



MODERN TRIBE

W3C

Website Redesign Project

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Let's Work Together.

An organization in digital transformation needs a guiding hand to ensure that the transition is seamless. Having worked with organizations like Microsoft, AOL, Disney and Harvard (just to name a few!) in a similar capacity, we understand the desire to transition to a modern CMS and empathize deeply with the World Wide Web Consortium mission to lead the Web to its full potential by developing protocols and guidelines that ensure the long-term growth of the Web. After all, we are a bunch of designers and developers who work on the Web every single day!

We want to enable you to build an incredibly engaged W3C community through relevant content and a sound information architecture. We have a bunch of relevant experience tackling projects of varying sizes, helping clients with how to organize content and tackle solid content strategy initiatives. By setting the stage on this project early, with a new, solid content strategy for W3C, we'll be able to produce the best possible outcome for this initial 'Phase 1' of your redesign, as well as lay the groundwork for future phases.

We view this project as not simply building a website, but delivering a foundation for the future of your organization. Through this lens we will ensure that our strategy is married with the dynamic needs of your users, and ever-changing story to develop a roadmap for success over time. Making the right decisions is not always easy, which is why we've built a team with exceptional technical ability and strategic foresight.

The following proposal demonstrates how we see ourselves acting a successful strategic partner that will ensure you have an outstanding digital platform that enables you to far exceed your objectives over the next number of years. We see ourselves ultimately as your long-term partner (just like you're looking for!) and we look forward to helping you shape the future W3C landscape for your users globally.

We're happy to talk through our thinking, approach or deliverables in detail to ensure our expectations are set and everyone is aligned on what success looks like. We look forward to continuing the conversation with your team as your agency selection process moves forward. We are super excited about potentially working with the people who create and build guidelines for the Web, and the people who we all look up to as we build software day-in and day-out.

TRAVIS TOTZ, DIRECTOR OF NEW PROJECTS



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A FORWARD-THINKING VISION FOR

The New W3C

We've outlined our deliverables, tasks, and much more for your project. We'd love to partner with your team!





Project Vision, Strategy, and Approach

Organized, relevant and accessible content are the foundational principles of not just the World Wide Web, but any successful information-focused website. Modern Tribe has over a decade of experience building large-scale WordPress websites for a range of clients including Disney, Microsoft, Nike, Eventbrite, Steelcase, Harvard, and Stanford. We'd love the opportunity to collaborate with W3C to develop an elegantly architected website for your users, stakeholders and team members.

Giving W3C a Foundation for the Future

As an organization evolves, so does the technology it needs to be effective. Our team knows that the way we organize information has changed substantially with the technology made available since 2008. We work with thoroughly proven, well-tested technical tools that have a strong underpinned developer community. This is why we recommend WordPress. It not only enables you to build modern and elegant pages for content today, but, because it's so widely adopted, we can be sure that the platform, community, functionality and plugins will continually evolve into the future.

For current and new content writers, the Gutenberg editor in WordPress 5.2.3 brings a simple, intuitive and graphical publishing environment that can support custom markdown. To maximize adoption, we work side-by-side with our clients to design an easy publishing workflow for all aptitude levels that enables writers to publish beautifully formatted content with ease. Finally, we want to ensure you have a complete guidebook to using WordPress, which is why Tribe also provides our clients with training tools like online videos and walkthrough documentation.

Measuring how people interact with your website is pivotal to learning about how to improve it for better outcomes over the long-term. We encourage our clients to implement Google Analytics and often work right alongside their teams to map out some key performance metrics so we can gather



data on how to deliver more desired outcomes, with less guesswork, over time. By working together to understand how to benchmark success, we act as your true long-run strategic partner.

Overall, we want you to spend less time worrying about your technical tools and more time developing protocols and guidelines that ensure the long-term growth of the Web. Together we can show the world the power the Web has when it comes to enabling human communication, commerce and knowledge sharing.

Easily discoverable information on all devices and layouts.

