

# WEBSITE DESIGN & DEVELOPMENT SERVICES PROPOSAL

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## PREPARED FOR

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# Letter of Introduction

Dear W3C Team,

Chanceriver is pleased to submit this proposal to W3C for the design of W3C website. We welcome the opportunity to work with W3C on this exciting project.

It is our understanding that W3C seeks to redesign its Website and revise the information architecture, to show the world who we are and what we offer, to improve the organization and usability of the website for key audiences, communicate the W3C brand more effectively, and motivate people to participate in the organization. Chanceriver believes we are highly qualified to assist and guide W3C through a comprehensive website overhaul.

We're Chanceriver, and we do things a little differently. We are a team of inventors, tinkerers and audacious thinkers delivering bold marketing and communications strategy to the world – and beyond! We celebrate discovery and lifelong learning. Our clients work hard to make the world better, it is our job to make their work easier. We are experts at reaching customers and understanding stakeholders. We leverage Drupal development, mobile applications and strategy with sophisticated analytics, eye-catching content and informed optimizations to help our clients reach the most people in the most effective way possible. We are masters of organization – complex process flows, dynamic data, customer flows – we love to geek out and bring simplicity to difficult and chaotic problems for our clients. We are mentors, dedicated to offering training services.

Sincerely,  
Jibin Jose  
Business Consultant and Drupal Architect,  
Chanceriver  
Stamford,  
jibin.jose@chanceriver.com

*Chance River*

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# Scope of Work

## System

- ❖ Content Management System: **Drupal 8**
- ❖ Backend running on **Apache/Nginx, MySQL and PHP**

## Chanceriver Website Build Process

The Chanceriver development process follows a simple, iterative process:

**Discovery** – Discovery is an information gathering process that aims to generate valuable project data to ensure on-time and on-budget delivery. We develop a 360-degree understanding of the client's needs, the stakeholders, users, use cases, brand specifications and any potential problems.

**Redesign** – we assimilate all this information into a strong user experience concept, which then drives template design and user interface maps. These are then presented to the client for feedback.

**Feedback** – the client lets us know what they approve and what needs to change and why. Any design elements that need to be rethought are then iterated.

**Build** – we start to build by first installing the Drupal instance, then building templates, and focusing initially on functionality, finally honing in on bringing the function and the look-and-feel together.

**Test** – testing starts as soon as the building phase starts. We practice continuous testing, where we test everything as it is being built, and eventually as part of the larger whole.

**Iterate** – iteration happens throughout the process such that the final product is the result of an agile development process.

## Better Authoring Capabilities in Drupal 8

- ❖ Drupal 8 provides a neater layout/finding fields at the right places
- ❖ Allowing inline edits for content types.
- ❖ Edits from the blocks itself
- ❖ New field types like date/datetime, link, phone,email, comments etc
- ❖ Import, export and synchronize the configurations between environments to sync code between dev, test and prod environment.
- ❖ Reduced maintenance cost

## Mobile Improvements

A huge amount of work has gone into making Drupal 8 “mobile friendly.” Drupal 8 is able to support site visitors’ needs as they surf the web on their tablets and phones, as well as enabling authors and editors to actually work productively on their sites from mobile devices.

## Responsive-ize ALL Mobile/Tablet Friendly (Themes, Images, Tables...)

To support the unimaginable array of Internet-enabled devices coming in the next 5+ years, Drupal 8 incorporates responsive design into everything it does. Drupal 8 all core themes are now responsive and automatically reflow elements, such as menus and blocks, to fit well on mobile devices (if the viewport is too narrow, horizontal elements will switch to a vertical orientation instead). Images that show up large on a desktop shrink down to fit on a tablet or smartphone, thanks to built-in support for responsive images. Drupal 8 also provides support for responsive tables with table columns that can be declared with high, medium, or low importance. On wide screens, all the columns show, but as the screen size narrows, the less important columns start dropping off so everything fits nicely. This API is also built into the Views module, so you can configure your own responsive admin screens

## Drupal 8 Website Development Plans

Each Phase will list out in detail about the functionalities handling in during our development.

### Phase 0 (Strategy development)

- ❖ Strategic Analysis and Planning
- ❖ Current Site review.
- ❖ Current Site backend functionality listing in details
- ❖ Information Architecture
- ❖ Technical System Design
- ❖ Client communication and System verification
- ❖ Collection of all resources from the client.
- ❖ Client communication with UI/UX team for the new Design Concept Analysis.

### Phase 1 (New Design for the website)

- ❖ Design creation and wireframe creation.
- ❖ Wireframe creation included all the pages for the new website.
- ❖ Wireframe updation on Client request.

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- ❖ Design PSD submission to the client for Approval.
- ❖ Design Changes with respect to client feedback.

## Phase 2 (Main website functionalities)

- ❖ Basic Drupal 8 Site Set up
- ❖ Creation of Subtheme
- ❖ All other basic configurations, content type creation (Media & News ,Forums, Academy, WW3C Blog, Testimonials, Careers,Newsletter, Press Releases, Events, Team Submissions, Tutorials and Online Courses etc. ) along with fields for each content type. Also can add other content types with respect to our requirement or on client request.
- ❖ Migrating Data from current site to Drupal 8 site
  - Custom migration of data using custom modules.
  - Use of custom api's to update the contents.
  - File migration from current website to new Drupal 8 Website.
  - User Migration along with the user roles and permission, this includes roles and role wise permission set up.
- ❖ Support for several document types (MS Word, Excel, PowerPoint, jpg, png and PDF) and Media Types (Audio and Video)
- ❖ Creation of all other basic Pages for the Website.
- ❖ Donate link functionality
- ❖ Creating Users and Set Permission
  - Admins can access all facets.
  - Various Membership Roles
  - Team
  - Content Editors
  - Content Publisher
 Etc and other roles which are required for the Website along with the current user roles.

## Phase 3

- ❖ Manages all site user roles and content listings
- ❖ Join W3C Functionality.
- ❖ Member Login Functionality.
- ❖ Implementation of all the existing functionality of Website
- ❖ Member Dashboard Functionality and content listing.
- ❖ Multilingual site, language (e.g., Accept-Language header in combination with page links to alternate languages, and 'sticky' content negotiation techniques)
- ❖ Creation on new Bootstrap Subtheme
- ❖ Creation of Drupal Twig templates for home page and individual page
- ❖ Less/Sass css styling as per the new psd Design.

- ❖ Multi-level drop down menus
- ❖ Modern design with flat elements
- ❖ Sponsorship & Donations.
- ❖ Payment Integration using Drupal commerce.

#### Phase 4

- ❖ Easy and robust Search Implementation using the following:
  - Content Type
  - Taxonomy
  - Date
- ❖ Work groups Join/Leave Functionality
- ❖ Work Group Listing and its design.
- ❖ Embedding Youtube videos
- ❖ Social media integration within the website
- ❖ Event listing functionality.
- ❖ SEO Implementation
  - Adding SEO Modules
  - Google Analytics
- ❖ Adding calendar

#### Phase 5 (QA & Testing)

Typically Testing is classified into three categories.

1. Functional Testing
2. Non-Functional Testing or Performance Testing
3. Maintenance (Regression and Maintenance)

And these tests cover all the below test cases.

