TECHNICAL PROPOSAL FOR W3C website (www.w3.org) Redesign

Submitted to





[x]cube LABS digital natives at work









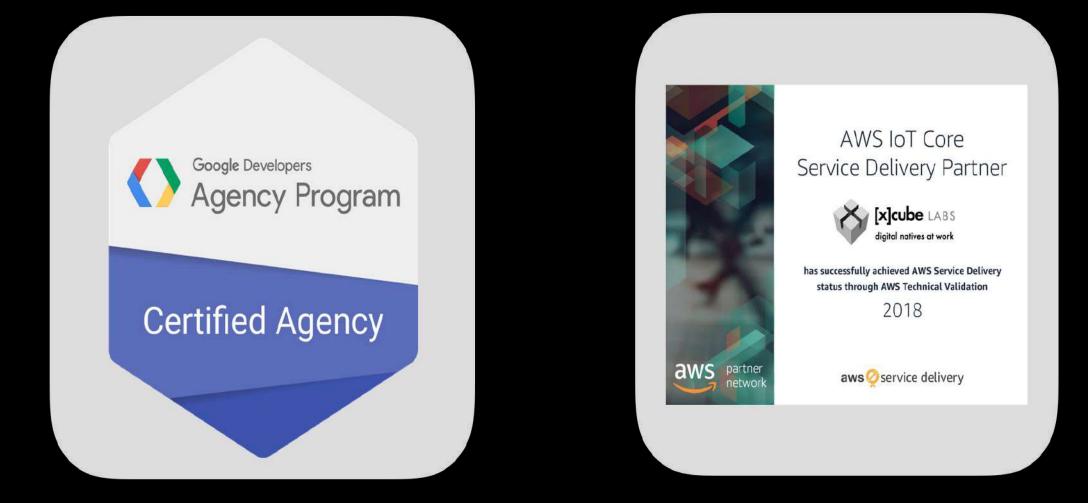
X Cube LABS - HIGH SPEED DIGITAL TRANSFORMATION



DALLAS I HYDERABAD I SINGAPORE | BODRUM | BANGALORE | SYDNEY



RECOGNIZED BY THE BEST



We are among the first 13 companies globally to be certified as a Google Developer Agency Top few companies who have become AWS IOT Service delivery partner



Top few companies to become AWS DIGITAL CUSTOMER EXPERIENCE partner globally

20+ AWARDS IN UI/UX EXPERTISE



[x]cube LABS: DRIVING INNOVATION GLOBALLY





[x] cube LABS: DIGITAL NATIVES NOT PRETENDERS

PRACTITIONERS - 10 YEARS EXPERIENCE IN IMPLEMENTING DIGITAL

DIGITAL NATIVES - OUR CULTURE, PEOPLE, PROCESS ARE NIMBLE, RIGHT BRAINED AND HEURISTIC



GROWTH MINDSET -DELIVERING INNOVATION AT THE EDGE

AT SCALE CONSUMER PLATFORM ENGINEERING EXPERIENCE

INTERSECTION OF STRATEGY, DESIGN & TECH

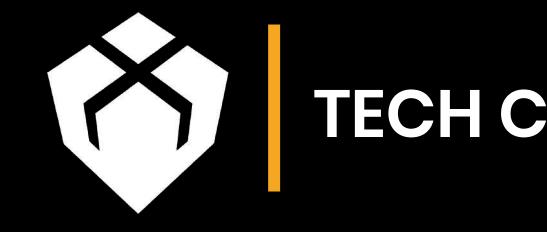




With over 25+ International design awards, we know how to create simple, elegant & intuitive interfaces

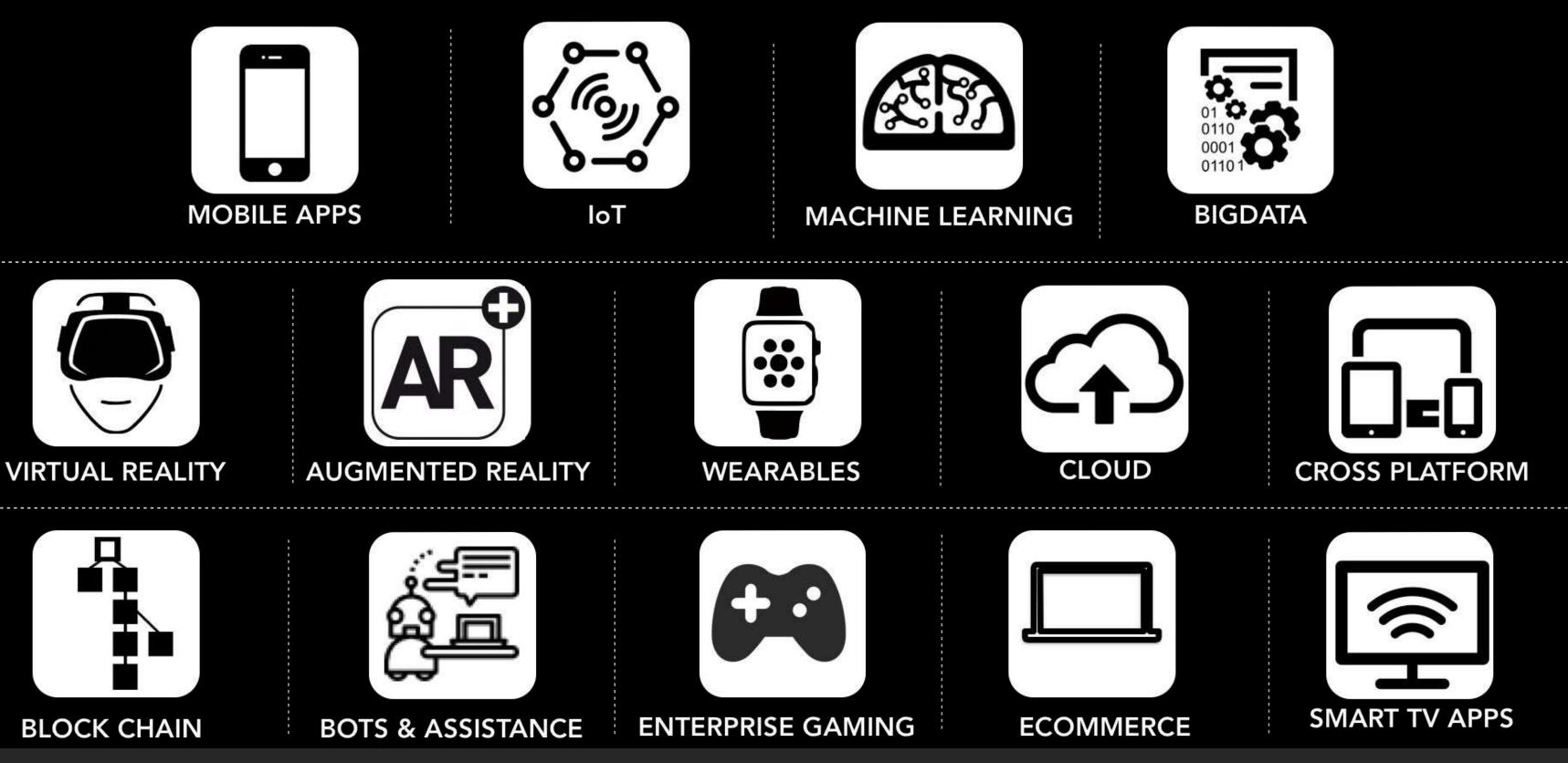
We are known for executing at a fast pace and we have delivered innovative projects at speed at leading enterprises including GE, Syngenta, United Health Care etc.

Our heritage is not just building products but also co-innovating and providing ongoing support to refine product features & experience through user studies

