



RESPONSE TO RFP

W3C WEBSITE REDESIGN

DECEMBER 13, 2019



Contact details
+1-925-444-0466



Email ID
contact@epikso.com



Address
3478 Buskirk Ave.
Suite 210 Pleasant Hill, CA 94523

TABLE OF CONTENTS

1. Cover Letter	1
2. Organizational Experience	3
3. Objectives Description	8
4. Project Scope Explanation	17
4.1 Phases	17
4.2 Requirements	17
4.3 Services	26
5. Previous Work	33
6. Timeline	37
7. Budget	38
8. Technical expertise and experience	39

1. COVER LETTER

Dear Coralie Mercier and team,

We are excited to present this proposal to W3C to redesign your website. We have reviewed the requirements within the Request for Proposal (RFP), and we are excited that we can meet or exceed each of them. Our proposal outlines our approach for the Project Scope and Objectives as outlined in the RFP, as well as samples of work experience and an overview of our competitive pricing.

Epikso is a **minority and women-owned small business** with unparalleled experience providing high-end digital transformation solutions. We are also the **GSA contract holder** for Schedule 70 - Information Technology Professional Services. The firm focuses on a diverse technology set, including, but not limited to the categories listed in this RFP. We propose to implement **WordPress CMS** for the W3C website, as it is user-friendly, and perfectly fits your website requirements. We ensure to incrementally redesign your website and revise the information architecture to show the world who you are and what you offer. The new website will communicate your brand more effectively and will motivate people to participate in the organization.

Epikso has completed **over 1,000 projects** worldwide with years of website development and digital strategy experience.

Our technical approach, relevant past performance, and knowledgeable personnel offer the most substantial value proposition with the lowest risk. We acknowledge that since its inception W3C has been defining standards that form the World Wide Web as we know it today. We will work closely with you to design and develop a dynamic and intuitive website that is easy to navigate, 100% responsive, and closely-knit. At the same time, the new website will have a refreshing look with content that is aligned with your target audience.

The new website will support W3C's mission and goals. We will implement current web best practices and technologies, revise the information architecture, create a content strategy, and revamp the visual design. We will identify your key audiences to maximize the benefits of the site redesign. To summarize, the site will provide your audiences with the credible information in a more user-friendly fashion, motivate participation in the organization, and communicate the nature and impact of the W3C more effectively.

With hands-on experience in delivering premium IT solutions, Epikso provides world-class Development and Digital Marketing services. Our web developers offer the best development and customization solution. We have a robust team that utilizes highly effective skills to make your website dynamic and give you industry-focused answers. We can enhance the performance and capabilities of your site with various optimizations, including search engine optimization.

After reviewing the RFP in detail, we will take care of the following elements:

✓ Website Redesign & Development	✓ UX/UI Development
✓ Easy-to-use and Maintain CMS	✓ Responsive
✓ WCAG 2.1	✓ Database Integration
✓ Bidi Support	✓ Quality Assurance
✓ Content Migration & Strategy	✓ Intuitive Navigation
✓ Version Control	✓ Search Engine Optimization
✓ Multilingual Site	✓ Social Media Integration
✓ Security	✓ Maintenance

We have created a custom video to provide an overview of our solution for your reference:

<https://biteable.com/watch/w3c-2416022>



We welcome the opportunity to further discuss the above in our shared commitment to providing the optimal solution for the W3C website. Please feel free to ask any query regarding our proposed solution.

Best Regards,

Ashish Kataria

Ashish Kataria
CEO, Epik Solutions
ashish@epikso.com

2. ORGANIZATIONAL EXPERIENCE

Epikso is the next generation Digital and Workforce Transformation company built on a simple premise of helping you **'Simplify and Grow'** your business. We simplify our clients' Business Transformation journey with Digital Enabling handshake focused on Growth and Optimization.

We are proud to operate as one of the most successful digital transformation companies in the United States. And, in the last five years, we have expanded from merely five clients to over 1,000 clients. We do everything in-house with our **250+** professionals with a mixed bag of developers, programmers, designers, marketers, and customer success managers who are an extremely committed bunch. Therefore, our clients do not have to worry about the quality of work that is provided to them as we have full control over our delivery process. We strongly believe that our employees are the biggest asset of our company. We have the best minds that not only have technical expertise but are also capable of innovating ideas. We take pride in having a vast talent pool of cross-disciplinary professionals. Epikso allocates skilled, efficient, and sincere team members to each undertaken project. We hire and retain only the best-of-breed professionals.

We have learned the strategy to create an online experience for your audience that transforms them into potential clients. We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals. Our capabilities allow us to deliver the services of every complexity. The following elements demonstrate our technical capabilities:

<ul style="list-style-type: none">• Advanced Analytics<ul style="list-style-type: none">> Data Management @ Scale> Predictive Analytics> Data Visualization and Measurement> Digital Experience Analytics	<ul style="list-style-type: none">• Solution Design and Development<ul style="list-style-type: none">> Solution Planning and Prototyping> Application Modernization> Platform Integration and Management> Design and DevOps
<ul style="list-style-type: none">• Cloud Transformation<ul style="list-style-type: none">> Cloud Roadmap & Assessment> Cloud Adoption and Consumption> Hybrid Cloud Management	<ul style="list-style-type: none">• Digital Process Transformation<ul style="list-style-type: none">> Workflow Automation> Business Process Optimization> Robotic Process Automation
<ul style="list-style-type: none">• Workforce Transformation<ul style="list-style-type: none">> Internal Staffing> External Staffing	<ul style="list-style-type: none">• Business Advisory<ul style="list-style-type: none">> Growth Opportunities> Platform and Technology Evaluation> Consumer Insight Segmentation

<ul style="list-style-type: none"> • Customer Experience Transformation <ul style="list-style-type: none"> > User Experience Research > User Journey Mapping > Omni Channel Experience > Self Service Enablement- AI/Bots 	<ul style="list-style-type: none"> • Brand Management <ul style="list-style-type: none"> > Web Experience Management > Reputation Management > Social Listening
<ul style="list-style-type: none"> • Marketing Automation <ul style="list-style-type: none"> > Account-Based Marketing > Dynamic Content Personalization > Behavior-Based Automation > Real-Time Analytics > Conversion Trigger Enablement 	<ul style="list-style-type: none"> • User Acquisition Services <ul style="list-style-type: none"> > Organic > Inorganic

In these years, we expanded to eight offices located in four countries globally.

Head Office
3478 Buskirk Ave. Suite 210 Pleasant Hill, CA 94523

New York Office
99 wall street #127 New York, NY 10005

Chicago Office
1440 W. Taylor st #702 Chicago, IL 60607

Dallas Office
12895 Josey Lane, Suite #124 - 1076 Dallas, TX 75234

Australia Office
22 Crescent, Bligh Park, Sydney 2756

Development Offshore Office
Iris Tech Park, 609c, 610a 6th Floor, Gurugram, 122018

Noida Office
A 40 Ithum Tower A, 6th floor office No 607, Sector 62, Noida 201301

Vancouver office
BC, Vancouver - Robson Square 777 Hornby Street Suite 600 Vancouver V6Z 1S4

Epikso is known for being a HubSpot, Google, PipelineDeals, Facebook, Informatica, Microsoft, and Salesforce certified company.



From doing fundraising activities for a non-profit firm to doing digital process transformation for a business enterprise, our expertise spans all over the globe and touches nearly every sector of the world. Owing to this extensive experience, we have developed in-depth knowledge in several niche markets, including but not limited to healthcare, finance, engineering, commerce, real estate, education, government, environment, non-profit, travel/tourism, advocacy, housing, construction, IT and beyond.

Some of our customers that we have delivered success stories worldwide are:



A few testimonials from our esteemed clients:

"We are grateful to Epikso for its efforts on developing our university website and also the maintenance and training that they have provided ever since."

Daman Grewal, California State University Maritime, March 2018

"Online sales have increased, thanks to Epik Solutions' attentive customer service and commitment to success. They communicate consistently and provide regular opportunities to give feedback and discuss new opportunities."

Robert Lamb, CMO, Omni Controls Inc., August 2018

"We have been extremely pleased with the work of Epikso. We were behind schedule on the overhaul of the bank's main portal by another contractor, but since Epikso has moved in, things have started to move incredibly fast, and we have gained all the time lost. I look forward to working with them on this project's next phases, as well."

Harneet Singh, Federal Reserve of San Francisco, November 2017

Epikso can provide services and consultation for this project as well as future expansion needs. We believe the following key differentiators can assure you that selecting us as a partner can be a strategically sound decision:

- **We possess the best-of-breed experts:** Epikso allocates skilled, efficient, and sincere team members to each undertaken project. Our mixed bag of developers, programmers, designers, marketers, and customer success managers are equipped with latest certifications.
- **We follow Design and DevOps best practices:** We bridge the gap between development and operations, creative iteration and final productions, and design. This gives an ultimate solution by continuously integrating changes to our solution, offering a sophisticated product much faster.
- **We uncover the rich meaning in your website:** We use Content Analytics, which analyzes the structured and unstructured content of your website, letting us know user behavior of consuming and engaging with content. And gaining new insights into ongoing events and services for improved decision-making.
- **We analyze, plan, and create visual solutions to your graphic design requirements:** We will make your website look good, which not only sets you apart but also summarizes an idea with consistent imagery that resonates with high-quality design templates to promote your branding.
- **We offer Custom Web Analytics to give you meaningful insights:** Our certified professionals have experience in helping many organizations globally with every aspect of digital analytics, right from setting up & reporting to market research & analysis.
- **We leverage high-end AI application development process:** We have been helping businesses across diverse industry verticals towards building highly intelligent AI-powered digital applications and products through our highly scalable, robust, and cost-effectiveness digital solutions.

- **We Build a Powerful Brand With Our Digital Marketing Services:** A sound digital strategy endeavors to maximize sales and at the same time, minimize customer acquisition costs. We lift your business on higher search engine rankings for better CTRs & more traffic.
- **We follow a Customer-Oriented Approach for all our processes:** At Epikso, the clients are our top priority. We make it our aim to understand and help our clients to exceed their business goals. This requires more than just the website development process and adds real value to our solutions.

 <p>Website https://www.epikso.com/</p>	 <p>Portfolio https://www.epikso.com/industries.php</p>	 <p>Facebook https://www.facebook.com/Epiksoinc/</p>	 <p>LinkedIn https://www.linkedin.com/company/epikso/</p>
--	--	--	---

3. OBJECTIVES DESCRIPTION

The following section covers Epikso's approach to achieve all the objectives outlined within the RFP. We offer our expertise and guidance to ensure that the entire process is as smooth and enjoyable as possible. Epikso's commitment to quality is present from concept through to post-implementation support so you can rest assured knowing your requirements are being taken care of.

Solidify brand authority, consistent design, uniform appearance

A recognizable and loved brand is one of the most valuable assets a company owns. And, we would love to be a part of the journey to further solidify W3C's brand authority. Here are some ways through which we tailor a strategy that best suits the needs of your business:

- **Use on-site content to establish your business as a credible resource:** We can turn your business into a credible digital source by writing authoritative posts on your company's blog. We regularly create new and informative content to keep your readers active and delighted.
- **Take advantage of social media:** Social media allows for nearly limitless opportunities to connect with customers, potential business partners, and influencers within your industry. This means you can easily share knowledge and quality content with a broad audience and address questions or criticisms as they arise.
- **Host an online conference or event:** One creative way to position your brand as an industry leader is to host an online event or conference. We take it a step further and cultivate a sense of exclusivity.

At the same time, we take corrective actions to make our campaigns more profitable and successful by tracking the performance of our authority-building activities.