- Usability Testing
- Functional Testing
- Compatibility Testing
- Database Testing
- Security Testing
- Performance Testing

Chanceriver complete Testing strategies are listed in the attached document. Please check the attached document for the better understanding.

Our test cases are also listed inside the Software Quality Assurance (SQA) document.



## Phase 6 (Training)

- ❖ Preparing the curriculum
- ❖ Providing the training sessions
- ❖ Website Hosting and Deployment.
- ❖ The below are the users which trainings are provided to:
  - Site Administrator
  - Department Administrator
  - Content Editor

Note:- Hosting server can be reused again for our new website also and also can deploy the new website without any downtime for our website.

## Project management

The Drupal Architect will give the whole website Idea to the team. Once the whole team working on the Website gets the details, the team will get the option to clarify all the doubts. The Business consultant/ Drupal Architect will directly contact the client if further clarification is required during the Project Analysis Period. We are following our own Redmine tracker or can use Asana Ticket Management system for both the Client and Developer.

## Current Site review

Our Drupal Architect will review the site and check the current site architecture and design implementation. And discuss in detail with W3C officials after review.

## Information Architecture

Drupal Architect will create the Information Architecture and share a document with the W3C team to approve and once we got approval regarding the Information Architecture we will move forward to the next step of development.

## Technical System Design

After checking the current server configuration we will share the Technical System Design with the W3C official for approval. In case we need to upgrade the server that also will be added in the document. All the phase 0 approaches will be shared to W3C official at the end of the day itself for the confirmation not to avoid anything regarding the site development.

## UX/Content Audit and analysis of existing metrics to inform recommendations

Chanceriver content audit ensures you know what content you have and don't have. It helps you focus content creation and curation efforts on gaps in your inventory. An audit prevents investment in duplicate content. It enables you to identify and replace or remove outdated content, determine which content can be reused and repurposed, and improve the quality of your existing content.

### Goal 1: Improve Your SEO Results

- Identify web pages with high SEO potential to rank in the top 5.
- Understand what content you need to update or remove from your website.
- Check and optimize your internal linking.

### Goal 2: Increase Audience Engagement

- Identify the most engaging types of content for your audience.
- Figure out topics your visitors are interested in.
- Determine what kind of content generates engagement in your community.

### Goal 3: Improve Conversion Rate

- Understand which pages offer the best user experience for your visitors.
- Find the best performing lead generation content.
- Define the most efficient content types for each stage of the Buyer's Journey.

### Chanceriver UX Audit

- Review of business and user objectives
- Conversion metrics
- Customer care data
- Sales data
- Traffic/engagement
- Compliance with UX standards
- Usability heuristics
- Mental modeling
- Wireframing & Prototyping
- UX Best Practices



The difference between usability testing and a UX audit is one of information flow direction: an audit infers problems from a set of pre-established standards or goals, whereas testing infers problems from user actions. Granted, an auditor may use usability testing during an audit if they do not have access to the fundamental metrics, but they will combine the results with data collected over the longer term and weigh them up against industry standards and product goals.

## Content Migration

Chanceriver will migrate all current content on the W3C current website, as well as all of the content from the blogs, events, news, articles and all other content types. Content Migration is an integral part in web development, due to the fact that if it is not done properly, content such as images, text and links can be lost. Chanceriver has a very organized and careful process for migrating data, so that nothing will be out of order or lost. Chanceriver also offers professional website content development from our staff's copywriter and layout expert. Our staff copywriter specializes in creating online copy for targeted Chanceriver. We provide both B2B and B2C copywriting services and truly understand the differences between the two. All copy will be optimized and coordinated with the page structures to support SEO best practices. Website content development services can include writing for websites and any combination of newsletters, sales emails, press releases, online articles and more.

Migration includes Content type creation & export, Taxonomy term migration and update, Configuration Grouping, Content migrations and content check & Files & media migration

## Client communication and System verification

The most important process in the phase 0 is the client communication. We will continually communicate with W3C team for each steps of system verification. All the doubts regarding the theming and functionalities will be confirmed with the W3C team and move forward with the next phase of development Phases after the approval from the W3C) official. Our drupal architect or project manager will be handling the above things and he/she will share the details at the end of the day itself with the W3C. We will get in touch with W3C team regarding the clarification of functionality after the proposal is accepted by W3C officials.

## Content strategy

Drupal 8 site uses Content Type for adding the contents. So that the site can Consolidate and organize existing content while also making room for future content is needed by using various content types.

## Illustration

Web designs based on illustrations feel fun and easy-going and most people simply fall for them. Our designers' striving to present the user with more and more creatively crafted websites has led to shaping all kinds of illustration styles in web design.

Our developer will follow the latest illustration trends for the Drupal 8 website development. We will mainly use bootstrap subtheme along with Google Fonts and Font Awesome or Icomoon icon throughout the website. We will also use standard JQuery libraries for the same during the development.

## Information design (sitemap and wireframes)

Our Drupal Architect will review the site and check the current site architecture and design implementation. Create wireframes for the website and Design PSD submission to the client for design approval.

## Visual design

Once the wireframes are approved by the W3C team our design will be shared to the official for the approval. We will work on the design until the W3C team satisfies our design. All the design will be shared as PSD.

## Search Engine Optimization (SEO)

Uses Drupal SEO best practices to check websites for proper search engine optimization. We regularly update our checklist with the latest market insights, the websites we build are first in the search results.

Search Engine Optimization (SEO) might not be the first thing you think of when designing a new website, but building an optimized framework from the start will help you drive traffic to your site and keep it there.

With our Drupal SEO-checklist in hand, you can build an excellent website that draws customers from launch day. Briefly speaking, here is a bullet list of what to check before the launch day. Below we'll speak at each point in more detail.

- Check that all web pages have unique titles using the Page Title module
- Check if XML Sitemap and Google News Sitemap are configured properly
- Check if Redirect module is enabled and configured
- Check if Global Redirect module is enabled and configured

- Check that .htaccess redirect to site with/without www
- Check that the homepage title includes a slogan, and is descriptive for the function of the site
- Check if Meta Tags is filled with descriptive information
- Check if site's information appears well when shared on Facebook
- Check if Path aliases patterns are meaningful
- Check if Google Analytics is enabled and configured
- Check if Page Title module is enabled and configured
- Check if Google News Sitemap is enabled and configured
- Check if Site verification is enabled and configured
- Check if Search 404 module is enabled and configured

## Front-end coding (HTML/CSS, animations)

We use HTML5, CSS3, JQUERY, JAVASCRIPT and some supported contributed modules for making the website contents more dynamic and interactive.

## Back-end coding (CMS - Drupal)

Chanceriver has successfully built bulletproof Drupal sites for a variety of organizations. Leveraging a Drupal-specific team consisting of a Drupal architect, project manager, developers, QA people and designers, we can quickly implement beautiful and functional websites. Chanceriver nurtures the Drupal platform by contributing to and enhancing modules, providing forum support for all levels of users and participation in periodic Drupal conferences. Our approach employs a modified agile process consisting of client immersion, content strategy, information architecture, model design, visual design along with implementation and rigorous QA.

Drupal migrations and upgrades are a core service line of Chanceriver's Drupal development services. We're your experts in Drupal migration, able to handle data, site and content migrations of any size and complexity, using only the proven and best tools and modules on the market to migrate your information, users and database.

