

RFP RESPONSE FOR

W3C Website Redesign Proposal

12.13.2019



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Cover Letter

S.

Dear Coralie,

W3C is seeking a partner to help redesign, develop, deliver and host their website in order to address the high-level requirements effectively. Saypr is excited for the opportunity to be the digital partner. Developing protocols and guidelines in order to lead the World Wide Web to its full potential, W3C is playing a crucial role on promoting the Web to be able to enable human communication, commerce, and opportunities to share knowledge. Most significantly, W3C makes these benefits available to all people regardless of their hardware, software, network infrastructure, device, native language, culture, location, or physical or mental ability. W3C is the primary entity setting up the standards defining the core parts of what makes the World Wide Web work. Having a modern, responsive and visually appealing website that presents the story and services of W3C in a clearest and most compelling way to the targeted audiences and that is easily updatable and manageable by the in-house team without a technical background, W3C will dramatically increase their reach out and quality of service, and the number of fundings eventually. With Saypr, W3C will experience;

A Streamlined Solution For a Complex Internal and External Need

Saypr' s solution can serve as a platform that meets the needs of W3C' s internal inputs provided by the stakeholders and content providers as well as the key engagement platform for the target audience including partners and non-partners, researchers, non-profits, policymakers and individuals all around the world.

A Seamless Digital Experience

Seamless delivery and digital experience on demand, on any device with the ability to shape the experience of users and engage them to continue both to contribute and to benefit the community.

A Scalable and Extensible Platform

Building a solution that will serve W3C now and well into the future, meeting the evolving demands of their mission and users, and ever-advancing technology.

W3C can look to Saypr to overcome its design and technology challenges as its partner in developing a website with a unified look and feel fueling the engagement of the community. In reviewing our proposal and the commitment our team has put into the initial concept, we hope to demonstrate our ability to create something both unique and powerful for the W3C and the community.

Sincerely,

Matt Omurcali

Head of Partnerships

+1 415 968 0703

matt.omurcali@saypr.com



Executive Summary

W3C has set up its primary goal to build up/increase the storytelling, awareness, interest in their organization and the world-wide services they provide, as well as to solidify brand authority, consistent design, and uniform appearance. W3C is seeking a digital agency to partner up with in order to achieve these strategic goals. Through the website, the users and first-time visitors should be able to navigate intuitively throughout the site, and easily find what they are looking for, as well as the content suppliers and all the stakeholders should be able to create, manage, edit and publish the progressive content collaboratively through the well-established and easy-to-manage Content Management System (CMS). Digital presence, accessibility, responsiveness, and engagement should be the most important tasks to achieve. By accomplishing these tasks, W3C will be able to provide their audiences with the best information, as well as to motivate participation in the organization.

Saypr focuses on understanding the market, user profile, design and technology required to deliver a complete solution. As we've outlined our proposal based on the information in the RFP, we would recommend a full research and discovery period inclusive of gathering information from the stakeholders, analyzing and assessing the feedback and making necessary adjustments from all groups of interest within the stakeholder community, design workshop, scoping and prototyping.



Scope

W3C is interested in developing an easy to navigate, responsive and accessible website that can be easily used by the target audience, and both internal and external stakeholders. The website should be designed and developed in a user-friendly and a modern way matching the W3C brand and image, while at the same time being compliant with HTML5, WCAG 2.1, Level AAA standards, and W3C URI persistence policy.

At Saypr, we believe that the design phase is the most critical of all phases during the whole design & development process. We need to fully understand the reasons or any problems, to why W3C is seeking to get a new website designed & developed, and check the things that they are confident that they don't want in the proposed new website. We focus more on the things that our clients don't want than what they want at first, as this will enable us to set the boundaries and see our freedom more clearly.

In order to get all this critical information, Saypr will work with key stakeholders at W3C through a brief brainstorming phase aiming to better understand the needs of W3C, the things they like and more importantly dislike, so that we have a clear understanding of our client, and then we can start the process with the UX/UI planning, followed up with graphic designs and finally the development phase.

- Fully understanding the needs of W3C
- Feature Definition – Analysis
- Setup of the FE & BE systems
- Setup of the Content Management Systems (CMS) system
- Development of the FE & BE
- Implementation of analytics tracking mechanism
- QA and Testing
- Content Migrations from the existing website and other sources.
- Launch
- Monthly maintenance starts



Deliverables & Strategy

Creative

For W3C, our creative process will start with design workshops, user personas mapping, requirements gathering, scoping, prototyping and user feedback. After this process, we will be ready to start the User Experience(UX) followed by the User Interface Design steps.

Our design phase has 2 design proposals for W3C. These 2 design proposals are very different in the way they look and feel. Once W3C picks the direction they want to move forward with, then Saypr will focus on getting all the pages designed. We will have 2 rounds of feedback so W3C can input their feedback.

Technology

Building a modern website requires good planning and better execution. We have launched over 200+ projects throughout the years and have very in-depth knowledge of what well-executed projects require.

W3C's website will need to be built with modern and scalable technologies to serve W3C for many years. A CMS-driven website with good inpage SEO practices is a must in 2019 standards. Website Accessibility is very important for W3C, so the build needs to be built with that in mind.

After analysing W3C's current website, and imagining what the new scope might require, we quickly realized a headless CMS that is API-first will be very critical. This will make sure the W3C's website will separate data and website functionality. This will make managing the website a very easy task, along with making the website future-proof. Decoupling the website data and the codebase enables W3C to be able to use the data on other projects and make their data available to whomever they want.

Recommended Technology Stack:

- Wordpress as the Content Management System.(Drupal, or any CMS that W3C team would prefer.)
WordPress is used by over 33% of the web. Using WordPress as a Headless CMS enables us to us to use any technology on top of the data-layer it offers.
- Next.js as the Frontend/Backend Framework. Next.js is a very stable and widely used framework that enables Server-side rendering for the React framework. This enables us to serve the website quickly and offers a better experience.



Deliverables & Strategy

Project Management

Saypr will manage all website-related project management for W3C. This will include anything from coordinating and interviewing with key stakeholders to managing the timelines for the W3C website. Saypr's Project Managers will coordinate the completion of the project on time within budget and scope. We will assign responsibilities internally, monitor and summarize the progress and present the reports for W3C regarding the status of the project.

Quality Assurance

Quality Assurance and on-going testing is one of the core (yet, optional) parts of our development process which we always encourage our customers to apply. In a typical agile development process quality assurance will exist in forms:

- On-going full business logic unit tests development (typically using some standard testing framework like JUnit, PHPUnit etc.)
- Continuous development approach – all code commits are automatically checked via automatic builds executed round the clock 24/7.

For this project, Saypr will provide the following Quality Control Processes:

- Test case writing with all possible scenarios
- Manually running functional tests through test cases (Integration Testing, Regression Testing)
- Manual testing of non-functional test cases (Device compatibility, network tests etc.)
- Reporting of bugs through Jira
- Reporting of manual and automated tests



Deliverables & Strategy

DevOps

We have DevOps systems in place that lets us build, test and release updates/fixes more reliably. This benefits us with increased trust, faster software releases and ability to solve critical issues quickly.

DevOps increases our ability to deliver applications and services faster with more reliability. This speed enables us to better serve our partners, and enable them to deliver better projects, faster and with better quality.

Analytics, Audience, Content Audit and Modeling

Key to improving a website's performance comes from understanding the data that you already have. This is where Analytics, Audience and Content Audits come to play.

- **Analytics Audit** is a requirement in properly development a measurement strategy. This audit sets the foundation by designing your solution and architecture.
- **Audience Audit** is the audit which we question the website users' behaviour and demographic segmentations. Understanding who our users are and what they do within our platform is a very important metric in catering the whole experience to be as efficient as possible.
- **Content Audit** is the audit which we review all the content on the website. This process allows us to understand our optimization efforts, and helps us create a proper and scalable content strategy.

After all the audits are complete, the website is architected and designed to cater to our audience's needs with ease. After this point, we will set up our analytics platforms and start tracking all the behaviour being carried out within our website.



Deliverables & Strategy

Content Migration

Content migration is the step where we use our knowledge from Content Audit to migrate all the content from the old website to the new website. There are multiple steps to content migration:

1. Automated Content Migration
2. Manual Content Migration

Based on the difference in content migration between the old and new website's Content Types, a script could be written to automate the content migration up until a point. Once this automated step is finished, we make a manual content migration check to make sure all the content types are translated smoothly to the new website.

A/B Testing

A/B Testing is the process of comparing two or more versions of a website against each other to see which one performs better. With A/B Testing we get to understand which designs and interactions perform better. This is very crucial in understanding visitor behaviour and what converts the most.

Hosting Recommendation

When it comes to hosting, security and scalability are the first criteria that we keep in mind. Cloud-based platforms like AWS, DigitalOcean and Heroku make it easy to scale. On top of these platforms, we can add the Cloudflare DDoS layer to protect ourselves from denial-of-service attacks.



Deliverables & Strategy

Staff Training & Handover

As requested in the RFP, the in-house staff of W3C will be provided with training sessions and relevant documentation for use in future trainings.

Maintenance

Saypr uses bug and issue tracking tools to ensure all modification requests and discovered problems are identified, analysed, managed and controlled to resolution. Each modification request and the problem is analysed according to type such as corrective, improvement or preventive, according to scope such as the size of the modification and according to the cost involved, time to modify and criticalities such as the impact on performance, safety or security.