The Right User Experience

We discovered that a 'great' user experience embodies several dimensions from physical design to psychology and psychophysics. The dynamic of crafting a great experience lies in creating an environment that removes barriers to accessing the right information, and as a result limits frustrations. A great experience will surface only the content your users need and will lead them to actions that are as intuitive as a habit.

From the W3C RFP we understand that developing a new information architecture is crucial to the future success of your site. From the research conducted by your 2013 Redesign Task Force we can see that, for instance, members are having difficulty finding a number of things including:

- Which groups they belong to.
- Specs, and when they'll update.
- Information about contracts, Member dues.
- Open issues / actions / polls

Where feedback on desired improvements to the home page contain comments like:

- More concise.
- Clearer information structure.
- Unorganized menu system. Hard to find information.
- Less content, more white space.
- Cleaner interface, easier to navigate.



- “...better navigational starting point for the work of the W3C”
- Quicker access to references.
- Less stuff.

Our process here starts with a holistic audit of the information, groups, pages and desired outcomes. From there we can drill down and map out what journeys we should be creating for specific user types and what kind of information needs to be surfaced along the way. We seek to empathize with your users as closely as possible to tailor those journeys to maximize efficiency in accessing information like membership content. Part of developing an increasingly better experience is also implementing a solid feedback cycle. With the right Google Analytics reporting in place we can make well-informed, data-driven decisions on how to improve your pages over time.

Staying true to the Web, we will ensure that your resulting information architecture supports a smart, minimalistic visual design aesthetic that focuses not on complex styling but quick accessibility of valuable information.

A Seamless Digital Platform

We are building more than a website. The website is the product of an underlying platform. That platform is the engine that powers everything from the way you publish content, to how your users and members interact with your organization — from work groups to crowdfunding and content development.

Platforms are made up of many separate moving parts and workflows. Before we create yours, our team examines how to architect a platform in a way that enables data to flow effortlessly through all the various systems you use while developing more efficient workflows around these for your team.

A Site Accessible To All

Modern Tribe is committed to web accessibility, and our work is built from the ground up to be accessible to all. We understand this is a top priority for W3C, and we're confident we can collaborate with your team to create a site that invites people of all abilities to easily and actively participate and navigate.

With accessibility, we start by performing standard accessibility checks on our code throughout the development process, and will educate your site editors on how to create accessible content in WordPress. We'll also take care to ensure that all navigational elements utilize proper color contrast, focus, and active style, and that these elements are able to be read by screen readers and navigated by keyboard. In the end, we'll launch a new W3C.org site that's fully WCAG 2.0 level AAA compliant.



Responsive & Mobile Optimized

Today you can't call a project successful without explicitly solving for mobile and alternative device support. Any visual language, content strategy, or user interface design that doesn't explicitly serve mobile users first is going to fall short of its goals. As part of our design process with W3C, we'll look at key elements to determine the best responsive solutions for different devices and contexts.

Designing a single solution that adapts across platform requires strategic thinking that accounts for the unique challenges of serving both traditional mouse-based inputs and finger-based inputs for mobile and tablet. Wireframing and design initiate this process, and then the majority of responsive work happens in tandem with the development team, who will handle most refinements using a mixture of prototypes and pattern-driven iterations.

Drive Engagement Through Information Access & Quality

Optimizing Page Layouts & Presentation

Today when we visit W3.org, we're met with an almost overwhelming array of different links, sections, work groups, resources, pages and copy. Circling back to the work done by the Redesign Task Force we know that although the quality of information may be relatively high on your site, the path to finding simple content like spec updates is complicated.

Site engagement surges when information is organized properly. Content is King, as Bill Gates would say. Different content is sought out by different subsets of your audience. We can not stress enough the importance of taking the time to fundamentally understand the 5 audiences you've outlined in your RFP, where they consume information, what's important to them as individuals and what kind of impact we want to see as a result of our redesign. This will lay a strong foundation for us to develop your content strategy and information architecture.

