

December 13, 2019

Proposal

World Wide Web Consortium (W3C)

Website Design, Development
and Ongoing Maintenance

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W3C

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World Wide Web Consortium (W3C):

TGD is pleased to respond to your RFP for a qualified web design and development partner to redesign your existing W3C website (<https://www.w3.org>).

Your current website was redesigned in 2008, moving it to a responsive layout, with revised architecture and a custom CMS. W3C is looking to incrementally redesign its website and revise the information architecture, to define globally who W3C is and what it offers, 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.

W3C's mission is to develop standards that define key parts of what makes the World Wide Web work. One of W3C's primary goals is to make their benefits and standards available to all, whatever their hardware, software, network infrastructure, device, native language, culture, geographical location, or physical or mental ability.

W3C's global reach is validated through the four institutions that "host" W3C: MIT (in Cambridge, MA, USA), ERCIM (in Sophia-Antipolis, France), Keio University (in Tokyo, Japan), and Beihang University (in Beijing, China).

With 30+ years of experience serving not-for-profit, trade and associations, TGD understands how to develop brands and build websites that meet your objectives, build stronger brand awareness and simplify the user experience. Our approach includes establishing clear, clean web organization that is both functional and engaging by using our time to research, assess, and audit the site and to talk with key stakeholder and users — implementing their input into the design and creating focused, targeted communications.

Our experience providing long-term service and maintenance for our sites provides us with an understanding of work flow, budgeting and reporting to make it easy for clients to use our services without hesitation. We truly become an extension of your staff.

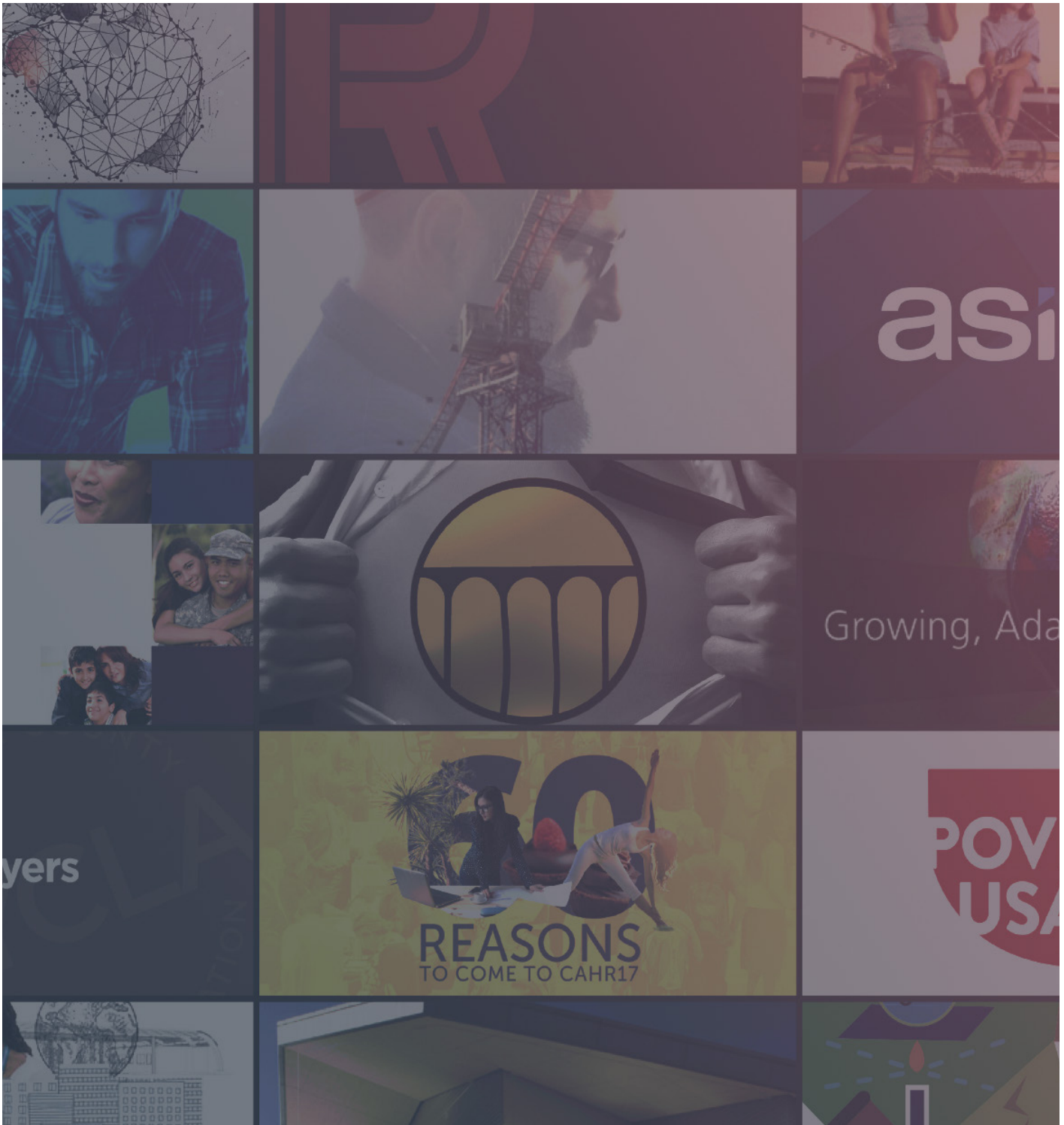
Thank you for this opportunity.

Name of Entity: **TGD Communications, Inc. (TGD)**

Main Contact: **Dan Peterson, VP, Web Project Manager and Strategist**
703.548.0200 x116 | dan@tgdcom.com

Address: **901 N Pitt Street, Suite 250, Alexandria, VA 22314**

Project Overview



PROJECT OVERVIEW

Request

W3C is planning to incrementally redesign its Website and revise the information architecture, to show the world who it is and what it offers, in order 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.

By implementing current web best practices and technologies, revising the information architecture, creating a content strategy and revamping the visual design, W3C can provide their audiences with the best information that is targeted and user-friendly, motivates participation in the organization, and communicates the purpose, value and impact of the W3C more effectively.

Basically establishing a clear navigation system for targeted groups both nationally and internationally.

Objectives

- To solidify the W3C brand as an authority on web standards using consistent design and uniform appearance to establish a brand platform (this will include updates to the overall brand usage manual and guidelines)
- To create an engaging and easy to navigate website experience for multiple users
- To increase brand/website engagement to encourage membership and crowdfunding through better organization and content creation including making joining and donating more obvious
- To establish a functional site redesign for today's content and any new content or phases that may be added in the future (note: a branding system will be developed along with the site redesign to accommodate new standards or information); to allow W3C to evolve the styles guide to accommodate new needs and usages; to allow W3C to adjust the information architecture as new themes or priorities evolve
- To optimize the layout/tooling to accommodate content that meets specific user needs (content style and design)
- To optimize presentation by archiving redundant/stale content (inventory of the current content with W3C / URL mapping and 301 redirects)
- To provide a simpler, minimal and robust editing and maintenance markup and style that is easy to understand and update by the W3C staff

PROJECT OVERVIEW

Requirements

W3C specific requests:

- HTML5, WCAG 2.1, ideally Level AAA (level AA as a minimum), standards compliance
- Consistent applications for responsive design formats
- Device-independence, re-usability (i.e., semantically rich and machine-readable, future-proof)
- Compliance with W3C URI persistence policy
- Good or better performance than the current site
- Integration with existing W3C-maintained back-end services (e.g. database of groups and participants, etc.)
- Testing throughout the process
- Support for bi-directional content and navigation
- Modern, best practices and simple, maintainable markup and CSS that is well-established, easy to maintain and allows for collaborative editing with identifiable change history.
- Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback

Services

Functionality

- HTML5, WCAG 2.1
- Mobile/responsive
- Social media integration
- Locator capabilities
- Content display options
- Google Maps
- Permission roles
- User-security

Design

- User research (4) (ideally including participants with disabilities)
- Architecture: wireframe, infrastructure
- Responsive Design
- Adopt, or define & draft a website governance document/project specifications/design system
- Style sheets and templates
- Site integration