For each modification request and discovered problem, implementation options are reviewed and corresponding software units are modified in an appropriate technical process. Then, the completed modifications are reviewed and accepted by the customer and the modification is merged or the software is migrated according to a migration plan.

Saypr is able to provide 24/7 support for all software provided by Saypr upon request. All the software issues are tracked within the JIRA environment. W3C will be provided access to the JIRA environment of Saypr, enabling W3C's direct involvement and tracking of all the issues during and after the development phase. W3C will also be provided with a single point of contact for direct communication with Saypr. For software development related cases, where offline support will not be sufficient to resolve the issues, Saypr will provide on-site support upon request.



Relevant Works

See next page.



Jack in the Box

jackinthebox.com

Jack in the Box wanted to push an exciting new .com website on time for the 2016 Superbowl. Working with our team, Jack in the Box had a tight timeline. They gave away 1 million burgers with the launch of the new website.

The front and back-end development for this project demanded high resolution imagery and capacity for high traffic during peak times such as the Superbowl. Our team was able to work within this need and create an optimized responsive solution that rendered a sophisticated front-end for it's Jack in the Box site visitors.

Services

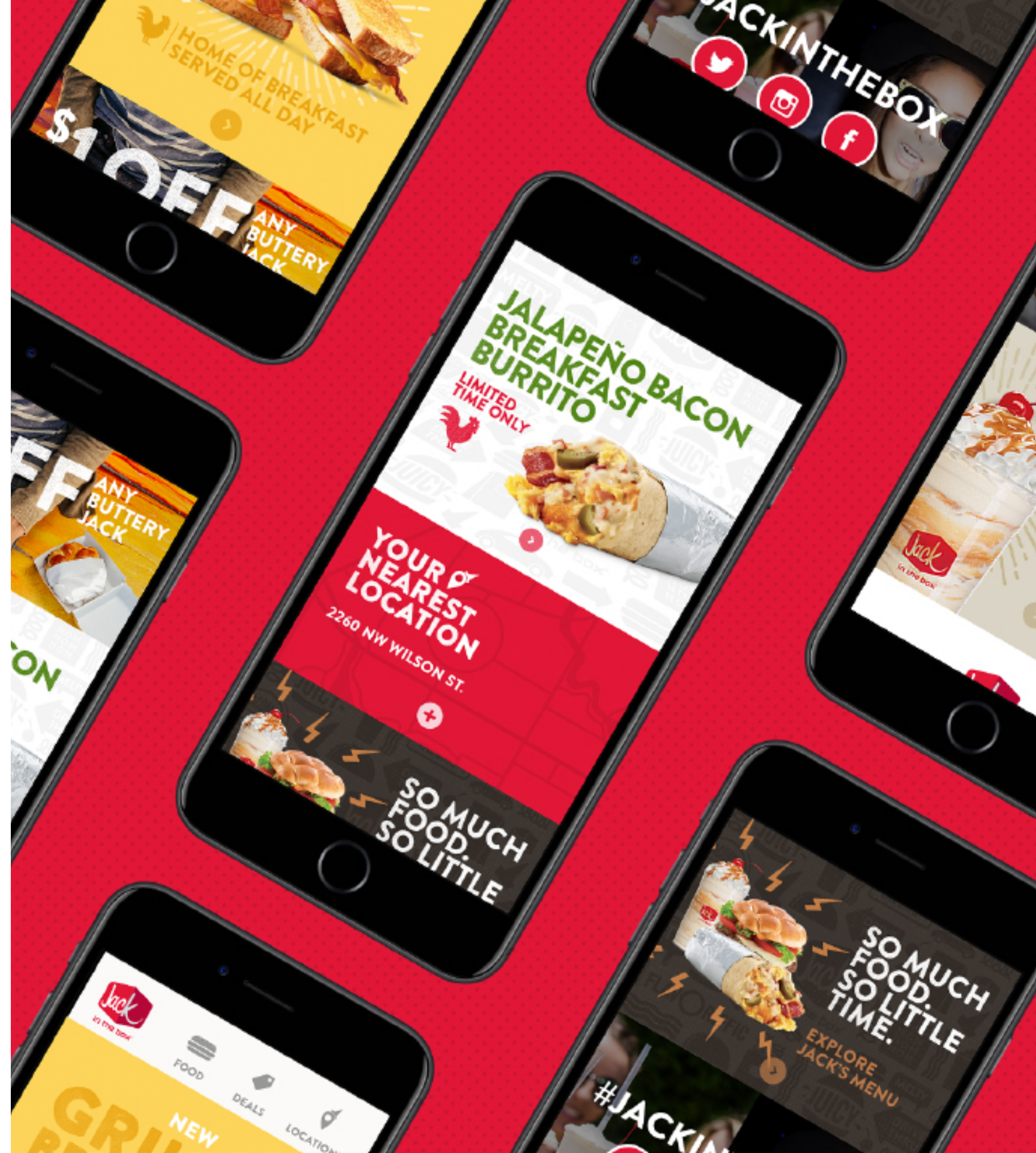
#Frontend #Maintenance
#Backend #Web
#Animation development

Client

Jack in the Box

Duration

1.5 months





JP Morgan

careers.jpmorgan.com

Services

#Frontend

#Animation

#Technical

Architecture

#Web development

Client

JP Morgan

Duration

5 months



JP Morgan is one of the largest Investment Banks in the world. As one of the most desirable places to work, the JPMorgan Career site receives thousands of visits each year. Working with the JPM Digital team we were able to develop an angular solution to update the underlying technology and handle the heavy demand of the career site.



QuickFrame

quickframe.com

QuickFrame is a video platform where social videos across different platforms are scraped and analysed for various properties. These data are used to generate graphs, which will help business' determine how their videos will perform. The platform heavily relies on Machine Learning.

We helped them build their Ai based video platform and the platform where they matched the buyers & creators, as well as their corporate website.

Services

#Frontend #Maintenance
#Backend #Web
#Animation development
#UI/UX design

Client

QuickFrame

Duration

12 months





Reebok - Be More Human

<https://www.reebok.com/us/bemorehuman#/>

Be More Human is Reebok's biggest marketing campaign in over a decade. "Be More Human" is being referred to as Reebok's rally cry to consumers, urging them to live up to their full potential. It promotes the idea that there is a better life worth living in this world full of more aggressive fitness and a real need that everyone needs to be more human and more physical.

Reebok Be More Human has won many industry excellence awards like Awwwards SOTD, Awwwards SOTM, The FWA, among many others.