## Why We Love Drupal

There are many content management systems out there, and our team has worked with nearly all of them. Over time, we've all come to prefer Drupal for a few simple reasons:

- ❖ Secure – Drupal has a dedicated security team. Together with Drupal’s vast development and administrator community, they seek out and patch issues – often before they’re exploited in the wild.
- ❖ Powerful – Some of the biggest, most visible, and highest-trafficked sites in the world run on Drupal, including whitehouse.gov, weather.com and 71 of the world’s top 100 universities.
- ❖ Robust – Drupal websites can handle big, complex data, quickly. A Drupal site runs equally well with five pages as with 5000 pages, so scaling up is no problem.
- ❖ Flexible – Drupal integrates the latest technologies to ensure a visually appealing responsive site. Visual appeal increases interactivity, which in turn increases engagement.
- ❖ Easy to Use – Unlike other CMSs, all Drupal websites have a standard back end, meaning that content is easy for editors and publishers to find, edit and create.

For these reasons, and other CMS’s weakness in these areas, we believe that it is in W3C ’s best interest to redesign their website to a Drupal environment and to do all future development in Drupal.

## Mobile/tablet device optimization

The website will be responsive and easily accessible from all devices without compromising design or functional elements. Since we using bootstrap theming and all its functionalities.

## Testing and quality assurance

The testing should be started with development itself. In our case from Phase 1 itself testing will start and it continues until the project development ends. After all the migration and theme is ready the testing Team Lead will communicate with W3C team and send the test case. The test case contains the Scenarios of the last level testing and how we are going with the last level both UI and functionality level testing and suggestion also be added as per request of W3C team.

Once the Phase 1 is completed the client will be able to review the progress of the site and if required the client is able to add content also. There should be 3 stages/branch on the development process.

All the development are going inside the develop branch with different feature branch, and Staging branch will be able to access the client and In house testing team and they will report bugs or any issues regarding the feature. Once the bug reported by tester they will get fixed in the develop branch and merged to stage branch for review.

## **Prod Server and prod branch**

Production server will be running in prod branch and no bugs will be there in the prod branch code base.

## **Website management training and handover to the W3C team**

We will work with you to ensure that the various members of your organization fully understand how to use the content management system and are comfortable utilizing the system to its fullest capacity. We find that the average lay person can gain a solid understanding of how to use the Drupal publish platform to perform content entry tasks in 2-3 group training sessions (when paired with regular use of the system). We prefer to limit training 7 groups to a maximum of five attendees to ensure an optimal training environment that encourages dialogue between the trainer and trainees. We can provide training sessions in-person or remotely using the Citrix GoToMeeting service. Using the GoToMeeting service a Chanceriver trainer can share, present and collaborate in real time with trainees anywhere in the world. This service supports both Mac and PC platforms, so trainees can participate using their preferred operating system. In addition, Chanceriver will hold a training seminar on-site for the W3C team to train the content editor part along with all the Drupal 8 configuration level changes and the IT department how to use and administer the new site.

This documentation is written to help our clients understand and use the software application or website. There is also a large quantity of free and commercial documentation on the Drupal publishing platform available in the marketplace

We strongly suggest to all of our clients that they use a Drupal-specific hosting environment (such as Pantheon or Acquia) so that all updates to the Drupal core can happen seamlessly, effortlessly and in a timely fashion. Chanceriver develops everything in a three-tiered environment – development, testing and live – so that changes can be fully tested without disrupting existing code. Versioning is integrated within these hosting platforms making it easy to revert changes. Training on this process will be provided to site administrators and other members of W3C team.

## **New Template Design for the website.**

Chanceriver will share with you the psd design for the website. It includes all the design for individual pages and homepage. First we will share the sample wireframe for each pages and once the wireframes are approved by the W3C team we will move forward with PSD design. And once the PSD gets approved we will start working with the next phase of the project. We will work on the PSD design until the client is fully satisfied with the new design for the W3C website.



## Basic Drupal 8 Site Set up

The drupal 8 site set up with all the required modules will be done in the initial site set up itself. All the basic requirement for the Drupal 8 set up will be handled during this step. Also, the server side requirements also should be handled if any update needed for the Drupal 8 set up. All the changes will be shared to the W3C) official as a separate document. Once the basic site setup itself the W3C team will have access to view the progress during each phases.

## Custom Module

We will work on creating custom modules to use drupal 8 coding methodology for achieving the client's requirements.

## Accessibility

Accessibility means that your site's design, interface, and content are available to all users on the internet, regardless of their abilities or the assistive technologies they use. Upon delivery , the new website will be fully ADA compliant using the Accessibility module with Quail software library for Drupal. The IT staff will have an ongoing list of accessibility tests, which are aligned with the WCAG 2.0 or Section 508 standards to ensure long term accessibility.

## Editing Privileges & Workflow

Site editing privileges will be assigned based on standard organizational roles. Content can be restricted by file or whole sections of content. (All the below roles and are just a sample reference and the role description and roles functionality should be different from the below sample)

- ❖ Admin – Controls access permissions & can change anything on the website at any time.
- ❖ Publisher – Can change anything on the website at any time, including content, menus etc which they are having access as per the given role
- ❖ Editor – Can approve, edit and publish all blog posts, events and slider content.
- ❖ Contributor – Can create blog posts, events and/or slider content If a greater level of granularity is desired, it can be accommodated.

**Note:-** Roles will be just a sample and this may vary with respect to current website.

Chanceriver will work with the W3C Technical team to define user access privileges and design a workflow for managing content for the various user types. This will ensure that only approved content is published. It also decreases training and support time. These features benefit the end users as well as site administrators.



## Accessibility Compliance

The website should be compliant with the requirements of the Accessibility for Ontarians with Disabilities Act (AODA) and Web Content Accessibility Guidelines - ( WCAG) 2.0 - Level A.

We will follow the WCAG 2.0 guidelines principles with our Drupal Website for achieving accessibility: making websites perceivable, operable, understandable, and robust.

- ❖ Perceivable: Pages should provide alternatives for text and media, create content that can be presented in different ways, and make it easier to see and hear content.
- ❖ Operable: Pages should make all functionality available from a keyboard, provide users with enough time to access features, avoid designs that are known to cause seizures, and provide tools to help users navigate the page.
- ❖ Understandable: Websites should strive to make content understandable and predictable and provide mechanisms for users to avoid and correct mistakes.
- ❖ Robust: Websites should maximize compatibility with current and future assistive technologies.

## Hosting

We can use the existing hosting server as which seems good for us also.

We strongly suggest to all of our clients that they use a Drupal-specific hosting environment (such as Pantheon or Acquia) so that all updates to the Drupal core can happen seamlessly, effortlessly and in a timely fashion. Chanceriver develops everything in a three-tiered environment – development, testing and live – so that changes can be fully tested without disrupting existing code. Versioning is integrated within these hosting platforms making it easy to revert changes. Training on this process will be provided to site administrators and other members of W3C team. Hosting on a Drupal-specific environment costs about \$140/month. If greater levels of support are required, the cost per month goes up to ~\$500. These costs are also included in this bid. For our case the already existing hosting server can be reused if required on can move forward with a new one.