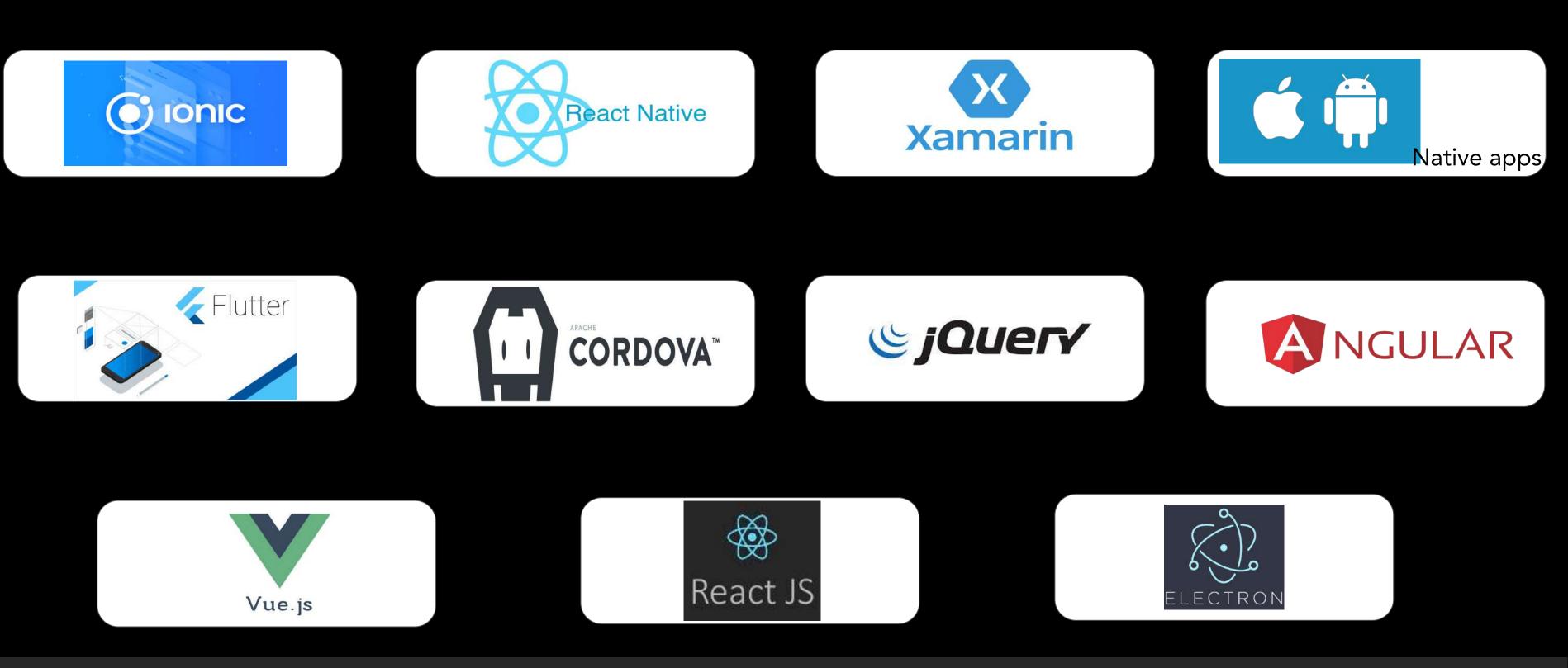


TECH CAPABILITIES

[x]cube LABS: TECHNOLOGICAL CAPABILITIES



APP DEVELOPMENT FRAMEWORKS / CLIENT



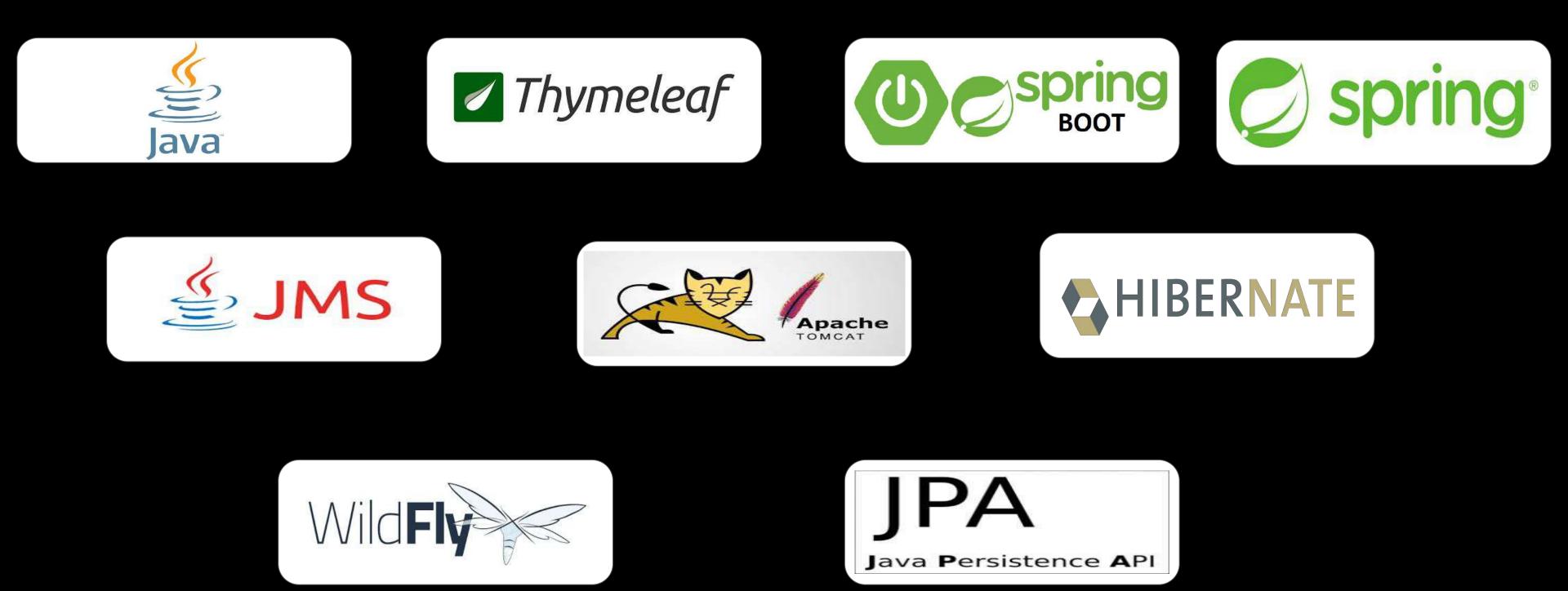




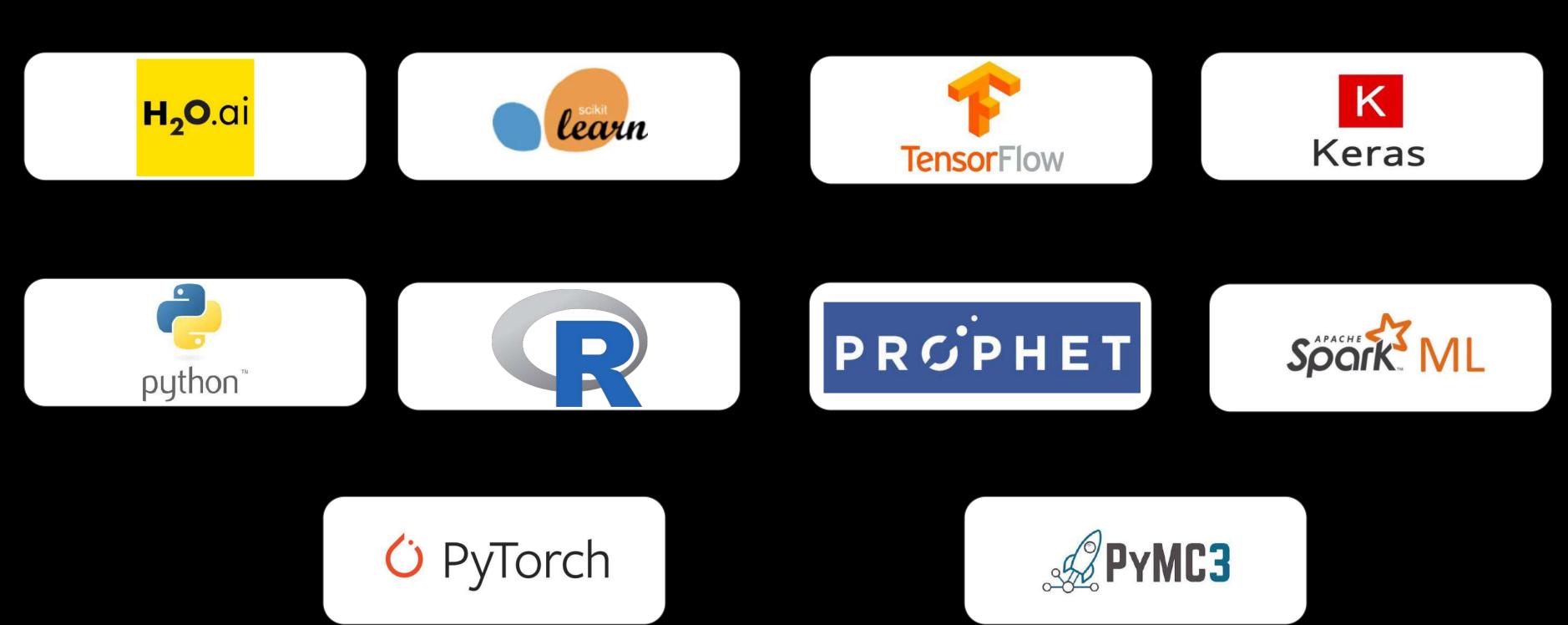
SERVER SIDE FRAMEWORKS



JAVA TECHNOLOGIES



MACHINE LEARNING & DEEP LEARNING EXPERTISE







W3C Objective

To revamp the website with user-friendly and intuitive design for providing an immense experience the users visiting the site for information and motivate them to donate and become part of W3C organisation

To launch its own Legal Entity in 2021

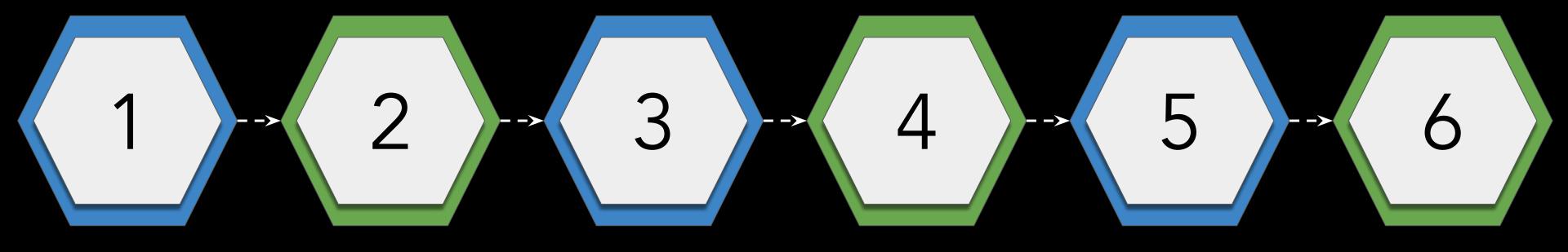


PROPOSED SOLUTION

SOLUTION OVERVIEW

Based on W3C requirements [x]cube LABS proposes WordPress as the open source CMS, and a responsive website compatible to mobile, tablet and desktop.

Following is the breakdown* for the phases:



- CMS
- Complete design
- Website homepages
- Data migration
- Member and team spaces
- Internal workgroup homepages
- Specification templates
- Mailing lists archives

*Above are suggested phases and can be finalized with further discussion

- W3C community and business groups
- Wikis Blogs

KEY CONSIDERATIONS FOR SOLUTION

- Design User-friendly and intuitive
- Segregate information to avoid confusion
- Understand and define user based on types and age groups
- Re-design information organisation to make it more visible
- Streamlining content management
- Make information management simple and efficient



KEY STAKEHOLDERS



- Manage content
- Manage events and hyperlinks
- Roles based access for W3C users

CMS Admin



CMS Dashboard



- Access available information and sign up
- Access calendar and event details
- Go through latest blogs and twitter feeds

End-users

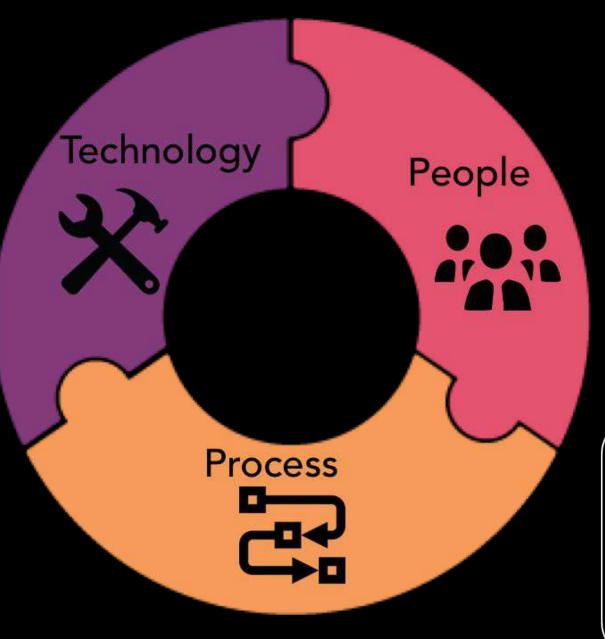






ENSURE ONGOING MAINTENANCE IS EFFICIENT

AppMaintenance Solution



People:

- ✓ Dedicated team for application maintenance & infra support
- ✓ Very specialized sub-skills in development

Process:

- Technology Driven Process
 - Automated reports or metrics to highlight scenario based deviation
 - Continuous monitoring & control
 - Campaign management, Training, User on boarding
 - Quality control & Automated code checking and more...

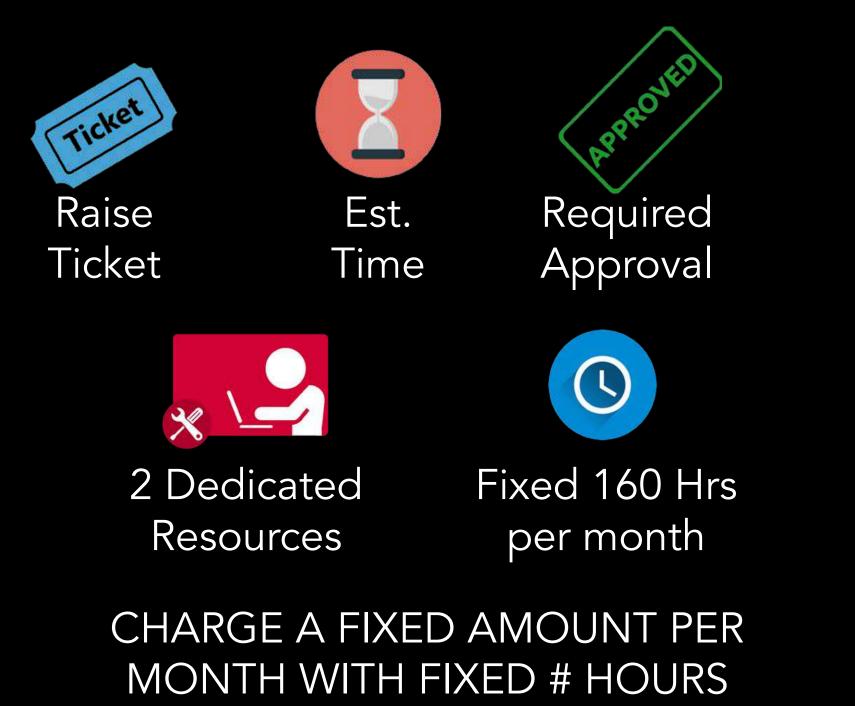
Technology

- Custom built tools specially developed for App Maintenance ✓ Automated Quantitative & Qualitative analytics

 - One click environment data update
 - In-App support for bug report and many more...

MAINTENANCE MODEL OVERVIEW

MODEL 1





MODEL 2





Required Approval

T&M



1 Dedicated Resources

CHARGES AS PER TIME DEDICATED FOR MAINTENANCE

MAINTENANCE MODEL DETAILS

MODEL 1

- A dedicated team of 2 developers will be available for any maintenance.
- Developers will work for fix hours decided as per contract on raised issues and it will have a cap of 140 hours per month.
- Any additional hour of work will be charged as per the contract or as per decided rate card. This will be a DDP based engagement model

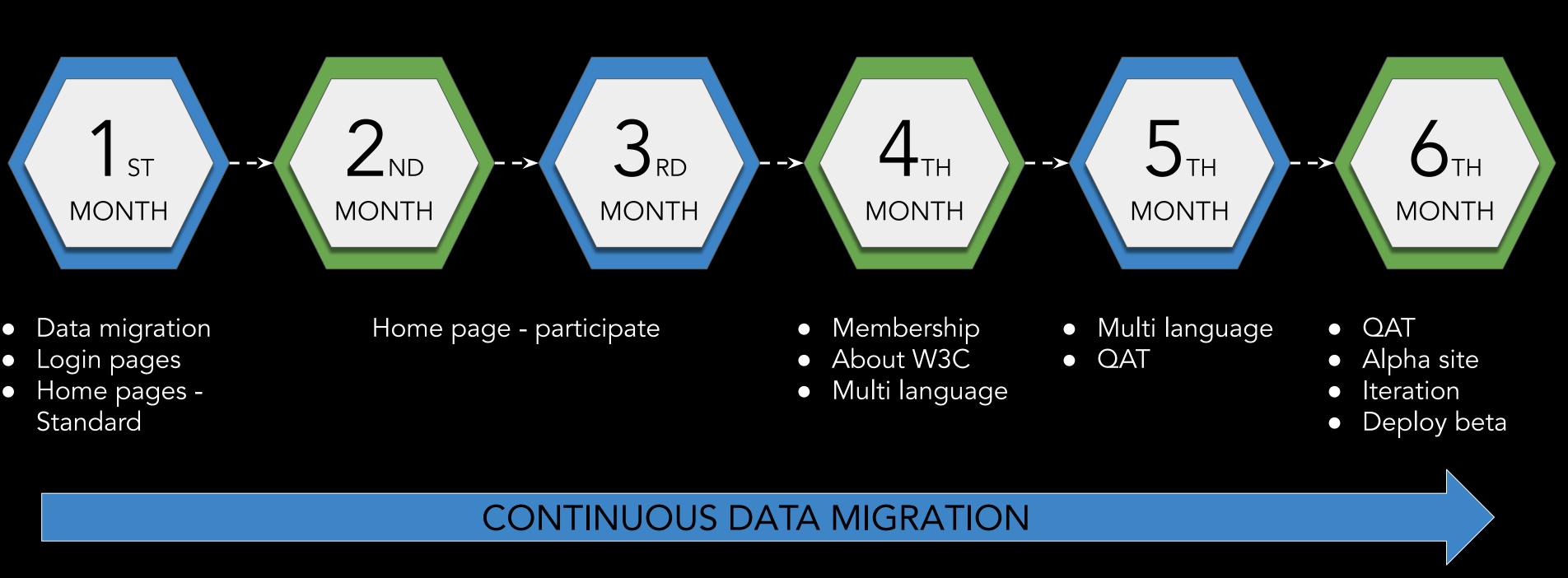
• A dedicated developer will be available for any maintenance.

- Developer will work for fix hours and without any monthly cap of working hours.
 - No additional charges will be charged as it will be a time and material based engagement model.