Services

#Frontend #Maintenance
#Backend #Web
#Animation development
#UI/UX design

Client

Reebok

Duration

4 months





Cathay Pacific

cathaypacific.com

Client

Cathay Pacific

Duration

5 months

Services

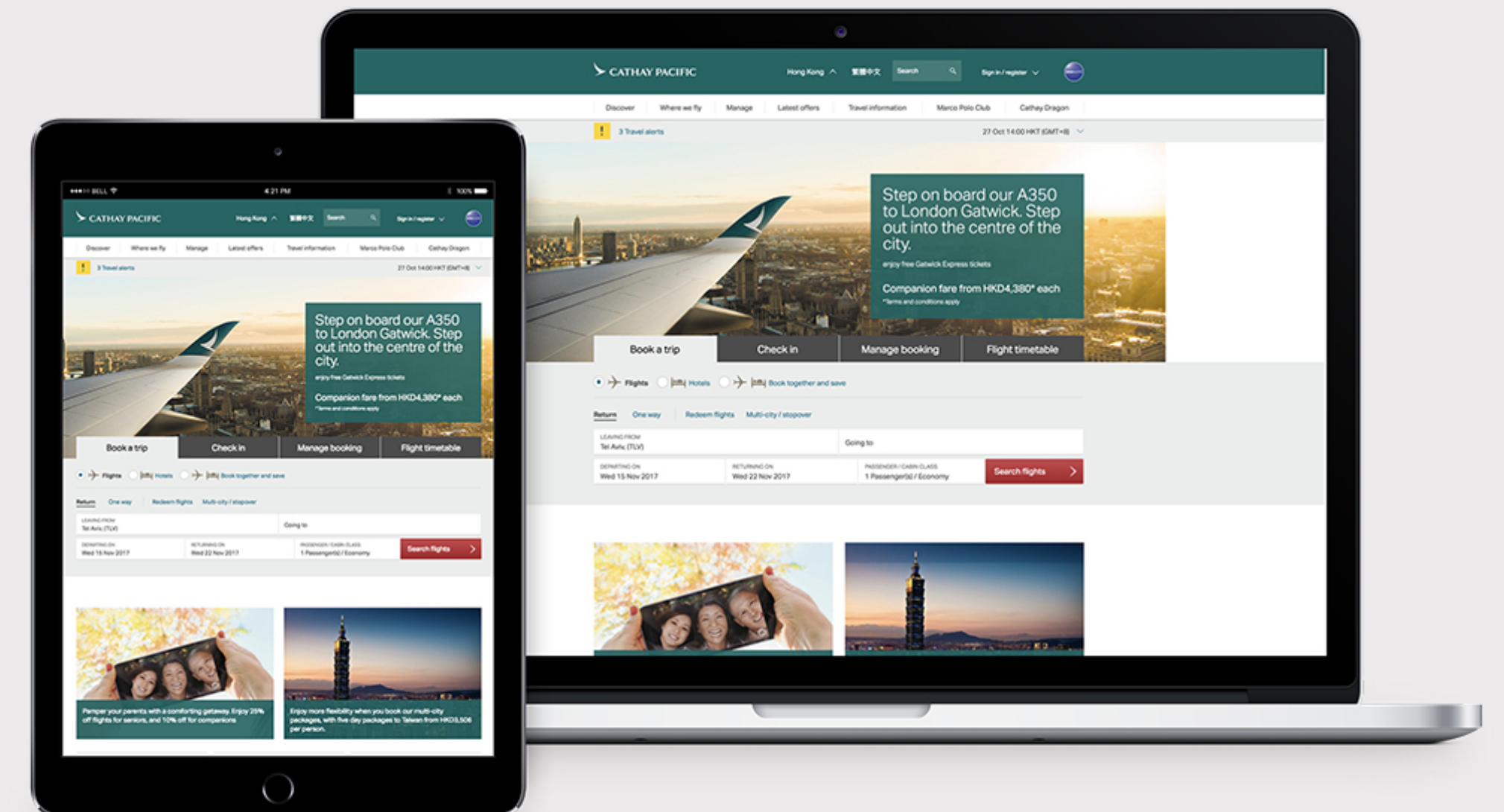
#Frontend

#Web development

#Animation

#Prototyping

Working with one of the best airlines in the world, we were able to see the emphasis on quality at Cathay Pacific. In working with the Cathay Pacific Team, we wanted to first create a prototype to assess market sentiment to guide the digital transformation. Leveraging a strategic approach in the digital development process, Cathay Pacific understood the importance of early market feedback.





Chalayan

chalayan.com

Services

- #Ecommerce
- #Frontend
- #Backend
- #Shopify
- #Web development

Client

Chalayan

Duration

1.5 months



Chalayan is a brand with a statement: Minimalistic designs with no clutter. That philosophy had to be reflected well on the new website. So we worked with Chalayan to launch their new ecommerce website on top of the Shopify platform.



Genesis Beijing

genesiscommunity.cn/homepage.html

Services

#Frontend

#Backend

#Animation

#Web development

Client

Genesis Beijing

Duration

3 months

Genesis Beijing is a public development that combines a hotel, offices, gardens and a museum by Japanese architect, Tadao Ando. It's a new kind of urban experience in China. Seemingly mysterious, Genesis wanted to create a different kind of Digital experience for users to explore and get a feel for what they had created.





Google Fit

developers.google.com/fit/challenge

Services

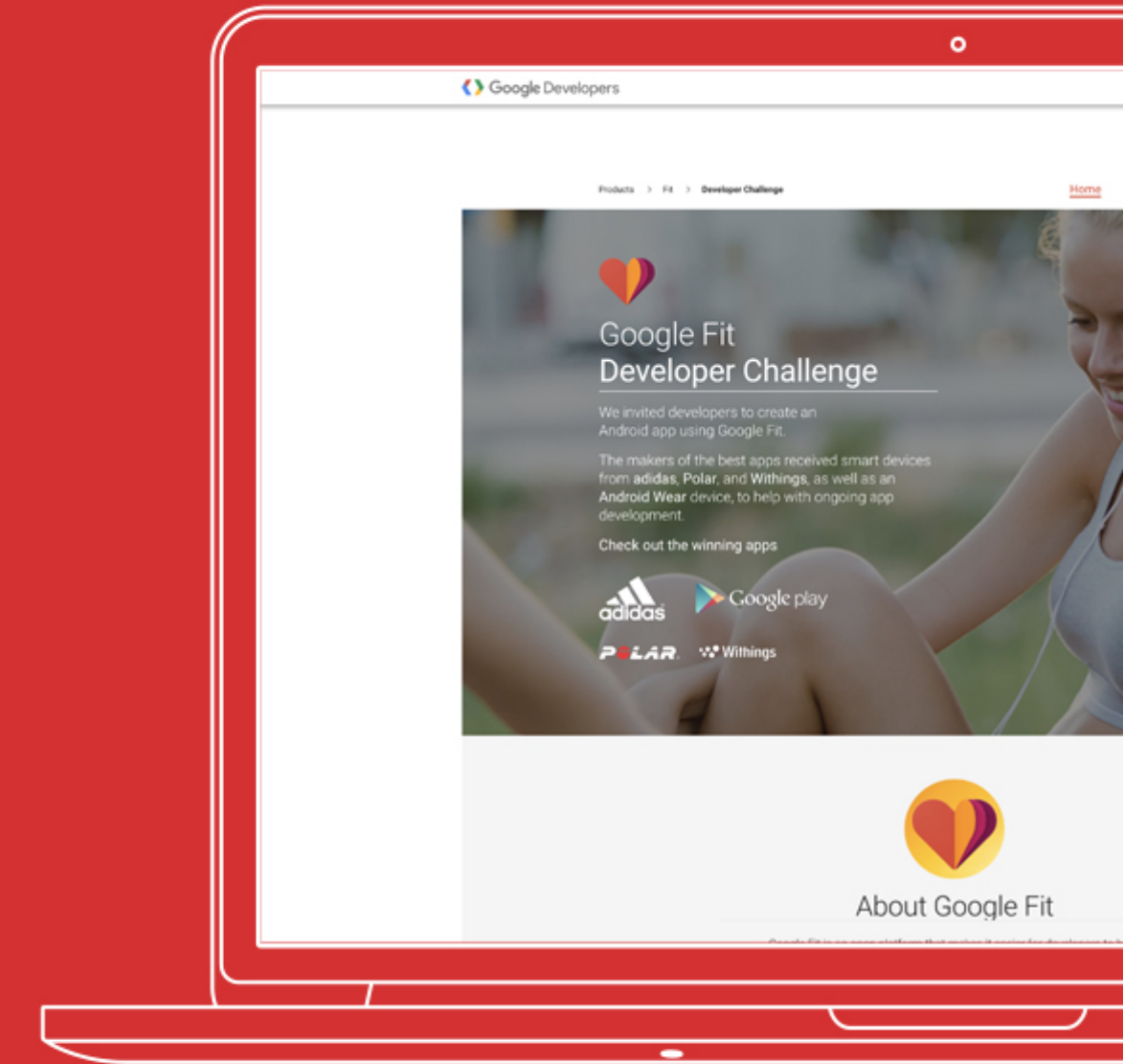
#Frontend

Client

Google

Duration

2 months



Google wanted to expand its Google Fit platform. The Developer Challenge site was created with the idea of bringing together innovators, fitness enthusiasts, and developers to leverage the Google Fit APIs to create useful and innovative solutions. The challenge was very successful, creating an off-spin of several new apps.