## Launch

Chanceriver works with our clients to ensure a smooth launch. We build a detailed launch plan that plans out each step in the process and who is responsible for that step. We will perform a trial run of this process and ensure that the steps work as prescribed. This approach minimizes the chances that an unexpected event will occur and disrupt the process. We also plan for

rollback as a contingency if there is a problem that results in the inability to launch as planned. Our goal is to ensure that the website(s) go live and as planned.

## Post Launch Support and Maintenance

Chanceriver works with many of our clients to provide ongoing support for their web properties and can provide this same high level of support to W3C. Chanceriver prides itself on being able to provide our clients with responsive service. Chanceriver can provide ongoing support at our standard hourly rate of \$60 per hour for any labor performed on Monday through Friday between the hours of 9am and 5pm. For labor that is performed, at your request, after hours or on the weekend is billed at our emergency rate of \$120 per hour. Chanceriver is available to make functional changes, structural/layout changes, design changes or content changes to the W3C website should this assistance be required. In addition, we are available to provide ongoing support of any marketing initiatives. The cost associated with this type of support is hard to estimate as these costs are based on usage, which can vary greatly based on the project and the level of Chanceriver's involvement. The same team that has been selected to redesign your website will be available for this ongoing service. Chanceriver also offers three managed services that can help protect your investment: CMS Defend(patching), Website Watch Tower(monitoring) and Website Safe Deposit(backup)

## Ongoing Maintenance

All the Ongoing Maintenance and support plan included inside the website maintenance proposal Document.(This is shared separately along with this document). On going through the website maintenance document will get a better understanding of our website maintenance strategies. We will deliver fully updated drupal core and its contributed modules with the latest version available. And also provide support for the 1st month including all the bug fixes and minute style changes. Change request needs to handle out site the Ongoing maintenance terms and conditions. AMC Contract acceptance is completely depends on client and we will be happy to help you to fix everything for the 1st month after the site Launch.

## The Effective Drupal 8 Site

The website will be interactive, inviting and engaging. In addition, the website will allow woman-owned businesses, corporate members and other visitors to complete their tasks quickly and easily using any smart device. In general, the new website will:

- Provide a pleasant and effective experience to all users
- Build a foundation that can adapt and evolve as organizational needs change over the near and long-term
- Link to the eNetwork platform (the backend passcode protected database management system for buyers and sellers, which is outside the scope of this RFP)



- Link to or integrate a training and curriculum management system
- Link to or integrate a donation collection system
- Integrate with social media such as Facebook, Twitter, LinkedIn, YouTube, etc.
- Be easy to update and maintain
- Link to or integrate an event management system
- The website will be responsive and easily accessible from all devices without compromising design or functional elements.
- Website will be optimized to ensure fast download speeds for customers with low bandwidth internet connections.
- The website will appear and act consistently across all major browsers such as Chrome, Internet Explorer, Edge, Firefox, Safari, etc.
- The website will be security-oriented and meet or exceed industry best practices, including current N.I.S.T. Cybersecurity Framework Standards.
- Website will meet or exceed the General Data Privacy Regulation (GDPR) requirements.
- Website will meet or exceed ADA compliance standards and the ADA compliance must be easy to maintain by staff.
- The website will link to and/or integrate social media feeds from Twitter, YouTube, Facebook, LinkedIn, etc.
- The website will be integrated with an online analytics tool with the ability to view statistics by page or section and present the information graphically.
- The solution will simplify website administration, allowing users of all skill levels to update assigned sections of the website.

## Chanceriver Team

### **Dileep Kumar**

Business Development Head & Drupal Architect

Chanceriver is a technology company with worldwide happy clients. He always provide excellent client solutions to the world with latest technologies. He has been serving our clients with 100% efficiency and commitment. We make our client's business simple and powerful with updated technology. His passion about generating visibility and sharing knowledge and opinions with the world - community contribution is a big part of this position. Experience working in teams, and a willingness to mentor, support and lead less experienced Engineers with varying levels of Drupal experience.

### **Nijo Lawrence**

CTO & Project Manager

Chief Technical Officer with over 10 years of leadership experience in designing innovative software solutions for clients from various sectors. Skilled in cloud computing, information management, architecture design, application development, and virtualization. Demonstrated mastery in evaluating requirements for business application integration and service activation.

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Proven mentor and training with expertise in communicating across organizational levels and with cross-functional teams to drive shared vision and foster a culture of excellence. He is an Acquia Certified Drupal Developer also.

### **Uttam Kotekar**

Drupal Architect & Team Lead

Uttam Kotekar is an Acquia Certified Drupal Developer building Drupal sites since 2010 for a variety of clients such as Audeze, Programmable Web, CBGEN, Benzinga, and Florida Medical Group. Recently he led the Drupal redesign of the Greenbook. He specializes in Drupal CMS, custom module development, profile management, site architecture, training and SEO. He is also well versed with Server Administration.

### **Jibin Jose**

Drupal Architect

Drupal Architect & Team lead with 7 years of experience in creating and maintaining Drupal applications. His responsibilities include planning, system architecture and design, application development, database design and management, system administration, training and SEO. Created and deployed complex, fully-featured websites using the Drupal Content Management System (CMS), integrating custom programming with existing third-party modules. Used JavaScript with jQuery and Ajax to provide elegant user interfaces. Proven ability to create and deliver solutions tied to business growth, organizational development and systems/network optimization.

### **Anoop K Thomas**

Drupal Architect & Server Manager

Anoop has been working with Drupal since 2010, and is an active member of the Drupal development community. He is a full time web developer and Server Manager. He specializes in Drupal CMS, custom module development, profile management, site architecture, training and SEO. He is also well versed with Server Administration. Adept at working individually, in group settings, and as a team leader with the ability to collaborate with graphic designers and company management to create and enhance web sites while being able to handle responsibilities and new protocols.

### **Siva Prasad**

Team Lead

Siva Prasad is a PHP developer and consultant specializing in Drupal back-end development including site configuration and custom module creation. Creating full websites and performing short-term and long-term contract work. Migrated existing site from Ruby on Rails to Drupal 7. Work included custom content type creation, Views building, custom module development including Features, and importing of old site users and content. Created proposals, worked on project planning, estimating, requirements gathering, and architecture design.

### **Kala Jayan**

Senior Drupal Developer

Kala Jayan is a Senior Drupal developer with a focus on web applications leveraging a strong background in open source technologies including Drupal, Linux, PHP, Javascript, jQuery, AngularJS, Laravel, MySQL, MongoDB, Apache, Postfix, and nginx. Experience in database design, software engineering, development and team leadership. Proven ability to jump into new projects and learn new technologies quickly. Created and deployed complex, fully-featured websites using the Drupal Content Management System (CMS).

### **Tomy Mohan**

Senior Drupal Developer

Tomy Mohan started working in Chanceriver for the Past 2 years. Experience working with the most recent version of Drupal and external plug-ins available for Drupal. Strong PHP, MySQL, Query, HTML5, CSS3, JQuery, and JavaScript frameworks. Having In-depth knowledge of Search Engine Optimization (SEO) tools along with experience in software developing using web-based technologies and tools. Complete knowledge of web development practices, W3C standards, and SDLC. Ability to cope with pressure and deliver high quality results and to troubleshoot and resolve technical errors.