MODEL 2



PROPOSED TIMELINE FOR PHASE1





PROJECT IMPLEMENTATION APPROACH

HIGH LEVEL IMPLEMENTATION APPROACH*



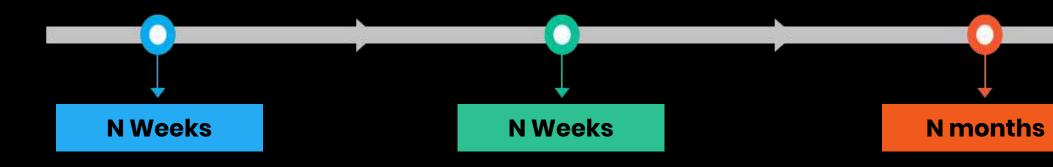
- Collaborative workshops
- Requirement elicitation
 and documentation

VALIDATION & REFINEMENT

- Design and wireframe
- Confirm with users

AGILE DELIVERY

- Coding and development
- 2 weeks sprints



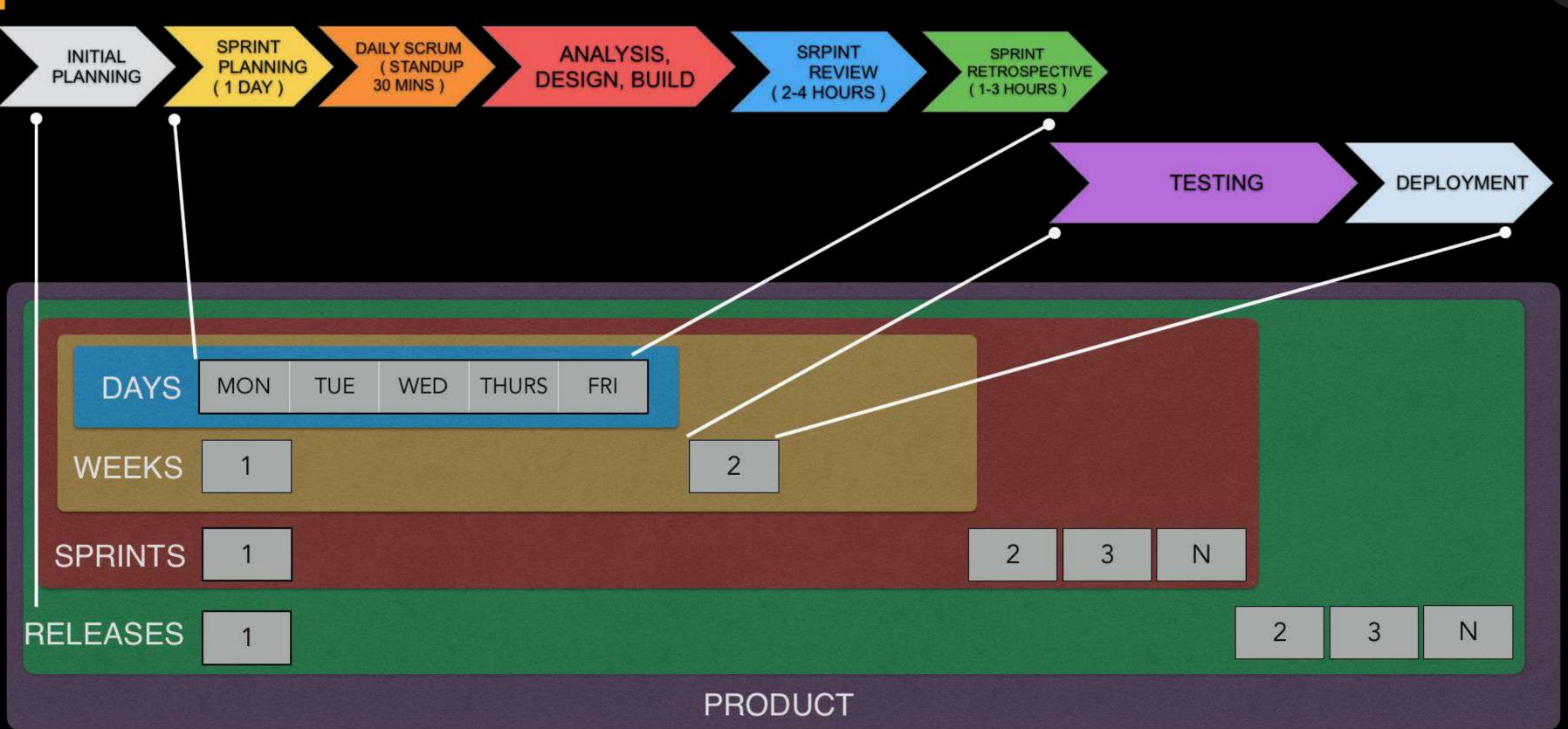
*Final timeline will be provided once scope is finalized

LAUNCH & ITERATE

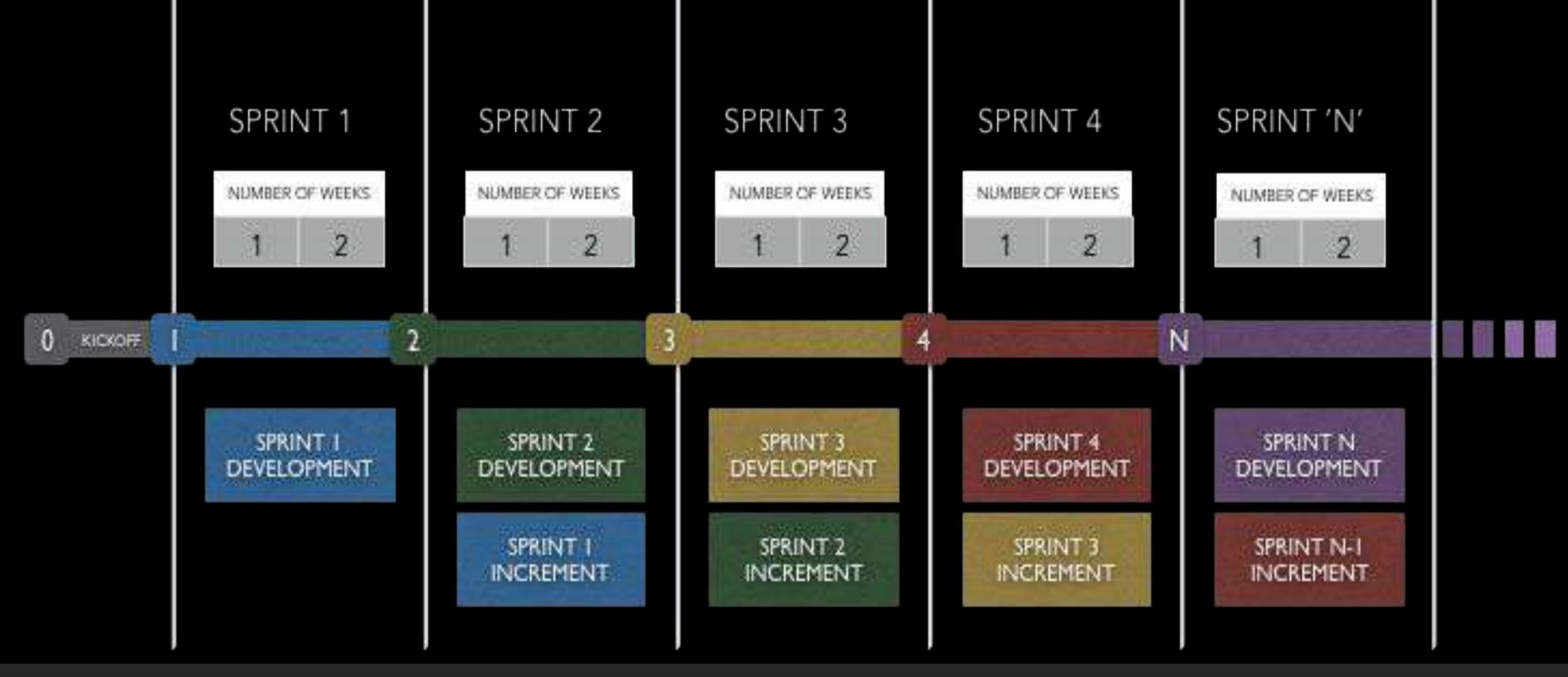
- Launch application
- Collect feedback
- Improve design & iterate