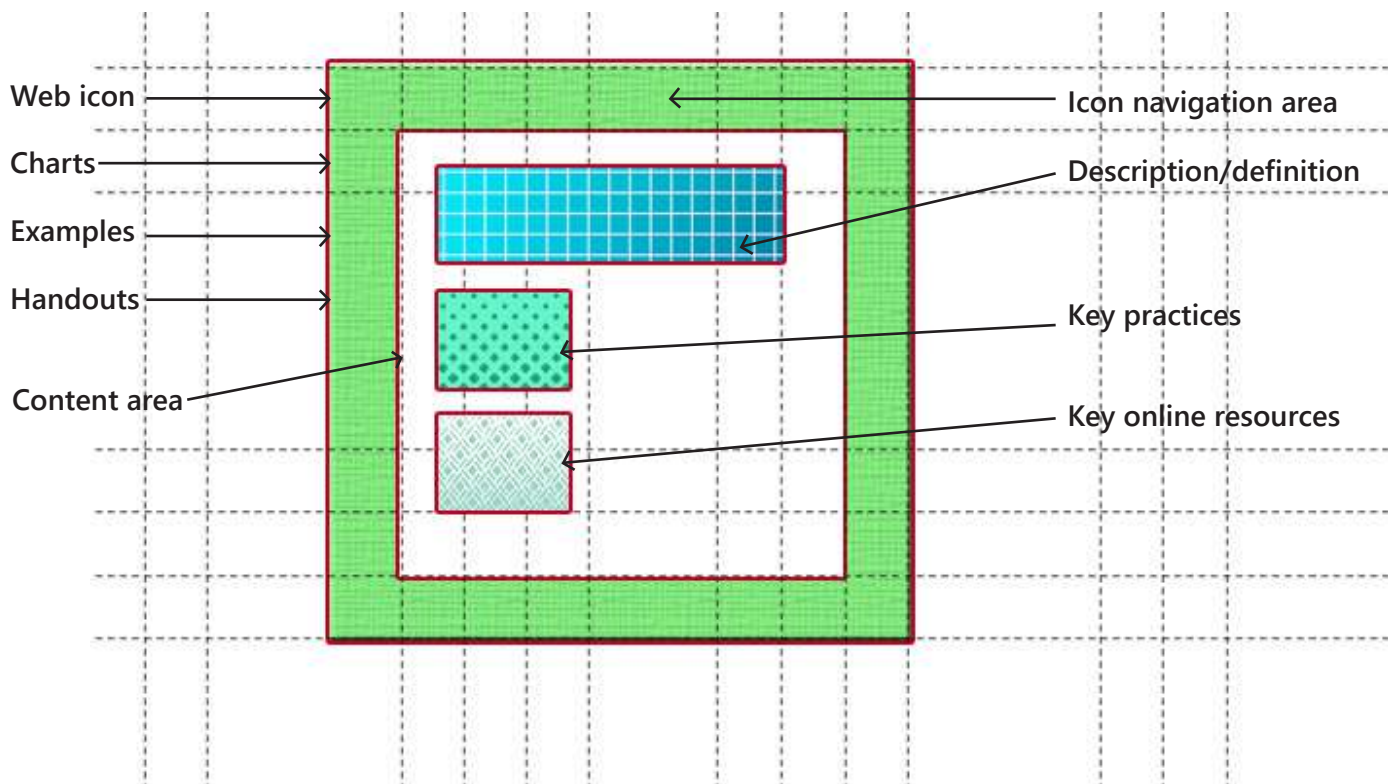
A consistent user interface offers many benefits such as increased usability, eliminates flawless communication, evokes a strong emotional response, etc. Our designers balance predictability in design with intrigue. They combine a logical flow with the website's interface that allows slight variations to keep your users intrigued. And then, add their own flair and innovations, but keep the primary functional elements consistent and comprehensible. Here are site elements we keep consistent across the site to facilitate easy navigation:

- Typography size
- Whitespace
- Color palette
- Brand logo and visuals
- Size of site elements
- High-resolution imagery
- Button colors

- Navigation menu
- Headers, footers, and sidebars
- Clickable elements

We also make use of **Heat Maps** to understand user’s behavior. Getting to know about “why” the users landed on your page instead of “how” helps us to create a user interface design that ensures better usability. Heat Maps help us to know about the points in the website design that received maximum attention from the visitors. For instance, we can know if users are clicking on the checkout button or not by conducting a heat map study. Once we get to know about the pattern users follow to access information on your site, we place elements in the UI design in a manner that ensures visual consistency.

Our web designers also use **Universal Grid** for the entire site - a diagram that sets out the function and arrangement for text, cues, and links on any given page. It creates a template to give all pages of the web a uniform look. This uniform look helps the user know what cues to expect where on each page.



Other techniques we use for creating a unified look and feel for the site are:

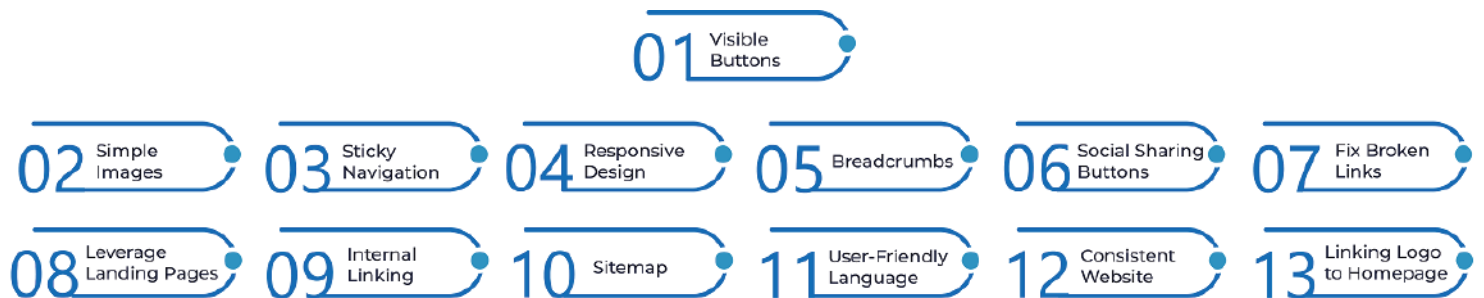
- Use repeated icons to represent classes of information.
- Use navigation cues and links to help users move through an entire website.

Create an engaging and easy to navigate experience

We incorporate the following design rules into your website to better engage your audience:

- **Simple Layout:** We design a simple website layout that focuses on the essentials. Our clean, functional layouts make your site easier to load, navigate, and use on different platforms and devices.
- **Good use of whitespace:** Our designers make good use of whitespace because if done well, it improves readability and removes clutter from the website design. It provides a way to separate features and ideas so that visitors can discern exactly what we want them to see in a quick glance, rather than having to visually sort through a noisy and crowded layout.
- **Eye-catching colors:** We pick a color that will provide the foundation of your entire website design, and then choose a contrasting accent color for important buttons and other interface elements.
- **Easy-to-read fonts:** We use an attractive type that is visually balanced and unique to make your website text clear and intriguing.

Epikso has been a pioneer in creating sites that are easy to navigate, ensuring users find the required information easily. An intuitively-built website by Epikso further assures increased website traffic, improved social media connections, more user engagement, and higher search engine rankings. Before we create an intuitive website, we consider the following elements that help us encapsulate consistency, simplicity and clean interaction for building an intuitive website:



- **Visible buttons:** We use highly visible buttons and recognizable site page names such as About Us, Contact, Donate, etc. to grab visitors' attention immediately.
- **Simple images:** We remove sophisticated graphics, animation, large videos, infographics, and flash components that otherwise hinder the loading speed of the website.
- **Sticky navigation:** We use sticky navigation on your website, which will keep essential navigation items, such as the main navigation, fixed in place as users scroll down a page.
- **Responsive design:** We build a mobile-friendly responsive web design.
- **Breadcrumbs:** We leave 'breadcrumbs' that makes it easy for visitors to return to pages they viewed previously.

- **Social sharing buttons:** Epikso includes social sharing buttons such as 'Tweet' or 'Share' on every appropriate website page.
- **Fix broken links:** We check for broken links regularly and fix them.
- **Leverage landing pages:** We leverage landing pages to help convert website traffic into paying customers, subscribers, or simply more informed consumers of your websites' information.
- **Internal linking:** Epikso does the internal linking, i.e., uses a copy of a website to link to other web pages within the site.
- **Sitemap:** We start a website navigation outline with the website menu in its early stages, and this is usually put together as a diagram or spreadsheet to show the different levels of information.
- **User-friendly language:** We use user-friendly language and descriptive labels that are good for both search engines and visitors.
- **Consistent primary navigation:** We keep consistent primary navigation where the main menu is laid along the top of the page in the center or aligned to the left or right of the page.
- **Linking logo to homepage:** We link the logo (placed on the top left corner) back to the home page.

Increase engagement (Members to join) and funding (crowdsourcing) (Join/Donate buttons)

Call-to-Action buttons are an effective way to reach out to your visitors and move them toward taking a specific action. We create thought-provoking CTA buttons (Join, Donate, etc.) that grab the user's attention and entice them to click. Designing call-to-action buttons into web interfaces requires some forethought and planning; therefore, we make this activity part of the prototyping and information architecture processes in order for them to work well. Some of our best practices while designing the CTAs:

- **Draw user attention with size:** We decide how vital certain site actions are, and size the CTA buttons accordingly. To grab the user's attention, our CTA button is roughly 20% larger than the surrounding elements. If a webpage has multiple calls for action, we vary their size to indicate the relative importance.
- **Draw user attention with prominent positioning:** We place the CTA buttons on a webpage to draw the eyes of visitors. Placement in prominent locations such as the top section of a web page, the center of a layout or a distinguished area can lead to higher landing page conversions because users will likely notice the call-to-action button and take action.
- **Use highly contrasting colors:** We use colors in our CTA buttons that have a high contrast relative to surrounding elements and the background to draw user attention.
- **Tell users that taking action is easy:** Often, a user's hesitation to take action stems from thinking that action will be difficult, costly, or time-consuming. We take care of these concerns (eg., 'Sign up in 60 seconds', 'Spam Free', '1-month Free Trial', etc.), leading to more conversions.

We will design a clean, organized [donation](#) page to make online giving easy.

Apart from CTA, we propose the following solutions to drive donations:

- **Perfect your email marketing:** We create impactful email campaigns that deepen donor relationships and achieve fundraising goals.
- **Leverage social media:** Facebook, Twitter, Pinterest, and Instagram are all great ways to spread the word about your cause to current supporters.
- **Leverage peer-to-peer fundraising:** This can be a great tool to maximize donations and reach a larger audience. Plus, additional exposure may result in gaining more long-term donors for your organization.

Ability to re-use redesign (to expand to other phases); enable us to evolve the style guide to cater for new needs & usages; likewise empowers us to make the information architecture evolve based on new themes, priorities

Our developers make sure to implement design elements that can be re-used in all the future phases of website re-design. We will further enable you to evolve the style guide to cater for new needs and usages.

Our information architecture lays out and arranges the content so that users are able to find what they are looking for. The key is finding the right structure for you, and that can depend on who your user is, the type of content you are producing, among other factors. We will empower you to make the information architecture evolve based on your priorities, and new themes.

Optimize (layout, tooling) to make content that meets user needs (content design)

Epikso provides content development services such as content planning, writing, editing, and keyword analysis. Designing a good website that accommodates a lot of content (like yours) is a tricky balancing act to pull off. Our strategy focuses on the planning, creation, delivery, and governance of content. We ensure that you have useful and usable content, that is both well-structured and easily found to improve the user experience of your website. When thinking about content strategy, we consider how to transform your content so that you can leverage it across multiple online channels. Our content strategy focuses on four components which are listed below:



- **Substance:** Here, we check for the topics, tone, style, what message we need to communicate to visitors.
- **Structure:** Here, we prioritize and break up the content into building blocks.
- **Workflow:** Here we identify the process, tools, and resources we need to create and maintain the content
- **Governance:** This section takes care of the consistency, integrity, and quality of the content.

Optimize presentation, then archive redundant/stale content (inventory of the current content / URL Mapping and 301 Redirects)

Optimize Presentation:

A cluttered, messy website with no clear pathways to information can be a significant turnoff to your website visitors. If you don't make it easy for them to find what they seek, they will go looking somewhere else. After carefully auditing the content, some of the elements that we work on to make the website content structured, and easily navigational are:

- We limit your main navigation to 4-7 sections. If you have too few sections, you risk overwhelming each page with too much content.
- We keep your navigation labels' names brief. Lengthy labels can be confusing and visually crowding. We choose labels that are active, descriptive, and specific to your audience's language.
- We make sure to include "About Us" and "Contact Us."
- We use customer personas to organize your content in the way they want to interact with it.
- We do not overload primary navigation with too many options. Instead, we move less important navigation options to the website footer area.
- We keep your website content flexible. It means that your team can create new landing pages without disturbing the website structure.