### **Prasanna T**

Senior Drupal Developer

Experience working in developing fully functional, cross browser compatible websites on Drupal platform. Designed applications for gaming, e-commerce, social media websites and blogs website for various clients. Migrated existing websites to the latest versions of Drupal platform with advanced bit encryption for pages. Hands on experience in creating SQL queries for websites built on Drupal 8 and previous versions. Maintained and upgraded web portals according to the clients requirement.

### **Shejina Shaji**

Drupal Developer

Experienced Drupal Developer with a demonstrated history of working in the information technology and services industry. Strong engineering professional skilled in Drupal, SQL, HTML, Bootstrap, JQuery and SCSS. Migrated existing websites to the latest versions of Drupal platform with advanced bit encryption for pages.

### **Fathima M**

Test Lead & Senior Tester

Senior software QA tester & Test Lead with full system development life cycle experience, including designing, developing and implementing test plans, test cases and test processes fueling swift corrective actions, significant cost savings and fault-free audits. Hands-on technology professional accustomed to working in complex, project-based environments. Multifaceted experience in QA software testing, software development and user-acceptance

testing. Familiar with Programming Fundamentals (Structured Programming and Object Oriented Programming). Excellent Communication, Interpersonal Skills. Quick Learner, versatile, adaptable and process-oriented with high customer orientation.

### **Dain M Jose**

Test Engineer

Engineering Professional having about 3.5 years of Software Testing experience.

Understanding Test Requirements, Deriving Test Scenarios, Test Case Documentation, Test Data Collection, Test Execution, Test Reporting and Continuous Development of Testing Skills.

Familiar with all phases of Software Development Life Cycle and Software Test Life Cycle.

Knowledge on different Levels of Testing (Unit Testing, Integration Testing, System Testing and Acceptance Testing) and Understanding, Analyzing and Streamlining Test Requirements.

Expertise in Bug Reporting & Tracking Process, Bug Reporting and Tracking using Bug tracking tools like Bugzilla and Issue Tracker.

### **Jyothi RS**

Test Engineer

Engineering Professional having Software Testing experience. Understanding Test

Requirements, Deriving Test Scenarios, Test Case Documentation, Test Data Collection, Test Execution, Test Reporting and Continuous Development of Testing Skills. Familiar with all

phases of Software Development Life Cycle and Software Test Life Cycle. Knowledge on

different Levels of Testing (Unit Testing, Integration Testing, System Testing and Acceptance Testing) and Understanding, Analyzing and Streamlining Test Requirements. Expertise in Bug

Reporting & Tracking Process, Bug Reporting and Tracking using Bug tracking tools like Bugzilla and Issue Tracker.

### **Sajin Paul**

Content Strategist & UX Designer

Sajin Paul is Senior Content Strategist & UX Designer who focuses on the design of a rich user experience (UX) for Internet applications and the translation of this UX into practice through the eloquent use of CSS, XHTML, JavaScript, CMS themes, and various frameworks. He is well versed in web technologies and uses this expertise to inform the UX design choices when creating new visual designs or interfaces for websites. He also designs and themes for other outreach platforms such as advocacy toolsets and email newsletters.

### **Ratheesh Kumar**

Business Consultant

Drove revenue for the organization through business development, prospecting, and lead generation, as well as in relationship management, account management, and solutions-based sales methodologies. Adept at developing reports for clients that make sense finding solutions where none seem to be available and assisting customers in finding new clients. Specializes in technology distributors and retail organizations.

## **Anto Jose**

System Administrator & Senior Drupal Developer

7 years of experience in designing and implementing new features and functionality, establishing and guiding the website's architecture, ensuring high-performance and availability, and managing all technical aspects of the CMS. Work closely with front-end developers and customers to ensure an effective, visually appealing, and intuitive implementation. Also with hands-on experience as a systems administrator with strong experience managing server infrastructures and data-center operations across Unix, Linux, Windows and Mac OS X platforms. Effectively plan, install, configure and optimize IT infrastructures to achieve high availability and performance. Skilled problem identifier and troubleshooter comfortable managing systems, projects and teams in a range of IT environments.

## Feature Implementation Plan

- ❖ Review meetings, discussions, prioritization and planning
- ❖ Feasibility and impact analysis (on the overall architecture of the application)
- ❖ Technical design/Architecture documentation
- ❖ Development
- ❖ Coding
- ❖ Quality assurance
- ❖ Deployment
- ❖ Documentation, including release document, and user manual

## Ticket/Feature Management System

Team Lead of the project will create a new project in the Chanceriver Ticket Management System. All the Developers, Technical Architects, Project Manager and Clients will have the access for the system.

Daily Workflow.

The Team lead will create tickets corresponding to each features and assign to the Developer on each phases of Development. The Developer will work on these tickets and update the tickets with what they have done on the end of the day itself. The client will also have access to check the tickets.

Ticket Management System

- ❖ Team lead will create the feature ticket. The developer along with the client have access to the system.
- ❖ Developer will update the tickets on daily bases.
- ❖ We will give access to our project tracker and the client is able to create new tickets for requirements, bugs or for giving us a feedback.
- ❖ Clients have the option to update the tickets if any queries or suggestions.
- ❖ Once the Developer is ready with the task/feature ticket will be assigned to Test Lead.
- ❖ Test Lead will assign to the tester who is working on this project.
- ❖ Once the testing is completed, the ticket will be assigned back to corresponding test Lead and he/she will update the tickets and assign back to Team Lead.
- ❖ Once the Team Lead and Test Lead verify the ticket the ticket will assign to Client for verification.
- ❖ Once the Client update the ticket with the status of the ticket will be set as completed.
- ❖ On each phase after testing the phase will be merged with the master branch.

## Process of a Website release

### Git Workflow throughout the Development Cycle

Chanceriver is completely following the GIT Workflow for the Website Development Cycles. We are mainly working with 3 branches during each phase of Development Cycle. Master, Dev, Test are the 3 branches working with. Master should be a bug free branch and it's going to live after all the development Completed. All the developers are working on the sub branch of Master of each feature and it will be merged to Dev branch. And all the testing are happening in the test branch and therefore no collision is occurring with the test and dev team. Once testing is done the the bug free branch will be merged with the master.

- ❖ Create tasks and sub-tasks for bugs/features
- ❖ Document test cases
- ❖ Checkout most recent codebase from GIT repository
- ❖ Create GIT Branch for new release
- ❖ Code/Theme on issues created
- ❖ Write automated test cases
- ❖ Deploy on "Dev" server
- ❖ Merge branch with GIT Trunk; Create new Release Tag
- ❖ Established continuous integration process with each release of performance and automated test case management using Hudson/Jenkins process
- ❖ Deploy on "Staging" server



- ❖ Handover to Quality Assurance (QA) team for manual and automated testing
- ❖ Handover to client for User Acceptance Testing (UAT), if required
- ❖ Deploy on “Production” server
- ❖ Report to client
- ❖ Training the client in usage of new features/enhancements
- ❖ Updating project documentation and user-manuals (if any) based on changes made

## Fees & Terms

### Project Timeline

We estimate that this project will take up approximately 2180 hours of work, and will adhere to these phases.