SEO

- Title & meta-data description updates
- Automatic Site map creation
- Easy to update URLs
- Search Strategy

Server and Hosting

- Fast and reliable hosting
- Automatic website backup feature
- SSL – security certificate

Technical/Development

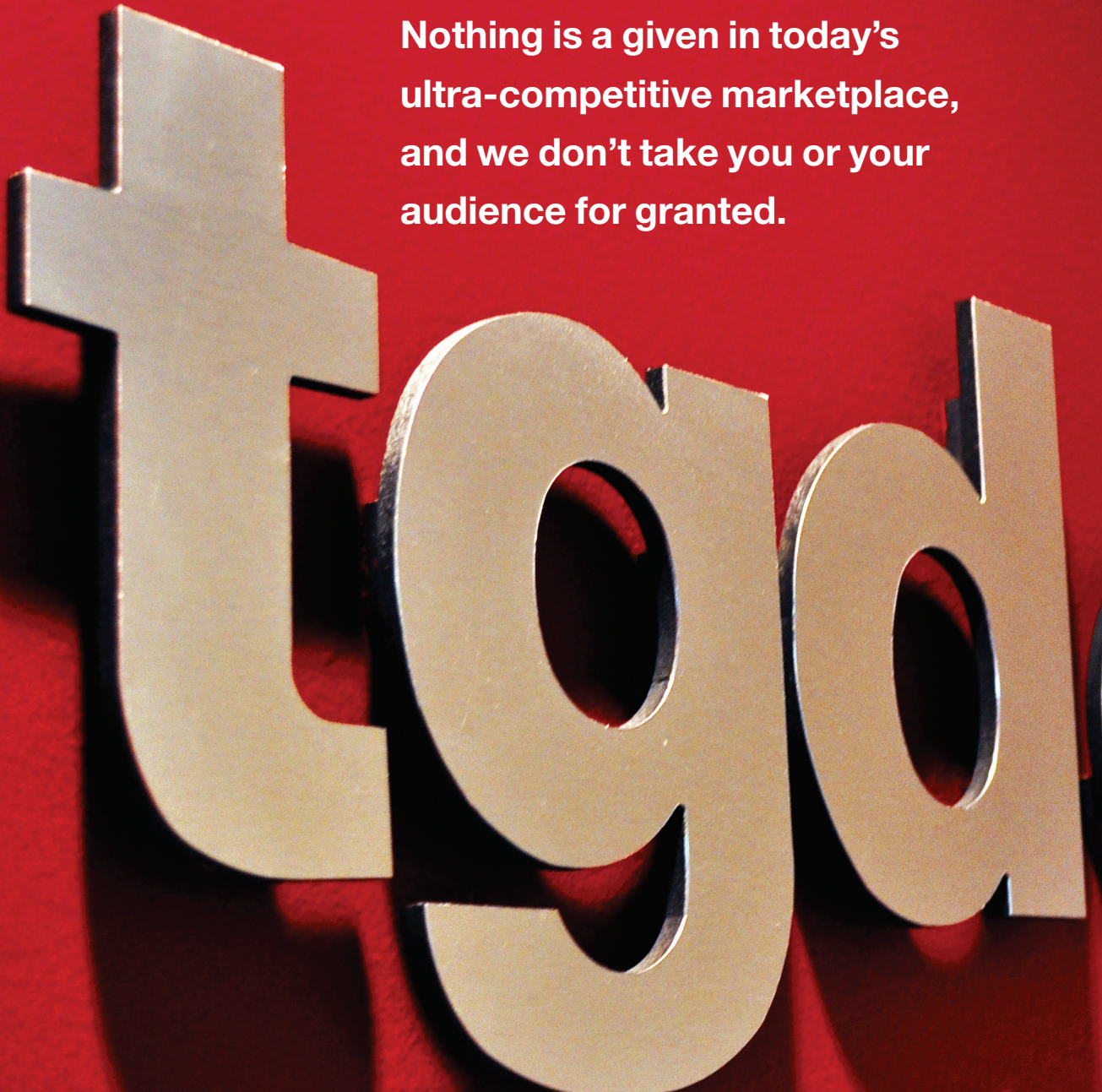
- Optimized code for fast page loading
- Open source, well-established CMS
- Cross browser compatibility
- Google Analytics Integration
- Site Caching
- Content strategy and migration
- Multilingual site, language negotiation
- Browser & Device Testing, Usability Testing (using W3C resources)

Consulting

- Project Management
- Software Selection (e.g. CMS, analytics; open-source)
- Migration strategy
- Advice on how to maintain accessibility
- Readable privacy policy per W3C
- Multi-factor authentication (MFA) using Webauthn)
- Maintenance and future collaboration

Experience and Qualifications

Nothing is a given in today's
ultra-competitive marketplace,
and we don't take you or your
audience for granted.



EXPERIENCE AND QUALIFICATIONS

TGD was founded in 1988 and is located in Old Town Alexandria, VA. Listed as one of the top design/ad agencies in the Washington, DC area by the *Washington Business Journal's Book of Lists*, TGD specializes in developing branded solutions that help to expand awareness of our client's messages.

Since TGD opened its doors, it has relied on a unique approach of bringing creative to the table. The entire creative team, along with our expert consultants, is encouraged to be problem solvers, to interpret, resolve and implement the campaigns we design.

This approach has served us well over three decades. We are not limited by preconceived ideas of acceptable deliverables. Instead, we open the creative door and allow for all ideas to generate enthusiasm and fresh approaches that will resonate with the intended audience.

We also believe in working as a team with our clients and speaking to their members and product users, who provide us with the knowledge we need to do the job right.

TGD has 10 full-time staff, who are focused on solutions and results. They are experts in design and marketing but understand and appreciate business goals.

TGD considers its staff to be its most valuable asset. Several team members have had the privileged of working together for 20 plus years, offering clients an established team with insight gained and experienced together over the years. Our combined experience and appreciation from our clients distinguishes us from others.

“We’re most impressed by the wealth of options [TGD] provided. There were so many variations to choose from for the website and the logo refresh. They were never possessive of the imagery or structures they sent to us, and welcomed our edits or changes to their work. Working with them is a pleasure.”

— Beth Caruso, CEO & Skip Gmeiner, Director of IT Services, AREMA

EXPERIENCE AND QUALIFICATIONS

TGD has had the great privilege to work for many national and international clients over the years providing branding with marketing and website development. We take on the harder challenges and provide solutions that solve not only the visual challenge but also build a brand structure that is part of a total communication package.

We know a brand is more than a logo. It is a perception, a quality, an expectation that must be supported from the tangible to the intangibles. A brand is represented by your website. That is why the structure, functionality and perception must represent your purpose and meet the requirements and expectations of your users.

To achieve this interview your staff, stakeholders, and end users content driven questions that help us to structure your branding and website to meet your audiences actual needs—per their specifications, not preconceived ideas.

We have learned over the years to adapt content to various audiences, to shorten instead of expand information, to illustrate in order to demonstrate and to respond quickly and efficiently to requests.

Our marketing communications have evolved from general awareness to focused content — communicating with and for companies, manufacturers and philanthropists that are looking to attract and inform their target communities about their industry, services or opportunities.

We are not a research company. We are not an advertising agency. We are a creative strategy and solution firm that develops brands and the methods that support, promote and engage. This includes marketing, advertising and websites. We use assessments and audits to determine creative direction, establish branding and provide promotional outlets, traditional or digital, based on our clients, specific needs, budgets and expectations.

In addition, TGD can provide W3C with complete marketing and design services beyond your website design and development. A number of our clients continue to use our service to maintain their brand and produce any marketing materials (both print and digital) as needed either on a retainer or project basis.