Displaying Relevant Content

Working together, our aim is to first audit the breadth of your site content and determine what information is important, to which audiences and why. Next we want to help you clear the clutter and eliminate content that isn't that relevant or valuable to your site visitors. From here we'll build on top of that body



of content. We start this by combing through your user feedback and conducting interviews to determine how well the current information is capturing your users needs and what gaps exist.

We envision your content either published directly by your community, or crafted in collaboration with your internal team as a key lever to drive new initiatives like crowdfunding. There are avenues we can explore that encourage participation in content creation from your users, lessening the burden on your editorial team. Encouraging your community to take part in the content creation process will naturally increase the relevance of the information on your website.

Innovative Information Architecture & Content Strategy

Finding the right information quickly is crucial to a great experience. Our patience, as users, for unclear web design and rigid information architecture is at its lowest. Getting content relationships right in a tree hierarchy is crucial, but it is not the only dimension to successful content. We want to evaluate, categorize and re-tag your existing content in new and more meaningful ways.

Moreover we want to identify and serve content to each user tailored closely to things like their user type, time of year and work group. When content is structured well in its relationships, unnecessary clutter is eliminated, users complete tasks more often and your content is combined in exciting ways. Engagement increases.

Long-Term Partnership, Successful Outcomes

Modern Tribe serves as a trusted advisor to our clients through the length of our engagements and beyond. Our team has over a decade of experience successfully navigating multi-stakeholder projects, and expertise in complex information systems, where we've worked on projects similar to yours.

Being a long-term client of Modern Tribe means that along with finding a partner to build you a great digital platform, you also gain mentorship for your web team on the skills and tools you need to use your system successfully. Enablement is at the core of what makes our projects a true success, and to help achieve this goal, we will set up new user walkthroughs, a video support library, online training, technical documentation and even onboard specific team members as needed.

Our team will collaborate with yours to build a new site architecture that sets W3C up for future growth — both from a content architecture standpoint, as well as a performance standpoint. We'll ensure that your new site is not only flexible and easy to use, but also powerful and scalable as you continue to grow.



Software doesn't stop evolving, and neither should your digital strategy. Successful organizations evaluate both how to simultaneously extend their current core offering while also continually creating viable options for introducing new elements into their organization. This approach balances running your org successfully today and growing it for the future. Called the 3 horizons of growth, it's a mindset we love, and one that allows you to break free from dependency on continually doing the same thing and leads to success in the long-run.



Approach & Deliverables

Our experience working on complex WordPress projects has shown us many unique challenges. That said, every project is different and every team is different. We've done our best to outline a potential breakdown of deliverables that will result in a successful outcome for W3C.

In the following pages you will get a gauge for our approach to the entirety of the website redesign project lifespan. We've taken careful consideration to review the details included in section 4 of your RFP titled 'Project Scope' and have a sound solution for your Phase 1. The following pages outline our approach and deliverables for your redesign project that cover the following:

- Website Homepage
- Primary navigation targets: *Standards, Participate, Membership, About, w3.org/Consortium*
- W3C Blog
- Vertical industries landing pages
- Public Work Groups homepages
- /TR homepage
- Account Pages

We've provided a holistic rundown of each category of deliverables so that we can efficiently work together on the priorities from this list after we get started on the project together. We understand your desired 2020 release timeline and have outlined an effective project schedule. However, this outline does not include exact features and deliverables, since we know that this will be most efficiently done as a collaborative team exercise once we kickoff together. Please know that we have many strategic thoughts about this and will come to the table with the W3C team to finalize the priorities and create a roadmap to get you there.

The deliverables below are each associated with a line item budget estimate. These are not a fixed cost guarantee, but rather an educated guess based upon initial research and many years in the field. We are confident in our ability to rebuild and launch a solid platform that addresses your business needs for the cost included. In practical terms, the specific feature costs will be defined and cemented as part of the



completed. This will allow a workflow where your team can easily swap out features and focus on certain options at the exclusion of others. The project lead and project manager will work hand-in-hand with your team to balance requirements with budgets. **This is a time and materials contract, and time will be invoiced at our hourly rate of \$185/hr.**

Optional Items

Deliverables labeled as optional represent features that we think would add value, but are not required for a successful launch. We have a huge collection of other ideas, directions, and features we can explore together during discovery, but we have not added these to avoid creating noise and confusion. There are also some deliverables in the core scope that could be omitted if needed to achieve a budget goal, but we feel strongly that they should be included. We're happy to discuss any and all of them.