Evolution Fresh

evolutionfresh.com

Client

Evolution Fresh,
Starbucks

Duration

2 month

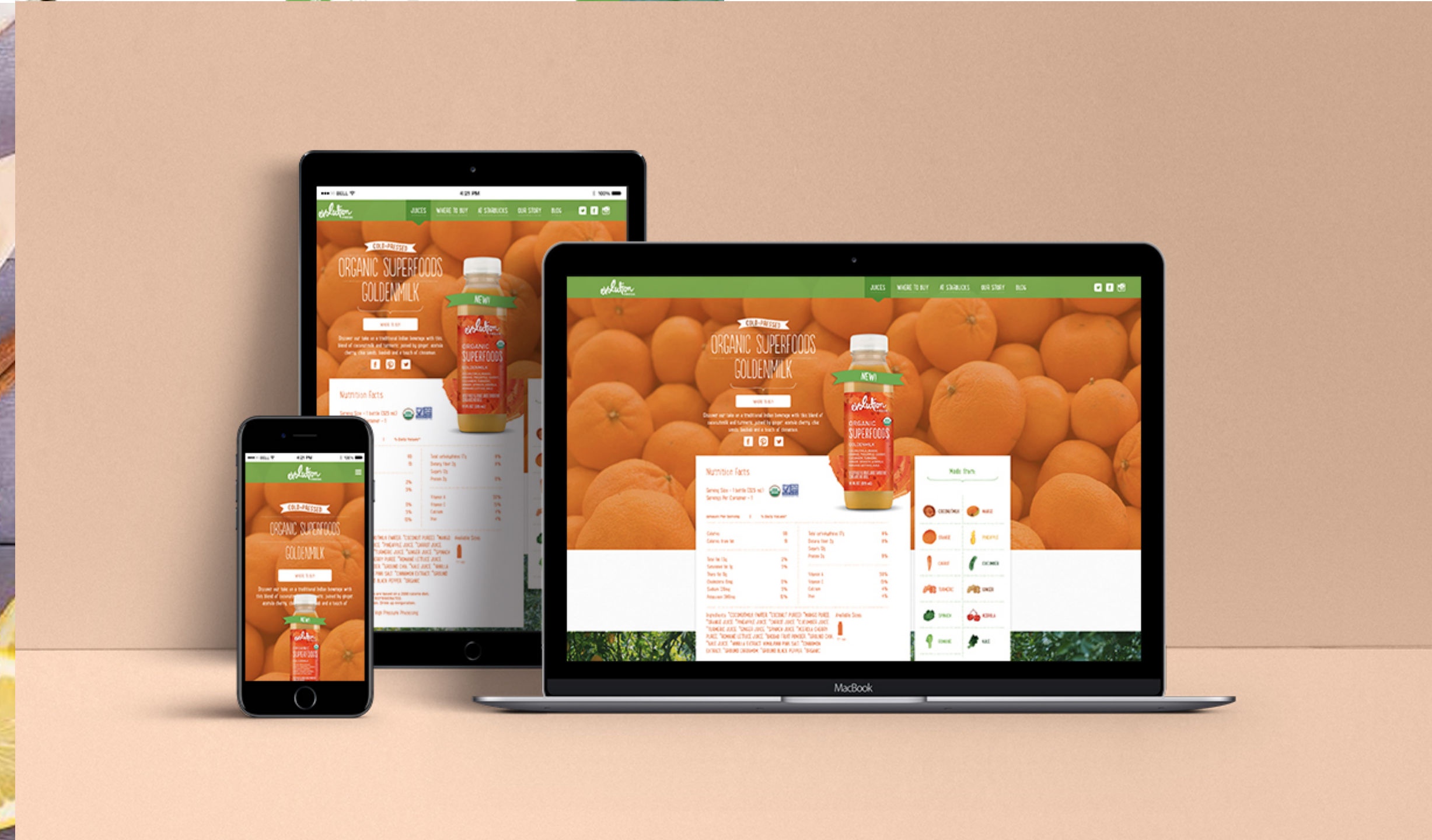
Services

#Frontend

#Animation

#Web development

Early innovators in the cold press industry, Evolution Fresh wanted their digital presence to reflect their brand's vision and culinary instincts. With the newly designed website, they were able to bring their vision to the web leveraging agile development methodologies.





Pringle of Scotland

pringleofscotland.com

Services

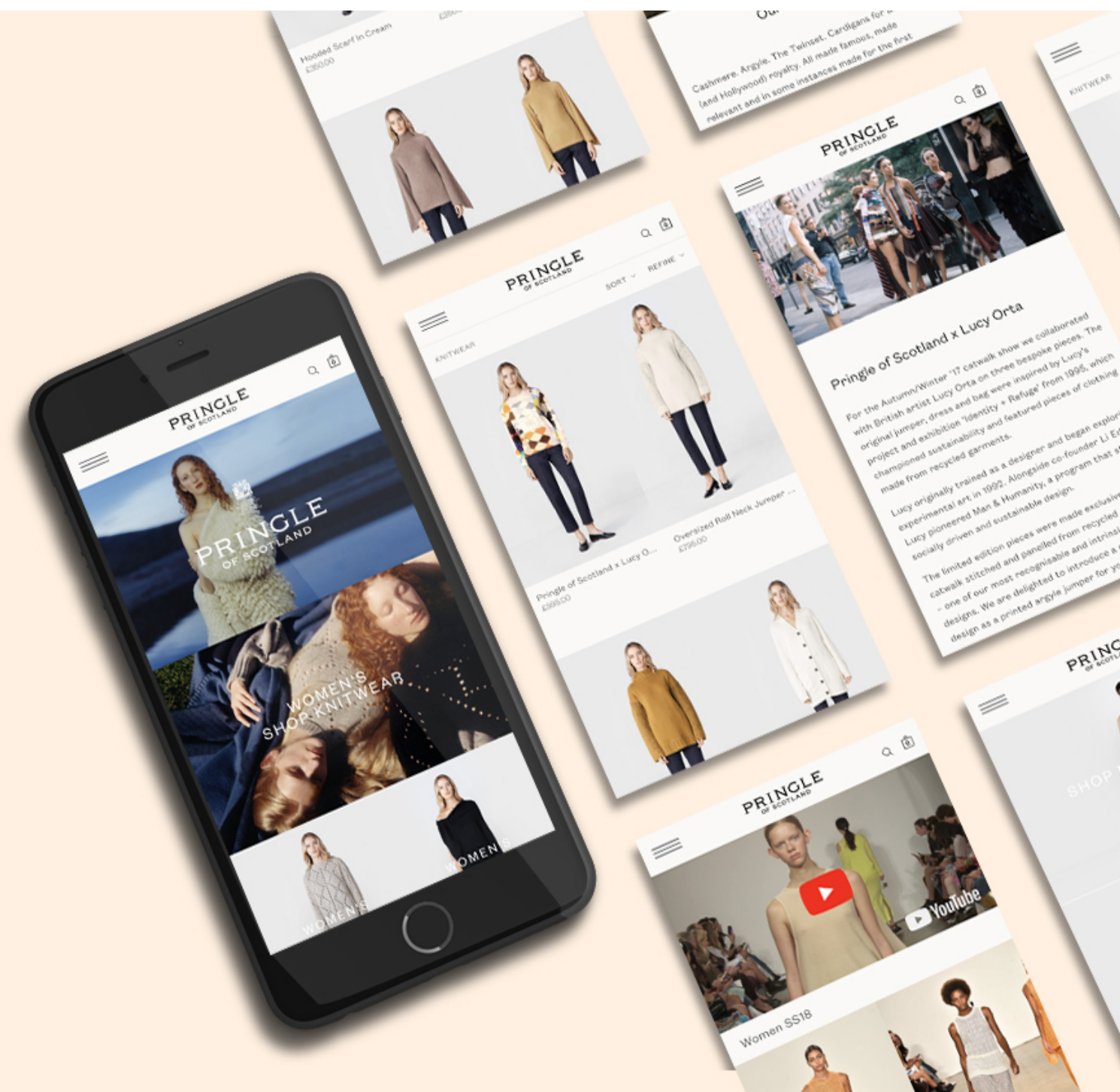
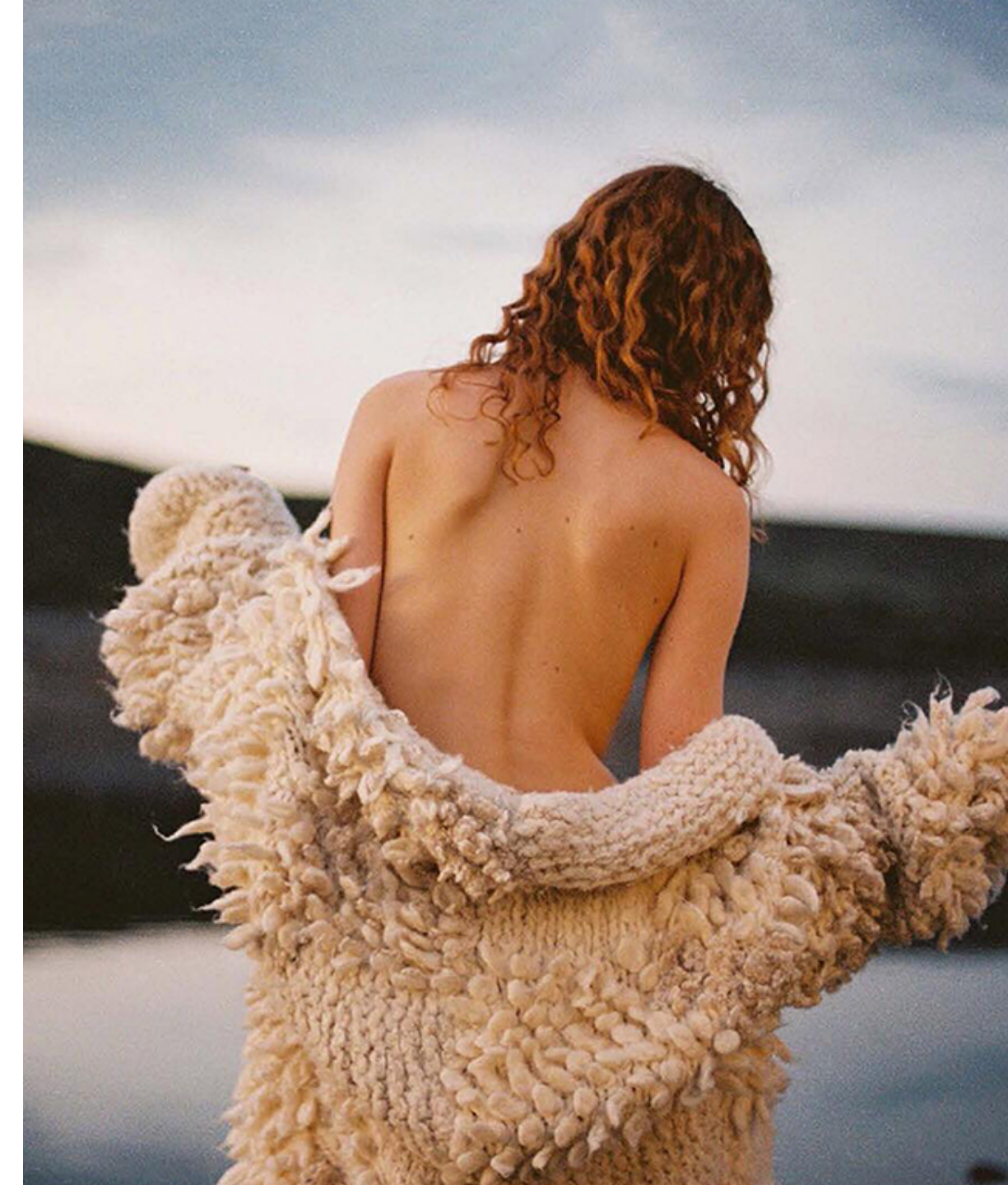
- #Frontend
- #Backend
- #Animation
- #Ecommerce
- #Web development
- #Shopify

Client

Pringle of Scotland

Duration

2 months



In fashion to stand out as a world renowned brand in today's Digital age, requires two things; strong brand identity and a commitment to evolving your digital presence. In working with Pringle of Scotland, we were able to bring our forces together to create an online shopping experience that was both representative of the brand but also encouraging to its users to browse and purchase products. It is a fine line between launching a new collection on your website that resembles a high fashion runway show and leveraging eCommerce methods to maximize sales.