N Weeks

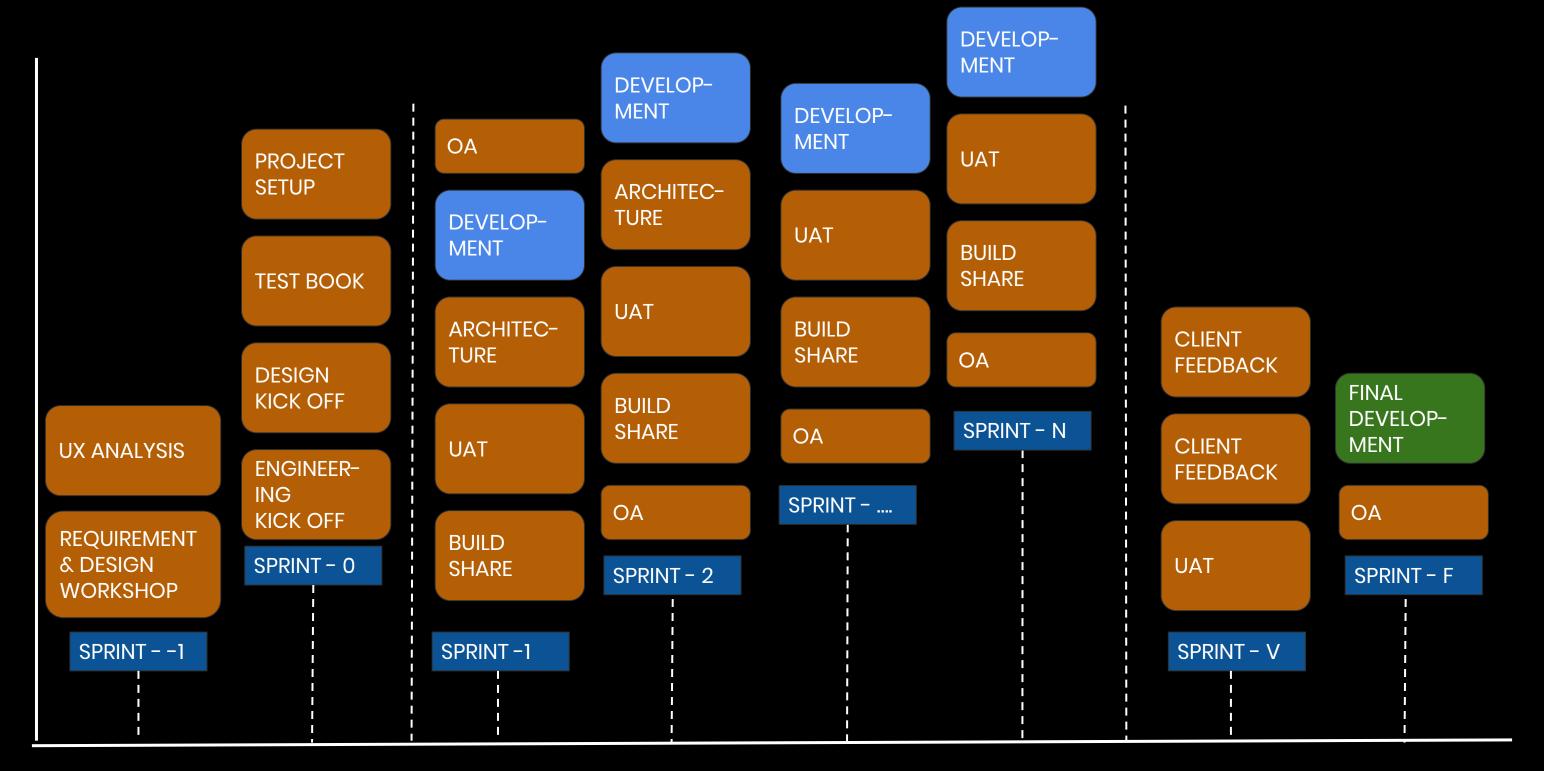
SPRINT BASED DELIVERY



HOW WE PLAN OUR 2 WEEKS LONG SPRINTS



SAMPLE PROJECT PLAN



PRE- PRODUCTION

PRODUCTION

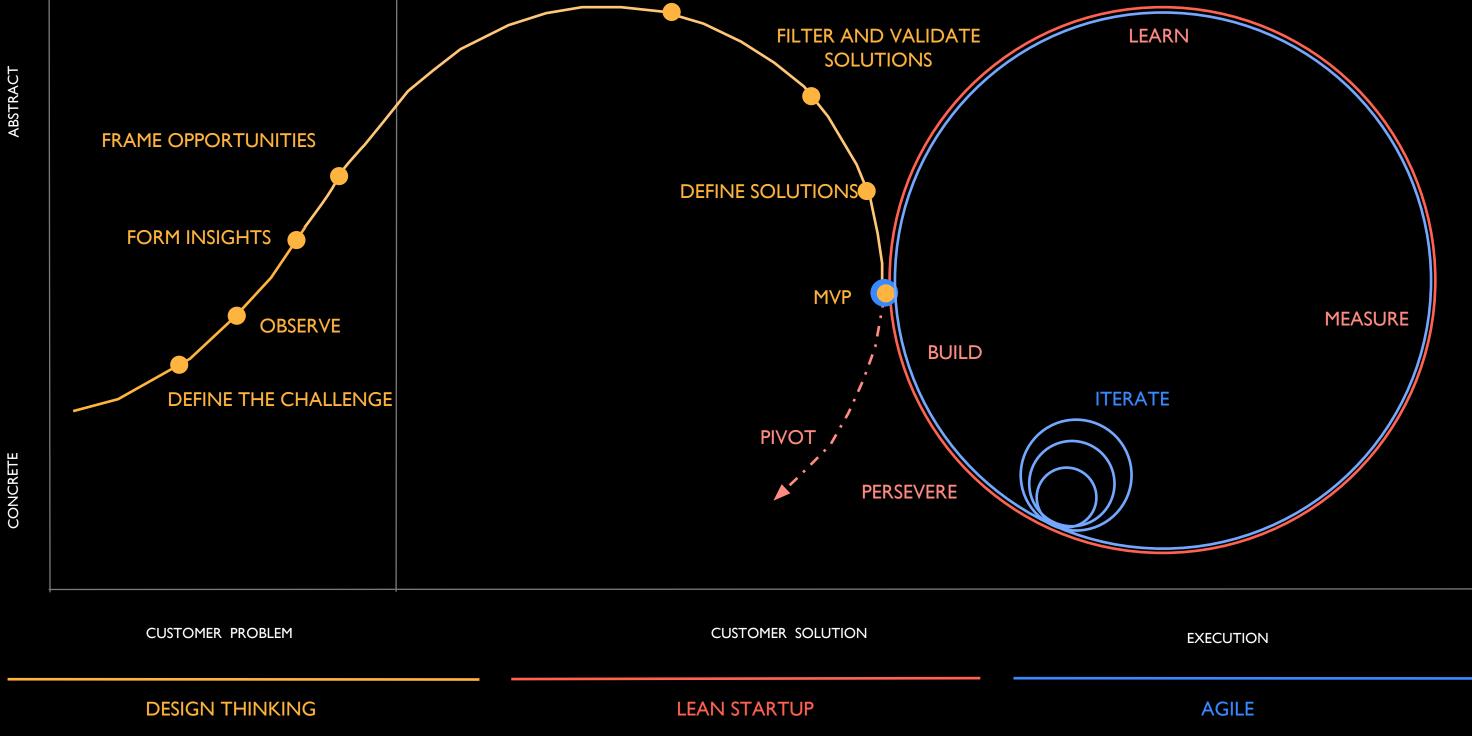
VERIFICATION

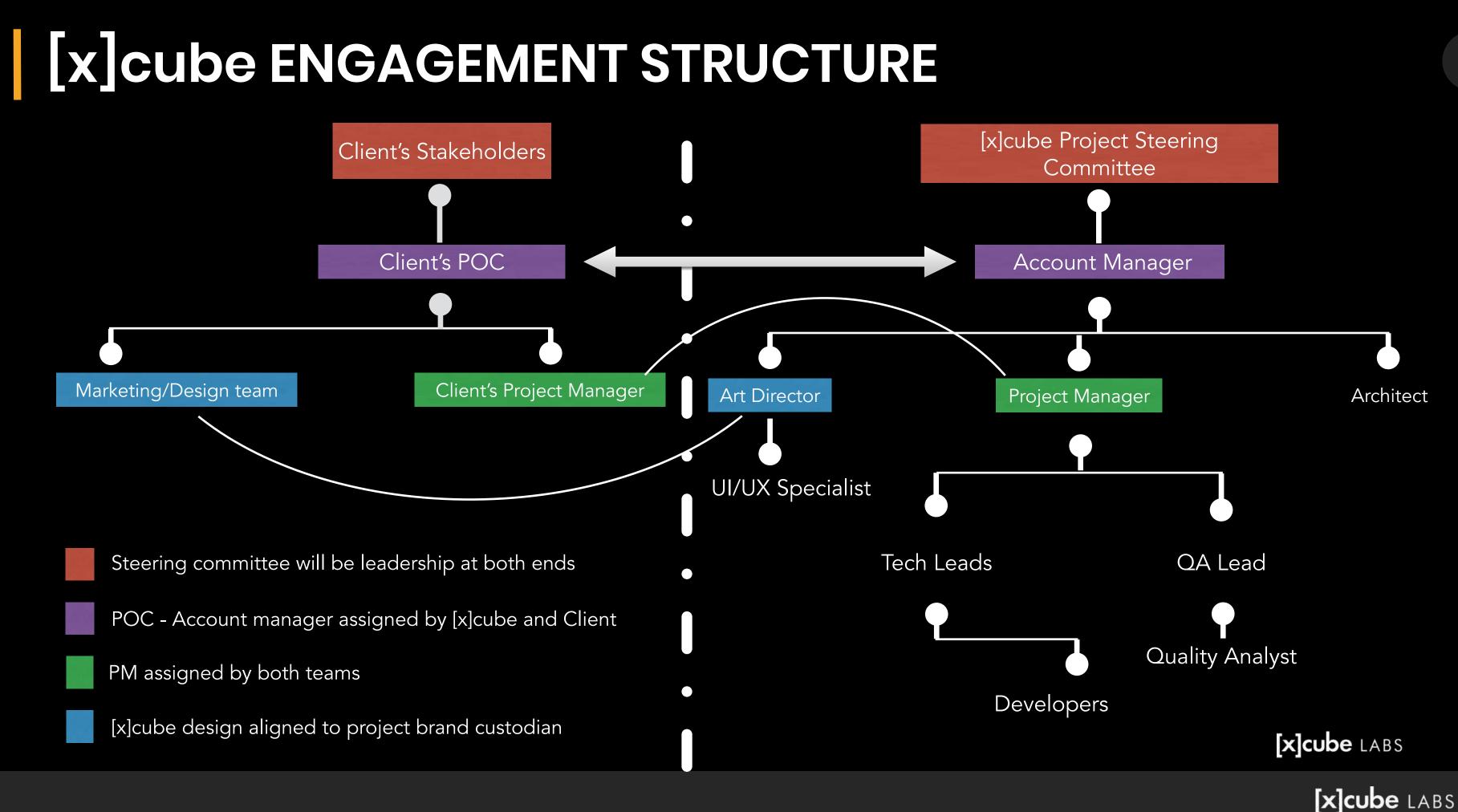
PROJECT COMMUNICATION & TOOLS

COMMUNICATION	WHERE ?	WHEN ?
Face to Face Meetings	TBD	TBD
Conference Calls	Bridge	Daily/Bi-Weekly/Weekly
Video or Screen sharing	Webex, Skype, Google Hangouts	Daily/Bi-Weekly/Weekly
Ad-Hoc Chat	Google Hangouts & Skype	Daily
Requirements, Planning, Status etc.	Jira	Daily
Source Control	Git	
Test Automation	SeeTest, Selenium, Appium, MonkeyTalk	
Build Automation	TBD	



x cube AGILE DEVELOPMENT MODEL Agile delivers a solution. Lean discovers a problem and efficiency. Design Thinking discovers customers and their needs. **BRAINSTORM IDEAS** FILTER AND VALIDATE LEARN SOLUTIONS







ESCALATION MATRIX

Escalation Type

- Continues low performance/SLA ratings
- Unresolved Client Difficulties
- Issues impacting MSA/SoW
- Issues unresolved at Level 3
- Falling performance/ SLA Ratings
- Non action on action items:/Recurring Issues
- Issues unresolved at Level 2
- Fall in performance/SLAs
- Unresolved task request - Workload adjustment

- Quality/Productivity/Other not resolved issues at L1

- Project Issues
- Process Deviations
- Task Requirement Priority
- First Level For Quality - Production Issues

* To be mutually agreed

	[x]cube	Client
EVEL	- CEO/CIO - Delivery Manager - Procurement - Legal	- CEO - Business Unit Head - Delivery Head
LEVEL 3	- Delivery Manager - Account Manager - Project Manager,	- Business Unit Head - Program Manager
LEVEL 2	- Account Manager - Project Manager,	- Product Manager
LEVEL	- Project Manager, - Project Team	- Product Manager - Product Team Members



DESIGN PHILOSOPHY



Strategy



0



Development

STRATEGY

STEP 1 Understand & Discover

Initial Analysis Identify and discuss technical and creative strategies

Brand Survey Understanding branding guidelines, competition, and other related client insights

UI Design Analysis R&D for similar apps, inspiration and competitors

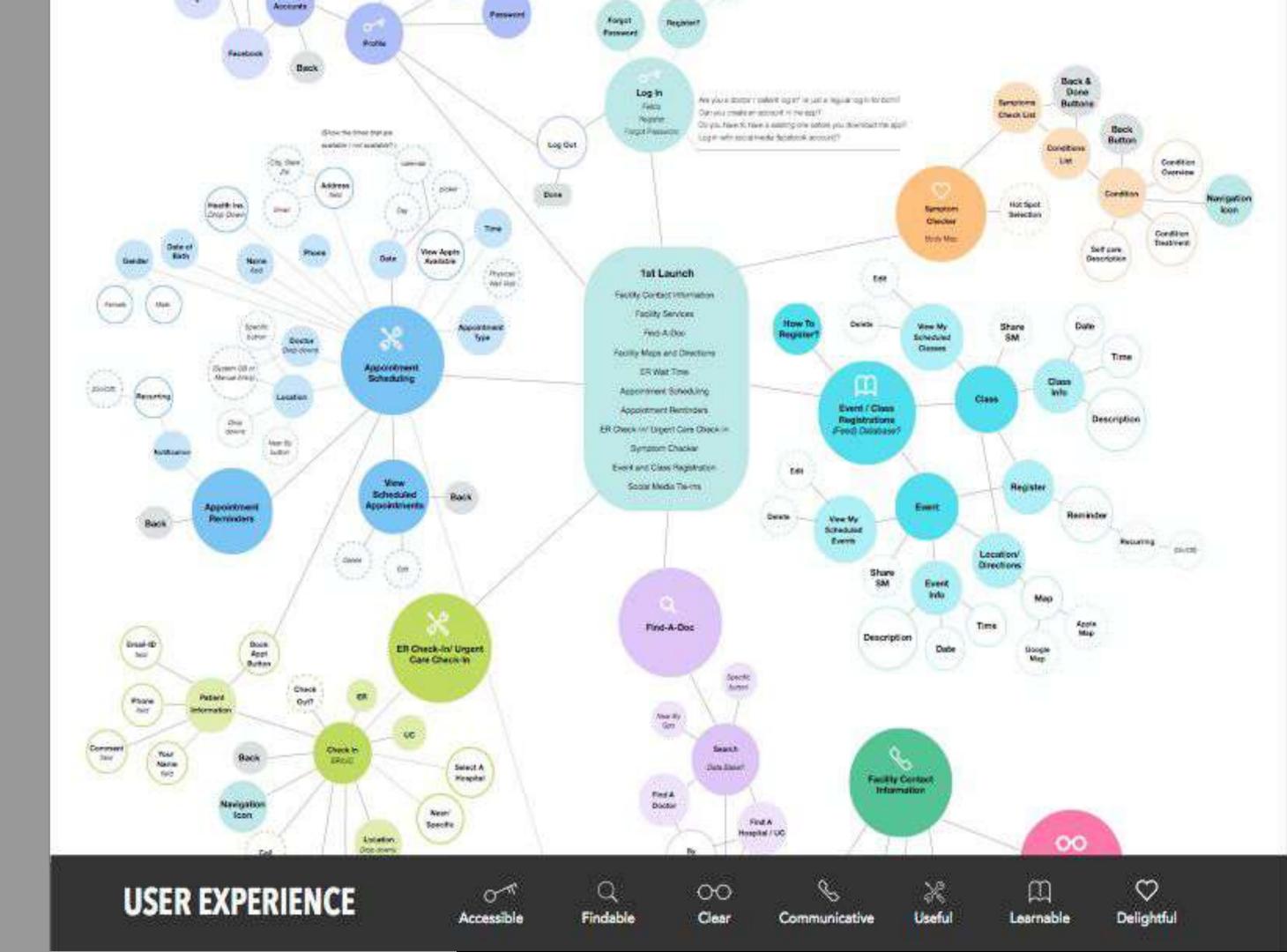
Persona Analysis

Discuss and identify personas that will empowers us to develop a plan that reaches the audience and solves business problems.

STRATEGY

STEP 2 High Level Diagram

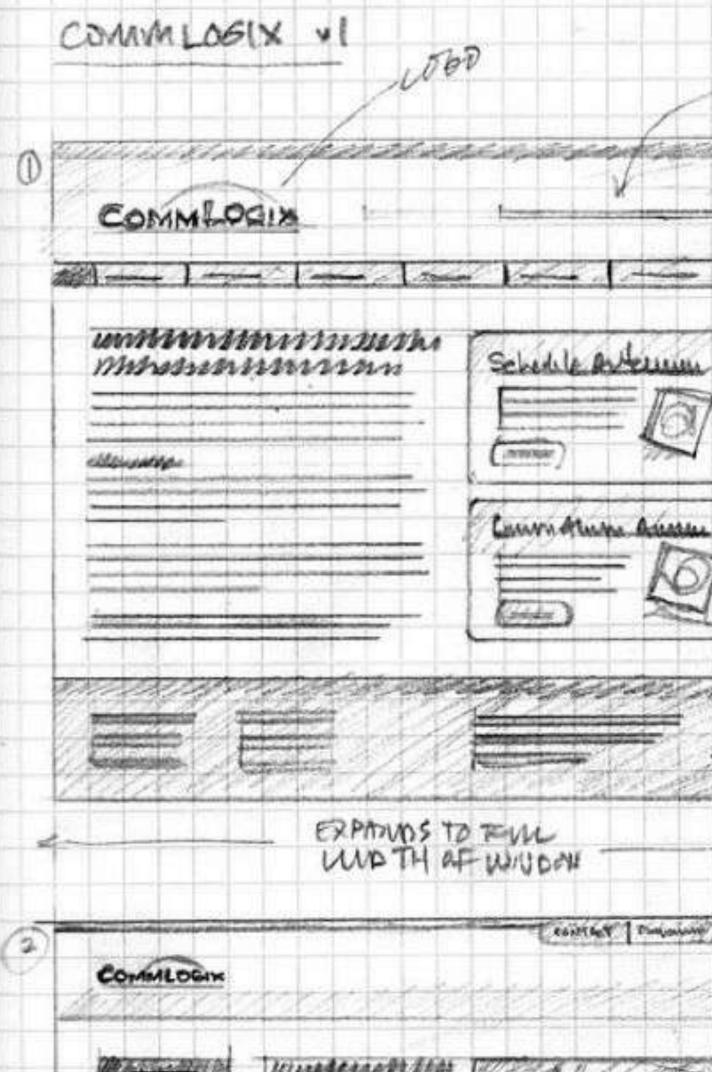
Bubble mind map diagrams are created to visualize features and organize information before implementation.



VISUALIZE

STEP 1 UX Wireframes

Grayscale wireframes are created and seen as the blueprint for the design. They will communicate the general flow structure, content, functionality and behavior of the product.



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REALISTIC

MININAL.

TRADITIONAL

ESTABLISHED CLASSIC CLISTOMIZED

VISUALIZE

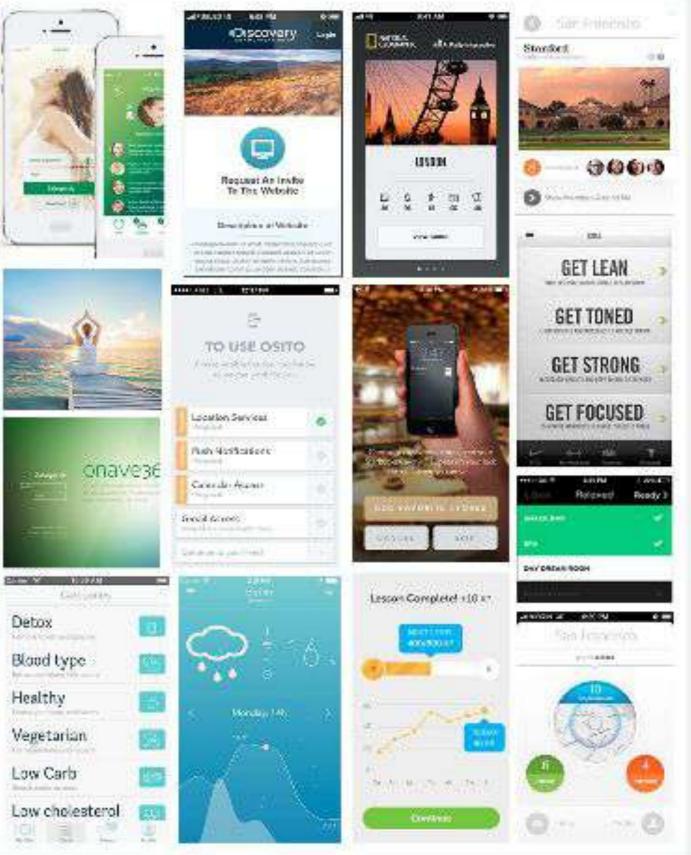
STEP 2 Mood Map

Collage of thematic images, colors, and fonts, related to the product.