Archive Redundant/Stale Content, Content Inventory

To ensure content stays relevant and current, our Content Maintenance phase includes guidelines and processes for updating, deleting, and archiving content. Technology, skill sets, government regulations, and business requirements all affect how your content should be archived. We will closely analyze the existing content and archive the content which is now redundant. For this purpose, it is vital to complete a content inventory to take control of the existing burden of current content, and allow your brand to implement a content strategy that is influential. We follow a comprehensive content assessment that is both qualitative and quantitative in nature. Performing a content inventory or content audit also helps us to outline other goals for project collaboration, like using the discovery process and user experience analysis in order to develop an information architecture. There are five major things we focus on when performing a content inventory:

- Define your goals, scope, and objectives
- Choose the tools for the content inventory
- Collect the data using any number of tools
- Analyze the data and compare it
- Follow up to keep the content manageable

URL Mapping and 301 Redirects

It's important to map your old site's URLs to the URLs for the new site. In complex site moves, we generate a list of old URLs and map them to their new destinations. Some tips that we follow to get a listing of old URLs:

- Start with important URLs
- Use a Content Management System
- Check server logs
- Include images and videos

Once we have the listing of old URLs, we decide where each one should redirect to. We either use a database to store this mapping or configure some URL rewriting rules on your system for common redirect patterns.

The next step involves getting the final URL mappings ready for the move. We do the following:

- Update annotations in the HTML or sitemaps entry for each page.
- Update internal links
- Create and save sitemap and link lists.

Finally, we set up 301 redirects on your server from the old URLs to the new URLs as indicated in the URL mapping. Although Googlebot supports several kinds of redirects, Google recommends using HTTP 301 redirects if possible. We always try to redirect the URL to the final destination. If that is not possible, we keep the number of redirects in the chain low, ideally no more than 3 and fewer than 5. We then use command line tools or scripts to test the URLs.

Simpler and robust editing/maintenance (we expect the markup+style to be as simple/minimal as possible, and easy to understand and update over time)

Epikso understands your need to constantly update, edit and maintain your website. It becomes essential for your staff to update the site without having to go through a web designer or technical staffer. This is what WordPress CMS is supposed to do for you. Here's how we build easy-to-update, content-rich websites:

- ***We don't use static HTML pages:*** We will use WordPress CMS for the W3C website. This CMS will have an enormous impact on the ease of editing the site. Some things to check out for:

- ✓ Clean separation of content (typically text and images) from styling and layout.
 - ✓ The ability to edit content "in-place", while looking at the website, rather than always having to find the corresponding content in the control panel.
 - ✓ The ability to support whatever content structure you need, and to relate one type of content to another (such as authors and articles, or performers and events).
- **We use as much structured content as possible:** When using structured content, each piece of information is put in a different field of a database. Structured content simplifies life for people adding content, and it keeps all the site's pages consistently styled. It also allows information to be easily reused in apps, feeds, and more.
 - **We consider writing in Textile or Markdown:** We use different markup languages (such as Textile and Markdown) when we create lots of web-focused content. These languages are designed to be automatically translated into HTML with high reliability. The idea is to provide a minimal way to provide just enough structural information to specify the HTML that should be generated.
 - **We automate image sizing:** WordPress makes the common image-handling workflows easy and also provides the proper markup for images to be resized responsively.
 - **We avoid fixed-height areas:** Our design accommodates an arbitrary text length wherever possible. When height is fixed, content must be trimmed to fit, unless internal scrollbars are used (which we usually don't recommend).
 - **We build a customized Control Panel:** For content-rich sites, customizing the Control Panel makes life easier for content editors by putting everything in the language of the site and making very conspicuous the most commonly used functions for the site.

Create a long-lasting partnership with a web design agency to continue to work with us as our needs and organization evolve

We are well-positioned to be a trusted partner for your current and future web development needs. We strongly believe that W3C will grow by leaps and bounds as it continues its mission to develop new protocols and guidelines for future web technology and upgrade the existing ones. We will not only provide you with personalized and effective web development services but also provide a future-ready platform that can evolve with the evolving online market and according to your expectations.

We update our own website at regular intervals to match the market expectations. Hence, you can rest assured that we have the vision and potential to keep your website up to the mark. It is a well-known fact that "experience is the best teacher". As an experienced web development company, we are well aware of the challenges that we will face in developing your website and therefore, provide you with a realistic web development timeline and solutions. We have successfully delivered many projects to our clients and you are free to verify how our previous client's websites are performing in the market currently.

We boast of the harmonious work culture in our organization. and provide enough growth opportunities to our resources to expand their knowledge base with the growing market requirements. Thus our employees have better exposure to the market which means they have the necessary interpretational and entrepreneurial skills that are required to understand the requirements of your project. And deliver it according to the current market demands as well as the scalability capacity. At the same time, we have the necessary infrastructure and communication practices that can ensure optimum data security.

We use Basecamp and Trello project management systems that provide regular updates about the development of the website and help you understand if the project is in the right direction.

4. PROJECT SCOPE EXPLANATION

4.1 PHASES

We acknowledge that the entire project will be covered in several phases. The first phase will focus on the most corporate public-facing pages (Homepage, Membership, Participate, About, Blog, Landing pages, etc.).

We will choose the website design in such a way that it scales well for all of the future phases. We always make sure to build future-proof sites. Our dedicated team of developers creates and builds components—blocks—that are scalable and flexible. These components can be swapped out, changed, rearranged, added to, or dropped. This allows us to make updates like these to any page with the minimum amount of effort:

- Set up a new form
- Add a rotating gallery of customer testimonials to a product page
- Create a landing page to support an upcoming product promotion or invite your audience to an event
- Update the contact phone number in the footer of every page

4.2 REQUIREMENTS

- **HTML5, WCAG 2.1, ideally Level AAA (level AA as a minimum), standards compliance**

Epikso designs elegant HTML5 sites that are fully responsive and super customizable. Our developers prioritize this language as it comes along with clean markup and clean code that make it more accessible. Furthermore, HTML5 brings a lot of improvements in usability and user experience.





We develop accessible websites for site visitors by following the Americans with Disabilities (ADA) Standards that comply with Section 508 of the Rehabilitation Act and Web Content Accessibility Guidelines (WCAG). We follow the Level AAA of Web Content Accessibility Guidelines 2.1 (WCAG 2.1) checklist to meet the requirements of the world-wide standard for website accessibility.

We ensure that your website adheres to accessibility compliance requirements. Following these guidelines, Epikso makes content accessible to a broader range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these.

We conduct manual testing by using the following methods:

✓ Using high contrast mode to highlight the content of the website.	✓ Using large font size and continuer accessibility checking.
✓ Turning off the access and see if the text-justify the content.	✓ Zooming out the image and check if it is readable.
✓ Checking if a caption is available and ensuring it is mostly descriptive.	✓ Creating a PDF file of the text document to see if the order of content is maintained.
✓ Turning off the cascading style sheet to check for the background color, text style, and text presentation style.	✓ Disabling the style and checking if the content of the table is suitably lined up or not.
✓ Examining the field label to check if one can fill out the necessary information while signing up or ordering something online.	✓ Skipping navigation to see if clicking Ctrl + Home move your focus to the top of the page. It is helpful for people with motor disabilities.

Below are some of the methods we use to ensure your site is ADA compliant:

 <p>Web Accessibility Evaluation and Remediation We complete automated, technical, and functional tests to the user interface of your website, and ensure that it is accessible. We use selenium to automate the process, as well as some manual testing.</p>	 <p>Ongoing Monitoring Routine monitoring for essential accessibility regularly assess your digital properties, resolve web accessibility issues, and track your progress towards compliance.</p>	 <p>PDF Remediation We evaluate, repair, and enhance the accessibility of your PDF files for assistive technologies such as screen readers, text-to-speech software, and alternative input devices, among others.</p>	 <p>Multimedia Accessibility Epikso provides captions, transcripts, and audio descriptions for your online audio and video recordings.</p>
---	---	--	--

- **Consistently responsive: mobile-first, then desktop design**

Our developers follow Mobile-First Strategy and build responsive websites aimed at providing the best user experience across a broad range of platforms, whether you are browsing from PC, laptop, tablet, or smartphone. Our design promises minimal scrolling, panning, zooming, and - most importantly - confusion. It makes the experience enjoyable for everyone, no matter what device they're using to view your site.



We adopt the following key features for designing responsive websites:

- ✓ Identify the target device's resolution that needs to be supported.
- ✓ Identify the target platforms which need to be supported.
- ✓ Determine the functionality which would be available across resolutions.
- ✓ Create wireframes to help visualize the site in different resolutions.
- ✓ Define the navigation across various resolutions and platforms.
- ✓ Test the site across devices and platforms.

Our single responsive site, with site analytics tools, is also optimized to handle responsive reporting, which in turn saves time and cost on website management.

- **Modern best practices and simple, maintainable markup and CSS**

We design and develop robust websites that adhere to the relevant web design, best practices, and standards. It ensures the site loads faster and appears consistent across browsers and devices. It also makes it easier to locate problems and troubleshoot if the need arises.

It only takes 0.05 seconds for people to form an opinion about your website. Most of that opinion comes from the design. The design also impacts your conversions, credibility, and ultimately makes or breaks the success of your site. We don't claim that your website will be 100% PERFECT, but our goal will be to make your website as optimized as possible.

We implement the following best practices to drastically improve the performance of your site:

- ✓ Make sure our code is simple and clear
- ✓ Avoid dependence on Libraries and Components
- ✓ Execute best data protection practices like database protection, access permission allocation, HTTPS connection, etc.
- ✓ Never use a working website to conduct development
- ✓ High performance and download speed
- ✓ Adaptive design

Our developers are experts in writing simple and maintainable code, that can be easily cleaned and optimized. When it comes to HTML, the priority is to ensure a robust and easy-to-maintain front-end. This makes our code more readable by the search engines, potentially enhancing search rankings and user experience. We avoid using unnecessary wrappers in HTML, keeping things granular and linear to achieve minimal code. For CSS, we always use a preprocessor and customize the framework properly.

- **Device-independence, reusability (i.e., semantically rich and machine-readable, future-proof)**

The use of mobile devices to surf the web is growing at an astronomical pace. Mobile devices are often constrained by display size and require a different approach to how content is laid out on the screen. A multitude of different screen sizes exists across phones, phablets, tablets, desktops, game consoles, TVs, and even wearables. Screen sizes are always changing, so we make sure that your site can adapt to any screen size, today or in the future.

We use Semantic markup to write and structure our HTML so that it reinforces the semantics, or meaning, of the content rather than its appearance. In a broader sense, it means that your site architecture separates presentation from content; essentially saying that HTML is used for structure and CSS is used for the style of your web design.



Microdata allows our web designers to create annotations for content in formats that are machine-readable. However, providing machine-readable data won't preclude us to continue to make the data available to humans. Hence, we design the data interfaces well, they will actually cater to both, at no incremental cost or complexity.

Future-proofing your site is an aspect of site development that we never neglect. Because we believe that the benefits far outweigh the additional time spent keeping on top of it all. We follow these steps to future-proof your site:

- ✓ Sign up with a reputable hosting provider.
- ✓ Create regular backups of your website.
- ✓ Select themes and plugins from trustworthy developers.
- ✓ Use a child theme to preserve your changes.