Edelman UK

edelman.co.uk

Services

#WordPress #WordPress build
#Page builder #Web development

Client

Edelman UK

Duration

4 months



CRAFTING DIGITAL EXCELLENCE.



Working with Edelman, we created their corporate website using the WordPress platform. The Page Builder was used in the process where the designs that matched the companies vision were developed.



Mo Work

mo.work

Services

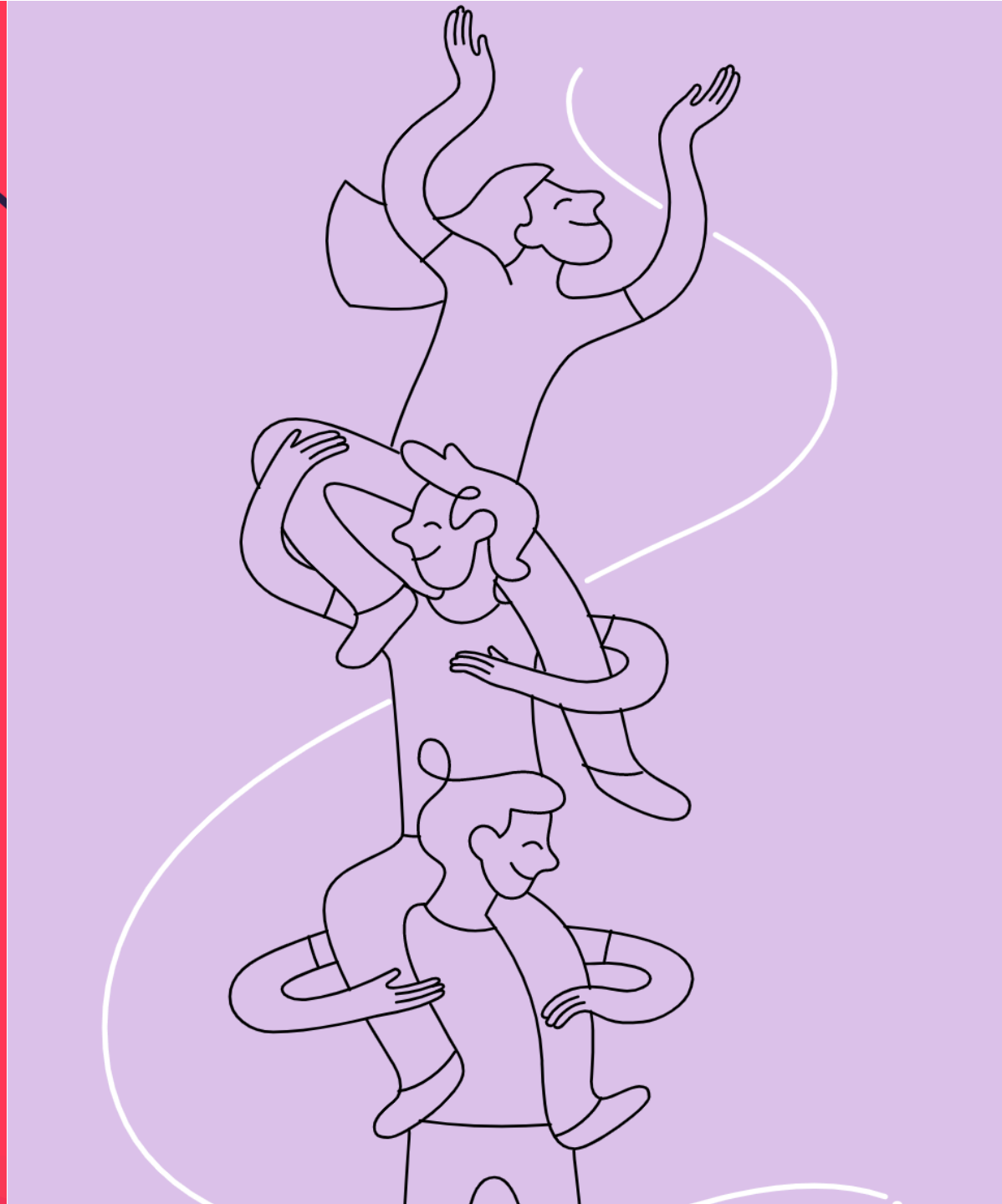
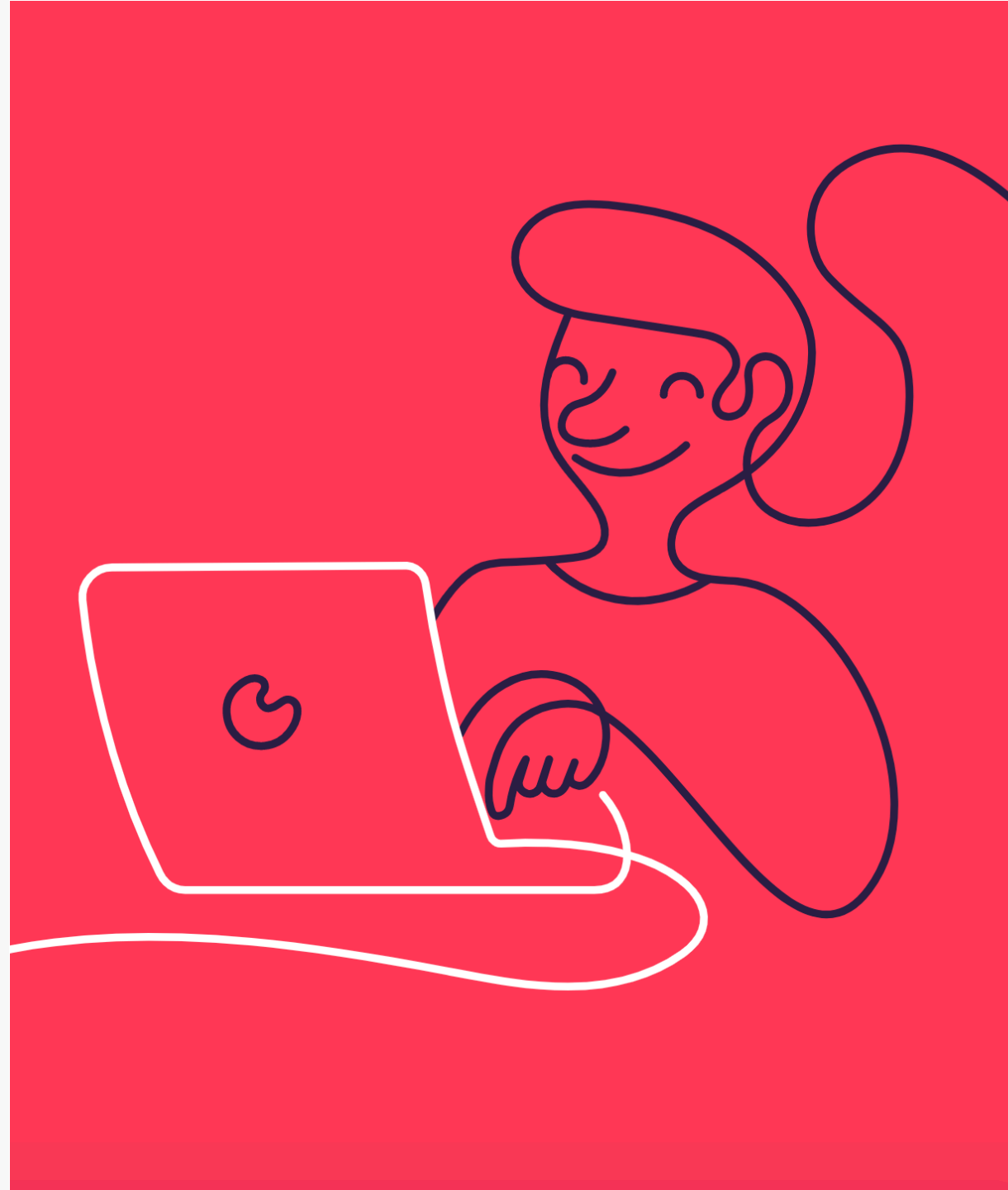
- #Frontend
- #Backend
- #Animation
- #UI/UX design
- #Web development
- #Prototyping

Client

Mo

Duration

6 months



We designed and developed the mo.work website which is a platform where forward-thinking businesses which are passionate about giving their employees more meaning at work and more motivation.



Resource Allocation For This Project

Saypr will provide the following personnel for this project.