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VISUAL DESIGN

STEP 3 Art Direction Mood Map

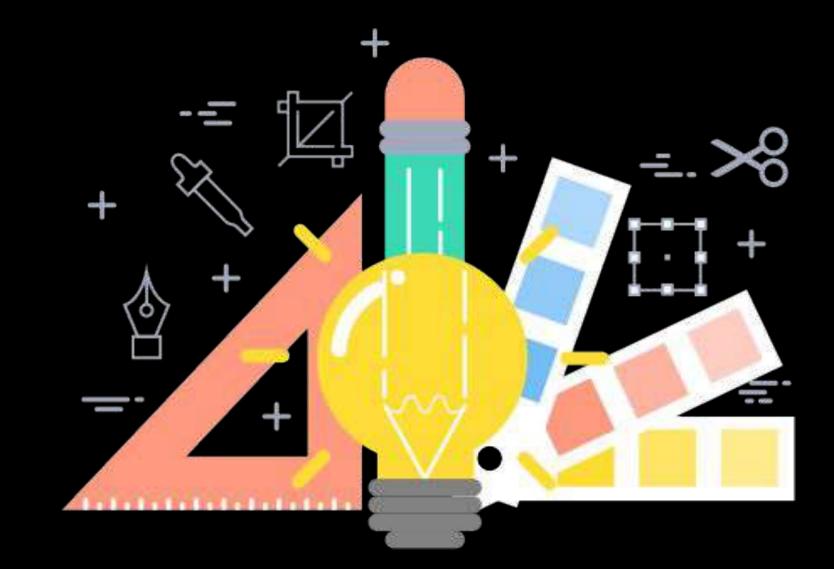
Concepts

Collage of thematic images, colors, and fonts, related to the product.

STEP 4 UX/UI

QA

Before the UX + AD are consolidated to be presented, all of the UI screens are QA'd by [x]cube's design panel.



DEVELOPMENT

FINAL STEP BUILD & FINALIZE

Design Sign-Off Prototype



WHY A GOOD DESIGN MATTERS

- Helps differentiate the brand in consumers minds
- A good design adds value when competing options are similar
- Reflects the brand's unique identity
- Makes the right first impression to users
- Helps with brand recall and recognition



OUR DESIGN STUDIO ACROSS THE GLOBE

Tr-



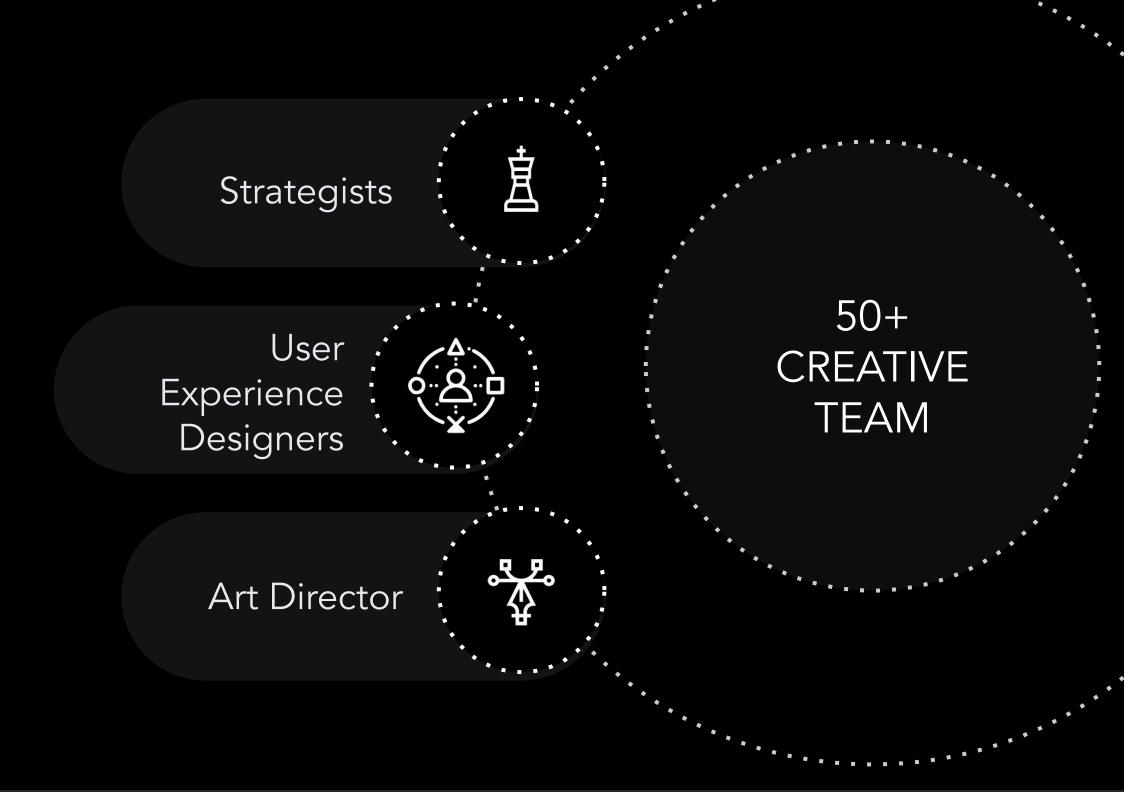


A.A. Rous





OUR DESIGN TEAM





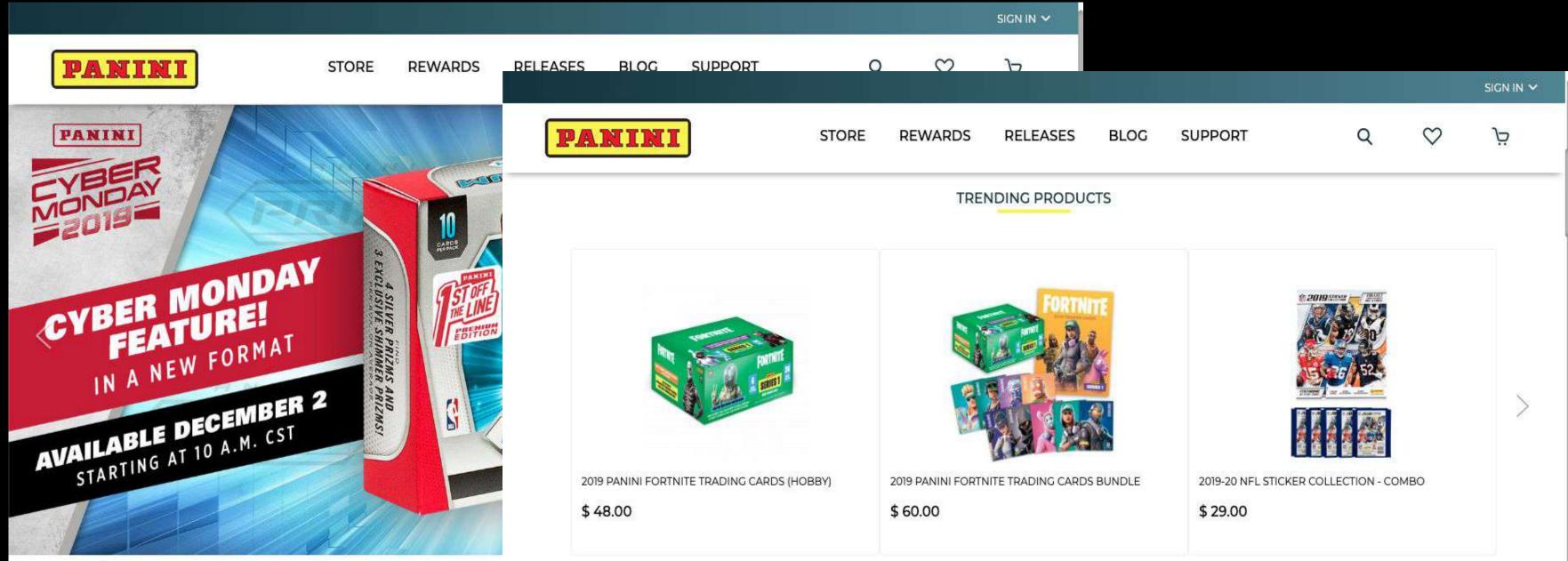


Front - end Designers

Artists



ONLINE STORE OF RARE TRADING CARDS



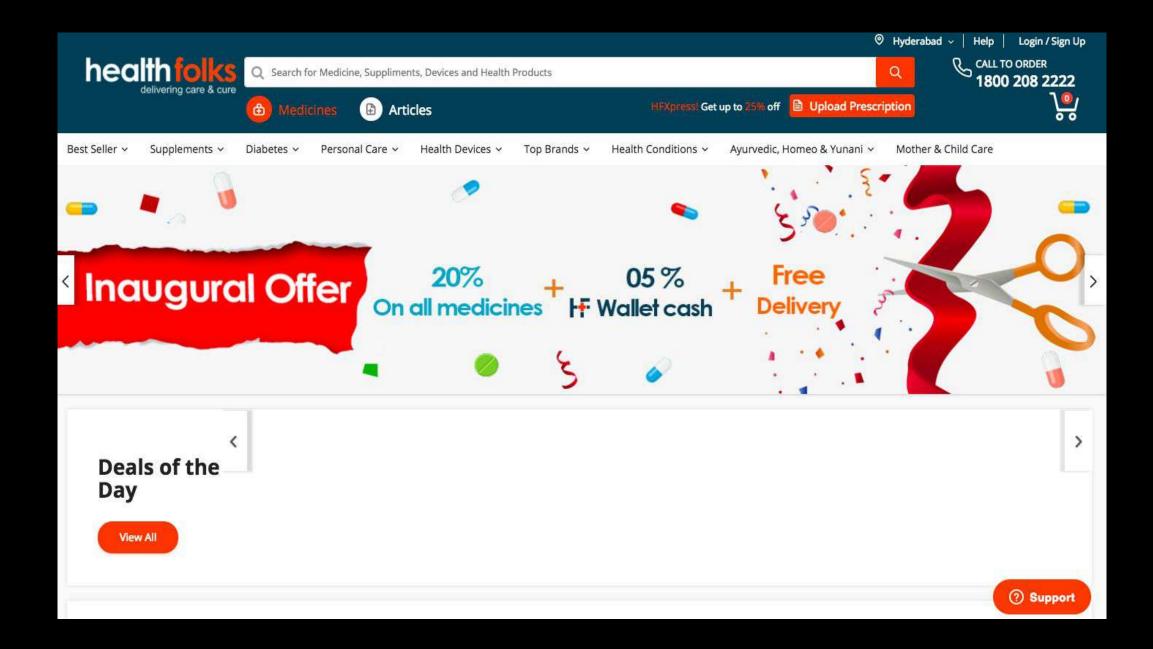
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https://www.paniniamerica.net/2019-panini-fortnite-trading-cards-bundle-hobby.html