Start Date and End Date will be updated one the Proposal is Accepted from Client Side

Phase No	Phases	Hours	Start Date	End Date
1	Phase 0 (Strategy development)	80 Hours		
2	Phase 1 (New Design for the website)	250 Hours		
3	Phase 2	350 Hours		
4	Phase 3	490 Hours		
5	Phase 4	390 Hours		
6	Phase 5 (QA & Testing and bug fixes)	275 Hours		
7	Phase 6 (Training)	105 Hours		
8	Phase 7 (Hosting and Website Launch)	90 Hours		
9	Project Management	150 Hours		

Total Hours of Estimation	2180 Hours	
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We will complete the development by August 2020 and Client will have the chance to review the whole website before the website live. Also after the initial two phases there are multiple developer and tester working together and can complete the project before our estimated time itself.

## Cost Estimation Details.

No	Description of feature	Estimated Cost per Hour	Estimated Cost (Dollars)
1	Phase 0	60 \$/ Hour	4800 \$(Dollars)
2	Phase 1	60 \$/ Hour	15000 \$(Dollars)
3	Phase 2	60 \$/ Hour	21000 \$(Dollars)
4	Phase 3	60 \$/ Hour	29400 \$(Dollars)
5	Phase 4	60 \$/ Hour	23400 \$(Dollars)
6	Phase 5 (QA & Testing)	60 \$/ Hour	16500 \$(Dollars)
7	Phase 6 (Training)	60 \$/ Hour	6300 \$(Dollars)
8	Phase 7 (Hosting and Website Launch)	60 \$/ Hour	5400 \$(Dollars)
9	Project Management	60 \$/ Hour	9000 \$(Dollars)
<b>Total Estimated Cost</b>			<b>130800 \$(Dollars)</b>

Once the proposal is approved we will share the Number of days along with developer allocation and schedule of sub tasks as a separate document.

The Dates will be number of working days as per the chancriver's Holiday List. The Holiday List also be updated to client once the proposal gets approved.

**Note:-** The start date and End date will be updated once the proposal in approved.



A new scope of work will be sent to client along with the split task details with timeline will be sent by the Business team of the corresponding Team Lead of this particular project.

Weekly reports will be sent to the client on Mondays, and weekly meetings will be scheduled between the client and the Chanceriver team.

## Client List

- Prosemedia
- E-rocks
- Programmable web
- European Environment Agency
- Kantor Qwentas
- Métier- R Design STUDIO
- Mulesoft
- Slingshot play
- Cape Breton Genealogy and Historical Association (CBGEN)
- John Foster Real Estate
- Knowledge Avatars
- RGL Electronics

## Case Studies

### AdventHealth Medical Group

Contact Name: Warren Rasquinh

Contact Information: +1 (407) 416-9143

[warren.rasquinha@flhosp.org](mailto:warren.rasquinha@flhosp.org)

Websites: <https://www.adventhealthmedicalgroup.com/>

<https://www.adventhealthgrupomedico.com/>

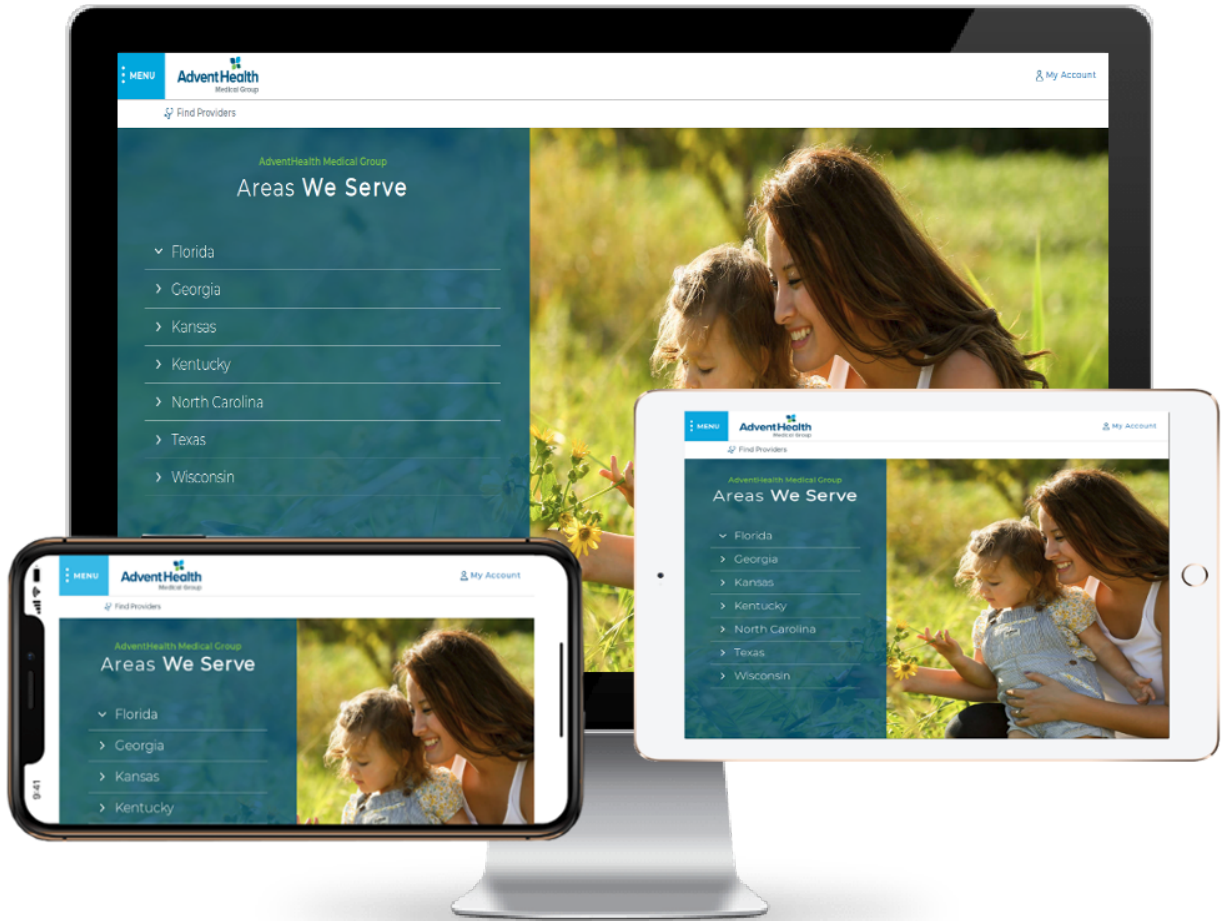
<https://www.adventhealthmedicalgroup.com/central-florida/>

<https://www.adventhealthmedicalgroup.com/gordon/>

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

<http://dev-floridahospitalradiology.pantheonsite.io/>

<https://devdoc.fhphysiciannetwork.com/>



Company Overview: AdventHealth Medical Group is a coalition of over 2,000 physicians, advanced practice providers, residents, fellows and faculty members. This comprehensive network spans 9 states - offering you an unparalleled continuum of care across the country. From primary care doctors to pediatricians and surgical specialists, we have physicians for every age and every stage of life. The company offers family medicine, internal medicine, Urology, cardiology, endocrinology, orthopedic surgery, sports medicine, gastroenterology, rheumatology, dermatology, obstetrics, gynecology, mammograms, ultrasounds, X-ray, MRI, CT scan, and rehabilitation services. The company was founded in 1994 and is based in Maitland, Florida.

