



GIANT RABBIT PRESENTS:

W3C Website Redesign

Iterative Design and Implementation



Giant Rabbit LLC

www.giantrabbit.com

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Dear Coralie and the W3C team,

We're a mission-driven consultancy that specializes in content-heavy websites for nonprofits, and our model of service and support is premised on long-term partnerships with our clients. We would welcome the opportunity to partner with you to design and develop a new W3C website.

We recommend an iterative, data-driven approach to redesigning your website. We appreciate that you're already thinking in phases, and we'd aim to break things down even more: which of your first-phase deliverables can we design and launch independently of the others? If we define an initial phase that's even more focused in scope, we could launch elements of your new design and content structure well before the end of 2020.

There are a number of advantages to a lean first phase, but chief among them is the ability to adapt to community feedback and collect data on user interactions to inform later rounds of development. Even a strong community of testers is no match for the information you'll get from your real-world users, given the diversity of the W3C community. We can all have the most egalitarian of intentions, but if your real-world users never get a chance to interact with your new site until the project is done, they can't truly impact the project's direction. What better way to make this an open process than to involve your community in the journey directly?

By building and launching smaller phases more quickly, we create a repeatable project structure that can incorporate both qualitative and quantitative feedback from your real user community at a point when there is still time and budget to make substantive change in the design and structure of your site. An iterative project also spaces out the demands on your team for content and site review, and helps develop a culture of continuous website tuning and improvement.

We're in our fourteenth year building long-term relationships with nonprofits large and small. We're expert collaborators, designers, and builders. We would be thrilled to partner with the W3C team to create a practice of data-driven and community-centered website evolution so that your website never again feels ten years old, even when it's twenty.

Thank you for your consideration,

Daniel Heath, Partner

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Project Overview

Architecture and Planning

Effective planning is essential for making thoughtful and user-centered design decisions, but we've worked with enough teams to witness the challenges of too much planning leading to planning paralysis. In response, our architecture process has evolved to emphasize smaller, actionable phases that are structured to take advantage of an iterative process.

Our process for W3C would start with a thoughtful review of the work you've already done. We'll revisit your key audiences, the needs of those audiences, and W3C's goals for each to catch anything that might have changed since you drafted those documents. We'd conduct an updated user survey, and make sure we include some people with accessibility challenges. A deep dive into your content would be next, because W3C's content (even more than most websites') is at the core of your mission. Our goal here, as it will be every step of the way, will be to do enough, but not too much. We want to refine and validate our sense of your audience and their needs, but we are confident that best practices and good judgment can keep the project moving toward an early launch of a first phase. From there, we can create the opportunity to receive feedback from your broader community, along with a look at the quantitative data about how they're interacting with your site.

Discovery and planning is highly interactive; our team will be working closely with yours. We'll develop and agree upon a draft Information Architecture, and along with that we'll identify our very first project phase, which will be some subset of the pages you've identified in your RFP. Here we're looking for something self-contained enough that it can be launched independently, and valuable enough that it would provide an immediate benefit to your community (and feedback and data for the rest of the project). We want something that is the right lift at the right time for your team, that takes into account the state of the content and your team's bandwidth at that particular moment in time. Ideally, we want something impactful enough that it can generate excitement and momentum within your organization and in your community at large. The first phase might be a core section of your site (your standards pages, perhaps?), or it could be something more peripheral like your blog; our choice will be informed by the capacity and the short-term goals of your team.

We'd aim to launch this first phase by summer of 2020, so we can begin to gather feedback and data while work continues on our next phases. Your homepage probably won't be the first thing we'll redesign; that should build on the new visual language and structure of other interior pages. We'd ideally structure the project to wrap up your home page near the end of 2020, so it's ready for launch along with your new legal entity in 2021.



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Project Overview

Phase 1 Design and Implementation

With an iterative process, some of the pressure is taken off the first launch, because it's only one of many. It's not your stakeholder's only chance to get the features they need, it's not your community's only chance to have their voices heard. Even so, it's important to get the project underway with an impactful, accessible first launch, both to start serving your community right away and to build momentum and confidence for the work ahead.

We'll be thinking about accessibility before we begin our first wireframe. Taking a people-centered approach to accessibility means considering more than just interface challenges or issues like color contrast and alternative text, it also considers people with cognitive differences. We want people with accessibility challenges to have a welcoming experience, so they'll be more likely to do the work of sharing their feedback with us, so we can continue the process of making the W3C site work for everyone.

