

Introduction - Request for Proposal

Located in St. Louis, Missouri, 314media achieves excellent website designs by utilizing WordPress, a software application that allows publishing and editing. At 314media, we have over 20 years of experience working in that application. Our company focuses on custom themes, search engine optimization, graphic design, website design, mobile web experiences, and social networking. For the Town of Matthews in North Carolina, we will achieve an effective end product by redesigning its current website and by adding a compatible mobile application.

Website Purpose

Regarding our philosophy about websites, the primary objective is to make a website that achieves form and function. Form utilizes the appearance of the website, and function pertains to the ease of use of the website. Usability is the ultimate goal for website users. While focusing on usability and website appearance, we will also be achieving product branding that supports and reinforces the current Town branding goals. Implementing WordPress, the new website will be easily maintained and administered while serving as a means of interaction between the Town, the community, residents, business owners, developers and prospective buyers.

Word Press

Utilizing WordPress, content managers will have complete control of the website. After we attain a launch date, content managers will be able to add, modify and delete webpages without the assistance of a programmer. With WordPress, content managers can modify a website, impacting text and images, in order to meet changing business needs. Essentially, WordPress is comprehensive. This means that you can obtain plugins to add additional functionality.

With WordPress, there are numerous tools that you can utilize in order to give a website a custom-made appearance. To achieve a customized appearance, the main tool is themes. WordPress themes are templates and they determine the function and appearance of a website.

There are thousands of WordPress themes, and each theme provides you the possibility to optimize a website. For example, an excellent navigation menu is a crucial feature, and with WordPress, a menu is easy to both build and navigate. In summary, it takes minimal computer knowledge to update and modify an existing website.

Website Characteristics

In social settings, conversion marketing is the act of converting site visitors into repeat visitors. The ultimate objective is to achieve an increase in website traffic. By showcasing the product theme and the product brand, this goal can be achieved.

Concerning our approach to website design, there are several different factors; however, the ultimate objective in website development is ease of use. An essential component to a successful website is navigation. The navigation of a website is the most important part of any given page, so it must be prominent and accessible. To achieve these goals, navigation should be easy to find, use obvious section names, utilize drop-down menus with subsections, and highlight the section that a user is visiting. Basically, navigation is important in creating the required conditions for website visitors to find what he or she is trying to locate, and this leads to more conversions.

Web Development Process

Generally speaking, our project plan goes through six unique stages, with the first stage involving discovery. The main objective of discovery is to determine the project scope so as to minimize unexpected consequences. To successfully complete the discovery phase, key project members will interact so as to present timelines and expectations.

Once timelines and expectations are set, our project goes to the next stage where we create a list of characteristics for your proposed website. We will conduct a full website audit to determine what currently exists, and after we audit your website, we will determine how best to implement the new objectives.

Once the audit is completed, it is vital to move on to the next phase by creating a wireframe. To attain that goal, we will mock up the new website features, focusing on navigation, structure, and ease of use. A key component regarding the content of the wireframe is the creation of user flow, a major factor affecting conversions. The wireframe will determine the path that a user follows through your website to complete a task. After creating a successful wireframe, it is time for the creative part of the design, visual programming.

This step achieves the aesthetics of the website by utilizing images, color palettes, typography and other unique features. These are some of the tactics used in the creative process to achieve the strategic goals of making a website attractive and functional.

Once the design is approved, our development team will begin the next step, markup work on the project, and, at the same time, the creation of a cascading style sheet. While achieving these objectives, we will also enter content so as to attain search engine optimization. In addition to entering content, there are several key steps in the development phase, which includes content management, template development, integration, and graphic optimization. The objective during this phase is to change the design into a website language.

In the final step of our project plan, called deployment, we utilize diligent quality assurance testing in order to confirm that the website performs as it should. This process can include cross-browser testing, training documentation, content management system implementation, and asset transfer and launch. After deployment, and once the website is launched, we will continue to be available for ongoing technical support and training.

Project Management Process

1. Project Definition
The goal is to identify the reasons for the existence of the website. This phase outlines what the website is going to achieve.
2. Wireframes and Site Architecture
Website architecture includes the sitemap and the wireframe. Creating the sitemap ensures that we have considered all of the pages within the website. The objective is to show how pages relate to each other while defining navigational structure.
3. Visual Design
The brand plays an important role in this part of the process. Designers will want to visually convey perceptual concepts within the project design.
4. Site Development
With designs approved, it is time to create new content and update old content. It is also time to develop podcasts and other media that will be utilized on the website.
5. Site Testing
At this stage, the website will be tested on multiple browsers, including Firefox, Safari, Internet Explorer and Chrome. Additionally, it will be tested on multiple hardware devices, such as tablets and mobile phones.
6. Launch
At this phase, the website has been tested and approved by project stakeholders. At this stage in the process, the project is not entirely completed. We will be prepared to address feedback from the client.
7. Site Maintenance
During this stage of the process, we will be available for ongoing training and technical support. The common thread that runs through all of the phases is the determination to move the client's organization forward in order to prosper in a changing and competitive environment.

Our Background Information

Existing for 22 years, 314media has attained project expectations on time and on budget while delivering excellent customer service. We believe that each account is unique, and we strive to attain a custom website for each individual customer. We have achieved these results while working with mid-to large- sized private companies that are interested in the benefits of WordPress. Getting results with WordPress, Chris has been praised by Code Poets, an organization that recognizes outstanding achievements with WordPress. Code Poets honors programmers who write superior code; that is, the final product is easy to read and pleasant to view.