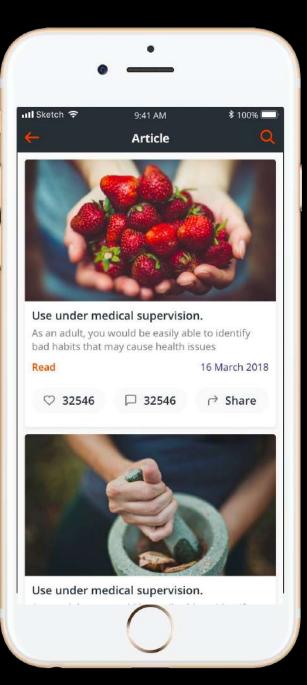


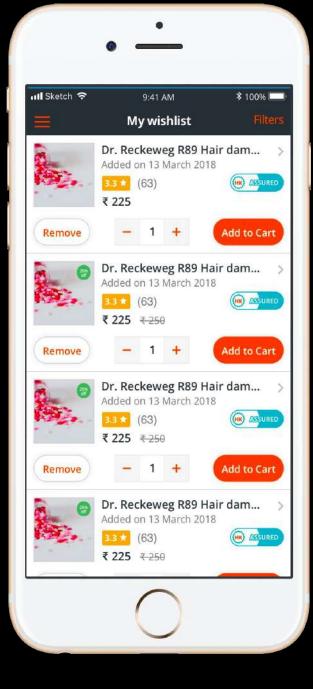


HEALTHFOLKS - MANAGE HEALTH & WELLNESS

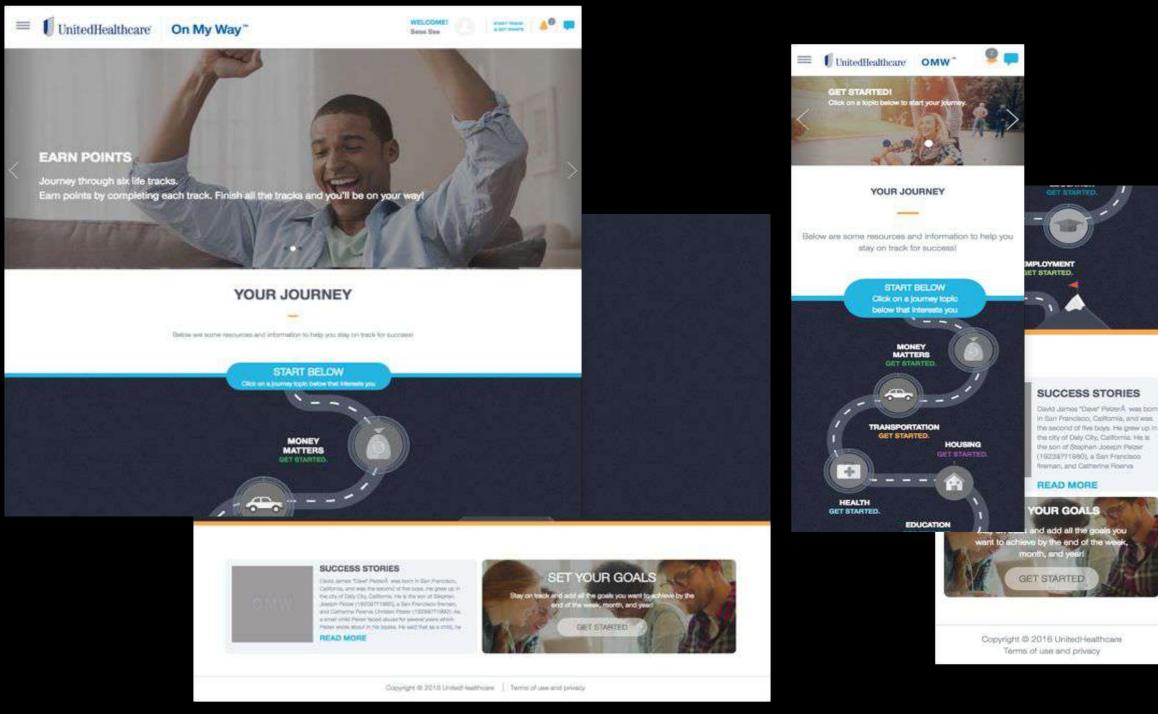


https://www.healthfolks.com/





UHG: ON MY WAY

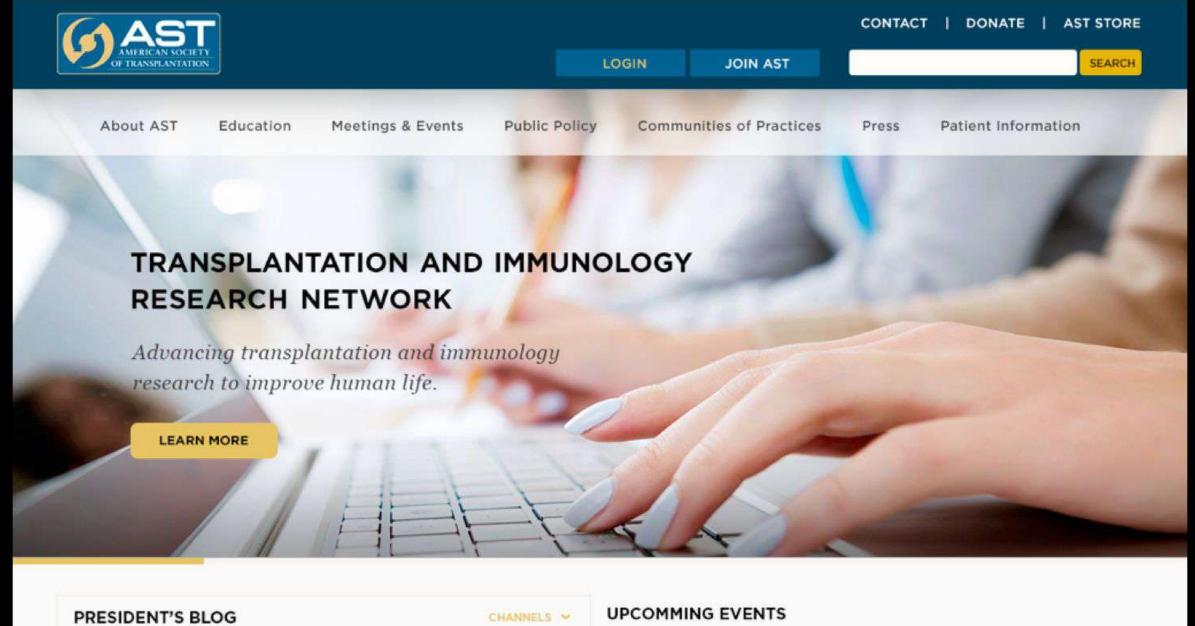


https://www.uhcomw.com/

A responsive web application helping foster kids pick up on six essential life skills:Education/Health, Finance etc through gamification of learning experience

A digital tool kit with gamified elements providing better learning experience to the foster kids

AMERICAN SOCIETY OF TRANSPORTATION: WEBSITE



https://www.myast.org/



LOGIN

$Q \equiv$ JOIN AST

TRANSPLANTATION AND IMMUNOLOGY

Advancing transplantation and immunology research to improve human life.

LEARN MOR

PRESIDENT'S BLOG

CHANNELS -



"BEST PRACTICE" IN LIVING DONATION: **QUALITY? QUANTITY? ACCESS?** PACE? YES!"

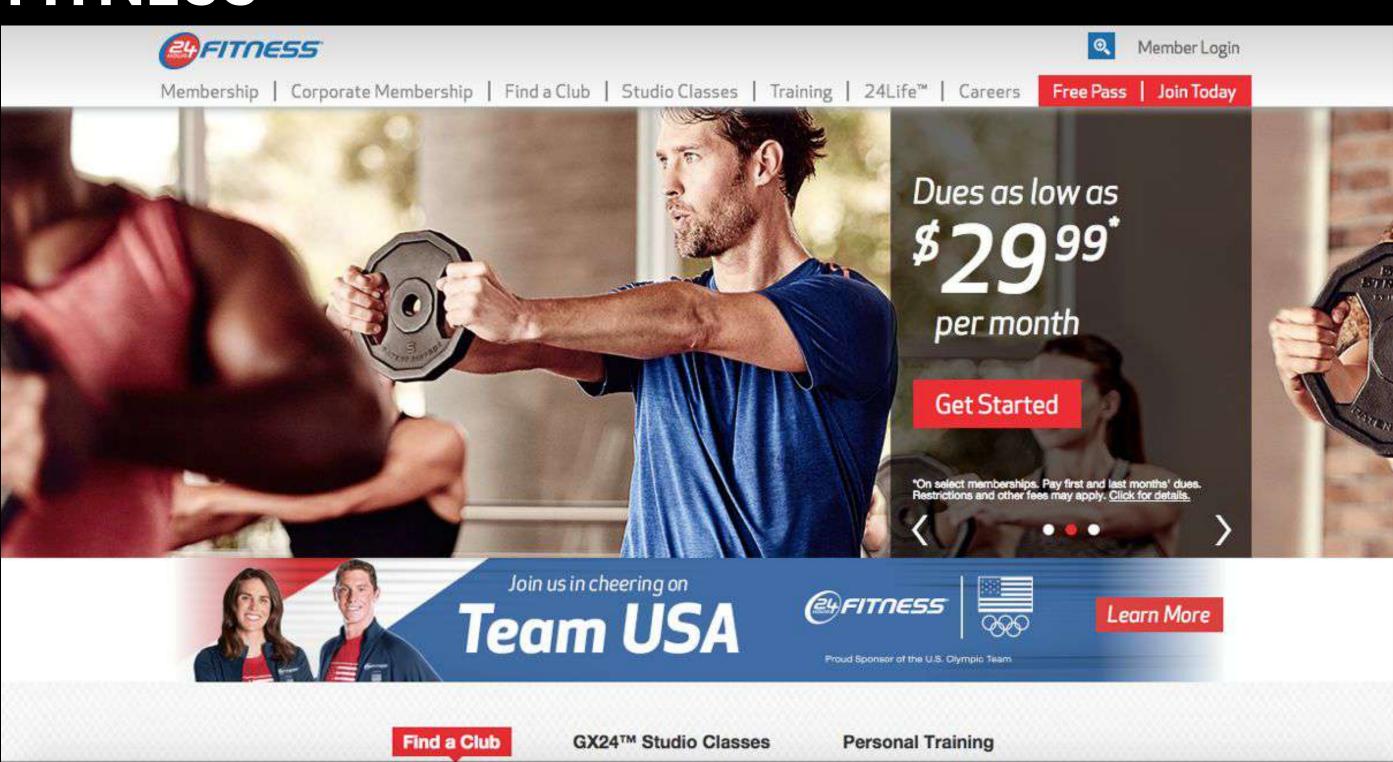
Posted on October 06, 2014 by knewell Comments: 0

There is little disagreement that transplantation is the preferable treatment option for most individuals with advanced renal insufficiency or renal failure, and that living donor kidney

READ MORE | VIEW ALL BLOG POSTS

UPCOMMING EVENTS

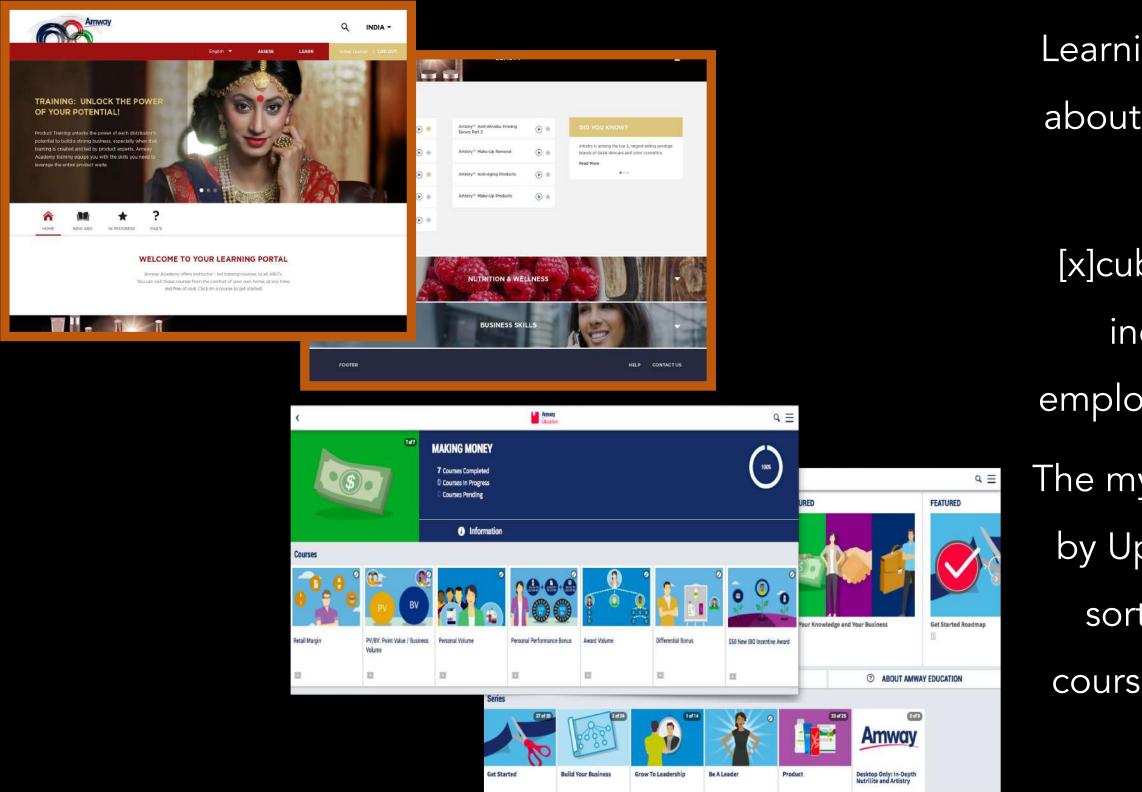
24*7 **FITNESS**



http://24by7fitness.com/

[X]CUDE LABS

AMWAY: GAMIFIED EDUCATION ON WEB



Learning Portal for Amway for ABO's to learn about their product and track the timeline of the courses.

[x]cube LABS also gamified the experience incentivizing process to motivate the employees & enhance the sales effectiveness The my badges screen and Badge is powered by Upshot.ai . The Rules engine handles all sorts of badging techniques to improve course completion, sessions, session length and feature usage.

UPSHOT: PRODUCT WEBSITE



Product Industries Solutions

Resources About Us Partner

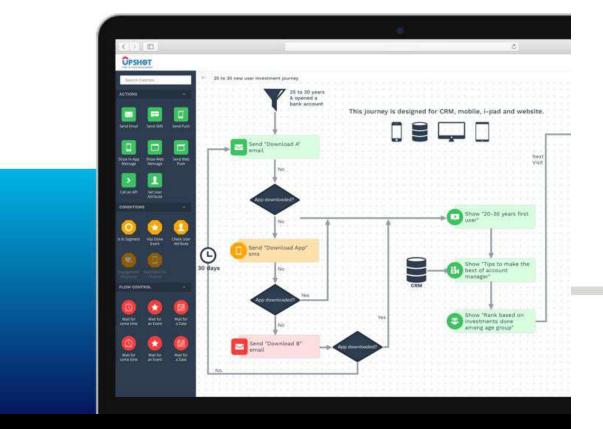
Request a demo

INTUITIVE & PERSONALIZED JOURNEYS THAT INFLUENCE CUSTOMER BEHAV"



Product

features.





ACQUIRE & ANALYZE

Use Upshot analytics and Intelligence module to make the most out of your data. Reporting

• Real-time Segmentation





Industries Solutions

Resources

About Us Partner Request a demo

HOW DO WE DO IT?

Build personalized on-boarding journeys with targeted help

• Tutorials Coaching tips Help & FAQ

ONBOARD & COACH

ENGAGE VIA JOURNEYS

Orchestrate experiences for specific users through Upshot Journeys. Use all the features available to stitch your experience.