We also want to make sure that we're keeping your community at the center of our design thinking. Your content is what's important, and it's our design's job to make your content accessible and a joy to use. Our experience working with information-heavy websites for highly technical audiences has taught us that a design that is perceived to get in the way of content can generate community backlash. There are probably members of your community who like your website exactly as it is now, and we need to keep in mind that we're designing for them even while we're designing for folks who want a site that's cleaner and more modern.

While design and build are underway (and we include more details about our general design and build processes later in this proposal), there's a parallel process of content development and revision. We'll help structure that work (and if it would be helpful for us to take the lead, we can generate content for you), but there's no way around a heavy involvement from your team to inform, guide, and approve the content transformation. We know that it's a big lift, and part of our thinking about how to structure each phase of the project will be a realistic look at what your team can tackle at what time. The same goes for testing, training, and feedback (from internal and external stakeholders): we'll be realistic about what's required, and we'll also lean on the fact that the project will have additional phases to incorporate feedback and tune the site.

Once we have a first phase that we're proud of, we'll launch!



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Working in the Open

We appreciate your plans to conduct this project in the open. The W3C website is the home for the standards that govern one of the most impactful public resources of our generation. We agree that this redesign process should be open to the community that relies on the standards and responsive to their needs.

And yet, design and development by committee is famously terrible. People with the best of intentions can be unreliable narrators about their own needs, and some project goals will be in tension with others. An community-backed project needs thoughtful leadership even more than a solo project. We'll work with you to receive and evaluate feedback, make productive decisions that improve the site for everyone, and both tune the site post-launch and inform upcoming phases of development.

Launching early gives us all the ability to substantively adapt to incorporate new ideas. If you think your community would be receptive to it, we'd accompany each project phase with a blog post, to provide a window into our motivations and our processes. We hope that by exposing some of the "why" behind our decisions we could open the door for a more substantive discussion of the project direction, as well as model the kind of approach (to accessibility, to person-centered design thinking, etc.) that we feel is essential to developing a website to serve a community.

We're big nerds about this stuff; we can talk about it all day. We aim to demystify the process and serve as an example of an approach to web development that is less precious, permanent, and absolute (we're not building a suspension bridge, we're building a website that can be changed in minutes), while at the same time staying thoughtful, inclusive, and person-centered.



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Technology and Philosophy

To go along with our open and iterative process, we recommend flexible and open technology that is engineered to support reuse. To that end, we recommend Drupal as a platform, because it's open source, widely supported, and tailor-made for enterprise-scale sites with multiple content types and a large number of administrative roles and users. (The other obvious candidate is WordPress, which is a platform we also like and support, but we feel that projects of this scale play more to the strengths of Drupal.) We've used Drupal to build large, content-heavy websites, surfacing content in multiple languages, with robust search tools and content taxonomies.

Drupal's large, active community of developers makes it a strong choice for a project that will continue to evolve and grow for years to come. The Drupal infrastructure is stable and extensible, and provides us with the building blocks to create an easy and flexible administrative experience for W3C's web administrators.

A key part of a successful iterative design process is designing and thinking in modular terms. Our first launch will establish a new visual vocabulary for your website, and as we build the first phase, we'll be creating a toolkit of modular site components that will allow non-technical website administrators to reuse site components to create content. As we develop and launch additional sections of your site, that toolkit will grow. By the time the site's transformation to your new design is complete, you'll have a robust set of site-building tools that will allow you to continue to develop the site to meet future needs as they arise.

Meanwhile, as we're developing and launching each phase in turn, we'll be supporting your content work, and developing content for each new section as we go. We'll train your team and support their work with your new site components. As your team gains experience with the modular tools of the site, they naturally become experts, which speeds their work, leads to better pages, and, importantly, makes them more-informed participants in the design process of later phases. As we iterate through project phases, our teams develop a shared technical and aesthetic vocabulary, which makes for better and more-efficient results.

When a huge website is launched all at once, it can tend to feel like a stressful leap into the unknown; with a series of iterative launches, each public milestone instead becomes an exciting unveiling of something new.