Resource allocation for the W3C Project	
Project Management	Project Manager x 1
Design Team	Senior UX Designer x 1 Senior UI Designer x 1
Development Team	Senior Developer x 3



Team

All works will be done by Saypr's in-house teams. We will not use any external resources or subcontractors for this project.

See next page for detailed resumes.

MUSTAFA DEMIRKENT

FOUNDER / CTO AT SAYPR

Flat 1, 139 York Way
London, N7 9LG
United Kingdom.

E-mail: mdemirkent@gmail.com
Website: mustafademirkent.com
Phone: **+44-756-449-6025**

Work Experience

SAYPR Founder / CTO

December 2011 - Present I have been working with digital agencies, startups and brands, doing technology consulting. These services include concept development, prototype and production-ready builds.

Latest projects:

- daplie.com
- Daplie Webapp (not live yet)
- jackinthebox.com
- lonb.com
- Discovery Channel - Dplay Italy (it.dplay.com)

Technologies used:

- Javascript: jQuery, Backbone, Require, Grunt, Yeoman, Bower, AngularJS, React
- CSS: Sass, Stylus, Less
- Build Tools: Jenkins
- Databases: MongoDB, MySQL
- Servers: Apache/ Nginx
- Services: Amazon Web Services

DIGITASLBI Senior Web Developer

August 2013 - November 2013 Worked on a very detailed prototype for one of the biggest airlines company out there. The project was agile and went from scratch to a very fine-tuned state within 8 weeks.

Technologies used:

- Javascript: jQuery, Backbone, Require, Grunt
- CSS: Stylus
- Build Tools: Bamboo

R/GA Open Standards Developer

2011 - 2013 After a breathtaking experience at R/GA New York, I moved to R/GA London. There I switched between frontend and backend development depending on the project needs and resources. I had the chance to work on innovative projects that took my development skills to another level, and luckily some of them won industry awards for creativity and innovation. Some of these projects:

- NikeFootball.com
- BeatsByDre.com
- Loresspresso / Sara Lee
- Future Timeline / O2
- The Feed / Getty Images (Cannes Lions Innovation Lions Shortlist, Clio Awards)
- King of Trainers / Nike + JD Sports
- Nike Boxpark / Nike
- Rga.com
- Nike Boom

- Nike Smack Maker Facebook Application

Technologies used:

- Javascript: jQuery, Sencha Ext JS, Raphael, Require, Grunt
- Frameworks: Codeigniter
- Build Tools: Jekyll, Jenkins
- CMS': Wordpress, Custom CMS'
- APIs: Facebook, Twitter, Instagram, Foursquare
- Databases: MySQL, Redis, MongoDB
- Servers: Apache/ Nginx/ IIS
- Services: Amazon Web Services, Microsoft Azure

ROKKAN Web Developer

2009 - 2011 What started as an intern, turned into a full-time opportunity. My daily task was to integrate frontend builds with content management systems, ecommerce platforms or APIs. Some of the projects I had the chance to work on:

- Konami.com
- TimeWarner.com
- Timbuk2.com
- Rokkan.com
- Focus Rally America
- LetsRedu / Microsoft (Webby Award 2011 Activism Winner)

Technologies used:

- Javascript: jQuery
- Frameworks: Zend Framework
- Platforms: Magento
- CMS': Wordpress, ExpressionEngine, Silverstripe, Rokkit
- APIs: Facebook API

Education

RIT Computer Science & New Media Design

Rochester, New York
2006 - 2010 Since my childhood, I have always been thought to be a one-man band, which led me to study Computer Science & New Media Design at Rochester Institute of Technology. It takes 5 years to get a single degree from RIT (4 years of education + 1 year of Work Experience). I graduated from RIT in 4 years with Double Majors and with honors.

Awards

2006 Fulbright Scholarship

Nicosia, Cyprus The Fulbright Program, is a program of highly competitive, merit-based grants for international educational exchange for students, scholars, teachers, professionals, scientists and artists, founded by United States Senator J. William Fulbright in 1946. The Fulbright Program is one of the most prestigious awards programs worldwide.

2011 Webby Award

LetsRedu.com won a Webby Award for the Activism category among many other honorable projects. I'm extremely proud to have participated in the contribution to an important message such as education reform.

2013 Clio Award

The Feed by Getty Images has won a Clio Award and has been shortlisted for Cannes Lions Innovation Lion among many other honorable projects.

2013 Awwwards.com

Site of the Day award for my portfolio website mustafademirkent.com from many design inspiration sites, most notably from awwwards.com

2013 TheFWA.com

Site of the Day award for my portfolio website mustafademirkent.com

(+44) 779 626 3611
yasar@saypr.com

YASAR DEMIRKENT

SKILLS

I am a senior frontend developer who was fortunate enough to have the chance of working for a number of Fortune 500 Companies and getting to know the industry inside out. Have delivered under stress. I am an ambitious problem solver trying to come up with the best and most innovative solutions, and a good team player. I have been focusing lately on JavaScript, mainly on React.

EXPERIENCE

Saypr, London – *Partner & Senior Frontend Developer*

04/2015 – PRESENT

- I have been a Partner & Developer at Saypr, running the operations department of the company. I have worked on many projects for clients ranging from startups to major companies. After many years of active coding, I now also manage a team of developers and designers.
- Technologies: Javascript: React, Redux, SASS, Webpack, jQuery, Grunt, Gulp, AngularJS.
- Some of the latest projects I've worked on:

Startups:

Daplie.com [Jekyll, HTML, SASS]

Winstag.com [React]

Quickframe.com [React, Redux Saga]

Corporate:

JackInTheBox.com [AngularJs]

Reebok Be More Human [AngularJs]

Ecommerce:

Lonb.com [Shopify Plus]

PringleScotland.com [Shopify Plus]

Pologeorgis.com [Shopify]

MosaicManufacturing.com [Shopify Plus]

RuhCollective.com [Shopify Plus]

Dapcoin.com [Shopify]

Marketing:

Run 401K [HTML, SASS]

Dtestudio.com [AngularJs, SASS]

Waste-creative.com [Vanilla Js, Ejs]

KibrisDevelopments.com [Laravel]

Freelance, London – *Frontend Developer*

01/2010 – 04/2015

EDUCATION**Michigan Technological University, USA** – *Civil Engineering*

08/2002 – 05/2005, Mi USA

University of Newcastle Upon Tyne, UK – *MEng in Civil Engineering*

09/2005 – 06/2007, Newcastle UK

AWARDS

Reebok Be More Human has won many industry excellence awards like Awwwards SOTD, Awwwards SOTM, The FWA, Cannes Silver Lion x2.

EWAN DICKIE

PROFILE

I am a Digital Project Director for over 10 years experience working at some of London's top advertisement agencies. I strive to produce the highest quality work with excellent creative ideas at their core.

EXPERIENCE

MANAGING DIRECTOR, PUNK MONEY, LONDON – JAN2018 - PRESENT

I am the managing director and co-founder of Punk Money which is a disruptive Fintech startup dedicated to revolutionizing money management for self employed people.

DESIGN LEAD, SAYPR, LONDON – JUN2017 - PRESENT

I have been helping out Saypr with some of their work for a couple of Fortune 500 brands. It has been an exciting experience so far and really enjoying the variety of work we deliver at Saypr.

PROJECT DIRECTOR, TMW UNLIMITED, LONDON – JAN2017 - JAN2019

This is the luxury arm of Nissan. I managed a team of 9 Web producers and content editors. It was fun work.

IOT PROJECT LEAD, AMAZA, LONDON – DEC2015 - JUN2016

I worked on an IOT project where I learned to concept of coordination better. Designed items according to a connected ecosystem of a leading kitchen appliance brand.

OGILVY & MATHER

Projects include creating and managing large scale global advertising and social campaigns across Unilever including Dove, Persil and Project Sunlight. Leading a team of producers, creatives and strategies.

EDUCATION

UNIVERSITY OF BRIGHTON – BA. 3 DIMENTIONAL DESIGN (2001-2004)

NORWICH SCHOOL OF ART & DESIGN – ART & DESIGN DIPLOMA (1999-2000)

CV

Personal Information

FIRST NAME / SURNAME	John Linden
ADDRESS	London - UK
EMAIL	john.linden@saypr.com
NATIONALITY	Swedish
GENDER	Male

Work Experience

DATES	April 2015 - Present
POSITION	Lead UX Designer
RESPONSIBILITIES	End to end user experience and strategy development
EMPLOYER / ADDRESS	Saypr / London - UK
TYPE OF BUSINESS	Creative Agency

DATES	November 2016 - Present
POSITION	Lead Product Designer
RESPONSIBILITIES	Founder and Designer
EMPLOYER / ADDRESS	John Linden Ltd. / London - UK
TYPE OF BUSINESS	Design Studio

DATES	June 2015 - November 2016
POSITION	Senior UX Consultant
RESPONSIBILITIES	UX Consultancy and Planning
EMPLOYER / ADDRESS	Amaze / London - UK
TYPE OF BUSINESS	Digital Agency



Curriculum vitae

Education and Training

DATES	2006 - 2011
QUALIFICATION AWARDED	Bachelors Degree
PRINCIPAL STUDIES	Industrial Design
INSTITUTION	Umea Universitet

Skills and Competences

LANGUAGE SPOKEN	English
OTHER LANGUAGE(S)	Swedish

Personal Details

Name : Atakan Goktepe

Address : London

E-mail : atakan.goktepe@saypr.com

Education

- 2016-2017 **University of St. Andrews – United Kingdom**
MSc Advanced Computer Science
Degree classification: Distinction
- 2009-2013 **Newcastle University – United Kingdom**
BSc Computer Science
Degree classification: 1st Class
- 2003-2009 **High School – 19 Mayıs Türk Maarif Koleji, Kyrenia**

Work Experience

October 2017 – Today: **Saypr, London, United Kingdom**

- I am currently working as a senior full stack developer, focusing on **React** and **NodeJS**.