SERVICES

- Consulting
- Marketing
- Design/copy writing
- Assessment/audits/research
- Project management
- Hosting support and web maintenance
- Publishing: design, editorial, ad sales, print management
- Website: design/development
- Social media engagement

CAPABILITIES

Research and Analytics

- Qualitative and quantitative research
- Human-centered approach
- Market and competitor research
- Brand assessment
- Communications audits
- Media effectiveness and efficiency

Brand Strategy

- Positioning
- Brand hierarchy strategy and architecture

CAPABILITIES (continued)

- Vision, mission, and tagline
- Verbal expression and naming
- Audience value propositions and messaging
- Launch strategy

Design

- Primary identity
- Secondary branding or identifiers
- Brand expression
 - Collateral systems
- Brand guidelines
- Corporate Communications
- Campaign Planning and Implementation

Websites

- Site assessment
- Technical audit
- Navigation/architecture
- Responsive design
- Persona development
- Content audit and editing
- Theming/development

- Content Migration
- Technical support
- Maintenance

Digital/Social Media

- Audit
- Strategic plan
- Content development
- Digital marketing
- Influencers and thought leaders
- Branding strategies per channel
- Content development, graphics
- Post support
- Ads and PPC

Content Marketing and Engagement

- Content development/copy writing
- Marketing and digital communications
- Videography production
- Script writing and Storyboarding
- Infographics and motion graphics
- Training materials and internal communications

Account/Project Management

TGD has a great deal of experience managing accounts. We balance retainer accounts (day-to-day deliverables for a selection of clients) with monthly and quarterly publications. Our web projects, such as yours requires a team for various stages of the process—from audits and structure to content and design and finally development and testing. Our web project manager will establish schedules and organize both our staff and your client’s staff.

In addition , each team has a leader, responsible for in-house creative and planning sessions. We produce our assessments and audits in the early phases of the projects and inform all of the team on the results with the client who clarifies, agrees with or changes any mis-communications.

TGD’s staff will become a part of your team, as we do with so many of our clients.

For larger, more detailed website, such as yours, we limit ourselves to only two, preferably one project at a time, until your site is well-under way. If we find we need additional support, we will add to our base staff.

Market Research

TGD is not a market research company. We don’t have analyst on staff and we will not be providing ratios or figures about your end-user or the state of your industry. Instead we gather qualitative

research to gain insights on your brand: what they expect, how they perceive it, what type of interactions they prefer, how they make decisions, what attracts them, how they are motivated. We focus on these areas to make us more aware of who your customers are and how to deliver content they are looking for.

We prefer to conduct personal interviews (not focus groups or surveys) to gather qualitative research based on opinions and to explore how the market feels about your brand. Our interviews are personal, one-on-one conversations with staff, key-stakeholders and your end users. Our interviews can be conducted in person or over the phone. We develop questions as conversation starters, in most cases we are asking questions to trigger responses or based on a response from the interviewee. We will provide a set of questions for your review prior to the conversations, but we are not looking for a scripted response. The questions are only prompts to help us design personas as they relate to your products and services. These profiles will help us shape your entire brand and website from the content you publish to adding ways to interact and engage with users on your website.

It is time to demonstrate your standards and build a proper, engaging and well-designed site.

Branding

The branding process follows the website development rather closely. We must have approval on any rebranding recommendations before applying a new content structure or design to the site.

Branding will begin at the same time Phase 1 of the web project begins. We will overlap the assessments and audits and report findings and recommendations for the brand and the website at the same time. Branding work will continue through Phase 2 and 3 until completely documented.

Components/Deliverables include:

- Brand Assessment and Communication Audit
 - Discussion and surveys with staff and key stakeholders. Done in unison with web assessment and audit
 - Audit is an overall analysis of the company's or product brand, management and marketing effectiveness. It assesses strengths, weaknesses, opportunities, and threats of the brand. The audit provides an overview of not only the logo, but all marketing and communication materials used to promote, maintain and package the brand.
 - Determine which refinements are needed to take the brand to the next level, and how consistent your brand identity and brand messages are.
 - Review provided reports surveys and plans
- Brand Platform and Messaging
 - Brand consistency, both in design and voice
 - Effectiveness/Ineffectiveness for each type of communication/purpose
 - Uniqueness of message
 - Customer awareness and value of organization
 - Logo structure, secondary structure and message development
- Brand Architecture, Elements, Applications, Co-Branding
 - Hierarchy, design structure, fonts, colors, styles, placement, etc.
- Brand Guidelines
 - Documentation, files, templates (prosod online manual for access in all locations)

TGD TEAM BIOS



Rochelle T. Gray
Founder and Creative Strategist

Rochelle has worked as a marketer, designer and strategic consultant for almost 40 years. Upon graduation from VCU, she moved to Chicago and began her branding, marketing and advertising career before returning to Northern Virginia, where she worked at two of the top creative agencies, Morgan Burchette and Williams Whittle, expanding her experience and management skills. In addition, she spent four years teaching classes in design, web awareness and publications at the UVA Northern Virginia Center, School of Continuing and Professional Studies (SCPS).

Rochelle's exceptional marketing and branding expertise, her commitment to superior client service, as well as a devoted and talented staff, are key components to the continued success of TGD, which she founded in 1988. She has won multiple awards. Another most cherished accomplishment is having a piece in the permanent graphic design collection of the National Archives.

Since opening her company, she has been responsible for developing brand strategies for numerous clients and complex strategic assessments for the development of many campaigns. Rochelle broadens a client's perspective of their goal by leading brainstorming and creative discussions, collecting and structuring input from key stakeholders and ultimately developing targeted plans for complex marketing and business problems.

Key projects have included branding and marketing for Alexandria Hospital, Oakwood Worldwide, National and Dulles Concessions, numerous commercial and residential real estate projects, Alexandria and Fairfax Chambers of Commerce, and hundreds of associations, nonprofits and corporations.



Dan Peterson
VP, Web Project Manager and Senior Strategist

Dan is a highly accomplished professional with more than 20-plus years of experience managing the demands of complex projects and implementing Internet/Extranet/Intranet technology solutions. Significant experience working in fast-paced environments managing complex cross-media campaign efforts, pioneering innovative digital engagement efforts, and supporting communications in response to national and international level challenges.

Dan has led TGD's web efforts since 1999 with proven success in delivering web and multimedia projects, account development, management, and strategic planning and solutions across various industry markets.

Dan combines expertise in strategic technical planning and online multi-media development with business analysis expertise and entrepreneurial capacities. Outstanding interpersonal and communications skills; able to quickly build rapport with team members, vendors, and senior leadership.



Christopher Mahon
VP, Senior Art Director and Brand Strategist

Chris has over 15 years of experience in marketing, design, and advertising. He holds a Bachelor of Arts from Virginia Tech University. He has provided creative services for a variety of industries in the D/M/V market including associations, non-profit, corporate, and government accounts.

Chris works with a team of creative strategists and designers for projects ranging from branding, advertising, website design, publications, conferences, and video. He coordinates marketing and strategic campaigns from concept to launch while focusing on delivering superior outcomes that yield results.

Chris' unique approach to creative solutions is based on his ability to discover and reveal unexpected directions for projects following initial brainstorming meetings with his team. He is a critical part of the TGD team and an expert manager. Throughout the creative process, Chris maintains awareness of client goals as he stays in close communication with his customers and works to ensure their projects engage new audiences while maintaining brand equity to capture existing ones. Chris understands the importance of clearly defining a project's scope and works to identify deliverables based on requirements of the project, expectations for success and ways to measure results.

Chris joined TGD in 2008. He uses a mixture of traditional and digital components to build his award winning designs for the American Gear Manufacturers Association, American Institute of Physics, NAE, Woodworking Machinery Industry Association and many more.



Lisette Bassett

VP, Project and Media Manager

Lisette joined TGD in 2010, bringing with her years of experience managing multiple projects in a creative services environment. Playing an integral role in fostering efficient projects and positive client relationships, she develops and maintains detailed schedules throughout the duration of projects, manages internal workflow, discusses timing and goals with clients, estimates printing and fabrication costs, and manages vendor relations. Her eye is on quality, timeliness, cost control and meeting clients' needs.

In addition to project management functions, Lisette supports qualitative research efforts for TGD clients, including data collection, analysis and report development, as well as researches media options and secures ad placements.