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Iteration and Evolution

As you can see, the process we're proposing is both faster and slower than the first phase you outlined in your RFP. We'll launch your first phase sooner, but in all likelihood the full redesign and replacement process will continue well into 2021. We'll do that for good reasons, however: to give your team time to be thoughtful about your content, to learn the lessons of one release as we develop the next, and to empower both your team and your community to have a real stake in the process as it unfolds.

Moreover, the process then dovetails with the long-term relationship you mention in your RFP, which is also central to how we work. When we reach a point where your entire old website has been replaced with your new CMS, we will continue to collaborate with your team to develop new tools and new components as your organization develops and evolves. We'll continue listening to your constituents, especially around issues of accessibility, to make sure that this critical resource is a model of accessibility.

You mentioned in your RFP that you're considering a transition to Salesforce; it so happens that we're experts at that, too. We've run large-scale migrations to Salesforce, written custom Salesforce integrations with third-party software, and developed large-scale integrations with Drupal sites with active member communities. You can add us to the planning conversation at any stage and we can help you get the most out of the integration.

Large web projects are big undertakings, rife with uncertainty, and an attempt to eliminate all uncertainty by planning every detail in advance will grind the project to a halt. The approach we recommend here reduces and localizes risk: each phase informs later rounds of development. This approach, and a long-term philosophy of iterative change and community-centered growth, gives WC3 the tools and the information to make thoughtful, data-driven changes in support of your mission and in service of a thriving, open internet, whose benefits are accessible to all.



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Budget and Timeline

(Submitted separately)



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Relevant Work

We've been in business since 2006; we've built a lot of websites. We've also worked with our clients for many years post-launch. On our website you can find a list of the [clients we've served and the services we've provided](#). Among those:

[HowlRound](#)

Howlround's website is home to a thriving community of diverse theater artists who are contributing, curating and learning. Their online commons was already well established, but in need of technology that showcased the diversity and richness of their online and offline community. Giant Rabbit updated the organization's mission, vision, and values statements to reflect their commitment to the collaborative ideals of a commons, their focus on accessibility for all users, and their vision for an online and offline space for a transformative debate on the practice and the future of theatre-making worldwide.

Our design emphasized both the disruptive, perspective-changing nature of the Howlround community's work and also its abundance and diversity, designing pages to foreground the multitude of contributors and curators whose work makes the site impactful, but still providing a clear information hierarchy and welcoming pathways of exploration. As part of their commitment to making the site accessible to all community members, Howlround undertook an intensive accessibility audit process, bringing in people with accessibility challenges to review the site both during the design process and after the build. As a result, a complex site with an array of possible user interactions is welcoming to all. You can read their co-founder Vijay Mathew's [thoughts on the process](#), both the challenges and opportunities in designing with a true commitment to accessibility.

Since we were building a content-heavy site with multiple contributors and complex content relationships, we selected Drupal for the underlying CMS. One massive data import and a lot of thoughtful content generation by the Howlround team later, the new site was ready to launch. We managed the final import and launch, and we're embarking this year on another round of changes and updates so the site can keep pace and continue to grow with the community.

[Front Line Defenders](#)

Front Line Defenders is another content-heavy site—in this case showcasing the stories of human rights defenders worldwide. Front Line Defenders has a large team of content generators, using a set of Drupal site-building tools that we created for them. For their site we also provided robust internationalization features, currently nine languages and counting, including languages that read right-to-left. They're also deeply invested in community privacy and consentful data collection, in part because their community is frequently the subject of active persecution. Like W3C, they use [Matomo](#) as their analytics platform. Their hardworking team has taken the tools we've built for them and developed an encyclopedic resource that we're very proud to support.



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Usenix

Usenix has been a support and development client of Giant Rabbit since 2014. We inherited a large Drupal site with an intricate Salesforce integration, neither of which had been developed by us. In the intervening years, we've helped iteratively improve their main site, over time adding a [modular, reusable conference template](#) to replace the one-off handmade conference pages they had previously used. We've also taken over as their Salesforce support partner, replacing their early custom Salesforce integration with a simpler and more robust integration that obviated the need for over sixty thousand lines of custom code. Some time after this proposal is submitted, but before the end of 2019, we'll be going live with a redesigned and rebuilt homepage, as part of our ongoing iterative improvements to their site. The USENIX team consistently makes pragmatic, community-focused decisions to improve their website and support their community.