September 2013 – March 2015: **jWeekend, London, United Kingdom**

- I worked as part of a small team, developing modern web applications.

July 2011 – September 2011: **Dome Hotel, Kyrenia, Cyprus** (<http://www.dome-cyprus.com>)

- I worked as a junior system administrator.
- I took part in server hardware/software maintenance, assembly.

June 2007 – August 2007: **ADSL Cyprus, Nicosia, Cyprus** (<https://sistem.co/>)

- I was part of a commercial hardware and software maintenance team.
- I assisted in computer hardware assembly.
- I installed networks for customers (wiring, router installation, testing).

Skills

Software Development:

- Developed a number of commercial and open source web applications using:

NodeJS

Scala

AngularJS, React, Javascript ES6-7, SCSS

SQL (Postgresql, Mysql), **NoSQL** (CouchDB, Redis, Riak, Aerospike)

- Functional programming in **Scala** for **2 years**.
- Used **Java** for **4 years** while studying for my undergraduate and postgraduate degrees.
- Used **C** for up to **a year** for my undergraduate dissertation while implementing an operating system.

Languages:

- English



Personal Information

FIRST NAME / SURNAME Ertuğrul Göktuğ Göktaş
ADDRESS London
EMAIL ertugrul.goktas@saypr.com

Work Experience

DATES November 2018 - Present
POSITION Senior Frontend Developer at Saypr
RESPONSIBILITIES Designing, developing and managing complex web applications with technologies like React, React Native, Next.JS, Ruby on Rails.

DATES March 2018 - November 2018
POSITION Frontend Developer at Adesso Germany
RESPONSIBILITIES Developed many corporate websites with React and Redux for FinTech companies.

DATES March 2016 - March 2018
POSITION Software Developer at Levent Office
RESPONSIBILITIES Developed small and medium sized enterprise websites.



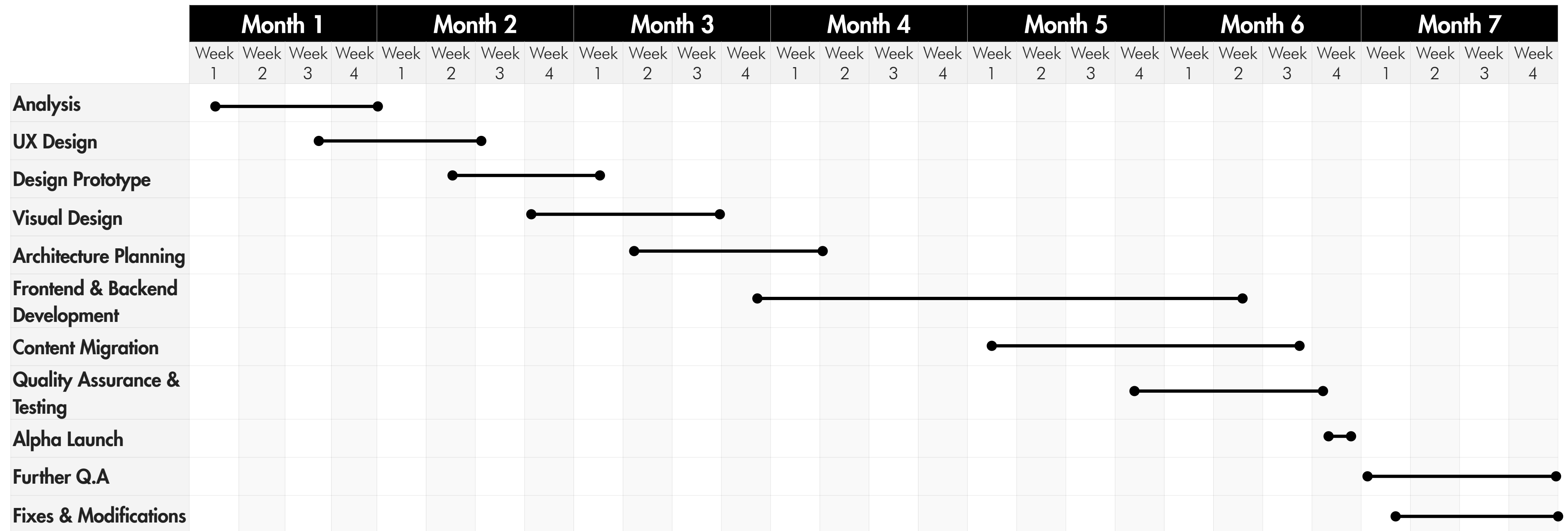
Education and Training

DATES	2013-2017
QUALIFICATION AWARDED	Software Engineer



Timeline

As stated in the executive summary, Saypr intends to help W3C in developing a platform. To do this, our team has outlined a proposed set of deliverables, an order of operations, division of labour, and expected dates of completion to ensure the partnership between Saypr and W3C is successful.





Project Summary

Saypr can't wait to work with W3C to help reach their digital goals. To recap, please see below a brief overview of the services included in this partnership:

Service	Price
Design	\$66,500
<ul style="list-style-type: none"> -Analysis -UX Design -Design Prototype -Visual Design -Architecture Planning -Quality Assurance Planning 	55 Business days *\$605 per day/per designer
Development	\$115,500
<ul style="list-style-type: none"> -Frontend Development -Backend Development (CMS Integration) -On-site SEO -Content Migration -Quality Assurance and Testing 	75 Business days *\$513 per day/per developer
Maintenance	\$400 per month
Hosting	\$150 per month



About Saypr

S.

Saypr Limited is a digital technology and services company delivering design, web, and mobile services worldwide with proven technology and expertise to enable our clients in providing superior digital solutions.

With international operations including hubs in the UK and the Americas, Saypr works with its partners to provide best in class digital solutions globally. Bringing together top-quality engineering and sophisticated design with our cross-industry expertise, Saypr is headquartered in London.

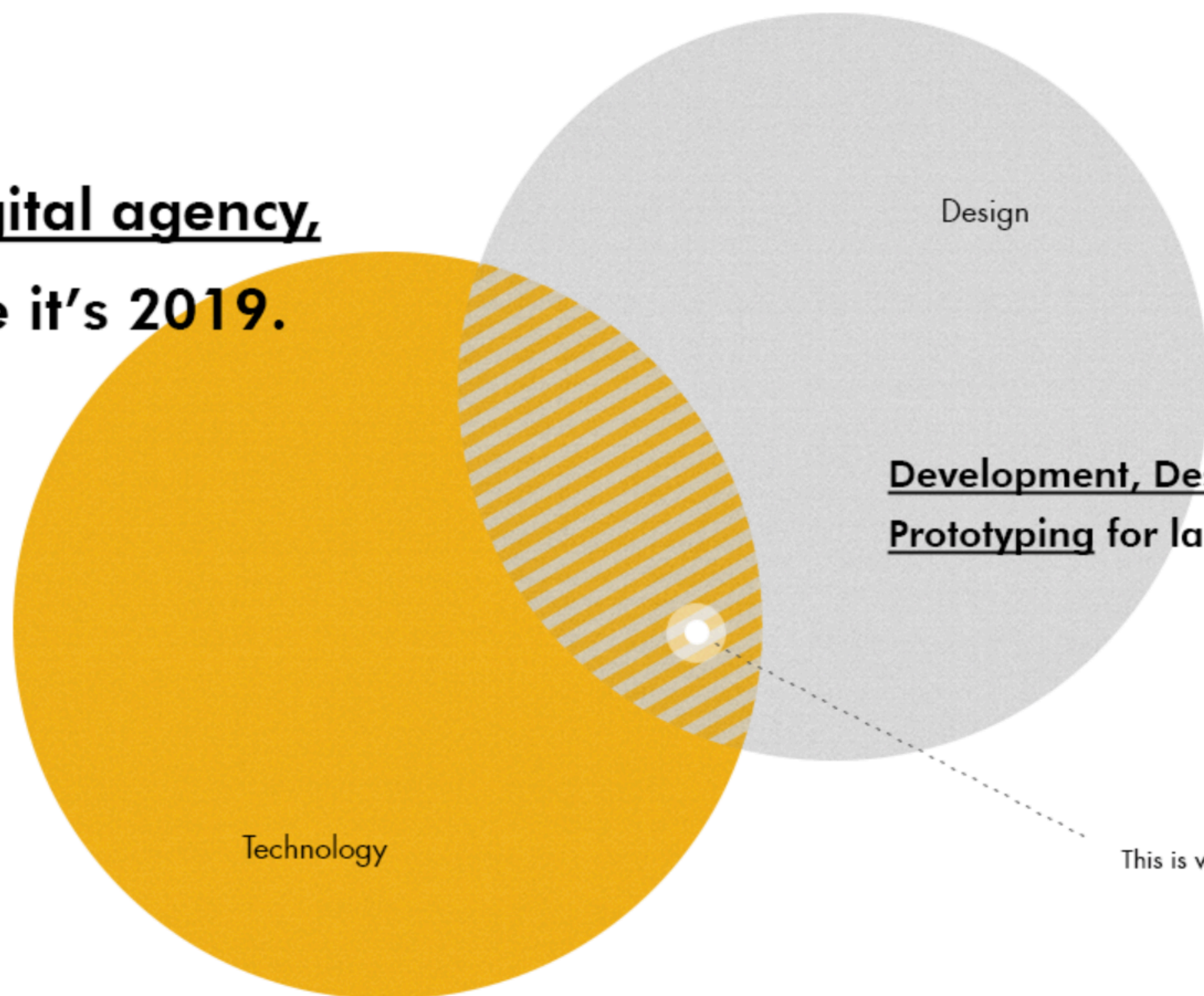
Saypr has delivered web & mobile solutions to businesses in a range of sectors in the USA and Europe, including retail, eCommerce, and sales.