- **Compliance with W3C URI persistence policy**

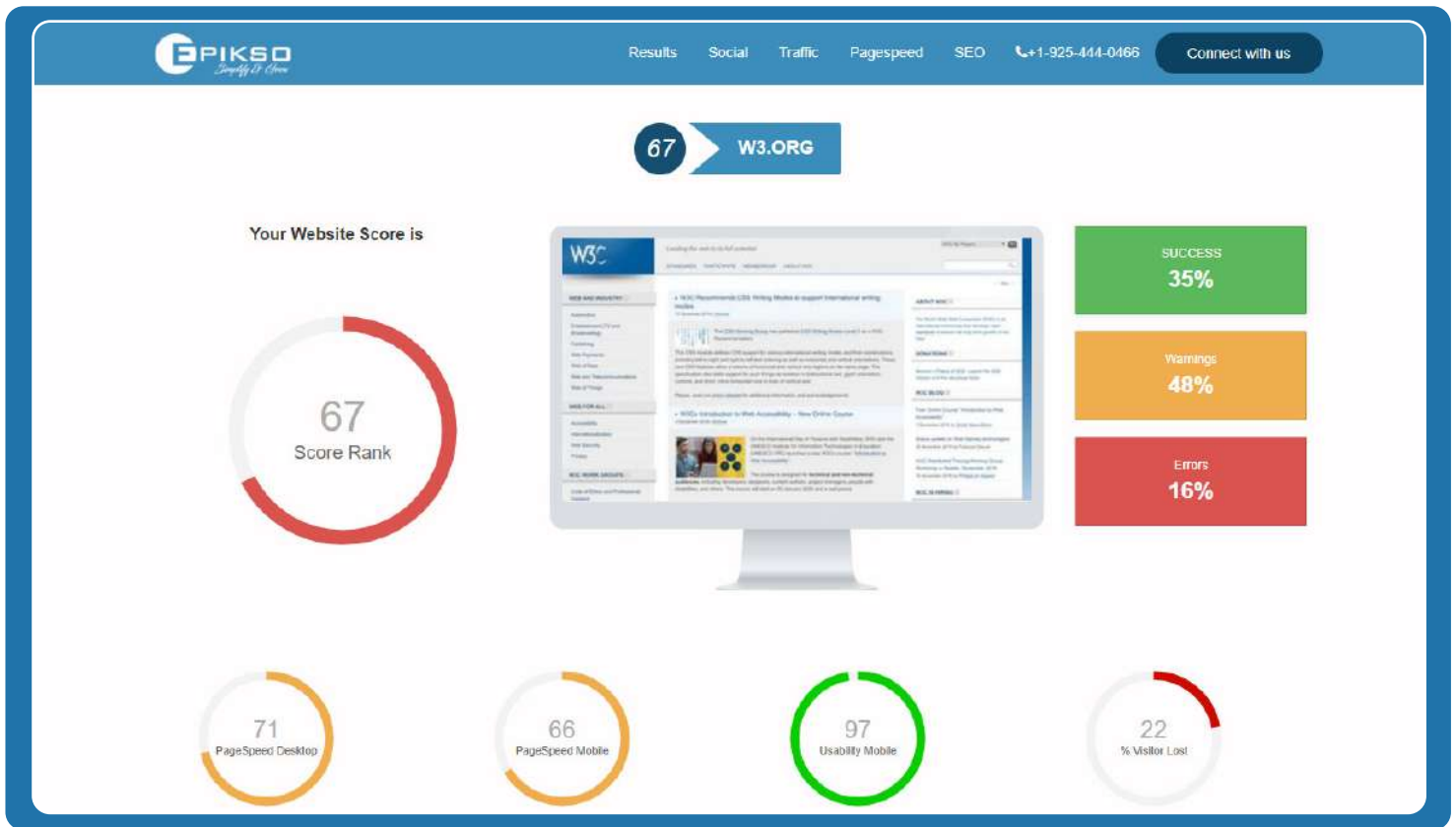
We pledge to fully comply with W3C URI persistence policy. The dos and don'ts that we follow for persistent URIs are:

The 10 DOs and DON'Ts for persistent URIs	
	
Follow the pattern http://{domain}/{type}/{concept}/{reference}	Avoid stating ownership http://education.data.gov.uk/ministryofeducation/id/-school/123456
Re-use existing identifiers http://education.data.gov.uk/id/school/123457	Avoid version numbers http://education.data.gov.uk/doc/school/v01/123456
Link multiple representations http://data.example.org/doc/foo/bar.rdf http://data.example.org/doc/foo/bar.html	Avoid using auto-increment http://education.data.gov.uk/id/school/123456 http://education.data.gov.uk/id/school/123457
Implement 303 redirects for real-world objects http://www.example.com/id/alice_brown http://www.example.com/doc/alice_brown	Avoid query strings http://education.data.gov.uk/doc/school?id=123456
Use a dedicated service i.e. independent of the data originator	Avoid file extensions http://education.data.gov.uk/doc/schools/123456.csv

- **Performance must be as good as or better than the current site**

We analyzed your website's current performance using our in-house AI-built [Website Analyzer tool](#). The tool scans your website to help identify performance issues that could be holding you back from

- i) getting more traffic,
- ii) building a brand, and
- iii) generating more leads.



As per the current analysis, the overall score is **67**. You can access the full report here -> <https://seoaudit.epikso.com/w3.org>. A healthy website score must be above **90**. We will fix all the errors marked red and yellow on priority. After fixing those issues, the new website performance will be much better than the existing one.

- **Integrates with existing W3C-maintained back-end services (e.g. database of groups and participants, ...)**
Epikso expertly performs integration of back-end services across multiple sources and targets, satisfying the complex requirements with the best scalable runtimes available inside a secure environment. By embedding specialized integration components in the base architecture, we will optimize your data integration infrastructure so it can be more scalable, flawlessly process higher data volumes, and better leverage system resources for a higher return on investment.

To determine the integration strategy, our architects review the granularity of the information, the update frequency, the location master data and how other systems refer to it. When available, Epikso developers then leverage APIs to implement real-time integration between application. Otherwise, a custom script extracts and processes the latest changes from the source database. Epikso recommends to include validation scripts to ensure data quality over time. The control step rejects low-quality data to prevent them from corrupting downstream systems. At the time of deployment, we schedule scripts on the platform which provides monitoring and administration capabilities.

- **Testing throughout the process**
The Quality Assurance (QA) team at Epikso works together with other team members (product owner, project manager, business analyst, and dev lead) throughout the complete software development cycle.

Our QA process includes (but not limited to) the following activities:

- ✓ Review of requirements
- ✓ Test planning/writing test cases
- ✓ Unit testing
- ✓ Integration testing
- ✓ System testing
- ✓ Performance testing
- ✓ Security testing
- ✓ Cross-browser testing / cross-platform testing
- ✓ Updating test cases
- ✓ Regression testing

Step one: Review requirements and documentation

Our QA engineers start their work on the project in parallel with documentation generation. They review the requirements and documentation for:

- ✓ completeness
- ✓ redundancies
- ✓ clarity
- ✓ consistency
- ✓ executability
- ✓ verifiability

The aim is to analyze system architecture and technologies for discrepancies. The errors (bugs) cost less when detected at an early stage and improved documentation means a higher quality project for lower labor input and more accurate estimates.

Step two: Plan and prepare test cases

When the requirements have been established, it is time to start planning test cases. In case the volume of such cases turns out to be really significant, we use Test Case Management Tool. It allows creation and modification of tests, and track results using metrics.

Step three: Design test cases

When the development stage is finished, the QA team starts running the test cases. The main goal of this stage is to check whether the solution is developed properly from the technical perspective and meets the initial product owner's requirements.

Below are the main QA activities that we undertake and their aims:

- ✓ Smoke testing comes first. QA engineers lightly check that the software, or its module, function as planned. When passed, a further investigation begins.

- ✓ Integration testing – We verify that different components work as a single system.
- ✓ Our Performance testing activities include:
 - Load testing – check system behavior for normal and expected peak load.
 - Stress testing – determine critical load after which the system breaks down.
- ✓ Security testing – We ensure the website has a sufficient protection level.
- ✓ Cross-browser testing/cross-platform testing – We then check that the software works smoothly on different browsers (Chrome, Mozilla, Safari) or platforms (Android, iOS, Windows Phone).
- ✓ Regression testing – This is carried out to detect bugs in the code that was tested previously. And, is usually needed when adding new features or making any updates to an existing site.

Step four: Report and measure

When a QA engineer discovers a bug, he/she records it in a bug tracking system which is also a project management system. We use **Trello** for this purpose. It enables easy tracking of issues of any level, from a broken login form to security problems, and all team members can see real-time task updates. This simplifies communication inside the team and helps keep a clear overview of the improvement process.

Each issue gets a priority level from urgent to low, which the development team then resolves based on time and people available.

Step five: Verifying fixes

When a developer fixes an issue he/she informs the responsible QA engineers, who verify it. The ticket in the bug tracking system is closed when no issue is detected. A simple rule applies: no bug can be marked as fixed until it is verified.

- **Support for bidi (content and navigation)**

We always ensure that the WordPress theme we choose offers bidi support. While designing the bidirectional web design, the trick is to know which elements should and should not be mirrored. During the development stage, before we switch to RTL mode, the developers test it out - in that way we can safely preview RTL support before making it available to your website visitors. Once we're happy with how your website looks with RTL mode enabled, it's time to make the switch permanent.

- **Provide advice on a modern replacement for the custom CMS used for the current site**

We carefully explored the requirements as outlined in the scope of work. On that basis, Epikso proposes to implement the **WordPress CMS**. We provide end-to-end WordPress opportunities from strategy and planning to website design and development, as well as full data migration, extensive API integrations, scalability, performance, and long-term guidance and maintenance.

Our services:

- ✓ **Custom Design:** Design done well looks good. Design done best gets you results. We do more than creating a look. We connect with you and help you next-level your brand.
- ✓ **Custom Development:** Secure, high-quality code is just the start. We consider all the little details, so your site is comprehensive. We take an innovative approach to make your site fast, secure, and reliable every step of the way.
- ✓ **Performance & Security:** The two most important features of any website are security and performance. With multi-level code audits, we verify every line of code on your website is as secure and performant as possible.
- ✓ **Content Migration:** Whether your content is in a database (MySQL, SQL Server, Oracle—you name it!), a web-based system (via an API), or an exported file, we can import it all into WordPress.
- ✓ **Support & Maintenance:** Our support team will keep your website updated, schedule automated offsite backups, external security scans, and more.
 - **We need a CMS that is long-lived and easy to maintain because we run our systems for decades.**
Our proposed CMS is easy to maintain and can be extensively tested, allowing the team to have full control of the preferred design and content during implementation and after that.



The image above represents a few of the many reasons justifying the long sustainability of WordPress in the CMS market. WordPress can take your website to the next level enhancing its online presence along with connecting the potential donors to your cause.

- **Full change histories identifying who made each change.**

WordPress offers version control to track changes to your site and keep your data safe. While working in a team, WordPress version control also helps us to employ more efficient workflows with a system of branching and merging. Team members can duplicate a specific portion of the site to work on and then “merge” it back into the main code when it’s ready for primetime. This allows us to identify who made each change and when. WordPress version control is mainly focused on creating different “checkpoints” in the file directory, enabling the site administrator to quickly go back to a previous point if needed. To make the process as simple as possible, we use the entire WordPress directory as the file base. And take periodic backups of the database to keep multiple versions.

- **The CMS may need to enable collaborative editing.**

WordPress facilitates creating and editing documents, collaborating on them with colleagues, and posting directly to a web page or blog, all from one place. We can enable collaborative editing as per the requirements.

- **Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback**

We are ready to publish and explain our work in the open as and when it is completed in phases. At Epikso, we take feedback very seriously. It helps us to polish ourselves and live up to the client’s expectations. We will constantly collect and accept feedback from all the stakeholders.

4.3 SERVICES

- **Design**

- **User Research:** We will deeply analyze the User Research carried out in 2013. And further, add on to it by expanding the user base to get fresh feedback. It is also imperative to include people with disabilities in our research. This will further strengthen our aim to build a 100% ADA compatible website.
- **Wireframes:** Apart from providing the designer with the necessary skeletal framework of the website's functionality and design, the wireframe is one of the first items we present to the client to make sure that everyone is on the same page right from the get-go. We encourage our clients to review the information architecture flow and priority of what is being displayed on the wireframe from top to bottom. We lay extra stress on the user-security architecture and strictly follow a set of guidelines to protect user data.
- **Visual Design:** Apart from wireframes, we also use full site mockups (a way to show how a website will look without actually having to build it) and style tiles (collection of design elements that set the visual tone for a website) to implement a visual design stage when designing a new website.
- **Website Governance Document:** We will define a website governance document to facilitate control and consistency by clearly defining goals, resources, and roles.