Before joining TGD, Lisette led publication and marketing communication efforts for several medical professional associations where she oversaw an in-house creative team of writers and graphic designers and worked with the public relations firm Fenton Communications. Lisette holds a B.S. in Journalism from Liberty University.

She has played a key role with many of our clients including AABB, NAFME, DHI, Westfield Concession Management, USSCB, WETA, and many more.



Hollie Ontrop

Senior Copywriter (subcontractor)

Hollie Ontrop is an independent contractor who partners with agencies, companies and other independent contractors.

As TGD's copy and script writer she works with our creative team to build content that gets to the meat of the problem. She writes in a clear, concise and interesting format with a touch of humor (if appropriate) to capture the interest of her target audiences.

Hollie is an award winning creative copywriter who specializes in concepting and executing strategic advertising and marketing tactics in order to change the behavior, perception and attitudes of consumers. Hollie uses the insights she garners to create effective TV and radio commercials, videos, print and out-of-home ads, apps, websites, etc. Her campaigns have had national exposure and when needed, the materials have been customized per markets.

Hollie Ontrop has over 50 gold and silver regional ADDY awards, including Best of Show and Best of Broadcast. A gold and silver district ADDY. A silver national ADDY. She's been shortlisted for the SABRE's, won multiple Anvil Awards, as well as several other prestigious awards.



Kenneth Love

Lead Web Developer

Ken began working at TGD in 2012. With over 10 years of previous experience and a comprehensive background in all areas of responsive web design, development and management, Ken analyzes situations, prioritizes tasks, proposes creative solutions, and brings development projects to completion. He has expertise in all aspects of Web programming including XML, CSS, HTML, SQL, JavaScript, JQuery, Python, and content management systems (CMS) such as WordPress, and Drupal. Ken understands and has experience with integrating various AMS, CRM, community and other third-party systems. Ken is an expert at web analytics, web publishing, maintenance, proofreading, copy editing and content development.



Gloria Vestal
Senior Art Director

Gloria combines strong marketing sensibilities with even stronger design skills. Gloria leads her team in the development, design and production of many branding, publication and advertising projects. Her design skills and technical abilities are truly remarkable.

Since joining TGD in 1997, she has been a significant contributor to the growth of TGD. Her keen artistic approach to logo design and brand development, along with her unique approach to marketing and advertising solutions, leads to distinctive and well-received campaigns for our clients.

Gloria has won countless awards for her work over the years. A skilled painter as well as a designer, she understands how people interact with content. She has produced many videos for various clients from full on celebratory stories to conference introductions.

Presently she works on our long-term accounts for CWC, WETA, NAFME and National Drug Court Professional.



Chrissy Sibilía
Art Director

Chrissy Sibilía joined TGD in 2016. She is a powerhouse designer dedicated to meeting the needs of each client while masterfully balances print and digital projects. As an art director, Chrissy establishes visual identities for both for-profit and nonprofit clients and supports day-to-day production design of marketing materials and email promotions. She leads multiple projects from conception to completion in accordance with deadlines, solves complex problems and proficiently maintains each client's brand integrity.

Chrissy's background in fine arts offers a unique outlook into today's multimedia consumption, while her previous experience working in government contracts underscores her ability to create strong branding for corporate clients and marketing associations alike. Her dynamic email and digital marketing strategy has helped clients strengthen their online presence and grow their member base.

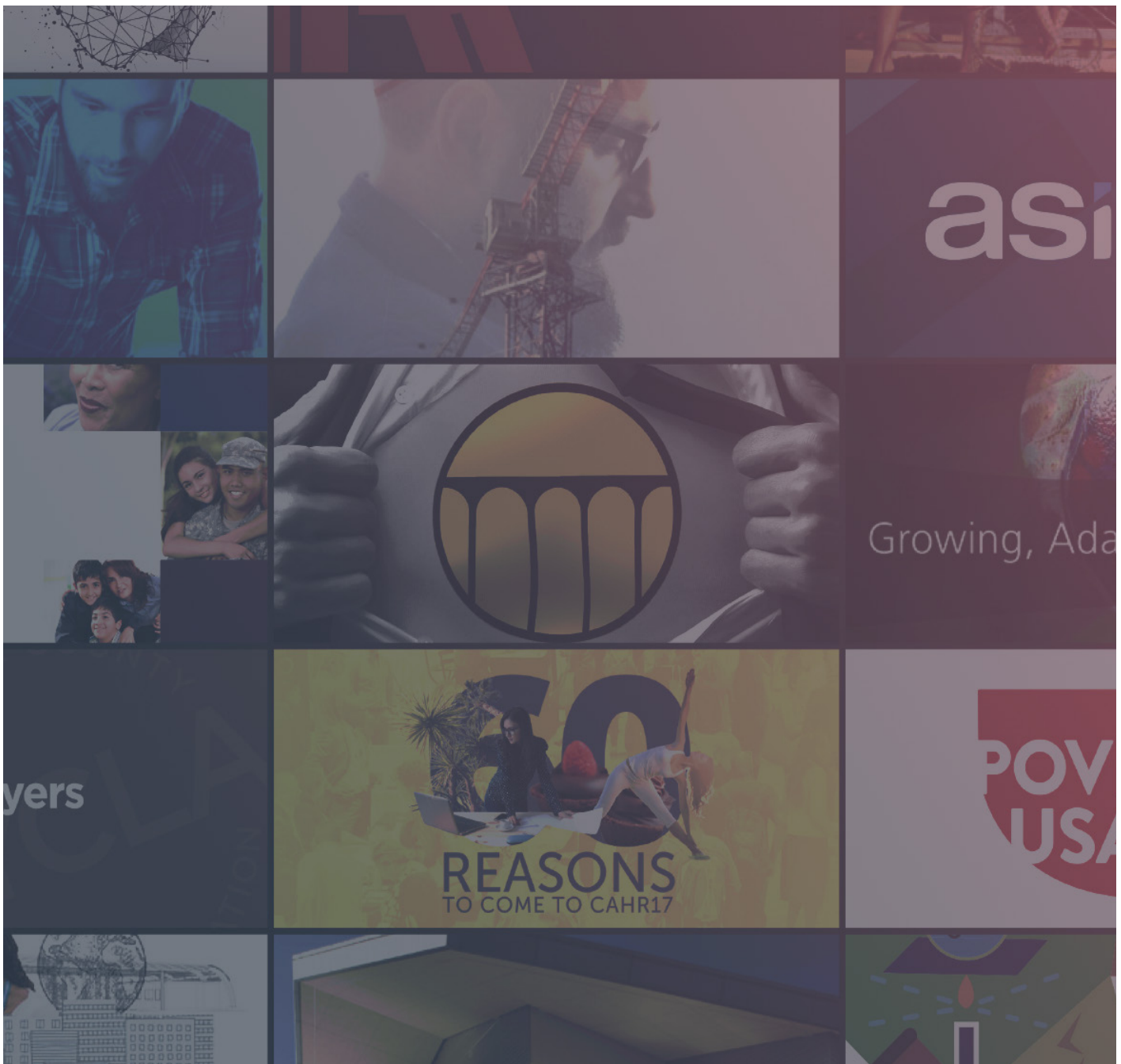
Chrissy has been instrumental in redesigns, branding, marketing campaigns and website design projects for clients like the Physical Therapy Association, Idealliance, the Center for Workplace Compliance, the Society for Marketing Professional Services and the American College of Medical Genetics and Genomics.



Elena Papademetriou
Senior Digital and Graphic Designer

A skilled graphic designer, Elena has an MA in publication design which she uses to solve a variety of client branding, publication and website marketing applications. Elena's insight to new media and communication methods allows her to use technology and design to solve complex problems. Her past experience at GNSI and ABC Imaging has heightened her independent nature and improved her management skills. Elena joined TGD in 2015.

Process and Approach



APPROACH

Our experience with a wide range of organizations allows us to think uniquely to solve problems. We use our interviews and brainstorming sessions to create a variety of solutions, so our clients can see various ways to interpret their messages.

