - \$75/hour</b> <ul style="list-style-type: none"><li>• Organize strategy and planning sessions to collect all necessary data</li><li>• Conduct full audit of current website (on-site research, focus groups, interviews)</li><li>• Review project requirements with the City of Asheville team</li><li>• Recommendations are submitted to your team</li><li>• Upon approval, a detailed scope of work is provided</li></ul>	40 hrs	\$3,000
<b>Creative Design - \$100/hour</b> <ul style="list-style-type: none"><li>• Create site structure plan (wireframes)</li><li>• Submit 2 design concepts for approval</li><li>• Create visual design elements (infographics) that simplify complex content</li><li>• Design layout templates and stylesheets according to your brand</li></ul>	40 hrs	\$4,000
<b>Technology Integration - \$135/hour</b> <ul style="list-style-type: none"><li>• Set up hosting environment on Window or Linux server (Linux preferred)</li><li>• Install and Integrate a Wordpress Content Management System (CMS)</li><li>• Optimize Wordpress to increase speed, stability, and performance</li><li>• Install plugins to increase the security of the CMS</li><li>• Build out and code all templates/skins for the website</li><li>• Add users and roles</li><li>• Submit site to review board for preliminary testing</li></ul>	55 hrs	\$7,425

# PROJECT FEES

Description	Duration	FEE
<b>Content Migration - \$75/hour</b> <ul style="list-style-type: none"><li>• Migrate all content from existing website to new website CMS</li></ul>	85 hrs	\$6,375
<b>Quality Assurance &amp; Training - \$75/hour</b> <ul style="list-style-type: none"><li>• Test functionality, notate bugs/glitches, review design accuracy of live site</li><li>• Provide on-site/webinar training for managing CMS</li><li>• Provide detailed documentation for site functionality</li></ul>	20 hrs	\$1,500
<b>User Experience Monitoring - \$125/hour</b> <ul style="list-style-type: none"><li>• Utilize A/B split testing to analyze user interface and visitor interaction</li><li>• Review Google analytics reports for tracking, page clicks, views, etc. to determine if any adjustments are needed for a better user experience</li></ul>	24 hrs	\$3,000
	<b>Total</b>	<b>\$25,300</b>

## Timeline

Weeks 1-3 - **Strategy & Planning**

Weeks 4-6 - **Creative Design**

Weeks 7-9 - **Technology Integration**

Weeks 10-12 - **Content Migration**

Week 13 - **Quality Assurance & Training**

## Payment

1/3 of the project total will be due upon approval of work order; 1/3 of the project total will be due upon completion of the design phase. The balance will be due upon completion of quality assurance and testing phase.

## Retainers

If we agree to work on a monthly retainer, the client will be billed at the end of the month for the previous months service.

## Scope Creep

Any additional services not in this proposal will require an estimate. An estimate of the cost of providing the requested additional requirement or service will be provided to you for approval. A firm price will be agreed on by both parties before commencing the services required.

Please view more of our work at [www.atlantagraphicdesign.net](http://www.atlantagraphicdesign.net)

We look forward to working with the City of Asheville and supporting the launch of your new website. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering a robust, user-friendly website that serves to enhance visitor experience and global reach.

If you have questions on this proposal, feel free to contact Caesar Blue at your convenience.

## Atlanta Graphic Design

Caesar Blue

Creative Director

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mobile: 678-362-2246

thank  
you.