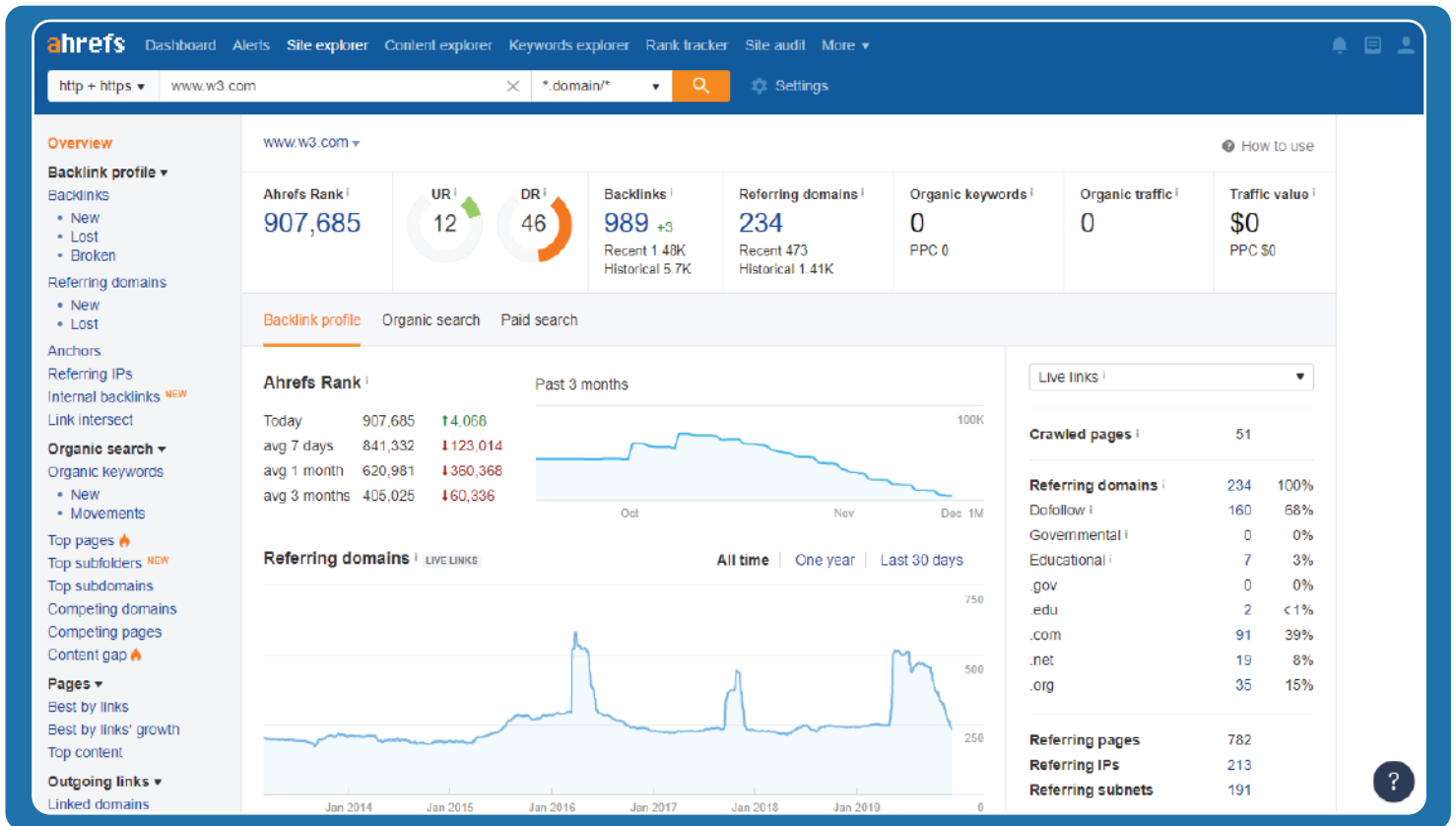
- **Mobile/Responsive Design:** Epikso is a pioneer in implementing the latest trends in design by using Responsive Web Design methodology (RWD). Our responsive design will increase your reach to customers on smaller devices.
- **Style Sheets and Templates:** We will share the best CSS templates for you to choose from. The WordPress website template gives you a lot of benefits than the HTML website templates and maintaining a WordPress website is easier than the HTML website.
- **Integration:** Our design integration goes beyond regular design practices and deliverables. At Epikso, the design is an overarching experience from wireframes and interactive prototypes, atomic design, and mockups, to front-end technologies, interaction design and wrapping up with rigorous visual and interactive Quality Assurance sessions. Our team takes a deeper look into the core visual components, their interactions and dependencies for the desired functionality to make sure the right code libraries and frameworks are used, which in turn delivers an optimal experience.

• SEO

- **Organic SEO:** Our expertise in getting you great ranking results organically comes with the combined experience of our SEO team and their knowledge of the functioning of the search engine bots. Our Organic SEO setup includes:
 - Meta Tag and Description Optimization
 - XML Sitemap creation
 - Page Title Tag Optimization
 - HTML Optimization and Modifications
 - ALT Tag Optimization
 - Robots.Txt Modifications
 - Anchor Text Optimization
 - Website Content Optimization
 - Schema Optimization
 - Webmaster Optimization
- **Search Strategy:** As search engines refine their algorithms, your site needs to stay on top of the latest trends in order to keep its hard-earned ranking. Our team will evaluate your site's rank with a number of industry-standard web analytics tools. We are committed to analyzing data regularly and practice the optimal strategies to ensure your site stays on top. Some of the activities we perform are:

- Identify your target audience
- Keyword research
- Content creation
- Optimize tags and headings

We also analyzed W3C’s website on [Ahrefs](#). Ahrefs offers tools to grow the site’s search traffic, research your competitors, and monitor your niche. We will work towards improving the Rank (target website's position among all other websites in their database rated by the "strength" of your backlink profiles), URL Rating (strength of the target URL's backlink profile on a 100-point logarithmic scale), and Domain Rating (relative "backlink popularity" of the target website compared to all other sites in their database on a 100-point logarithmic scale).



• DEVELOPMENT

- **Front-end:** We have the right mix of front-end developers who are well versed in HTML, CSS, and JavaScript. Our front-end web developers make sure that there are no errors or bugs on the front end, as well as make sure that the design appears as it’s supposed to across various platforms and browsers.
- **Content Strategy:** Our content strategy includes:

- **Planning content:** research content requirements, involve our clients in the research and help them understand the importance of content for their website and for their business.
 - **Developing content:** work well with others, collaborate and follow the roadmap, instigate an ethos of an ongoing workflow. Host regular discussions and keep the client aware of the greater purpose of their content.
 - **Maintaining content:** Introduce strict editorial calendars to keep things fresh. When conducting content audits, we also consider technical back-end aspects of content.
- **Content Migration:** We follow a mix of automated and manual methods to migrate web content. Usually, the bulk of the data is transferred from one CMS to another via an import tool engineered by developers. An import tool will map fields from the previous CMS to the new CMS and subsequently transfer the content in these fields automatically. However, it is nearly impossible to do with all the content. At this point, manual work comes into play. This means that designated administrators will go into the system and copy content from the old website and paste it into the new site. Although manual work may seem tedious, it is important that human eyes are in the new CMS to find any bugs and to ensure that content is being migrated properly.
 - **Multilingual Site:** Multilingual website development is complex and involves following many rules. And the more languages, the more rules there are to follow. We have a lot of experience in developing multilingual websites. Some notable examples: <https://westernfireandsafety.com/>, <https://www.pnw.edu/>. We will also implement Accept-Language header in combination with page links to alternate languages.
 - **Browser and Device Testing:** After each development phase, we test the new webpage/website on all modern browsers - including Chrome, Firefox, Opera, IE, Edge, and Safari. We ensure that your website runs on different devices and functions just as well on Android than it does on iOS. We use as many real-world devices as possible. However, with new ones coming out every other day, it gets impossible to test every device. That's why we use Emulators that allows our mobile to imitate the features of another mobile software we want them to resemble.

• CONSULTING

- **Advice on software:** For CMS, we recommend WordPress as it totally suits your needs and comes with many advantages. You can refer to page no. 25 for more information. However, we may suggest alternative CMS (based on any new findings during the Discovery phase) if we win the contract for your website redesign.

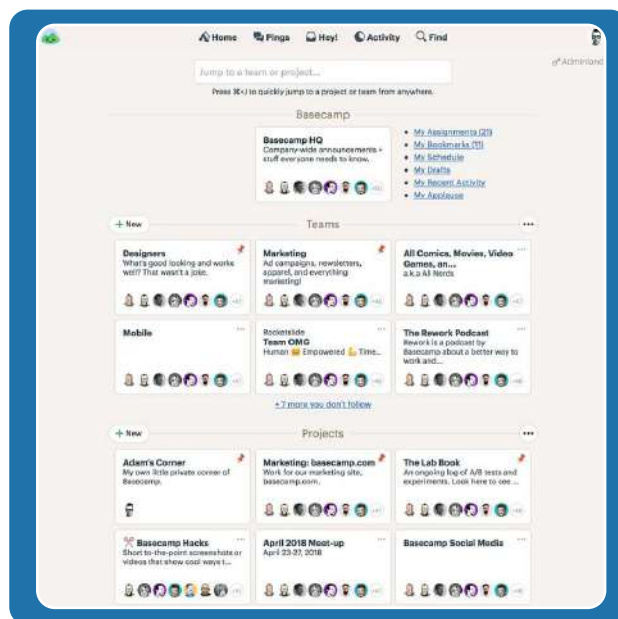
We recommend continuing using Matomo for the many benefits it offers. Google Analytics can also be used in parallel.

- **Migration strategy:** The migration process is more than simply moving your old website content to your new website. If you want to make the most of your redesign, content migration should be treated as a strategic and well-thought-out process that requires time and attention to detail. We suggest a mix of automated and

manual approaches. Depending on the current site structure, we will suggest an appropriate tool for content migration.

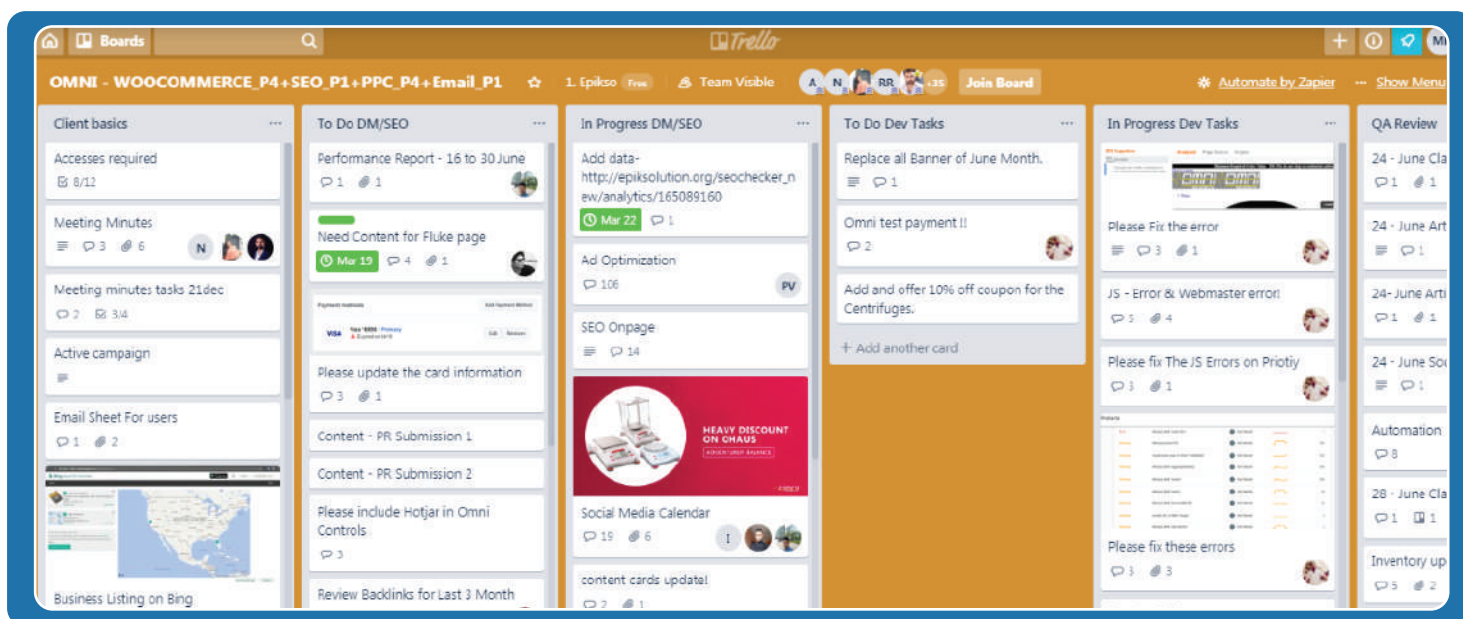
- **Accessibility:** We strictly follow Section 508 website accessibility guidelines that highlight simple web design techniques. These techniques can be applied to make sure your website can be accessed easily by everyone, including blind, disabled, or the elderly, making it available to a broader audience.
- **Privacy Policy:** We will help you design a privacy policy after an in-depth analysis of your website and holding meetings with key stakeholders.
- **MFA Infrastructure:** With so many credentials having been compromised and made available to attackers, password-based security is no longer effective. Because Multi-Factor Authentication (MFA) requires multiple methods for identification, it's one of the best ways to prevent unauthorized users from accessing corporate data. We will help you set up MFA infrastructure. Various ways through which MFA is done:
 - Username, password, PIN or security questions
 - Smartphone, one-time passcode or Smart Card
 - Biometrics, like fingerprint, retina scans or voice recognition
- **Project Management:** We follow the Scrum Methodology for the successful completion of the website. Your dedicated Customer Success Manager (CSM) will be responsible for doing all the meetings being the primary point of contact. You will get access to our project management tools - **Basecamp**, and **Trello**.