Every year the marketing trends change but more importantly the market you are trying to reach changes. This is especially true today as mature leaders are replaced by younger more aggressive decision-makers. It is as important to know exactly what they want and expect from your website as it is to provide each of your audiences with content they can use. Flexibility and communication will be key to building your new site along with direct channels to each of your unique audiences including web developers & designers, C-level decision makers, W3C members, and W3C groups. Whether internal or external, finding information or resources, understanding how your standards are applied is a primary responsibility of your site.

It will be important to build your public site as a means of communicating your purpose and value as well as a marketing and communication tool to build awareness and attract new members. Private areas and targeted audience cross sections can be more direct and detailed with simple navigation that gets a user quickly to a solution. Additionally, TGD can help to build information tools (emails, blogs, e-news) to reinforce your standards and define the rational and user responsibility.

It is our job to package this information while maintaining a strong brand presence for the W3C standards.

PROCESS

PHASE 1: SITE ASSESSMENT AND AUDIT

We begin all of our projects with an open discussion about your organization. We want to learn how your association works with users as well as your long-term goals and what role the new website will play in achieving them.

Defining a project and defining your goals are critical to site redesign and development. During this phase we will learn more about your organization's priorities, your target users' needs, and what motivates your site visitors to improve engagement. This phase is primarily conducted through qualitative research but is also informed by quantitative research; analytics, surveys and in-person interviews with key stakeholders.

These discussions support our human-centered design approach as it uncovers motivations and barriers while building understanding between all who are involved in the process. We will use this understanding to guide us as we build the new website's content, function and structure.

These steps all culminate in the creation of a well-defined set of goals and a strategic plan outlining purpose, structure, priorities, timelines, and expectations to ensure a final website positions your brand, supports current and future organization goals, and engages target users.

Phase 1 Assessments and Audits

- TGD prefers to have discussions instead of produce surveys with key stakeholders to better determine their needs.
- Lead discussions with key stakeholders (members/prospects, donors, end users and staff) to identify goals and objectives for the website. Develop internal alignment on the role of website and software integrations and identify any concerns.
- To identify needs, qualifiers, outcomes, performance criteria, and pain points.

The value of these discussions cannot be overstated. The knowledge that we receive is key to exposing the true opportunities for improving the purpose of the organization and in developing a website that serves your audience best.

It will be important to determine the proper hierarchy of communications including:

- Establishing a clear and unified framework for the organization of content.
- Editing and reducing what is viewed and what is archived.
- Maintaining consistency in the messaging and presentation of information.
- Building visual cues to support information, to engage and achieve site or section purpose
- Establishing user needs and expectation

To achieve this, we will:

- Evaluate current web systems and processes to identify areas for improvement. Discuss any new or additional systems that should be purchased or are planned for purchase in the future.
- Develop site requirements based on process analysis and work to develop site requirements that incorporate marketing, awareness, customer service, commerce, action processes, analytics and management dashboards.
- Review provided market research, personas, surveys and research that have been previously developed.
- Review site traffic, analytics, SEO, and other reports.
- Assess viability of site requirements to analyze and determine feasibility, action items, budget allotments and timelines.
- Provide technical requirements report outlining which technologies will be used/procured, licensed and/or any other costs, plus timelines for final delivery.

Phase 1 Deliverables

- Complete site audit and assessment of current content, graphics, downloads, etc., prioritized for efficiency by committees or offices
- Summary of key stakeholder goals and success metrics for the new website
- Recommendations for software and infrastructure additions or changes
- Discussion of any items of concern found during the phase
- Project timeline that outlines major activities and the tasks associated with each activity and start and end dates (content editing, structure, roles)

We will be looking at the following:

Appearance & Design

First impressions are important. They make the difference between someone staying or leaving your site. They set the tone for your brand and communicate your organization's impact.

Content, Navigation and Site Structure

Users come to your site for a reason and to solve a problem. Establishing a style and position for your content will make your site accessible to new and returning visitors.

User Experience & Engagement

Building a strategy for a more user-oriented design and interface that is engaging and purposeful.

Tracking

Build in metrics to judge the sites success such as email subscriptions, tracking page views, repeat viewership, number of downloads, etc.

Following phase completion, TGD will provide a revised project timeline including dates for staff holidays, vacation, and delivery dates needed for any specific deliverables throughout the project. This will be a living document and will be updated based on any changes to the schedule. TGD will be multitasking during this phase with site technical and content assessments and audits happening at the same time.

Staff discussions to:

- Learn about the internal organization versus the external usage of resources
- Determine basic timeline
- Collect all technical information and access credentials
- Site content assessment and audit
- Meet with and interview or key stakeholders
- Finalize findings and assign tasks (editing, updated copy, repetitive needs, etc.)
- Begin site planning
- Site technology and navigation assessment
- Lead discussions on improvements to navigation requirements for each persona including wireframe structure and how this relates to planned site goals, website content, methods for managing content (as dictated by software), types of content needed, any specialty functions for site pages
- Begin site planning

PHASE 2: SITE ARCHITECTURE

Once organizational goals have been established and we have gained a deeper understanding of your organization, we will work in cooperation with your team to plot a course for success.

The site's architecture includes navigation structures and wireframes of pages.

Creating the navigation structure ensures that we consider all the key pages of the site, showing their relationship to each other and defining how the site's overall navigation matches with the goals for the organization and supports the goals expressed by the stakeholders.

Wireframes are a visual storyboard of the planning process, charting the elements and their function throughout the site and providing a detailed view of the content as it will appear on each page. Although wireframes do not show any actual design elements, they provide a guide for defining content hierarchy and function of the elements on each page.

Phase 2 Activities

- Recommendations to create a more engaging and intuitive navigation structure
- Produce 3 options for navigation solutions, with 3 rounds of revision to selection
- Produce 3 options of wireframes solutions, with 3 rounds of revision to selection

Phase 2 Deliverables

- Final navigation structure for the new website
- Recommendations for content structure, style and formatting
- Ongoing support of content restructure
- Final wireframe structure for new website
- Recommendations for content tagging, frequency of content updates, and broad recommendations for help with Search Engine Optimization (SEO)

We will be looking at the following:

Function not Form

There are variations in how wireframes are presented, and this is reflected in the various tools available. Fundamentally wireframes are about the functional parts of an application, e.g., a page will have 3 text boxes and 2 buttons, and how users interact with them.

Think about the User

Consider the user experience and interaction with the functionality

Include Ads

Many sites include advertising for monetization, this is function and not a design element, and needs to be included up front in the process.

Public versus Private Areas

Many sites have private areas that are limited by the software, or content that is viewed by fewer people (registered users, passwords access). These pages (and how they function) will all be planned during this phase.

PHASE 3: DESIGN AND PROTOTYPING

TGD will create a visual style for the website that supports your organization's brand and goals while remaining within the structure of the approved navigation.

Your website is an extremely important component of your brand. TGD's approach to visual design for a website starts by identifying the distinctive attributes at your brand core along with the key issues and services that differentiate your organization. The organization's brand plays an important role in this part of the process, as designers want to visually convey your message and purpose within the site design.

Phase 3 Activities

- Presentation of site home page design options (three or more options presented)
- Revision to site design options (three rounds of revisions included). Revisions beyond those three rounds will incur additional charges if the request is such that a change in the original scope of work or the agreed upon creative direction is necessary)
- Approved design direction is expanded to include prototypes of secondary, tertiary and specialty pages
- Approved design direction is expanded to ensure all designs work responsively on mobile and tablet layouts

Phase 3 Deliverables

- Final design files for new responsive website (Desktop, Mobile, Tablet, etc.)
- Website style brief to demonstrate site components and layout structure
- Discuss the design, and how different elements on the page will impact your management of the site as well as any budget implications
- Documentation of base styles for new site (Typography, Colors, Site Components)

Considerations for Design:

Accessibility

All sites are designed and developed by TGD to be in complete compliance with W3C's WCAG 2.0 compliance recommendations, as well as standards recommended in Universal Design guidelines.