MADRE

MADRE is a site we launched in 2016 that provides a great example of Drupal's modular site-building tools at work. It's another Drupal-based site, and it pulls together the unique stories of a number of different partner organizations working around the world. If you click around the site, you can see the modular components reappearing in different configurations and with different options, providing a storytelling toolkit that MADRE uses to build out their pages entirely within the administrative interface.

Each of our clients over the years has contributed to the experience and perspective that we would bring to a redesign project with W3C. Our work with the [Tor Project](#) has given us deep familiarity with a community that is zealous about privacy and internet freedom. We're in the early stages of a project with [Ability Now Bay Area](#) to develop an online resource on the principles and practices of person-centered care for people with cognitive differences; that project is intensely focused on creating a radically accessible website, and it too is an iterative project that will be launching and adapting based on community feedback. The learning and research underway for that project would directly inform our work with W3C. We've also worked with our good friends at the [Society of Motion Picture and Television Engineers](#), which is an organization that is also focused on developing and promoting standards for a highly technical audience. We've worked with them since 2012 on a series of iterative improvements, including most recently a massive migration to Salesforce. Meanwhile, we're also midstream on another standards-heavy website for the [The National PREA Resource Center](#) (PRC); they work to address sexual safety in confinement and we're rearchitecting and redesigning their website to make the information clearer and more accessible for a variety of professional and non-professional audiences. We're also in progress on an iterative redesign-in-place for the [FreeBSD Foundation](#).

All of that is to say that heavyweight, community- and standards-focused nonprofit websites are absolutely our thing. We work iteratively, we provide long-term support, and we're thoughtful partners for organizations that care deeply about supporting their communities.



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Our Process

In the section that follows, you'll find some notes about how we approach planning, design, development, and support. We include this section to offer a glimpse into the things we care about when we design and build websites. We know you're going to be reading a lot of descriptions of web development processes, and we know after a while they all sound the same, so we'll try to keep this as brief as we can. Please ask if you'd like us to expand on anything here.

Discovery and Planning

Everything starts with your users.

We'll fill in our picture of the audiences you enumerate in your RFP. What brings them to your site? What goals do you have for them that might be different from the thing that brought them to your site in the first place? We'll identify where the needs of your categories of users overlap and where they diverge. We'll create a list of key actions to drive, and a plan for measuring those actions. Your core site goals will guide every decision we make.

A communications review provides crucial context.

Your website doesn't exist in a vacuum—it's part of your communications ecosystem. We'll review your portfolio of communication channels and properties. Where do your users come from? We're guessing that most of them come in from organic search; what are they expecting when they arrive? That context shapes our thinking about design and site architecture.

How do we measure success?

Now that we know your goals, we'll define your Key Performance Indicators. How will we measure the outcomes of our work so we can evaluate and continue to tune and improve? What counts as a conversion for you? What opportunities will users have to engage in measurable ways?

We'll document your analytics and SEO baselines.

With a site as heavily referenced as yours, we'll need to carefully track the impact of any changes, and take care to maintain links and content so that community access to your resources isn't inadvertently disrupted. We'll review your site analytics data broadly to validate our assumptions about your users and their actions, and be sure to dig into the details for the sections of the site that will be replaced in the first phase.



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We focus on engagement and action.

All the documentation, data, and research that goes into our Discovery and Planning processes provide a structured way to achieve something very human: welcoming your users and guiding them through to the resources and the actions that are right for them.

We'll map out your site architecture.

We'll make an initial plan for a user-focused information hierarchy and easily navigable content architecture, and also think about how your initial launch will fit into that. We'll prepare an inventory of the page components and configurable calls to action to design and build for our first phase, while also working toward a unified content taxonomy, search, and navigation structure that will be fleshed out as more content is developed.

A clearer path through the site will deepen engagement.

When users don't know what to do next, they tend to leave. We'll work to create opportunities for deeper engagement throughout your site, but especially for newly-arrived visitors who may not know what sorts of resources are available to them.

We'll empower you to make informed decisions.

Once we've got our plans, we'll provide our recommendations—and also a menu of options. Planning a web site involves a lot of nuts-and-bolts decisions, and it's important to get them right. When you've got choices to make, we'll present them clearly and in context.



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Our Process

Responsive Design

Our Visual Design process starts with your story and your brand.

If you flip through sites designed and built by Giant Rabbit, you'll see that our house style is that there is no house style. Our sites build on each client's individual brand and story. We'll begin with everything we've learned about you and build from there.