General Services

Essentially, maintaining timelines, meeting the budget, and attaining customer service are all in line with our company objectives. Regarding our project management process, after we perform an analysis of your current website and create a proposal for your new one, we move forward with our objectives.

During this early phase, a testing server is created for your project and we start converting your existing website to WordPress. We provide you a link to your new website so that you can monitor our progress. Before going live, we provide optimal training to ensure that you have ample time to become familiar with how the new website operates.

Qualifications

The following list includes three websites that best reflect our work and relevancy to this project.

1. Company – The Loop Trolley

Project Overview – Regarding this project, 314media developed a custom website that allows the client to modify their webpages using in-house management staff. Additional services include client training, website hosting, additional website development, and ongoing support services.

Website – <http://www.looptrolley.com/>

2. Company – McGrath & Associates, Inc.

Project Overview - At 314media, we converted an existing website design, pixel for pixel, in to a WordPress platform. Currently, we assist the client with website development, client training, and ongoing support services.

Website – <http://www.mcgrathconstruction.com/>

3. Company – Hoods Discount Home Center

Project Overview – Utilizing WordPress, 314media created a custom website for the client. This website allows the client to revise their webpages by using in-house management staff. Continuing services include client training, website hosting, additional website development, and ongoing support services.

Website – <http://hoodshomecenters.com/>

References

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General Services

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During this early phase, a testing server is created for your project and we start converting your existing website to WordPress. We provide you a link to your new website so that you can monitor our progress. Before going live, we provide optimal training to ensure that you have ample time to become familiar with how the new website operates. When the website is complete and the forms have been rigorously tested, we obtain the final payment and are able to help you setup and install your new WordPress website.

Testing and Support Plan

A project is developed on a public facing environment so that a client can follow along during the developmental process. We test a website on all major browsers and mobile devices in order to ensure optimum compatibility.

Site Development

- ❖ During website development, there can be changes in a work order. At 314media, when there is a change in a work order, we determine whether the modification is inside or outside the original job description. If the change is inside the original scope, the alteration will be added to the developmental server within a reasonable amount of time. If the revision is outside the original

scope, an estimate will be developed and this additional cost will be called payable when the final invoice is due.

- ❖ In addition to utilizing WordPress, 314media deploys Linux, Apache, MySQL, PHP or an equivalent language. This is achieved within a stack hosting environment.
- ❖ As far as meeting and training locations are concerned, we utilize Virtual Training by way of JoinME screen sharing. Additionally, we communicate over the phone, through email, and by web ticket support.

314media Address

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Proposal Requirements and Project Team

Chris Carter is the founder and the project manager of 314media. He has over 20 years' experience in the designing and the developing of websites. While working with the TAB Products Company, Chris gained invaluable experience handling sensitive information in a critical IT role. During this time, Chris implemented complex content management solutions for local St. Louis clients such as Boeing, Patriot Coal, and Missouri Baptist University.

Then, in 2000, Chris formed 314media as a web design company in order to help small businesses take control over their own websites because of advances in personal publishing. By 2013, his company had completed online solutions for Washington University, St. Louis Language Immersion schools along with other small and large organizations that wanted to gain more control of their online presence. As the lead developer and project manager, Chris will be the main contact person for the KCSA project.

Rob Haller has over 30 years' experience in designing websites. He has worked in computer operations within a wide variety of industries, and he has been with 314media since 2008. Rob will be responsible for build management, product testing, and some programming. His account responsibilities have included the KUNA Foodservice Websites and many other businesses to consumer websites. Additionally, he has experience with social media communications.

Don Schaeffer and Gary Pass each have over 20 years' experience in WordPress development and website design. Don has a solid understanding of PHP, MySQL, jQuery and several other web programming languages. His responsibilities have included updates to existing WordPress websites, which involved adding new webpages, integrating hard-coded pages into WordPress, and focusing on content management systems. Gary handles database and deep programming troubleshooting.

Jenn Carter has a Bachelor of Fine Arts from Washington University in St. Louis, Missouri. She has deep project experience in responsive and adaptive web design along with experience in graphic design. Jenn is responsible for handling conceptual and visual web design, which includes sketches and wireframing. Jenn has worked as a visual and graphic designer in Photoshop and Illustrator.

Allan Johnson has an Associate in Communication Art and Design from Central Lakes College in Staples, Minnesota. For the last 15 years, he has worked as a freelance graphic designer, and currently his primary responsibilities at 314media include him handling brand design, print design, web interface design, and magazine layout.

Curtis Dawson has a Master’s Degree in Public Relations from Webster University in St. Louis, Missouri. He handles the implementation of website textual content and he creates requests for proposals. Furthermore, he has a Bachelor’s Degree in Media Communications from Webster University where he developed the capacity to write in different styles ranging from casual to formal depending upon the topic being discussed.

Payment Schedule

| Project Budget | Hours | Cost |
|---|-------|------|
| Website creation <ul style="list-style-type: none"> • Discovery • Develop audit • Wireframes • Request revisions • Finalize wireframes • Add colors • Additional revisions • Finalize design • Start development • Enter content • Quality assurance testing • Request client feedback on changes • Additional content and development • Additional changes • Additional quality assurance testing • Finalize website • Launch | | \$ |