Why We Recommend WordPress

As WordPress has matured—15 years old now—it has outgrown the misconception that it's "just a platform for blogs and small websites." Some of the largest enterprises in the world now trust WordPress to power their brands' digital identities.

Major companies like MTV, Disney and Sony trust their mission critical sites and applications to WordPress. If you're searching for a platform that can provide an elegant digital experience to your site visitors while also delivering an incredibly easy publishing tool for your team, WordPress is the best CMS for the job. Many of the highest traffic, most complex sites in the world trust WordPress because it is secure, open source, affordable, scalable, customizable, and backed by a vibrant community.

What's Common in WordPress, Joomla and Drupal

- All three of the web's most popular CMS have a lot in common in terms of technology, philosophy, and community.
- WordPress, Joomla, and Drupal are all free and open source software licensed under GPL.
- All three of them are written primarily in PHP.
- They all support MySQL as their database management system. WordPress exclusively supports only MySQL, while Joomla and Drupal support other database management systems.
- All three of them use themes and templates for visual appearance of sites, and plugins, modules, or extensions for extending features.
- As open source software, they are all community-driven projects.

While there are a lot of similarities, they are different in many aspects. They have different policies about what to include in the core software, how to handle modules and templates, how to deal with security, etc. These differences make a big impact on users, and how they build their websites.



Drupal vs WordPress

Anyone considering Drupal should have at least a basic knowledge of HTML, PHP and other common web programming languages. You don't need to be an expert necessarily, but being able to troubleshoot error messages and identify code problems will be a HUGE benefit.

If your website begins to gain traction, evolving beyond a simple business site or site, you'll need to have (or hire) technical expertise to make sure it continues to run smoothly.

Which can be a bit of a problem, because it's typically a little harder (and more expensive) to find someone with advanced knowledge of Drupal's steep learning curve. Whereas it should be much easier and less expensive to find someone relatively tech-savvy to help you make basic WordPress updates.

WordPress is super easy to add new content and there are tons of plugins and limitless options of layouts so you can easily change and tweak basically anything you want without needing to know HTML, CSS, or any other programming languages. WordPress also has a ton of security updates and features, so it's nice knowing that Modern Tribe will have your back.

Exceptional Support From A Large Community

WordPress is an extremely popular content management system and astonishingly now powers 26 percent of the internet. That's a whopping 74 million-plus websites that have been created through the platform to date. And for all of the websites using a content management system (CMS), approximately 60 percent of those sites are powered by WordPress.

Since WordPress is an open source software, it permits millions of developers and users from around the globe to refine the WordPress programming. Say you discover a bug in the software—it is likely that another person has also found and reported it, and a fix is in the works (if not already resolved).

The WordPress Core Is Secure (But Do Take Security Precautions)

Our WordPress core meets most enterprise security standards, as long as you keep its core up to date. There are thousands of developers actively testing and patching any security vulnerabilities in the WordPress core software, and enhanced security features regularly roll out with each WordPress update.

In addition, security precautions must be taken on your end to harden your WordPress site. Laxity in security will only end up leaving your site vulnerable, despite the efforts put forth by WordPress. Because



WordPress is regularly updated, it's crucial that you keep your WordPress site, plugins, and themes up to date with the latest security fixes or you may be leaving your site open to potential hackings.with an updated look and feel focused on discoverability, readability, impact, and esteem.

The security of your WordPress site can also be strengthened with other measures, like using robust security plugins, which are incredibly useful for ecommerce sites that contain sensitive client information. Dedicated hosting platforms and security specialists (like Sucuri) can also add an extra layer of protection for your site.