A welcoming site will help users get where they need to go.

We'll design your site with the aim of providing users with a frictionless path to the resources they need. We'll offer a clear sense of what they can learn and do on your site, then guide them on their way. Photos, typography, and color work together to create an easy and intuitive user experience.

We'll present our designs and our thinking.

Our designer will create detailed visual designs, and when we share them with you we'll talk through the thinking behind our choices so we can all evaluate the work in the context of our mutual goals. (If you'd like to see a sample of one of our design presentation documents, let us know.)

Accessibility compliance is the start, not the end.

Creating a design that is technically compliant with accessibility standards is the easy part. But just because a design passes an automated test doesn't mean it's truly inclusive; we'll include an accessibility review in which people with disabilities can interact with the site and help us address issues that aren't covered by a WCAG checklist.

Thinking mobile from the start makes sure we're ready for every user on every screen.

We'll prepare mobile prototypes to work out how the site will adapt to smaller screens, to make the site as universally usable as possible.



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Our Process

Implementation

We build with an eye to the future.

We stick around to support the sites we make for the long haul. That means we stand behind our architectural choices and our code, because we'll be working with them alongside your users and your staff. We'll follow CMS and systems administration best practices, so your site will be sustainable for years to come.

Flexible page construction offers tools for the future.

We want your site to last, and that means flexible administrative and content tools to meet future needs. The sites we build are always highly configurable, to empower your team to change, add and develop content without coding, and all within the visual vocabulary of the rest of the site.

A robust site search helps users find what they need right away.

Drupal's Search API module allows for a comprehensive site search; with Apache Solr integration, users who know what they need will be able to go straight there.

SEO starts with your content—your CMS will handle the rest.

The most important thing we can do for SEO is be clear, direct, and focus on what matters most in your content. We'll configure your CMS to handle the technical minutiae such as metadata automatically, and a clear information architecture will help humans and search engines alike navigate your wealth of resources.

The right social media metadata makes social sharing more impactful.

We'll configure your CMS to make sure you're serving the right metadata to social media services so that your users' shares look their best.

Building with analytics in mind gives us actionable data from day one.

We'll set up your site to collect meaningful data from the very start, so we'll be poised to learn from your users on day one. We've got experience with open-source, privacy-centric analytics, and we'll make sure that our data-collection is GDPR compliant.



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If you're going with Salesforce, we can integrate it with your Drupal site.

Salesforce integrations come in all different shapes and sizes, from simple lead capture forms through robust single-sign-on integrations. Not only can we implement whatever you need, we can help you decide what approach makes the most sense. We're barely touching on Salesforce in this proposal, but CRM integration is the other half of our business, and it frequently dovetails with our design work.

We have experience with high-traffic Drupal sites.

We work with clients who receive high volumes of traffic, including massive traffic spikes. We've developed a set of site performance logging tools which we'll use to track your site's performance over time, so we can keep track of your site's performance trajectory, and intervene before performance becomes an issue for your users. If we need to improve site performance, we can help you evaluate your options, tune your server configuration, set up caching for anonymous users, and keep the site responsive and accessible for your community.

You'll have unfettered access to your site and your data.

We believe you should own your own digital assets. Any designs we create or code we write for you will be available for you to do whatever you want with in perpetuity.

A thorough test plan ensures everything is working as planned.

Before we launch, we'll develop a thorough test plan. This document will be our guide when testing the site after major changes, and it's also what we'll use to ensure everything is working before we invite you to try things out for yourselves.

Our developers can handle anything we throw at them.

Our development team is not only deeply technically proficient, they're great communicators and strategic thinkers. Our developers can make a website do anything a website can do—and when they say "no" it's just because they've got a better idea.



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Our Process

Launch

On launch day, we'll be standing by.

When your new CMS goes live, we'll be on hand to make sure things go smoothly. We'll have backups running, and we'll be there to answer questions and squish bugs.

We provide hands-on training and documentation.

We'll provide documentation for any parts of the system that aren't self-explanatory, and we'll lead hands-on training for your team in content creation and page updates.

Then we watch, learn, and plan the next phase of development.

With our first phase live, we'll be able to see how real users are interacting with our work. You'll be gathering feedback and analytics data to inform future tuning and feature development.



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Beyond Launch

Launch is the beginning, not the end.