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Problem: AdventHealth Medical Group needed website redesign and content migration in Drupal including multi sites and multi language site to communicate their mission. They engaged a company to build them a site, but that company failed to deliver a website that met their needs.

Solution: AdventHealth Medical Group initially approached Chanceriver to build a Drupal 7 website highlighting their programs, tools and trainings in 2013. They wanted a site that looked clean, and was easy to edit and add new content. More recently, we worked together to build all there requirements in web designing. Now we are handling more than 100 sites for AdventHealth Medical Group along with its Support and Maintenance.

Results: Chanceriver Successfully completed all the requirement in the Scheduled time. We have successfully completed more than 50+ sites for AdventHealth Medical Group and still working on various projects.

## Prosemedia

Contact Name: Justin Belmont  
Founder, ProseMedia.com  
justin@prosemedia.com

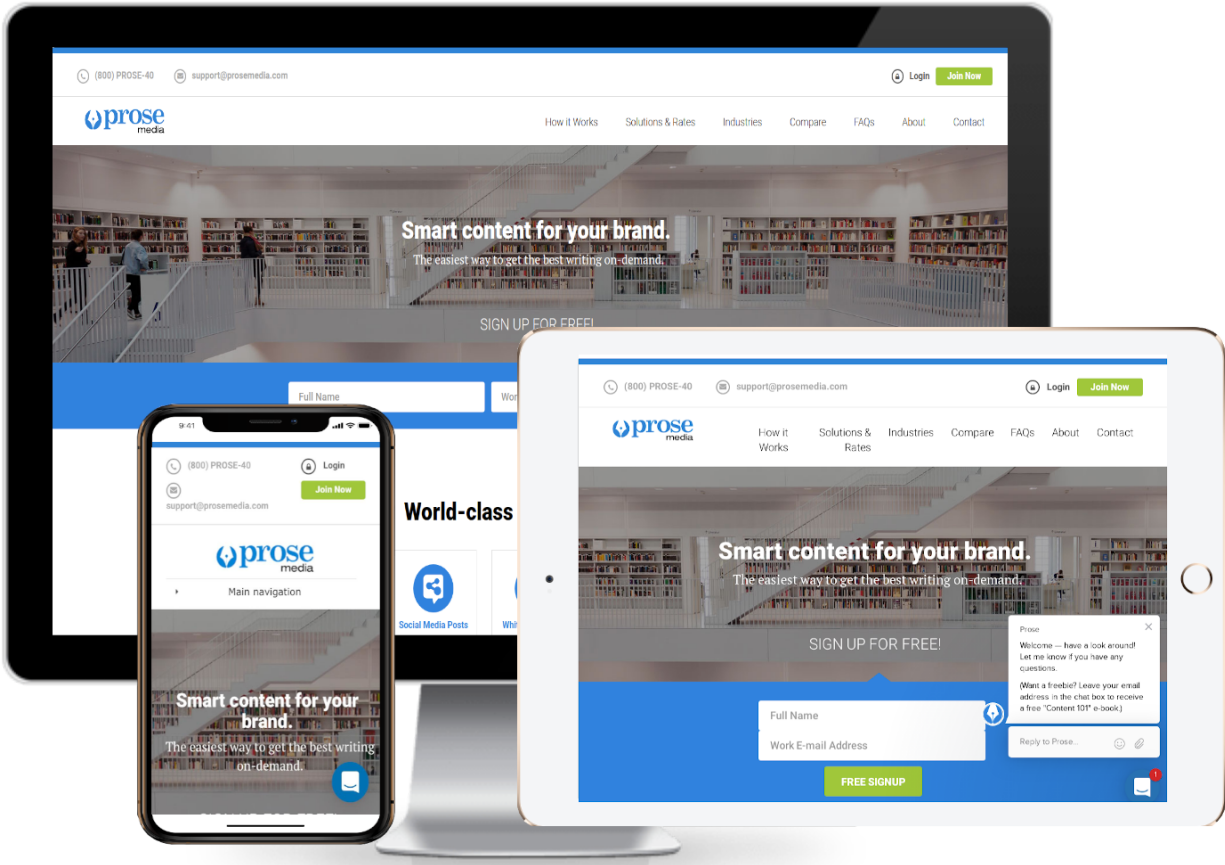
Websites: <https://www.prosemedia.com/>

Company Overview: Prosemedia is a premier content creation platform, which acts as a workbench for creating marketing content on demand. Its an ecommerce site built with Drupal commerce. Prosemedia, powered by an industry-leading process and platform, a passionate editorial staff, and a network of handpicked journalists and copywriters, makes it easy for innovative brands to purchase professionally-crafted content, from blog posts and articles to white papers and social media.

Problem: Prosemedia need the website bugs to be completed as soon as possible without any more errors happened in the feature development.

Solution: Prosemedia is running the site with the whole functionality bug free.

Results: Chanceriver Successfully completed all the requirements and bug fixes in the Scheduled time. Also we are checking both the server and system updates and maintenance on hourly manner.



## Knowledge Avatars™

Contact Name: Emiliano De Laurentiis  
Founder of Knowledge Avatars Inc  
emiliano@knowledgeavatars.com

Websites: <https://knowledgeavatars.com>  
<https://mixologyguru.knowledgeavatars.com/>

Company Overview: Knowledge Avatars is a platform where anyone can create and publish a digital tutor called a Knowledge Avatar. Knowledge Avatars helps students learn by showing them exactly which concepts they need, to fill in their knowledge gaps. Examples and activities are available to the student as needed. Integrated testing provides immediate feedback so that students always know where they stand. Users can easily create Knowledge Avatars without any knowledge of programming or instructional design. Knowledge Avatars supports multiple languages and are optimized for mobile devices.

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Problem: Knowledge Avatars needs website that need to be completed as soon as possible. After completed the Knowledge Avatars website we have worked with more websites.

Solution: Knowledge Avatars is running the sites with the whole functionality bug free.