Basecamp enables real-time communication and helps the clients to stay on the same page. You will know what everyone is working on and understand exactly where to put the next thing about which everyone needs to know.



A glimpse of Basecamp Board

We also utilize **Trello** because it is intuitive for our clients to use, and makes collaboration easy and reliable. And, by designating one place for housing all your requests, both you and Epikso could easily keep track of different request statuses.



A glimpse of Trello Board

- **Maintenance and future collaboration:** We have a young and expert team of professionals available to take up any challenges and responsibilities to keep your website running efficiently and smoothly. You can save time on hiring professional in-house and concentrate on what's more relevant to you.

Our Website Maintenance Services include:

- **Website support:** We manage the technology associated with owning a website, from domain name registrations to content management systems, websites need to be managed continuously. We hold your website's security and work to ensure peace of mind when it comes to your daily operations.
- **Making changes and updates on demand:** We consider the requests for adding pages or changing a photo, or just anything that a website might require. We work well with CEOs, office administrators, and field supervisors who might need information as quickly and efficiently as possible on the website.
- **Technical SEO:** Involves continuous website optimization to improve search engine performance, including page speed and tag management. We work well with SEO consultants who prefer to focus on SEO strategies on-site and off-site.
- **Marketing support:** Provide more technical details of online marketing found in email and traffic analysis services. We work well with marketing departments or directors with specific goals and could use the expertise to accomplish them.

- **Operational support:** Support for payment gateways, integration of online payments, e-commerce system management, and integration of applications (CRM, accounting, etc). In getting the website to work perfectly, we work well with accounting departments and sales teams.

We look forward to collaborating with W3C in all their future endeavors. Epikso is a trusted Web development company, consisting of professionals who have the knowledge, skill, and expertise to choose the right technology, to power a highly customized online presence.

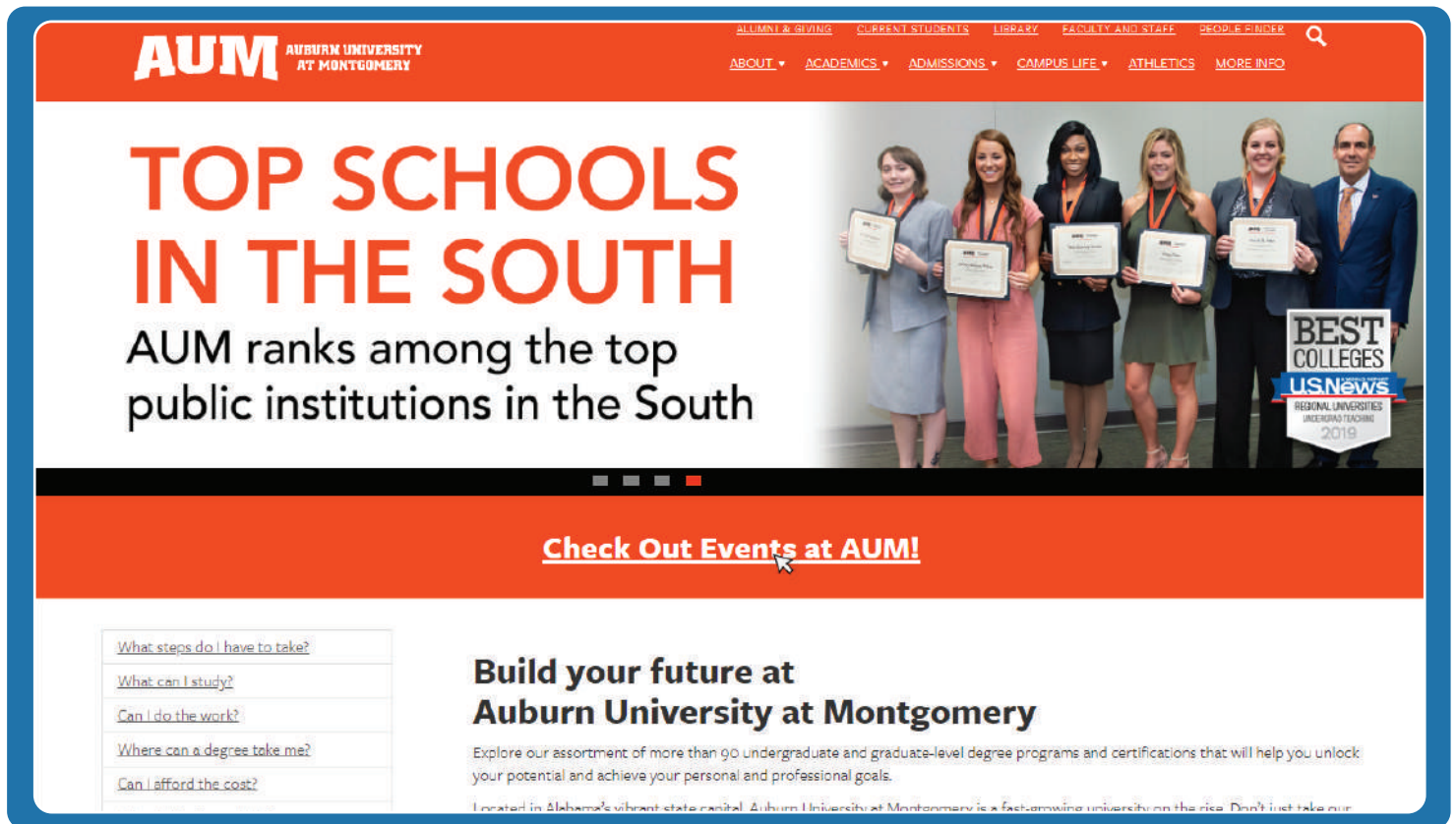
We also welcome the opportunity to work with your Oversight Team, Systems Team, and Web Design Task-Force. Accessibility expert analysis and W3C style guide will further help us to deliver a top-notch website.

5. PREVIOUS WORK

We have relevant experience with many of our clients whose scope of work is similar to yours. Our experience with non-profit organizations ranges from social activism and education to community improvement and religious organizations.

The following are some references where we successfully implemented our services.

A. Auburn University at Montgomery (AUM) - <http://www.aum.edu/>



The screenshot shows the Auburn University at Montgomery website. The header includes the AUM logo and navigation links: ALUMNI & GIVING, CURRENT STUDENTS, LIBRARY, FACULTY AND STAFF, PEOPLE FINDER, ABOUT, ACADEMICS, ADMISSIONS, CAMPUS LIFE, ATHLETICS, and MORE INFO. The main content area features a large banner with the text 'TOP SCHOOLS IN THE SOUTH' and 'AUM ranks among the top public institutions in the South'. To the right of the text is a photo of six people holding certificates, with a 'BEST COLLEGES US News REGIONAL UNIVERSITIES UNDERGRAD TEACHING 2019' award logo. Below the banner is a red button that says 'Check Out Events at AUM!'. On the left side, there is a list of links: 'What steps do I have to take?', 'What can I study?', 'Can I do the work?', 'Where can a degree take me?', and 'Can I afford the cost?'. To the right of this list is a section titled 'Build your future at Auburn University at Montgomery' with a brief description of the university's programs and location.

About the organization: Founded in 1967 and located in Alabama’s capital city, AUM has distinguished itself as the college of choice for students in Alabama’s River Region and beyond. In 2019, AUM earned a No. 33 ranking among regional public universities in the South from U.S. News & World Report. AUM was also recognized by U.S. News as the most ethnically diverse campus in Alabama and the 13th most diverse in the South region with more than 40 nationalities represented.

Services Offered: Website Redesign, Customized AI-based Solution, Role-based Access Control, Content Migration, SEO, News Section, Forms, Search Functionality, People Finder, ADA Compliant, Intuitive Navigation, Responsive Design, Social Media Integration, Event Calendar, Website Management, Email Marketing

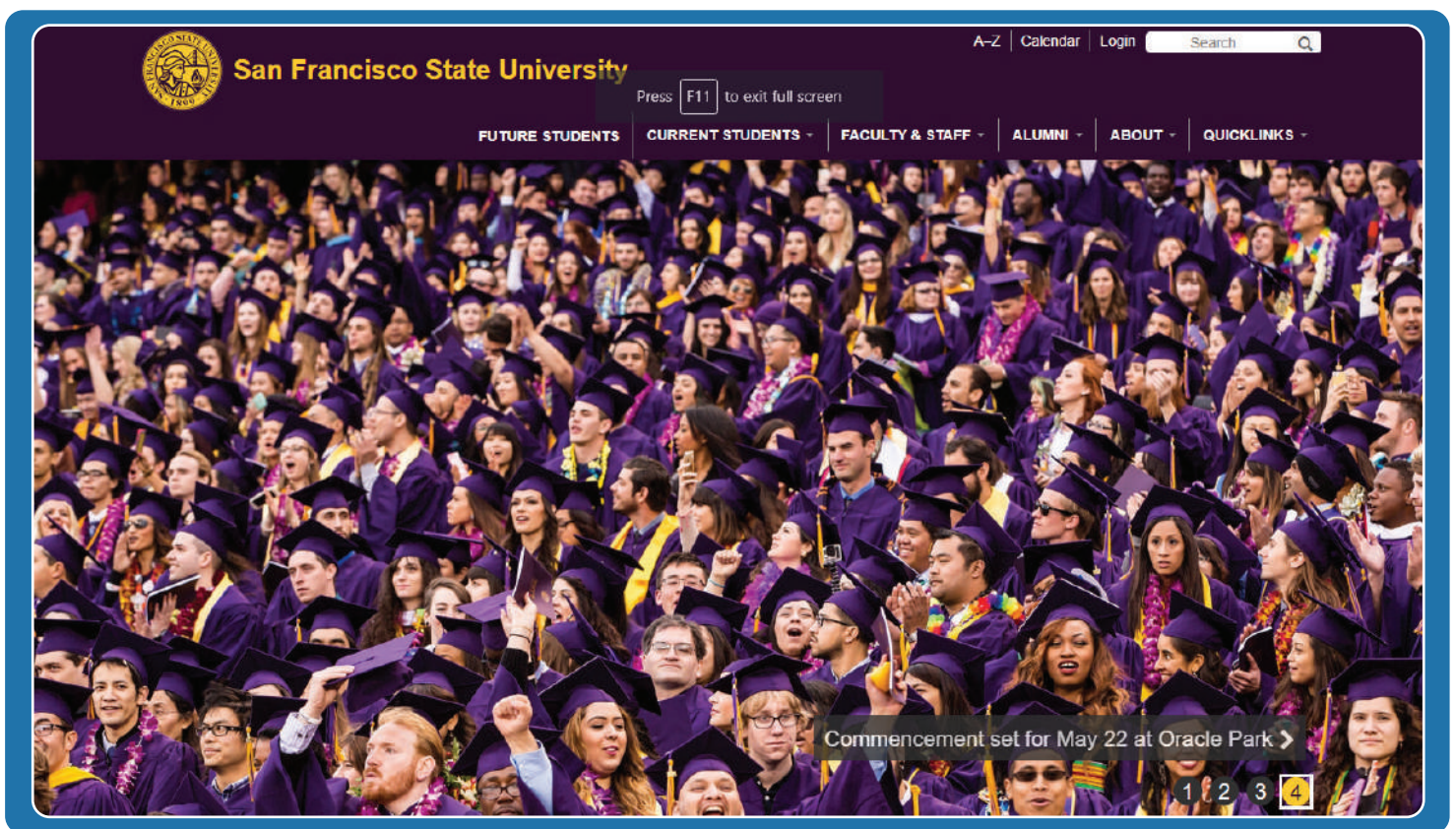
Impact: We transformed AUM’s digital journey through Digitized Business Platforms achieving enhanced Customer Experience and smarter Business Processes. We evaluated their requirements and gave a completely new and fresh

look to the website. We increased their site engagement by implementing a design that made better usage of text, images, and engaging social media handles. We made their website user-friendly and intuitive to navigate, which in turn increased the amount of time visitors spend on the website.