• Journeys • Trivia

- Pop-ups
 Leaderboards
- Share Badges
- Surveys
 Polls
- Ratings Minigames

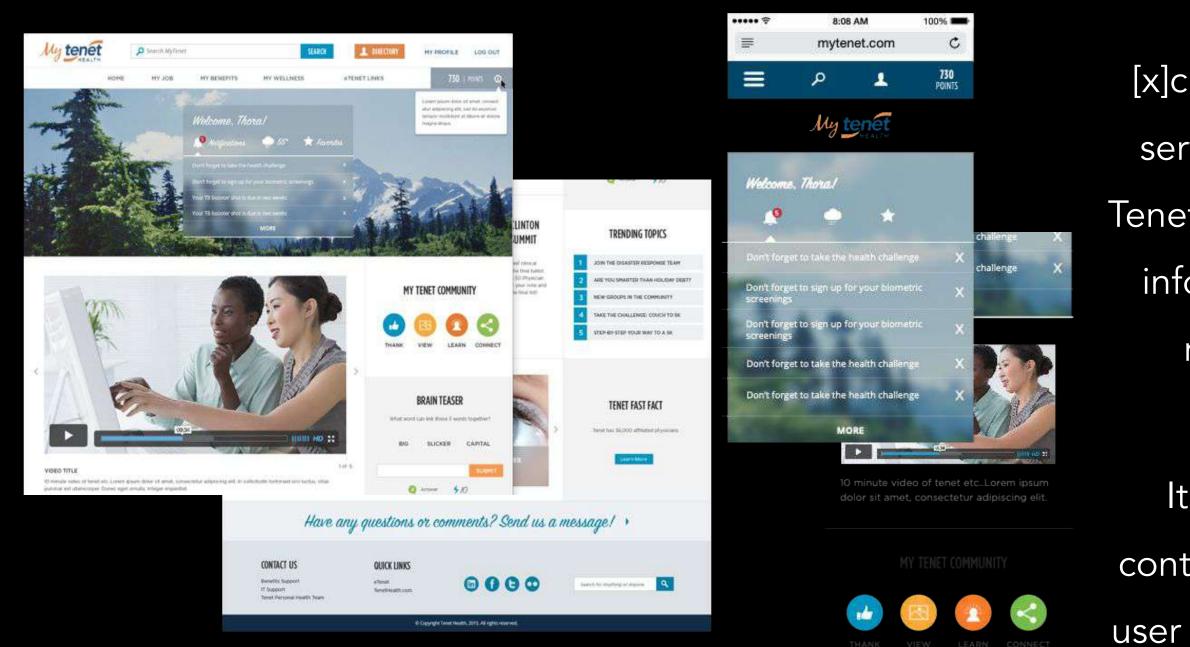


Use prediction to know who is

RETAIN & MONETIZE



MYTENET



[x]cube LABS implemented a complete self serve content and application platform for Tenet employees which is integrated with 20+ information products, including a learning management system, health benefits administration system, and others. It has features like ML based predictive

content distribution, a highly humanised end

user experience and elements of gamification

ZIROH LABS - ENCRYPTED CLOUD BASED STORAGE

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Web application to encrypt & decrypt the data files using complex cryptographic algorithms & procedures, before and after uploading / downloading them to/from the cloud data servers.

ADVOCARE



products

sports

science

about

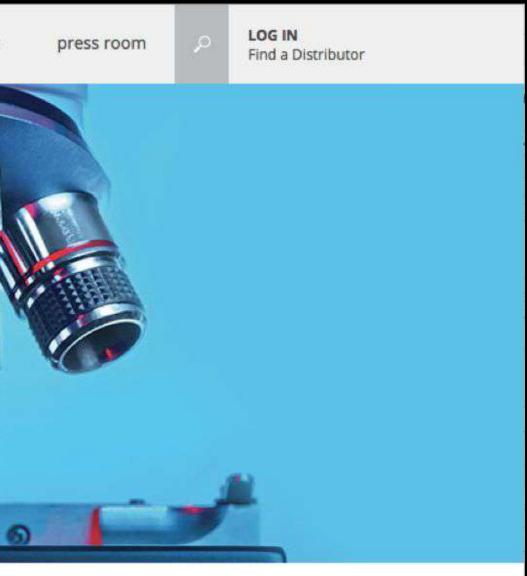
opportunity

The science behind the products

Overview Sci/Med Board Sports Advisory Council Quality & Safety

AdvoCare Science

AdvoCare relies on the latest scientific knowledge and highest quality ingredients to create safe and effective products. The AdvoCare Science team includes Doctors dedicated to product research & development as well as training and education for AdvoCare Independent Distributors. The science behind AdvoCare products helps improve lives through superior nutrition and wellness.



LEADING INSURANCE FIRM OF U.S.A

Determinat	Angeles	Apartments I2,000 Quick Service I2,000 Manufacturing I2,000 TX I TX II TS226;75214;7520 II Ali III S10,000 - \$25,000 III YES III O - 250 III O - 250 III	SEGMENT 422,352 Real Estate 12,000 Ware House Quick Service Office Building Manufacturing E E Territory US States Tx Zip Codes 75226;75214;7524 Construction Type All Sprinkler Type All Deduction Range \$10,000 - \$25,000 Include Wind YES Locations 0 - 250
422,35 12,000		Quick Service Manufacturing US TX 75226;75214;7520 All \$110,000 - \$25,000 YES 0 - 250	NSURANCE TYPE Property SEGMENT Real Estate CLASS Restaurant Vare House Office Building Manufacturing E States Tx Zip Codes Tsip Codes Tsip Codes Tsip Codes Sprinkler Type Ali Sprinkler Type Include Wind YES Locations 0-250



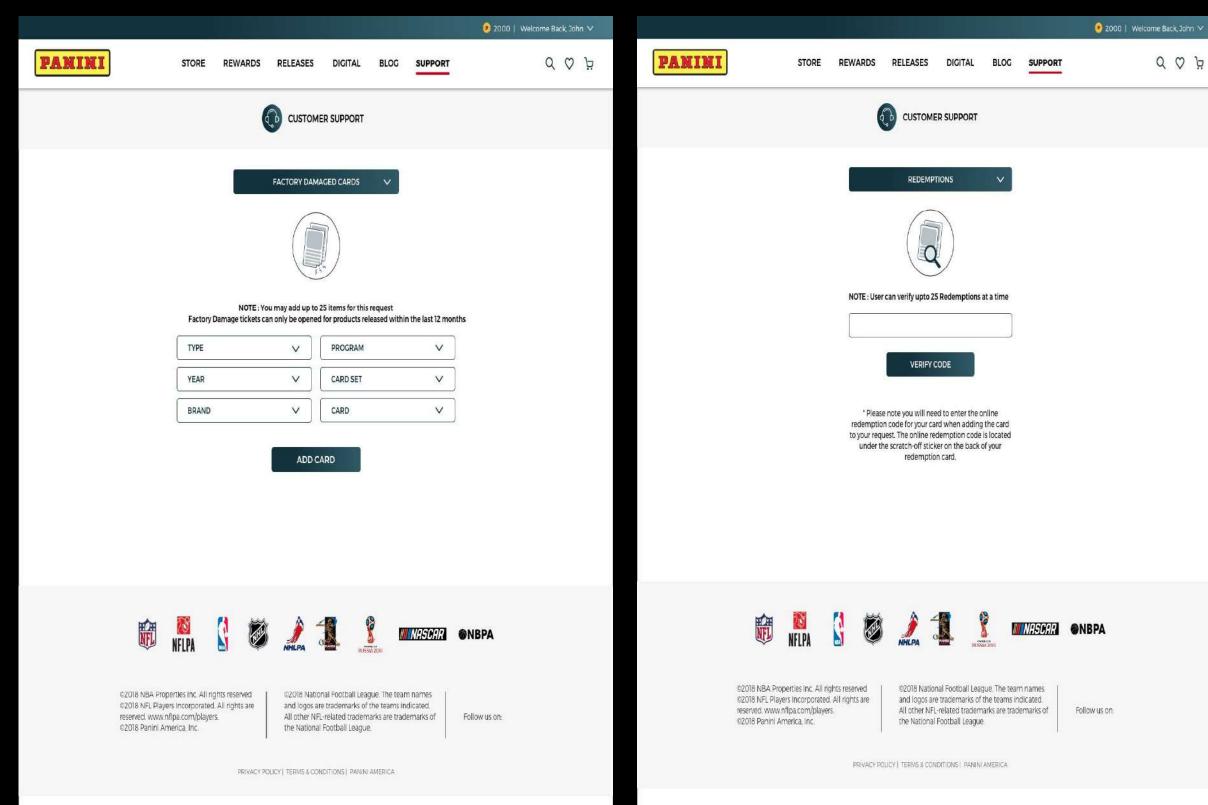
ice

d Brokerage:

A web application for people who wants to buy motor trucking insurance. In the current phase, user can understand about different types of motor insurance, generate quotations, calculate premium, etc.

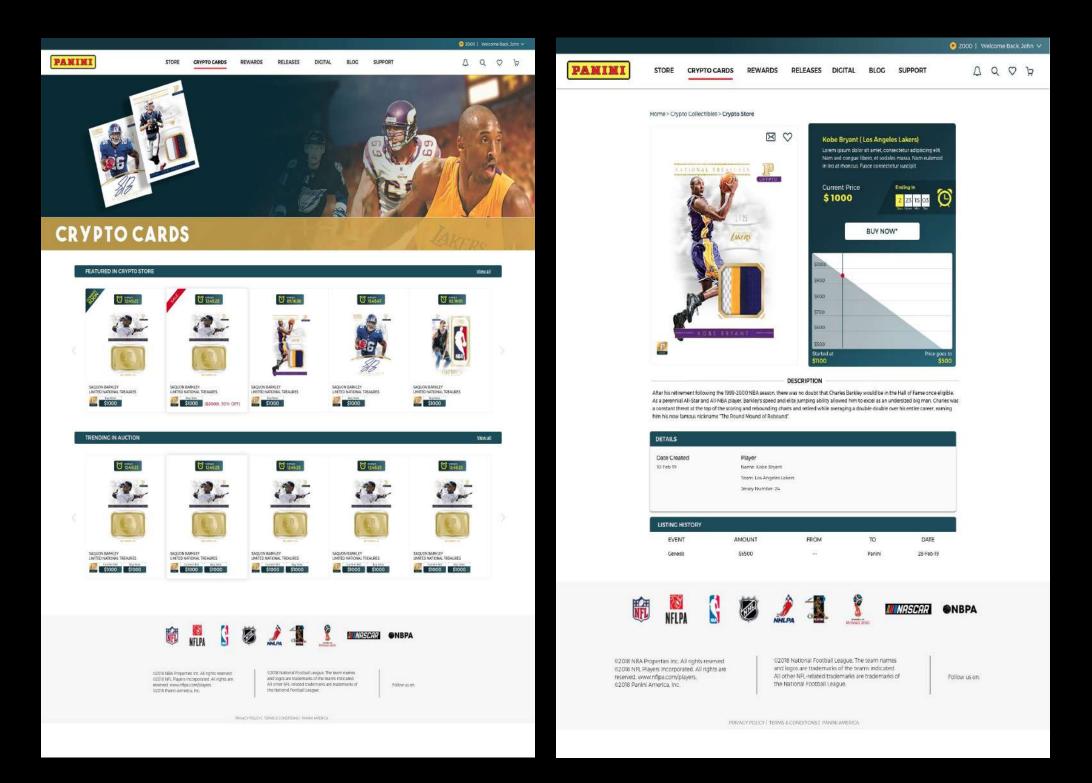
🔵 Tier 1 Wind

PANINI - CUSTOMER SUPPORT



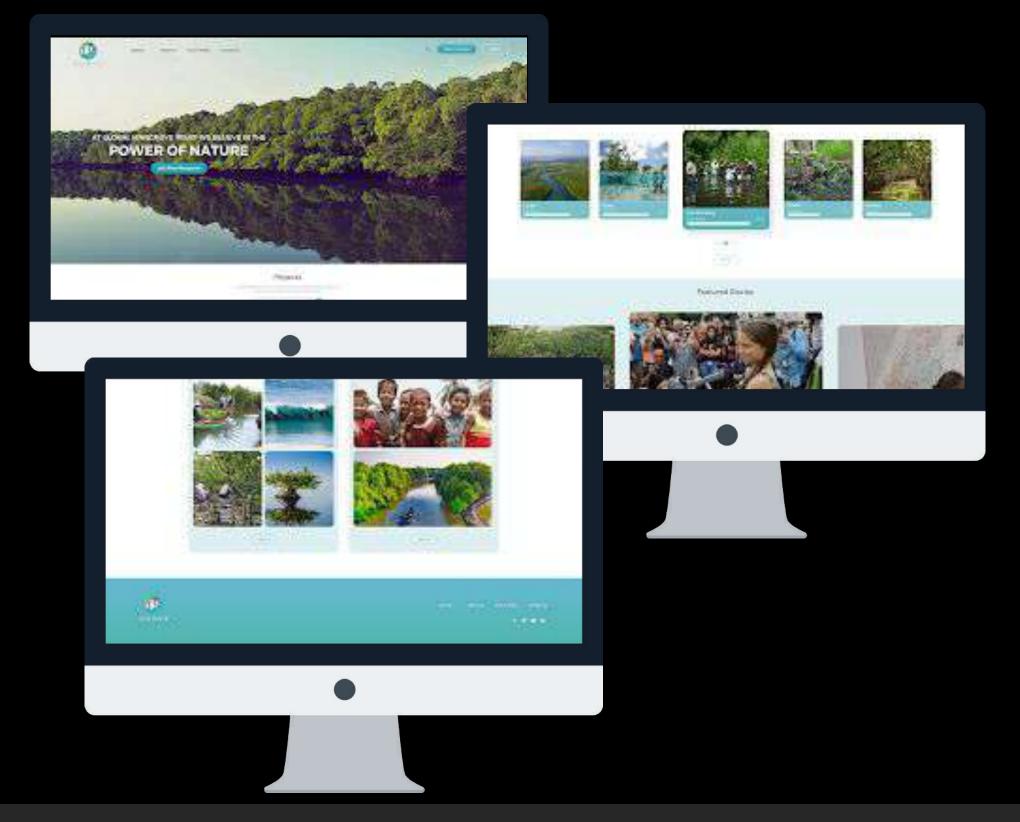
To optimize and enhance customer experience, [x]cubeLABS developed customer support platform which is enabled with virtual assistant to manage customer request and resolve all the issues from different mobile app and web portals related to rewards, redemptions, quality, etc.

BLOCKCHAIN CRYPTO COLLECTABLES



To provide highest degree of legitimacy and proof of ownership, Panini cards will be traded on blockchain based platform. All the collectable will be authorised by Panini and maintain exchange records to improve collectable value.

BLOCKCHAIN SOLUTION FOR A CROWDFUNDING PLATFORM



[x]cube is working with a singapore based leading bank in creating a blockchain based 'Peer to Peer' crowdfunding platform

Platform will allow to collect donations from a global community of citizen and distribute those donations in a transparent and efficient way to community-based regenerative forestry projects.

The platform will ensure transparency & eliminates any kind of corruption

[x]cube LABS: CORPORATE WEBSITE



RYOBI.

LEARN MORE

Leveraging digital to transform rugged power tools, into cool, new-age gadgets and significantly reduce development costs.