Cost and Time

There are many decisions made during the design phase that can affect the long-term manageability of your website. Decisions such as whether or not each piece of content requires an image, how content is promoted throughout the site, and compatibility with all integrated systems. These decisions will affect how easy your site is to manage and maintain.

Creative but Flexible

Our designers will present options that will likely go beyond your expectations. Don't be afraid to do something different. Websites and the Internet are based on relevancy; they're not something you do once and never look at again. Your website is a marketing tool and should be treated as such. Think of it as a living document and update it often. If sections are not working for your users, we will help to improve them.

Clean flow and layout

The previous phases defined the purpose, goals, and the blueprint of the website however, this phase will focus on where and what you want users to do. Our goal is to determine the focus areas and make the navigation simple and intuitive. Remembering to prioritize content and to avoid putting everything on the home page.

Content Updates and Style

During the design process, our team may make recommendations on changes in wording and phrasing throughout the document. We will provide guidance on using phrases that are clear, easy to understand and consistent.

TGD will review the timeline based on the final designs and page flow with our programmers and your team to ensure we are still working within a realistic time-frame and fulfilling the anticipated deliverables. Plans for complete or partial roll-outs will be determined.

PHASE 4. THEMING AND DEVELOPMENT

With designs approved, it is time to focus on developing all pages, finalizing new content and/or refining old content, creating videos, slideshows, podcasts and other media that will appear on the site, as well as building out the HTML and CSS.

Programming is a complex and detail-oriented process. At this point TGD will suggest a weekly, scheduled call to review completed sections or collect additional content.

Phase 4 Activities

- Establish the development and final hosting environments
- Purchase, install, and customize base technologies for the website application
- Collect content and determine migration plan (duties)
- Implement the approved content structure and design; provide report to client for updates or revisions to content that is not formatted correctly or requires editing
- Build/establish search Engine Optimization foundation
- Staff Training (virtual)
- Testing and Launch Plan
- User Onboarding Plan

Phase 4 Deliverables

- Staff training and documentation
- Live website deployed on hosting environment

Development Environment

All coding will be done on premise, at the office of TGD in Alexandria, VA. All code will be developed and tested on our own development servers; and later pushed to your production environment. In some

cases, we will demonstrate work within our own development environment. Using the recommended hosting platform and Git, our team will use continuous integration best practices to develop all new site functionality.

Training and Documentation

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.

Content Migration

One of the largest efforts for a new website. Our staff will work with your staff to prioritize and coordinate this effort. TGD include 50 hours of migration time as part of our fixed price agreement. Additional migration time can be added as needed.

Hosting Environment

As a policy, we believe our clients should own their content, so we do not provide hosting services. We maintain a list of hosting providers and server products we will recommend the best solution for your website. Web hosting costs vary depending on the level of service required, as well as security and redundancy needs. TGD will provide guidance and selection of a host in Phase 1 and finalize agreements..

Ongoing Maintenance and Support

After the website is complete, TGD will provide ongoing hosting management and software updates and maintenance as needed. A proposed monthly/annual budget is included but may change based on final requirements.

TGD's website maintenance service provides assistance with these important tasks:

- Hosting management
- Platform, plug-in or software updates
- Module updates
- Theme updates
- Security audits
- Functional recommendations
- Integration updates

Design services or new development is provided at a reduced rate, either hourly or on retainer per requests from the client.

Portfolio

A few samples of our work have been included in the following pages. In addition, a gallery has been created of samples for you to view online, please visit:

<https://gallery.tgdcom.com/samples/w3c>

AMERICAN APPAREL & FOOTWEAR ASSOCIATION

TGD revamped AAFA's brand and reinvented their website to showcase their expertise, and better reflect their strategic initiatives of Brand Protection, Trade, and Supply Chains in the global market.

Designing for iMIS RISE, TGD created a tool that offers seamless integration with their membership database management, email campaigns and social media.

We positioned AAFA as the recognized authority for apparel and footwear providing:

Exclusive expertise in brand protection, supply chain management and trade policy

Diminished risk and opportunities for members to increase their bottom line

Unparalleled access to information and exclusive insights

Protection for members global reputation by managing and responding to crises

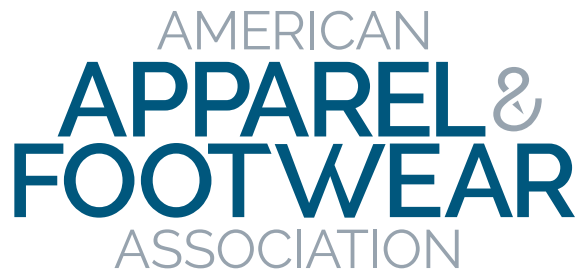
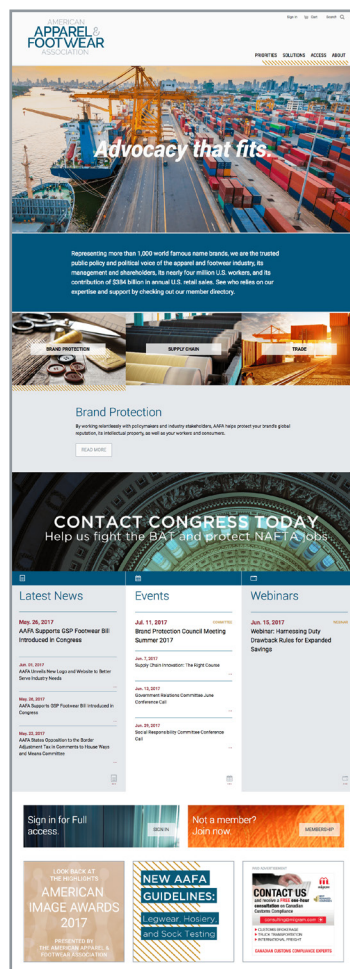
Strong relationships with industry partners and C-suite members

Results to members on policy and issues by defining objectives and actions

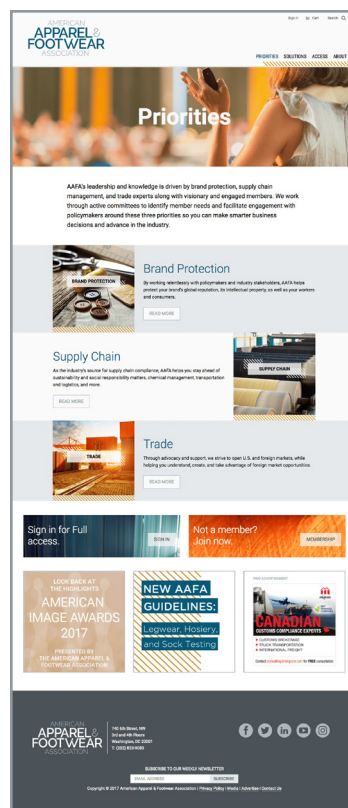
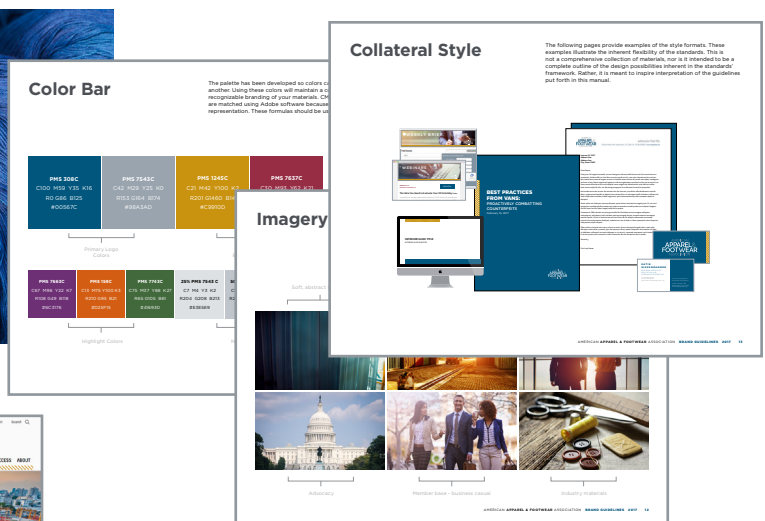
The next generation of young professionals



Before



AFTER



FIA GLOBAL

FIA Global is the merger of Futures Industry Association in Washington, the Futures and Options Association in London, and FIA Asia in Singapore.