Simplicity For Administrators And Content Authors

The WordPress interface is fairly straightforward and easy for content creators, marketers, and enterprise users to instantly start publishing content. It's also simple for your development team to add features that allow the content manager to focus on the purpose of his/her site, whether it be news reporting, blogging, or a homepage.

In addition, extensive training with a content manager on how to use the administrative dashboard may not be necessary on your end. Because there's already a lot of documentation out there on how to use WordPress, the front-end user can easily get support from WordPress's large community when needed (although you may need to train system administrators on how to use new dashboard features that have been developed in-house).

Modular Content with Gutenberg Blocks in WordPress 5.2.3

The Gutenberg editor enables your team to add rich modular content to your website in a simple and enjoyable way via content Blocks. Gutenberg comes with a over a dozen blocks out-of-the box like Cover Image, Paragraph and Video. We're able to stylize those default blocks to the W3C brand and add new ones for your specific use cases. Building a library of Blocks provides teams with the ability to design and test new page layouts with minimal effort. This is critical for organizations like yours who are able to act on a wealth of user feedback but may not have the most efficient way to iterate on page styling.

The Gutenberg editor and its content blocks are naturally minimalistic and focus more on displaying information in a clean manner rather than complicating things with too many bells and whistles.



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WordPress Is Super Scalable

WordPress is super scalable and ensures your site's traffic spikes don't cause it to crumble.

The platform has worked diligently to shake the perception that it's only for small websites and blogs. And the proof is in the pudding: WordPress can scale to meet the demands of the world's most high traffic and complex enterprise websites.

Names like The New York Times, BBC America, Quartz, Forbes, General Electric (GE) and other notable brands use WordPress.

WordPress is used by large media sites that serve more than a billion impressions each day. According to BuiltWith, WordPress powers an impressive 27 percent of the 10,000 highest trafficked sites on the web. Meanwhile, 22 percent of the top 100,000 sites—that's roughly 22,000 sites in all—on the web use WordPress. If that wasn't enough, just shy of 23 percent of the top 1 million sites on the web in terms of traffic use WordPress. That means WordPress can scale to accommodate millions of visitors without skipping a beat. And there are plugins that can help you scale even further. Plus, working with a managed WordPress provider can make your site even more scalable with a CDN and extra caching. Where you host your WordPress site also makes a difference in how scalable your site is.

WordPress Supports Multilingual Sites

Building a site that supports multiple languages can be challenging. But with WordPress, you can create multilingual sites quickly and easily. Web agencies do it via manual translations by integrating Google Translate with the development project or by using free (Polylang) and premium (WPML) plugins. WPML makes it easy to build multilingual sites and run them. It's powerful enough for corporate sites, yet simple enough for blogs.

WordPress Helps With SEO And SMM

Online marketing is important and every business needs it. The essential forms of online marketing include SEO (search engine optimization) and SMM (social media marketing). WordPress helps you with both.

Almost all of the prominent search engines understand websites that are powered by WordPress. Matt Cutts, the head of the webspam team at Google, endorsed WordPress in 2009 during WordCamp San Francisco when he said: "WordPress automatically solves a ton of SEO issues."



Project Onboarding & Additional Research

\$11,000 - 12,000

Our goal is to reduce risk as much as possible by taking the care to transform your scope requirements into a solid plan for execution over 12 months in 2020. An important component in this case is understanding the core of your systems, processes and stakeholders to ensure we can plug-in to your workflow and seamlessly execute alongside your team.

Kickoffs & Initial Meetings

We will run through a project kickoff meeting with your team in which we will cover business goals, measurable outcomes, completed Discovery documents, and communication and workflow expectations. During the kickoff meetings, we will also review more in-depth technical requirements, timelines, roadmaps, known risks and challenges, and the scope defined for our initial work.