AUM saw an increase in online inquiries made by students, parents, etc. Through our SEO efforts, we organically increased the daily visits to the website. And, as a result of intuitive navigation and fast loading webpages, there was an increase in the average time spent by visitors.



B. San Francisco State University (SFSU) - <http://future.sfsu.edu/>

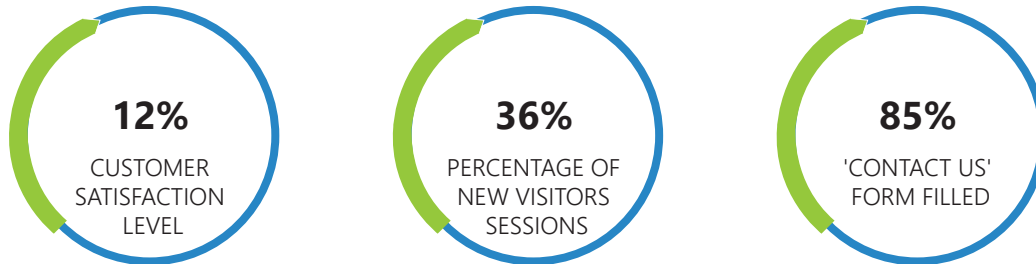


About the organization: Nearly 30,000 students enroll each year at San Francisco State University and every day their network of more than 242,000 graduates contributes to the economic, cultural and civic life of the Bay Area and beyond.

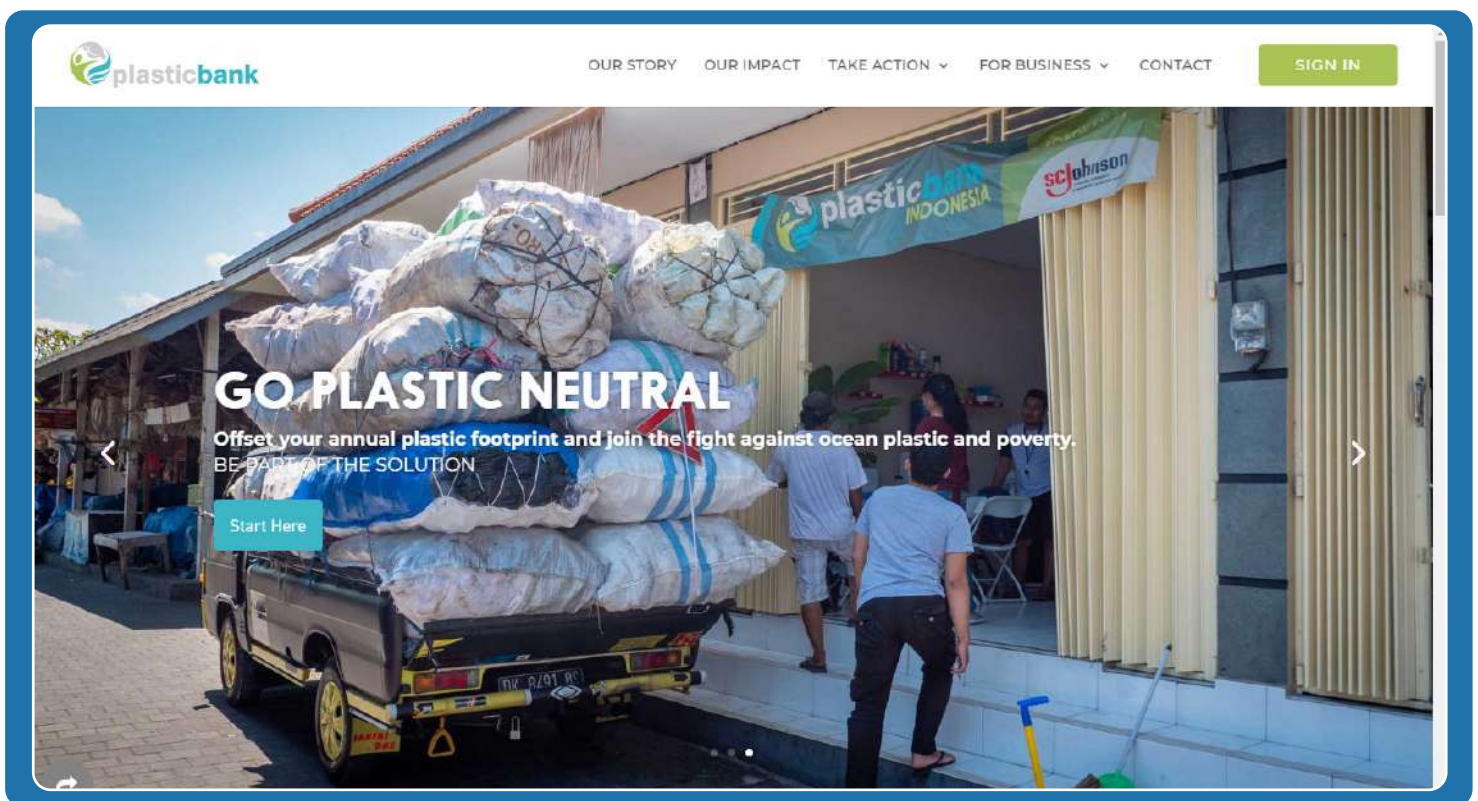
Services Offered: UX/UI Design, Customized CMS, Custom Search, Social Engagement Strategy, User Management, ADA Compliant, Responsive Website Design, Google Analytics, User Acquisition Strategy

Impact: Epikso's highly skilled developers developed their website and handled the SEO to increase the customer base. We made a user-friendly and intuitive website, enhancing the user experience. We employed our process-driven approach to quickly map the information architecture, create wireframes and visual design, followed by site launch.

Our strategy increased the customer satisfaction level. The website also experienced an increase in the new sessions from all across the USA. Because of enhanced online presence, there was a sudden jump in the number of Contact Us forms that were filled.



C. Plastic Bank - <https://plasticbank.com/>



About the organization: Plastic Bank creates a social and environmental impact in areas with high levels of poverty and plastic pollution by turning plastic waste into currency. Plastic Bank is globally recognized as one of the essential solutions to stop ocean plastic.

Services offered: Website Redesign, Clean and Modern Design, Online Forms, News Section Update, Language Translation, Payment Gateway, Social Media Integration, Video Embedding, Search Function, Responsive, Calendar, Quick links, Google Analytics Integration, Maps.

Solutions highlights: Epikso implemented WordPress Content Management System (CMS) for them. We handled their social media channels which helped in increased participation from people of diverse age groups, resulting in more fundraising. We sent out emails motivating users to join their revolution, and in the process increased the sale of their ocean-friendly recycled products. We integrated online forms, calendar, payment gateway, Google Analytics, and German translation tool to their website as per their requirements. Besides, we made their website mobile responsive with clean and modern design. We built a user flow centered on their target audience to make the site more user interactive than the previous one. We developed and focused on ideal visitors' personas while redesigning the website, and finalized the keywords for SEO as per the user's online behavior. We also provided them the functional capabilities such as search features, news section updates, etc. Also, we reduced website loading time and made the website ADA compliant.

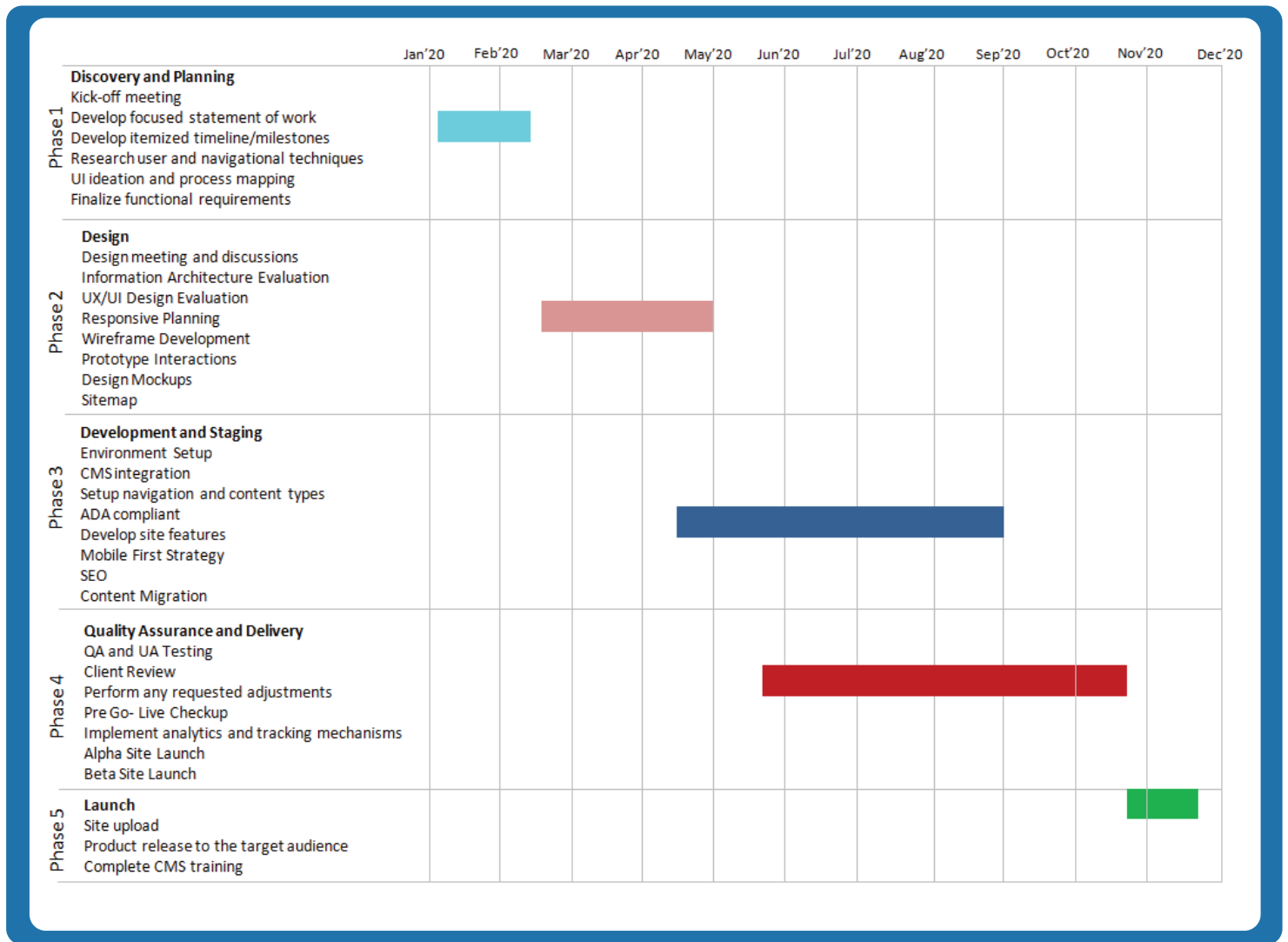
Organically, we generated more than 100 signups, donations worth \$8,000 and increased the traffic to more than 1500 visits during the first few weeks.



6. TIMELINE

Epikso has a proven track of delivering projects on time, and in many cases, early. Throughout the lifetime of the project, we will provide deliverables and collect feedback with regular communication and documentation. Weekly or bi-weekly meetings will help us stay on track. The client feedback is due within two-three days of receiving a deliverable. Otherwise, we will adjust the timeline accordingly.