When your first phase launches, we'll still have plenty to do. But even once the last piece of your new site goes live, our work doesn't end. A website should grow and evolve with your organization.

We'll look at the data, gather feedback, and build on what works.

Post-launch, we'll review community feedback and we'll look at your key metrics. Which of our assumptions were correct? Are there any surprises? We'll make data-driven recommendations for future phases.

Ideas beget ideas—your website will evolve to support new strategies.

Both you and your community will have feedback and ideas for next steps. We'll integrate that with our initial planning, and develop a next phase, and a phase after that, to continue to build out your site. Through it all, we'll keep an eye on the overall budget and your list of overarching priorities.

We'll take care of routine maintenance indefinitely.

We provide full-service systems administration services for our clients, which includes routine server maintenance and CMS security updates. If you'd like us to handle system administration for you, we'll run daily backups, and our verification script checks in daily to make sure your backups are good. Meanwhile, our email-monitoring script will make sure that emails from your site are getting sent off successfully.

If something goes wrong, we'll be there to help

Thanks to our uptime monitoring, if something goes wrong with your site we'll know right away and we'll be there to help.



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Long-term Support

After this project, we'll be your long-term strategic partners. Bring us to the table any time you're talking about something that touches your web properties—or on any of the areas in which we work, like database and application design, CRM administration or development, print design and branding, fundraising or advocacy campaigns, etc.

(Costs submitted separately)



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About Giant Rabbit

Giant Rabbit was founded to support nonprofits.

Giant Rabbit was founded in 2006 with the goal of providing high-quality and affordable web, data, and strategy services to organizations that make the world a better place. In the past dozen years we've provided services to over 300 nonprofit organizations, and [our client roster](#) still includes some clients from year one.

We provide full-service strategy, design, and implementation services.

We're a full-service web agency. Our work begins in the earliest stages of planning. We work with our clients to define a project strategy, develop a phased approach and budget, manage the collection and generation of content, and develop and execute a marketing strategy. We also handle the project implementation in-house, including branding, visual and UX design, and website development. Along the way we offer fundraising and advocacy strategy, as well as analytics and site evaluation services, all in the context of long-term, mission-focused collaborations.

GR brings diverse backgrounds and deep experience to our work.

[Our staff](#) have a wide range of technical and nontechnical backgrounds—from software developers with graduate degrees and deep industry experience to nonprofit leaders who have chosen to move to Giant Rabbit to serve a wider range of organizations. We have far-reaching experience with technology, design, communications, and the practical ins and outs of completing projects successfully.



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Key Staff

All Giant Rabbit work is done by our *in-house team*, including:

Anna Heath, Technical Lead

Anna has over a decade of experience planning and building websites and data systems. She has followed a wide range of projects from conceptualization through build to long-term maintenance and iteration, giving her the technical and organizational perspective to make sure projects succeed.

Michelle Nguyen, Lead Designer

With over 10 years of experience, Michelle has a broad portfolio of print, digital design, brand strategy, and social platforms for notable clients such as adidas, Brit+Co, Motorola, HP, Playstation, Johnson & Johnson, and Wells Fargo. Michelle has earned 2 ADDY awards as a creative and has been featured in several AdWeek spotlights.

Amanda Krieger, Lead Project Manager

Amanda oversees GR's slate of projects and works with our Project Managers to assemble project teams and allocate resources; she also manages many of GR's most demanding projects. She is an expert at keeping a project's costs and benefits in alignment through close communication and thoughtful prioritization.

Jenny Liu, Senior Software Developer

Jenny is a former Google engineer with a Master's degree in Computer Science from the University of Washington. Since joining Giant Rabbit in 2013 she's become a specialist in Drupal and developing pragmatic and sustainable solutions for nonprofit websites and applications.

Tiago Bember Simeão, Developer

Tiago has been a Drupal developer for nearly a decade. He's a veteran agency developer, and he previously worked for the University of Florida leading their PHP development efforts to implement software for clinical research.

Richard Esguerra, Senior Strategist

Richard supports the development of site metrics and data-driven decision making. Richard's knack for grounded, sustainable solutions comes from years of front-line work in non-profit fundraising and grassroots advocacy. Prior to joining Giant Rabbit, Richard was the Development Director for the Electronic Frontier Foundation.

Daniel Heath, Partner

Daniel is a founding partner of Giant Rabbit. He has overseen hundreds of web, data, and strategy projects for nonprofits working in social justice, human rights, environmental protection, and more. He works with nonprofits to develop tailored and pragmatic strategies to amplify their impact.