The merger between the three groups required a consolidation in language, and a the integration of their new Content Management System with two separate Association Management Systems to control member access in one overarching permissions system.

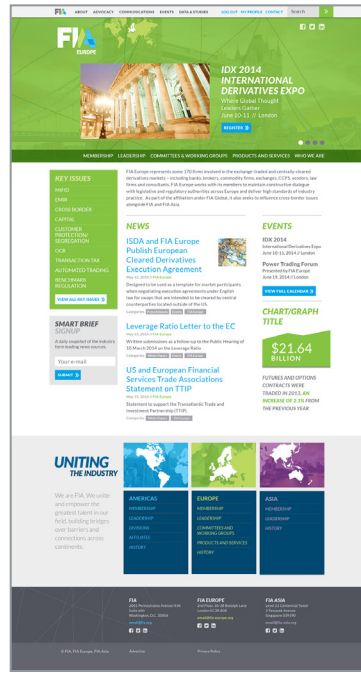
Differences in language, spelling, date formatting, and other norms of site content were also resolved through extensive content modeling and staff discussions.

The process was done in phases to accommodate the three locations.

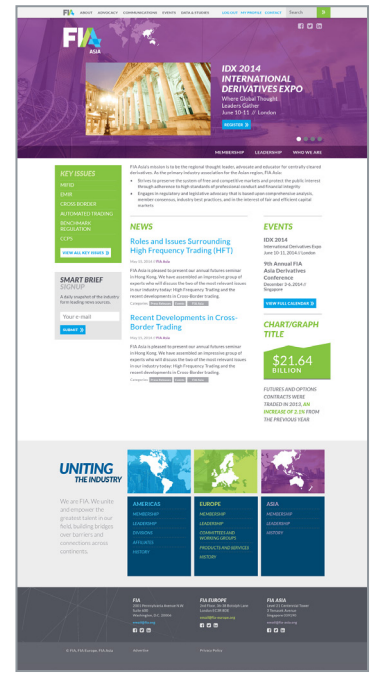
In addition to the primary site, TGD also designed a separate publication site for their print publication, which we assisted in renaming, and refreshing for their broader markets.



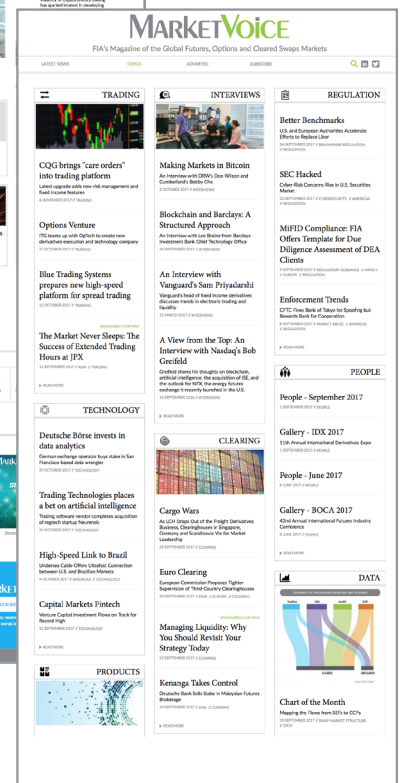
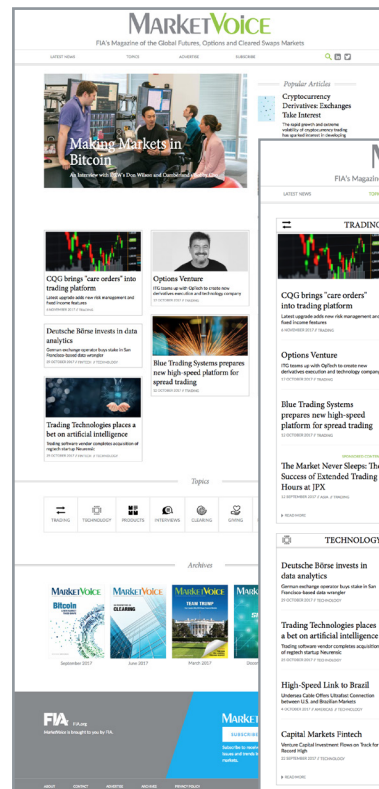
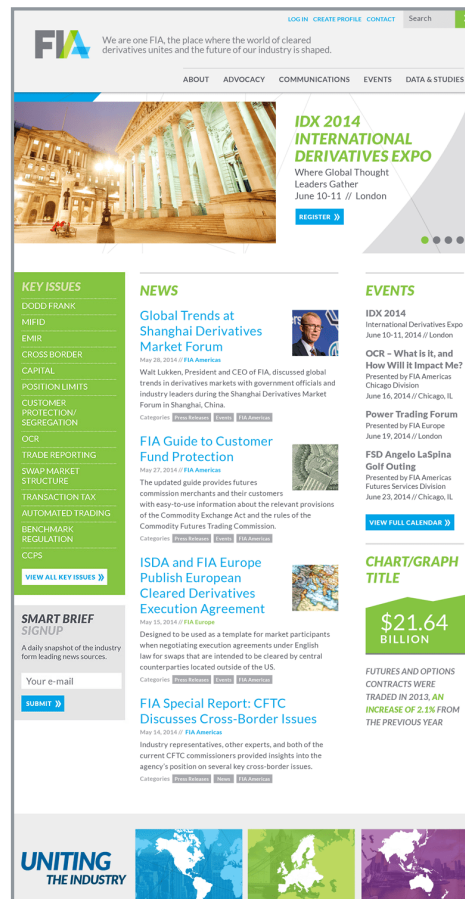
Americas