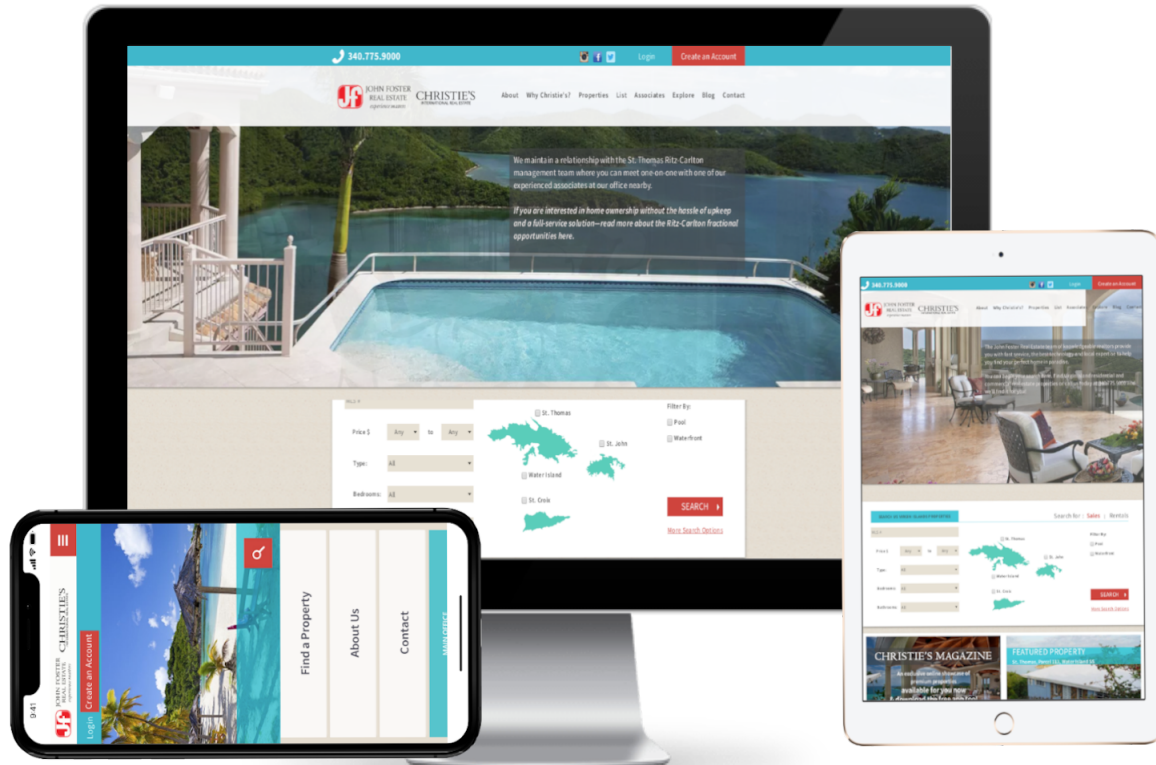
## John Foster Real Estate

Contact Name: Marilyn Trent  
Project Coordinator

*Chance River*

marilyn@trentcreative.com

Websites: <https://www.usvi-realestate.com>



<https://www.usvi-realestate.com>

Company Overview: Property listing website based in US Virgin Islands was built by fetching data from a RETS feed. There was no suitable module in Drupal available for implementing this functionality hence database structure had to be built after mapping more than 300 fields from the RETS feed. Utilizing the phRETS library, a custom module was built for importing content from the RETS feed. High resolution images were also imported to the server with different condition mapping to avoid duplicate or unwanted images being imported. The database mapping of the RETS fields was a challenge due to the lack of documentation on fields.

## RGL Electronics

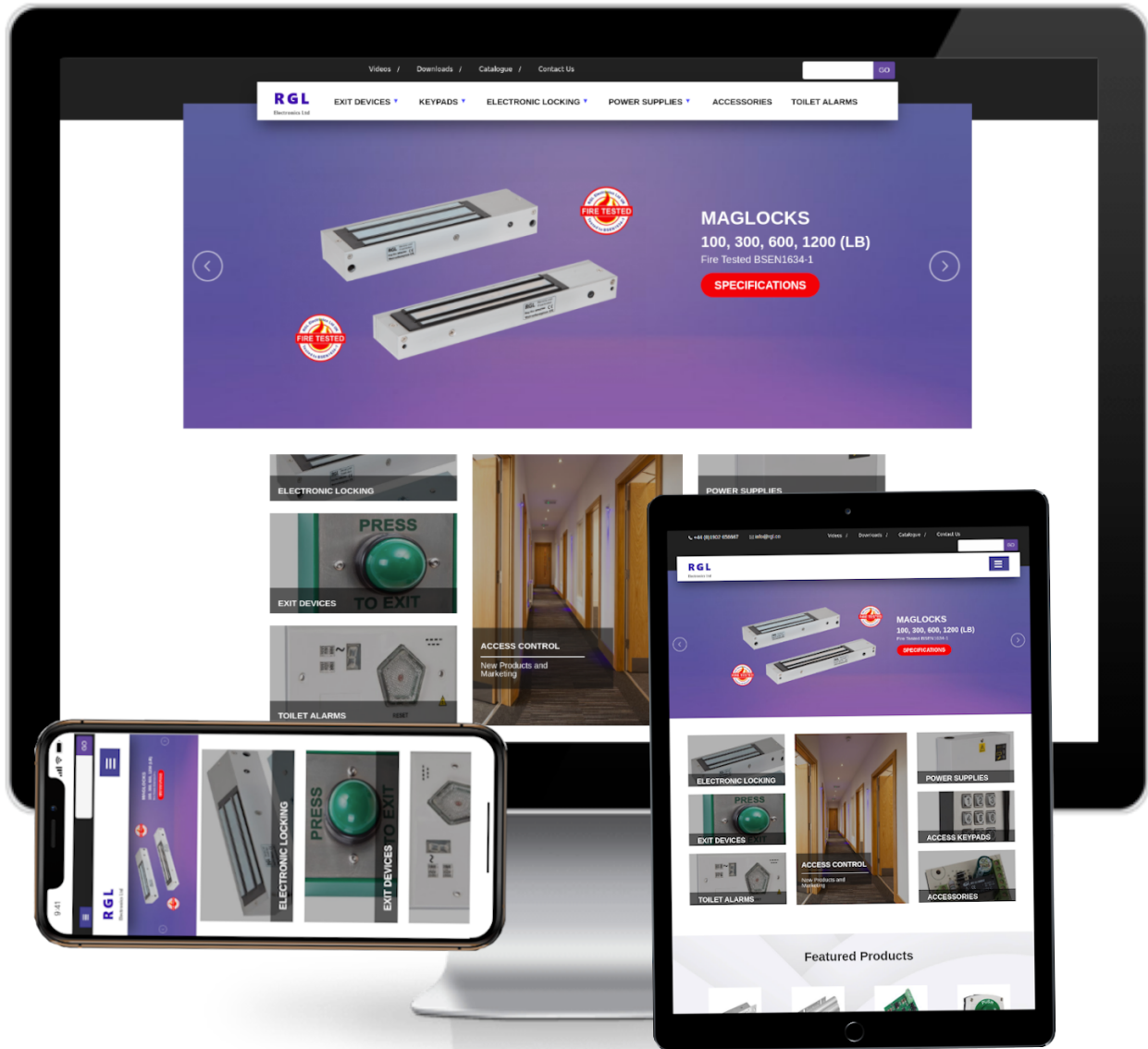
Contact Name: Anjan Nair  
Project Coordinator

*Chance River*



anjan@rgl.co  
RGL Electronics LTD  
Pelham Works,  
Pelham Street, Wolverhampton  
WV3 0BJ

Websites: <http://www.rgl.co/>



RGL Electronics is a site for electronic Products Display and Sales. RGL Electronics is a UK based company which designs and manufactures a wide range of products for use in the Fire and Security Industries covering the UK, Europe, Middle and Far East markets for over the last 13 years. RGL supply their range of products throughout all the major UK and European Distribution outlets and tailor their products to meet all required needs competitively.

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## 11 DOCUMENT APPROVAL

To approve and accept the website redesign proposal above, simply sign electronically using the fields below.

**The following Website Redesign Proposal has been accepted and approved by the following:**

Name	Designation	Signature	Date