What we do



Digital agency,
like it's 2019.








Development, Design, Strategy, Marketing and Prototyping for large and small brands.

This is where we stand.



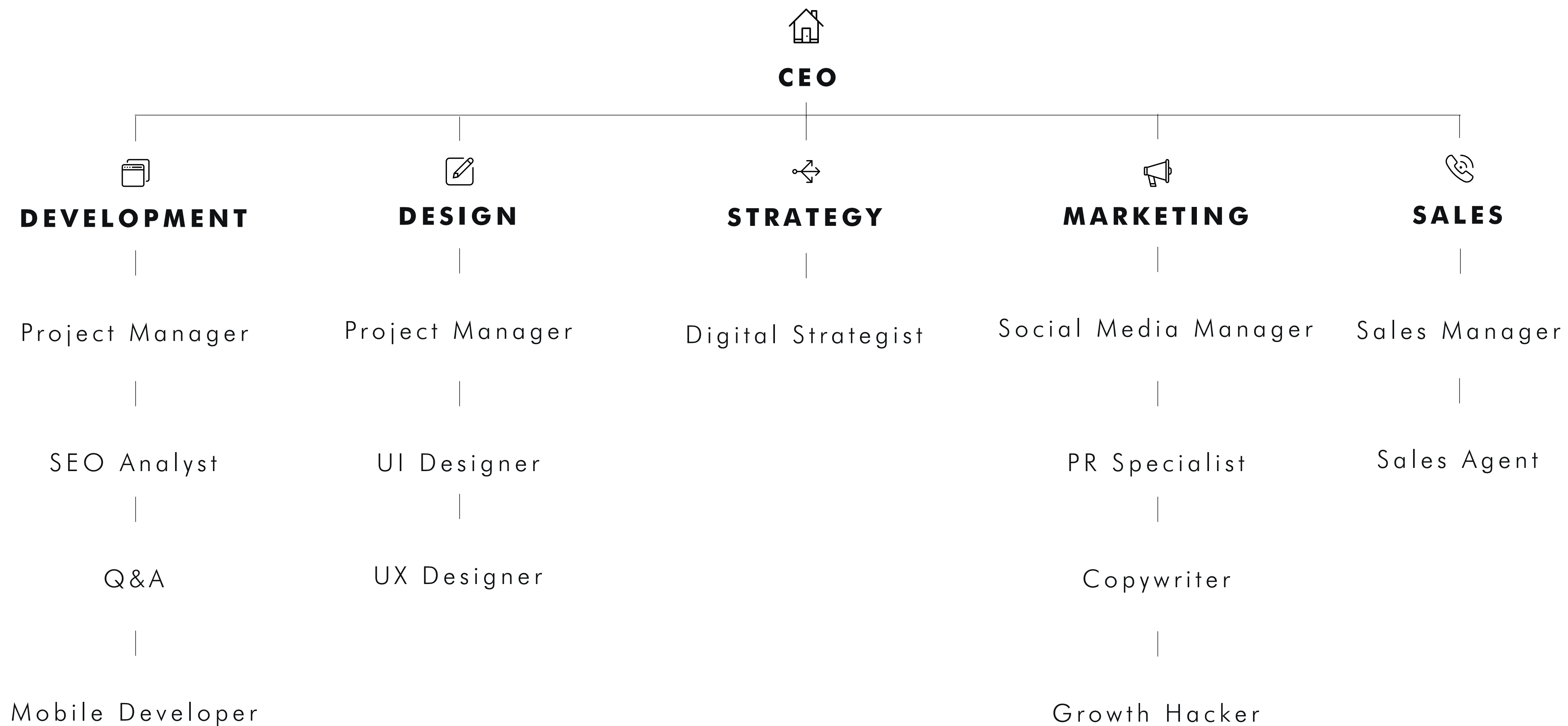
Services

**Born digital.
Any device, any screen**

 Strategy	 Marketing	 Prototyping	 Design	 Development
<ul style="list-style-type: none">> Digital Strategy> Brand Strategy> Market Research> Omni Channel	<ul style="list-style-type: none">> Analytics/Data/SEO> Facebook Ads> Social Media Integration	<ul style="list-style-type: none">> Rapid Prototyping> Evolutionary Prototyping> Design Prototyping	<ul style="list-style-type: none">> Ideation Workshops> UI/UX Design> Branding> Mobile/Responsive> Ecommerce Platforms> Content Development> Design Language	<ul style="list-style-type: none">> Backend> VR/AR> iOS/Android> Content Management> Styleguides> Ecommerce



Organisational Chart



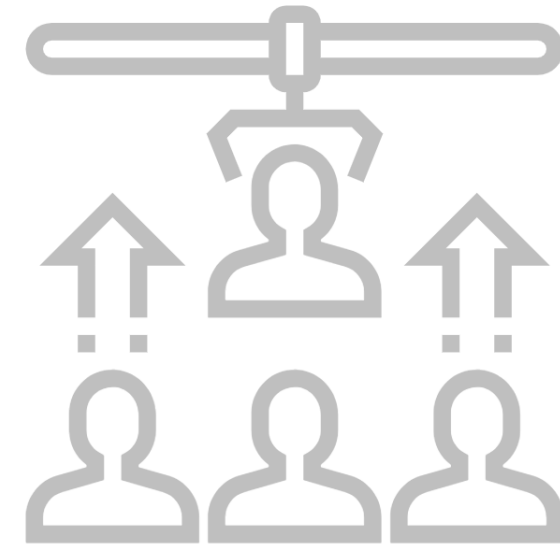


Team



All in house

*No contractors or outsourced employees.



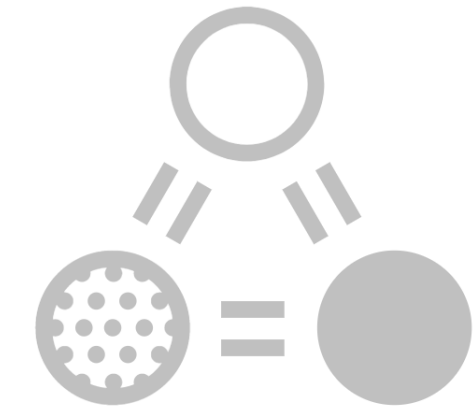
Very selective

*Senior positions at Saypr are hard to get.



Flexible

*Saypr operates in a very flexible way, quickly adapting to changes.



Diverse

*We have a diverse team from very different backgrounds.



Some Recent Clients





Some Recent Clients





Awards

S.

awwwards.

Site of the Day

Reebok Be More Human

Site of the Month

Reebok Be More Human

Site of the Year - Runner Up

Reebok Be More Human

Site of the Day

mustafademirkent.com



Site of the Day

Reebok Be More Human

Mobile Site of the Day

Reebok Be More Human



Silver Award x 2

Reebok Be More Human



Super Bowl Campaign - 2015

Reebok Be More Human

Super Bowl Campaign - 2016

Jack In The Box

35



Global Reach



United States

Canada

United Kingdom

Netherlands

Morocco

China

Germany

Turkey

Cyprus

Scotland

Hong Kong

Puerto Rico



Agreement

S.

This Statement of Work ("SOW") is entered into on its date of execution by and between Saypr Limited and W3C, ("Customer"). Whereas Saypr and Customer (also sometimes referred to individually as "Party" and collectively as "Parties") entered into a Website Design & Development Agreement dated 13 December 2019 ("Agreement") and Whereas the Parties wish to enter into this SOW pursuant to and in accordance with the agreement with respect to the delivery of certain professional services.

This proposal and the information contained herein is valid for 90 days. Saypr reserves the right to withdraw or otherwise modify this proposal and the information hereinafter.

This proposal reveals the significant business capabilities of Saypr, including design, prices, and pricing strategy. These elements are essential to the business of Saypr. This proposal and the information contained in this proposal are the proprietary and confidential information of Saypr and must be held in confidence by you and our organisation (and its affiliates and personnel). Saypr is delivering this proposal with the express understanding that it will be held in confidence, will not be copied or reproduced without Saypr's consent, and will not be disclosed to third parties or to persons within your organisation to whom Saypr has not previously consented in writing.

saypr.