Europe



Asia

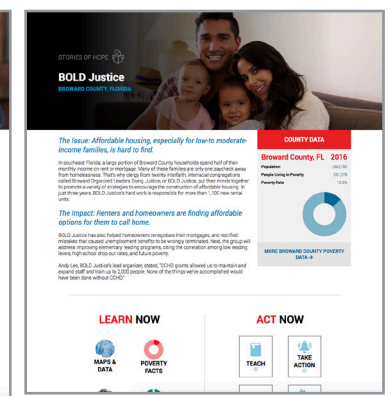
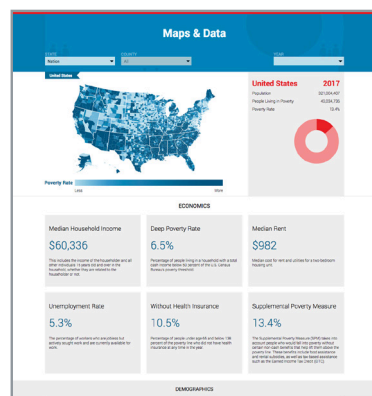
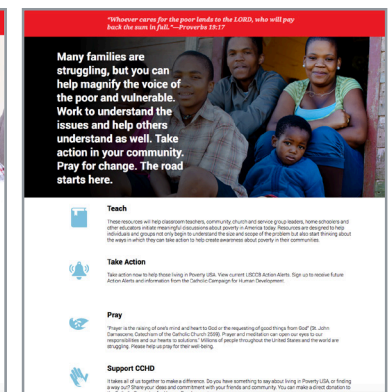
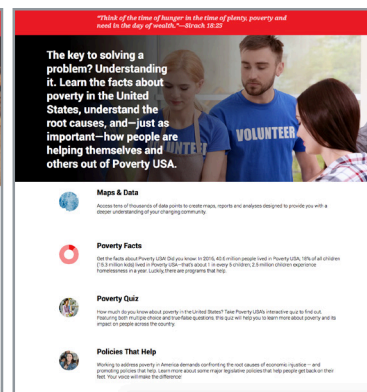
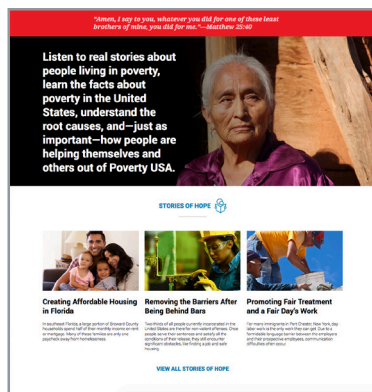
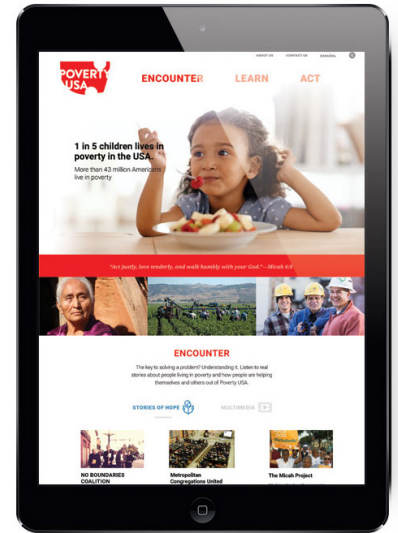
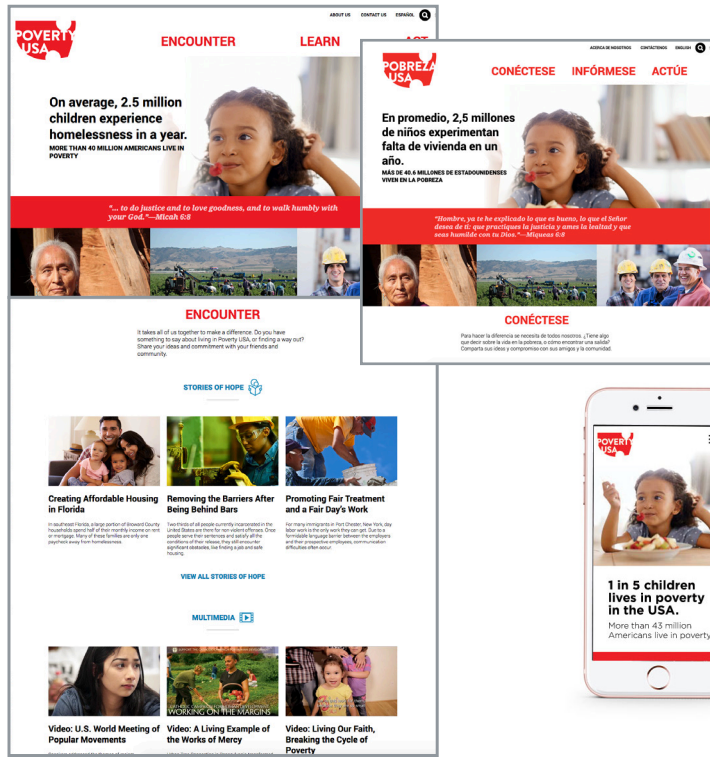


POVERTY USA

The Catholic Campaign for Human Development (CCHD) is dedicated to breaking the cycle of poverty by funding community programs that encourage independence. TGD worked with CCHD staff to develop a consistent branding strategy, develop a long-term plan for increasing poverty awareness, and a way to improve the online presence of the organization while simultaneously lowering the time and costs needed to maintain their public campaign site, povertyUSA.org and in Spanish at povertyusa.org/es.

TGD developed a mobile responsive website that better showcases the stories of those fighting against poverty, and utilizes dynamic data from the U.S. Census Bureau to highlight the raw facts about poverty throughout the communities in the United States targeting the general public for awareness, engagement and action.

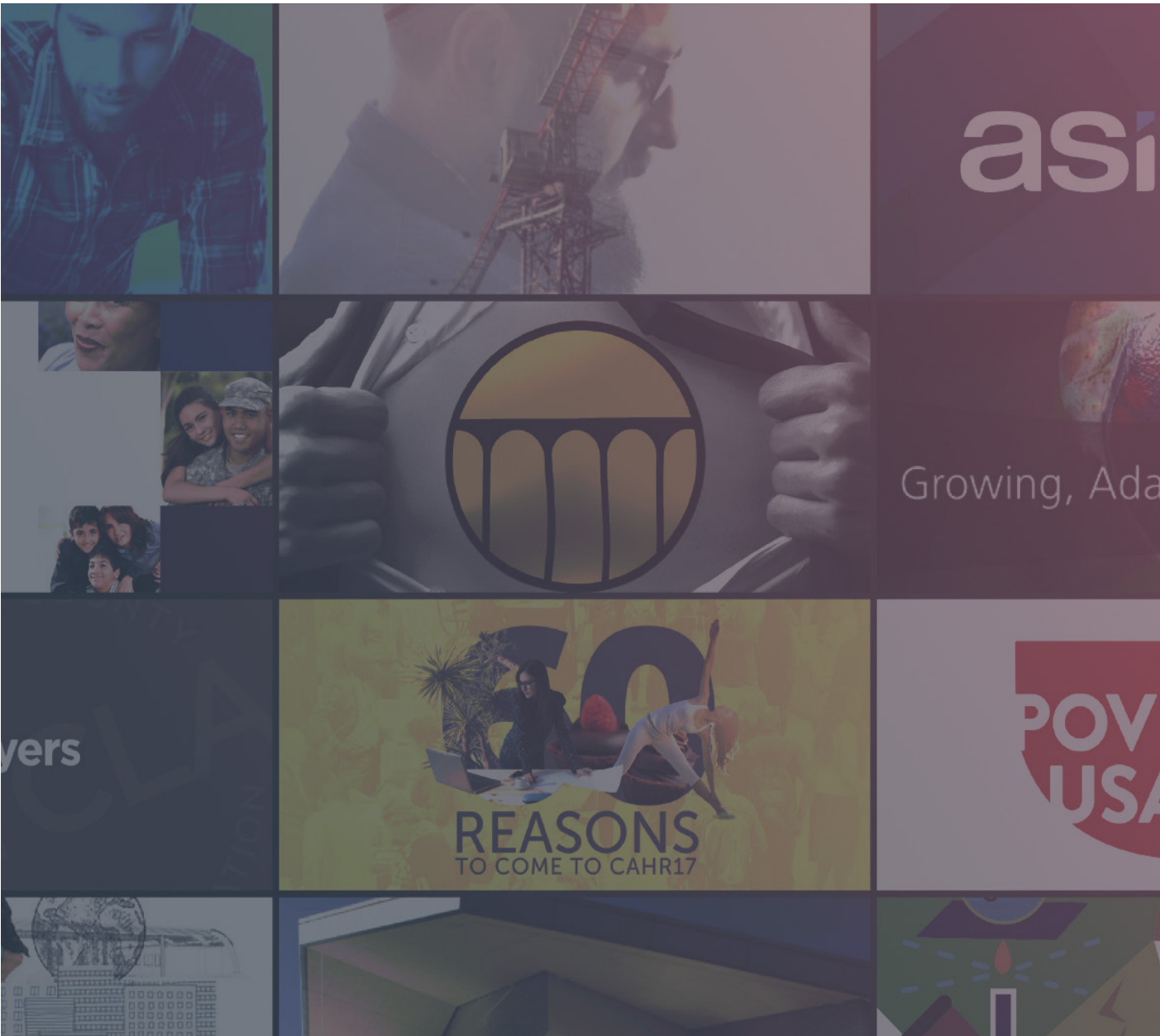
TGD provides maintenance and updates as requested or required.



REFERENCES

(Submitted separately)

Timeline and Budget



PROJECT TIMELINE

(Submitted separately)

BUDGET: BASED ON 12-14 MONTH PROJECT TIMELINE

(Submitted separately)

Website Maintenance

(Submitted separately)

THANK YOU FOR CONSIDERING TGD

We look forward to having the opportunity to partner with you on this project. Your TGD team is excited to begin work, answer any additional questions, and discuss your overall goals for the new site.

If you have any questions, please contact **Dan Peterson** at dan@tgdc.com.