The timeline is an estimate of the total months required to design and develop the website. We will be able to deliver the project within **twelve months** from the start of the contract. The timeline may change if any additional service/features are requested, once the project has begun.



7. BUDGET

Below is our line-item detail of the estimate developed based on our current understanding of the RFP, and our experience with past projects of similar scope. We firmly hold W3C's mission and goals and hence, want to minimize the fees to the extent possible within the scope of the project.

All quotes are priced per project and presented in US dollars. Pricing is valid for 60 days from December 13, 2019.

Services	Hours	Price (USD)
Discovery and Design Deliverables: <ul style="list-style-type: none"> - User Research - Information Architecture - Visual Design - Responsive Design - Style Sheets and Templates - Integration 	720	68,400
SEO Deliverables: <ul style="list-style-type: none"> - Organic SEO - SEO Strategy 	75	7,125
Development & QA Deliverables: <ul style="list-style-type: none"> - Front-end - Content Strategy - Content Migration - Multilingual - Browser and Device Testing 	1200	114,000
Total	1,995	\$189,525.00
Consulting	-	\$40/hr
Maintenance & Support (optional)	15	\$1,425/month

8. TECHNICAL EXPERTISE AND EXPERIENCE

Epikso boasts of a skillful team of knowledgeable developers, designers, testers, researchers, and analysts. We specialize in all the technical competencies needed to successfully deliver this project. Epikso is sure that we will be in for a long-standing digital relationship that goes beyond the scope of this project.

The following elements demonstrate our technical skills:

Services	Technical Capabilities
Web Development	Custom CMS Platform, WordPress, Drupal, Joomla, Magento, Weebly, PHP 5.x: Zend, Framework, Smarty, PEAR, HTML 4/5, CSS 2/3, Java, JavaScript: Ajax, jQuery, YUI, CKEditor/CKFinder, Apache Web Server, mod_rewrite, Python, Ruby, C/C++, MySQL 5.x, SOAP, WebSocket, JSON, XML/XML-RPC/WSDL/Ajax, AngularJS, Node.js, React, Django
Web Design and UI/UX	Html5, CSS3, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Photoshop Sketch, XD, etc.), CorelDraw, InVision, Canva
DevOps	AWS, Azure, GCP, Docker
Test Automation	Selenium, BugZilla, Artillery, Apache JMeter, JIRA, Appium, Katalon Studio
Mobile Development	Xcode, Objective C, Swift 5, Android Studio, Xamarin
Social Media Marketing	Agorapulse, BuzzSumo, Sprout Social, Hootsuite, Post Planner
Email Marketing	ActiveCampaign, Constant Contact, HubSpot, MailChimp, SharpSpring
Pay Per Click Services	Google Ads, Google Ads Editor, Bing Ads Editor, WordStream Advisor, AdEspresso, SpyFu, BuzzSumo
Search Engine Optimization	Google Analytics, Google Webmasters, SEMrush, Moz, Ahrefs, KWFinder, SpyFu, Google Trends, Screaming Frog
Online Reputation Management	Google Alerts, SocialMention, SimilarWeb, Reputology, BrandYourself
Brand Management	Brand24, Widen Collective, Reputology

Epikso understands the importance of having a talented and experienced staff. We are proud of our well-respected team of top-notch experts for website design, development, analysis, content management, training, and support. From the first creative concepts through to the design phases, and from site launch to the training of personnel and continued support of your website project, we have the right group of professionals to work with you through the website redesign and maintenance (if applicable) process and beyond. We are pleased to introduce them:



SHEETAL SINGH

CUSTOMER SUCCESS MANAGER

sheetal@epikso.com



Pleasant Hill, California



JOB EXPERIENCES



EDUCATION

Customer Success Manager

Epik Solutions
September 2017 to currently
Pleasant Hill, California

- Develops and maintains a trusted advisor relationship with an assigned portfolio of key customers
- Ensures smooth on-boarding of customers, adoption and setting success metrics for the overall success of the account
- Advises and oversees customer growth, training, and development of best practices to continually drive business value and return on the customer’s investment
- Works closely with internal cross-functional teams on escalation and resolution processes for critical customer issues
- Works with IT, SEO and Digital Marketing teams to resolve issues
- Leads weekly review and meetings with customers and internal stakeholders
- Identifies new cross-sell and up-sell opportunities in support of business development
- Participates in account strategy and drives initiatives for customer retention and expansion

Bachelor’s Degree

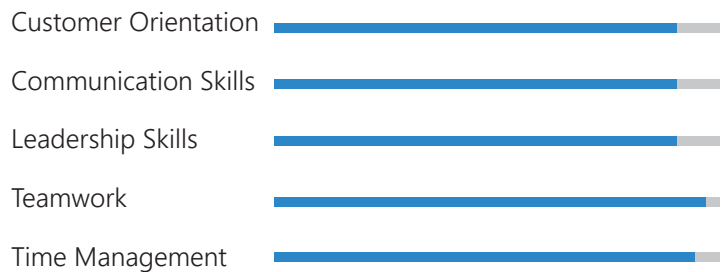
Bangalore University, India

Certificate Course in Data Analytics

Duke University, USA



INTERPERSONAL SKILLS



Business Analyst

Epik Solutions
Sep 2014- Aug 2017
Pleasant Hill, CA

Business Analyst

Countrywide Financials Loan Process Automation
Nov 2010 – Dec 2012



NITESH MONGA

DIGITAL DELIVERY HEAD

nitesh@epikso.com



Pleasant Hill, California



JOB EXPERIENCES

Digital Delivery Head

Epik Solutions
December 2017 to currently
Pleasant Hill, California

- Manages the entire product life cycle from tactical planning to deployment strategy
- Analyzes and troubleshoots delivery issues in a timely fashion and manages a delivery team to ensure timely and accurate customer deliveries
- Leads large-scale business application architecture and design efforts; develops and maintains application architectures from scratch
- Steers entire project implementation with a view to achieve business objectives and ensure optimum utilization of available resources
- Supervises all D2D task activities to bring the project to closure
- Devises web-marketing strategies that elevate brands from relative anonymity, forging strategic alliances, driving revenue and growing profits in competitive markets

Business Analyst/Project Manager

Rajco Handlooms, India
Oct 2013 – Dec 2016
New Delhi, India

Manager (BDM/PM)

iNET Support Software Solution Private Limited
May 2003 – Sep 2013
New Delhi, India

Sr. Developer

LMI India Private Limited
Jan 2001 – Apr 2001
New Delhi, India



EDUCATION

Bachelors in Commerce

Jamia Millia Islamia
New Delhi, India

Advance Diploma in Web Computing from Computer Software Technology/Technician

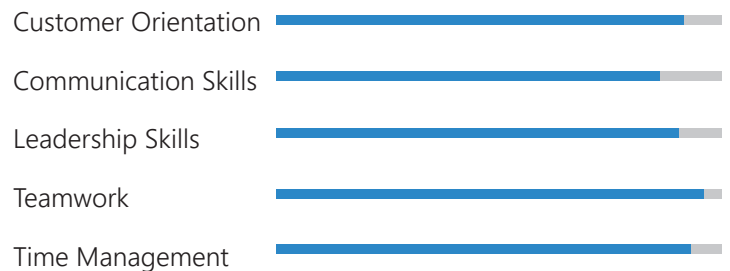
National Institute of Information Technology

Certified Web Application Development Computer Programming, Specific Applications

National Institute of Information Technology



INTERPERSONAL SKILLS





SANDEEP KUNDU

DEVELOPMENT HEAD

sandeepkundu@epikso.com



Pleasant Hill, California



JOB EXPERIENCES



EDUCATION

Development Head

Epik Solutions
October 2015 to present
Pleasant Hill, California

- Leads and establishes priorities for, and manage subsequently, the day-to-day work of the Web Developers
- Determine and manage the technical infrastructure/frameworks to deliver robust, secure and reliable web applications and services
- Managing and balancing internal and external resources to meet project timelines
- Working closely with the Web Development team to ensure development resources are optimally utilized
- Leading and managing a team of Back End Web Developers and Front End Developers/ designers
- Facilitating the incident management process across the Web Development teams. Perform root cause analysis and recommend preventative measures for major issues
- Managing the development lifecycle for the application portfolio

B.Tech (Information Technology)

Kurukshetra University
Panipat, Haryana, India

DevOps Certification Program

Edureka



INTERPERSONAL SKILLS

- Leadership Skills
- Team Handling
- Project Management
- Wordpress, HTML5, CSS3, JQuery, Bootstrap
- Time Management

Senior Web Developer

Refresh Ideas
Aug 2013 – Oct 2015

Web Developer

Y Design Services
Sep 2011 to Mar 2013



PAYAL YADAV
QA LEAD

payal@epikso.com



Pleasant Hill, California



JOB EXPERIENCES

QA Lead

Epik Solutions
August 2017 to currently
Pleasant Hill, California

- Acts as a key point of contact for all QA aspects of releases, providing QA services and coordinating QA resources internally and externally
- Lead and mentor QA team members, as well as manage outside contract testers
- Defines the scope of testing within the context of each release / delivery
- Develop and execute test cases, scripts, plans and procedures (manual and automated)
- Oversee all aspects of quality assurance including establishing metrics, applying industry best practices, and developing new tools and processes to ensure quality goals are met
- Ensures all development tasks meet quality criteria through test planning, test execution, quality assurance and issue tracking
- Ensures visibility, traceability, and control of the testing processes to deliver high-quality software

Operations Lead

Epik Solutions
Jun 2016- Aug 2017
Pleasant Hill, CA

Management Analyst

Tulip Group
July 2014- June 2016
Gurgaon, India

Capacity Analyst

MX Newspaper
April 2013 – May 2014
Sydney, NSW, Australia



EDUCATION

Master of Engineering Management

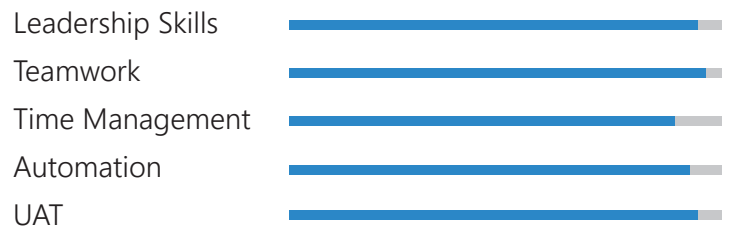
University of Technology Sydney
Sydney, NSW, Australia

Bachelor of Engineering, Information Technology

Institute of Technology and Management
Gurgaon, India



INTERPERSONAL SKILLS





ISHA PURI
UI/UX LEAD

isha@epikso.com



Pleasant Hill, California



JOB EXPERIENCES

UI/UX Lead

Epik Solutions
March 2019 to currently
Pleasant Hill, California

- Gathers and evaluates user requirements in collaboration with product managers and engineers
- Leads the end-to-end design process from research to prototype
- Illustrates design ideas using storyboards, process flows and sitemaps
- Designs graphics user interfaces elements, like menus, tabs, and widgets
- Develops UI mockups and prototypes that clearly illustrate how sites function and look like
- Prepare and present rough drafts to internal teams and key stakeholders
- Identify and troubleshoot UX problems (e.g. responsiveness)
- Conduct layout adjustments based on user feedback

Senior UX/UI Designer

Nexus Payment Group DMCC
Dec 2017 – Mar 2018
Greater Noida, India

UX Designer

Tata Consultancy Service
Jun 2015 – Dec 2017
Gurugram, India

Web Designer

Hibu India Private Limited
Jan 2014 – Jun 2015
Bangalore, India

3D (Graphic Designer)

Fave Marketing Solutions
Jun 2012 – Jan 2014
Bangalore, India

3D (Graphic Designer)

Bionova Lifesciences
Dec 2011 – May 2012
Bangalore, India



EDUCATION

Bachelors in Commerce

Mysore University
Mysuru, Karnataka, India

Diploma of Animation

Animastor
Mysuru, Karnataka, India

Design Patterns Certification Training

Edureka



INTERPERSONAL SKILLS

Leadership Skills	<div style="width: 90%;"></div>
Teamwork	<div style="width: 95%;"></div>
Time Management	<div style="width: 85%;"></div>
Photoshop, Illustrators	<div style="width: 95%;"></div>
Maya, Corel Draw	<div style="width: 95%;"></div>