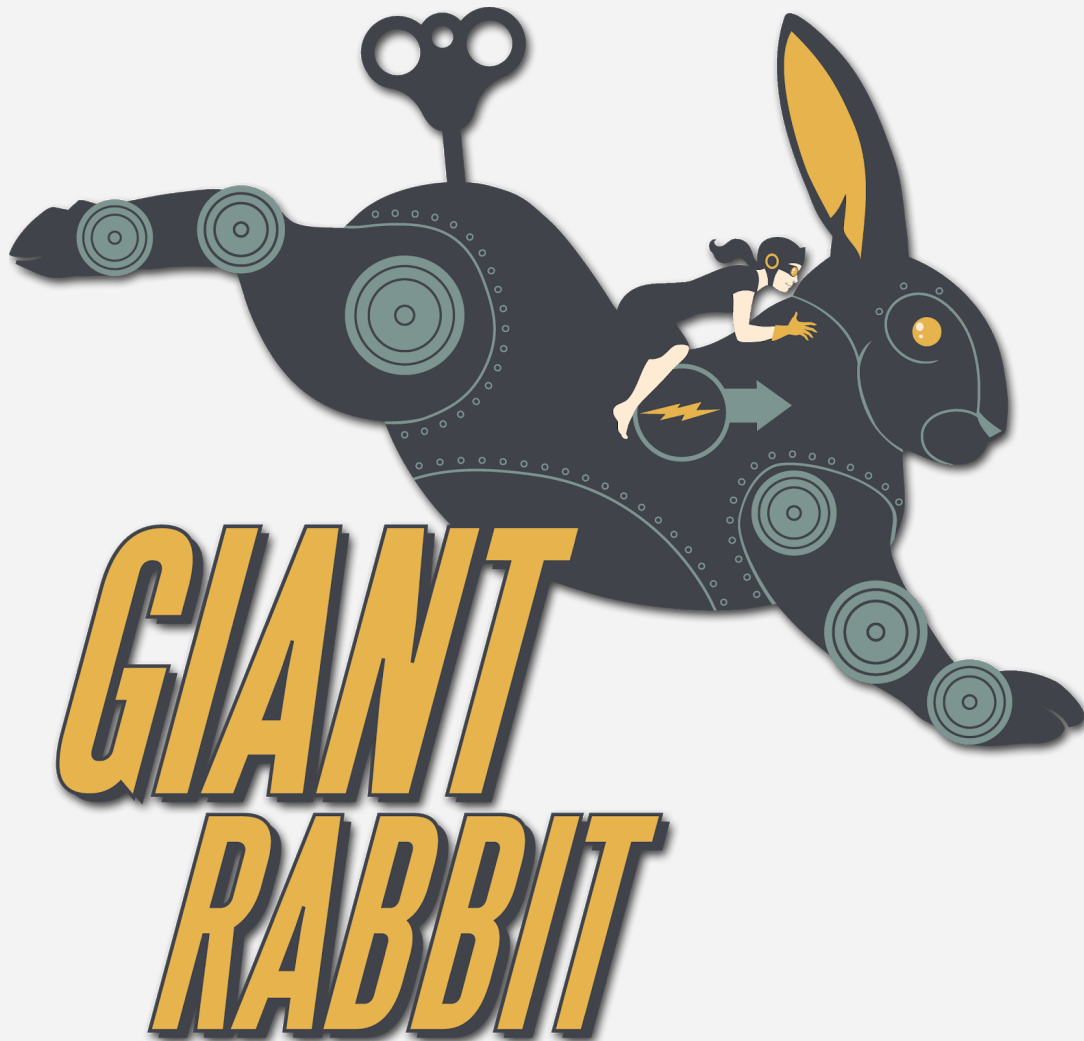


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Creating a new website is a journey. We're excited to take it with you.

Redesigning a site like W3C takes time and collaboration—it's exciting, challenging work. We'd love to bring our years of experience to the table to make this project a success. We'd be proud to support your work and embark on this process together.

Thank you for your consideration,

Anna, Tiago, Amanda, Michelle, Daniel and your friends at Giant Rabbit (Peter, Tristan, Ben, Anthony, Maxamaris, Stephanie, Richard, Megan, and Jenny)