Contact

[x]cube LABS



The Lansinoh team talks about their experience with [x]cube's mobile applications development service which helped them design and create an intuitive solution for moms, who need help in tracking their baby's data.

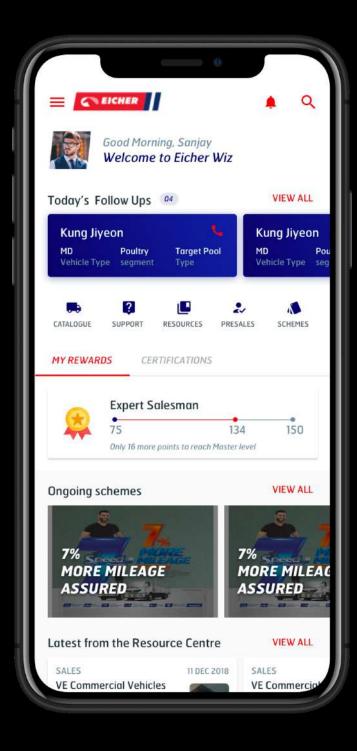
Client Perspective

"[x]cube LABS has taken our product and worked on it as if it was their own, creating something that we had never envisioned before!".

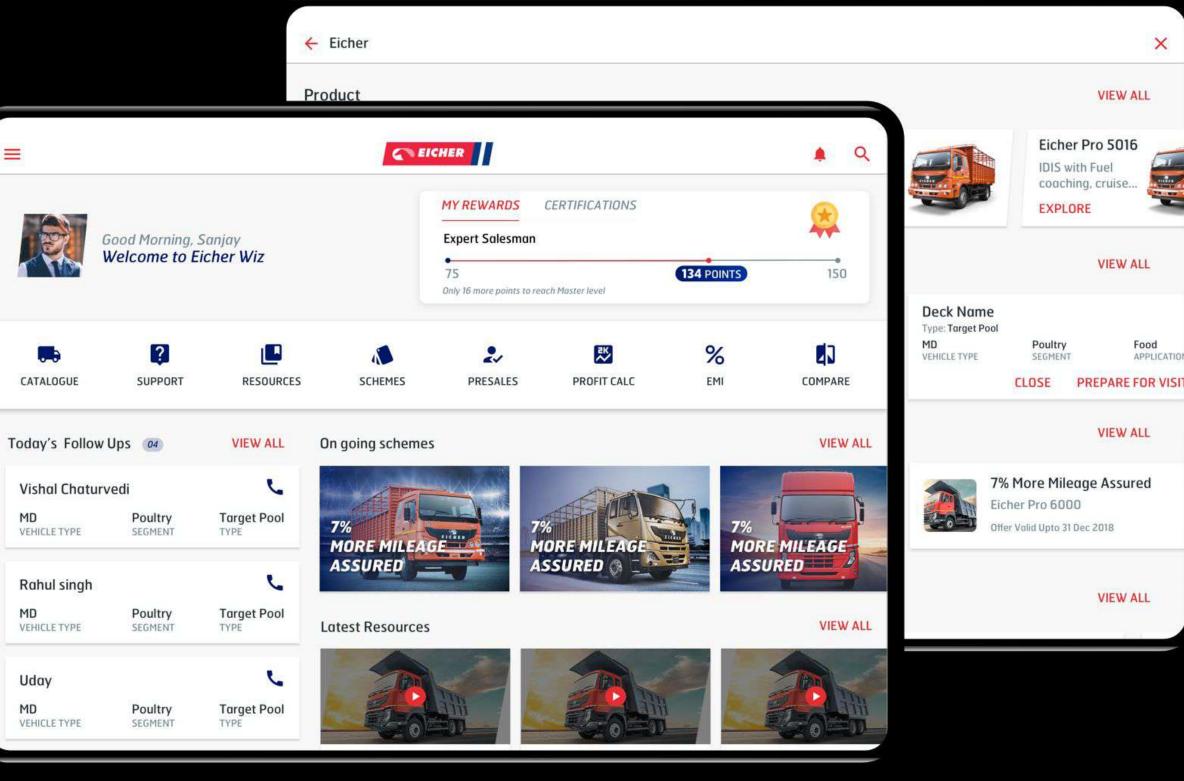
Kevin, CEO of Titan International, talks about his highly successful wireless fireworks firing system and how [x]cube helped him realise his vision.



EICHER MOTORS – PRODUCT DETAILING APP FOR SALES

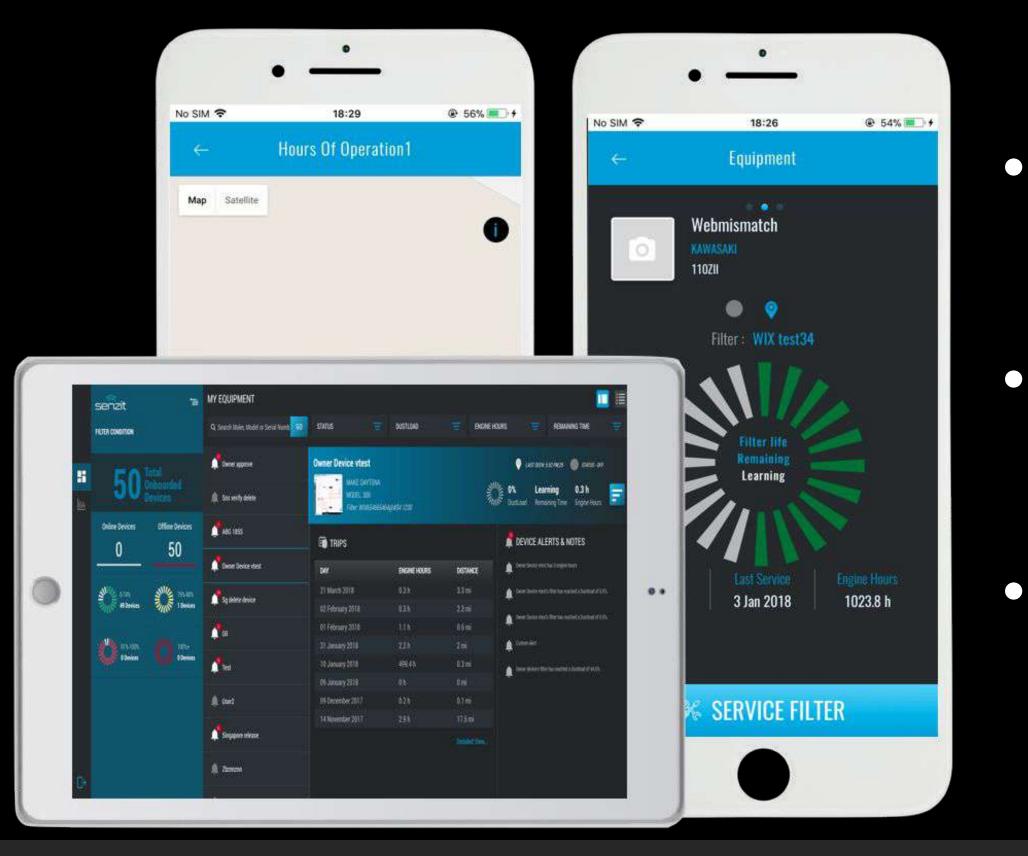


Mobile Invision <u>linked</u>



Tablet Invision <u>linked</u>

MANN-HUMMEL – SENZIT



• Solution that tracks the performance of Air Filters installed in different types of Heavy Vehicles on real-time basis

Vehicle Owners can monitor the current condition of air filters and are notified upon the expiry of Filter's lifetime.

• This has helped in timely replacement of Air Filters resulting in maintaining the overall health of Vehicle.

MYDAY: PORTAL

IBOARD	09:10 _{AM} Fri, 8th January 201 ☆ 22°, Hyderaba	ad	deen!				Mast 677	ASK MASTER LEVEL Cer Blaster! POINTS
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To build an application having predefined templates to capture and maintain required data, based on employees

Integrate with systems that are most used, all under one roof to increase productivity of users and easy access to all the required systems

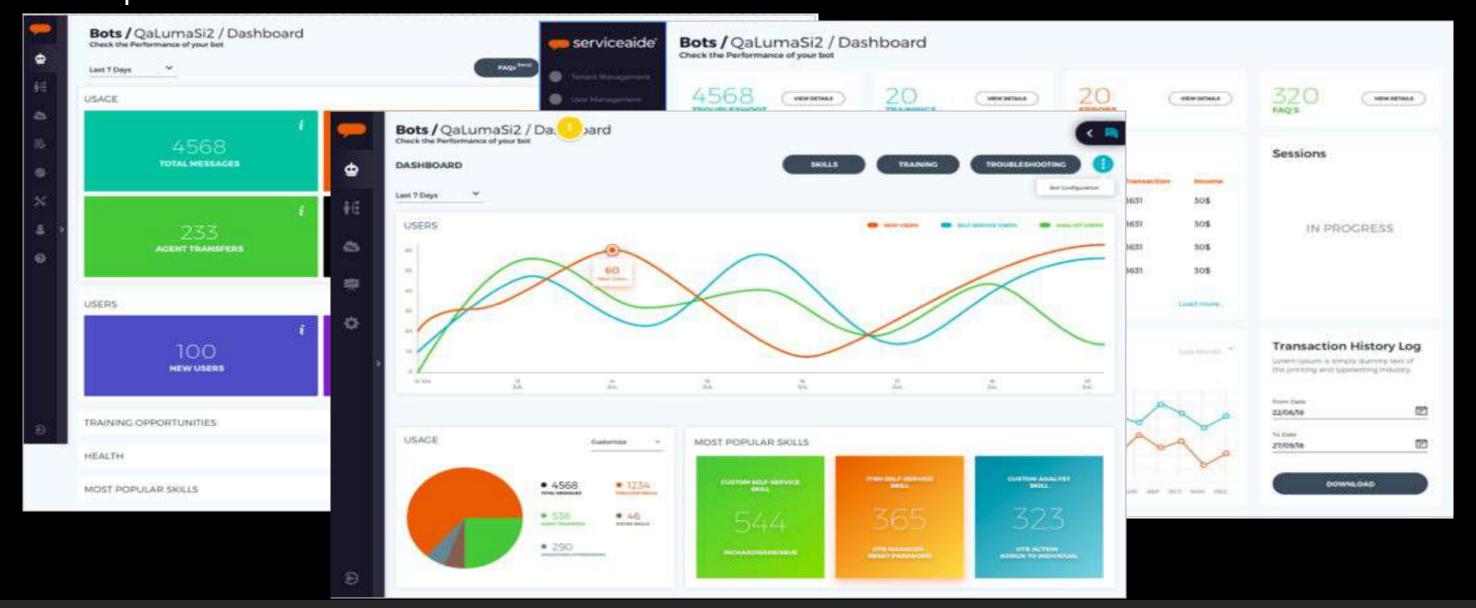
SYNGENTA – MARKET INTELLIGENCE PLATFORM

List of Competitors					🔶 FAVOURIT	res	
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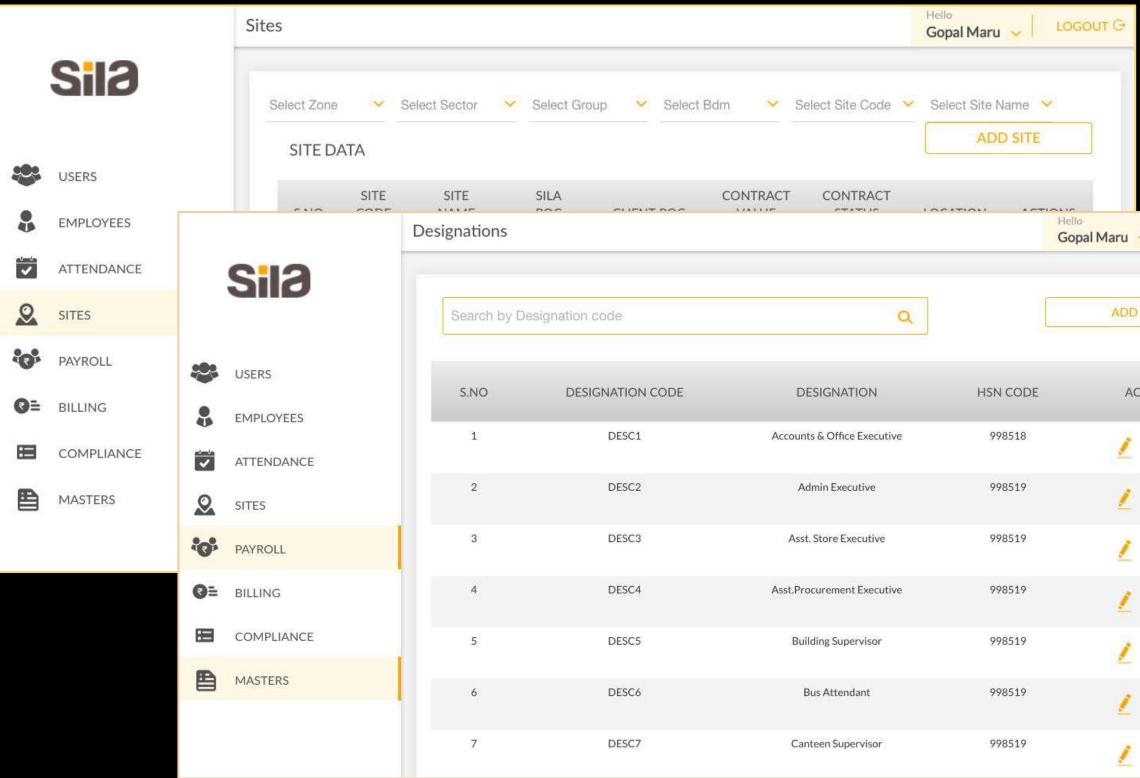
Crowd Sourcing Market Intelligence for the company's Sales Teams

SERVICE AIDE

PMS based dashboard with ticketing support system for auto resolution and deep learning about issues reported. It helps in managing and monitoring hardware devices like laptops, desktops, etc which automatically check for errors, monitor device health and map trends which allows a faster reaction to server problems.



SILA – FACILITIES DASHBOARD



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Facility management dashboard for:

- Worker's data
- Tracking attendance
- Payroll management
- Invoice and Billing based
 - on attendance and salary
- Compliance
- Sites and location details

THANK YOU







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