Onboarding to the Redesign Task Force Research

Before we begin to architect your website, it's vital that we are up to speed on the research that has driven your current project brief and understanding. This includes how your current website meets or does not meet stakeholder needs from a variety of perspectives including audience, functionality, user experience, and "in general". During the onboarding phase, our team will review outcomes in each of the reported areas, such as stakeholder interviews and content migration, to plan out how this information should influence our own discovery activities, and where findings could be summarized to inform our final project definition.

After this initial onboarding process, the real work will begin and we will focus on truly building upon the work that was done internally and tackle further discovery and research with the W3C team.



Stakeholder Interviews

Our goal is to understand your project leads and lead stakeholders. In doing so, we will hopefully gain new insight that will inform key decisions moving forward. We will produce and execute a two-day series of interviews in order to gather stakeholder viewpoints for the new W3C. We like to focus on people who have a day-to-day vested interest in the project itself and will coordinate the final interview list with the primary team and Coralie. Upon completion, a summary of our findings from these interviews will be created.

We're happy to meet with your team in-person for these interviews, if requested. For in-person meetings, standard travel rates apply.

User or Member Surveys

Our work is much more successful when we leverage the shared insights of a larger pool of real users. We will aim to produce one to two surveys (between eight to twenty questions) for your current users and members. The survey sample size will vary based upon the format, type of questions, and availability of users. An excess of text / long form replies may require additional budget. We will then present this data in a usable format, and utilize these survey findings to inform our design and dev work.

Analytics Analysis

Our team will review your current site analytics data. We'll look for patterns in user behavior, such as traffic sources, seasonality of behavior patterns, common site flows, device usage, key landing pages, and exit points. A summary of our research findings will be created, and we'll utilize this data to reinforce our UX and design choices in future phases of the project. We're guessing this work may have been completed as part of the Discovery project, but wanted to include the cost within this deliverable.

Peer Research

A research-driven competitive review will assist us in making the best, most informed project decisions from the beginning. We will collaborate with your team to produce a list of applicable peers in your space — while there is only one W3C, we imagine this will include other people or groups online providing code spec and tutorials. Then, we will fully review each in order to produce a summary of strengths, weaknesses, and overall similarities. This analysis will help inform our decisions moving forward.



Redesign Executive Project Summary

Within large-scale projects, in particular, an executive summary is necessary. We will create a two to three page summary and strategic direction derived from the onboarding and research that's been completed in this first phase of our work together. All research findings from previous deliverables will be bundled as part of the document.

Optional: User Interviews and Focus Groups

\$4,000 - 6,000

We will conduct audience and user interviews in order to help inform and refine decisions about brand positioning, content, design, usability, and user experience for the new framework. We will conduct a two-day set of focus group based interviews zeroing in on key audience types. Some users will produce better discovery individually, while others shine in group settings. The use of individual interviews or focus groups will be defined by the specific audiences, individual schedules and the realities of organizational politics. When completed, we will create a full summary of our findings.

Note: While we would find this additional Project Research valuable, it is not required for creating a successful, new W3C.org.



Content Strategy & Information Architecture

\$16,000 - 19,000

Having a well-organized, intuitive IA will help W3C provide the right content, to the right people, at the right times, and for all the right reasons. Our goal during this phase will be to ensure your content is both architected properly within the CMS infrastructure, as well as thoughtfully delivered to your target users and members throughout the site. We'll take special care to outline your strategic initiatives, like crowdfunding, and use those to inform the foundation of your messaging.

Content Review & Site Content Audit

As a first step within our IA and Content Strategy process, we will conduct a thorough review of all sites and sub-sections of the current W3C network, provided by your team. This will help us fully understand and interpret the necessary high-level strategy and individual on-page nuances that will inform the rest of the IA/Content Strategy process - starting with knowing what has been done, and what is remaining.

Site Content Gap Analysis

Following the Content Review & Site Audit, we will have identified areas in which additional content will need to be revised or newly drafted to adhere to the strategic objectives of the website. Taking what we've learned from our own analysis of your content and its current structure, in conjunction with interviews and surveys conducted with your stakeholders and audiences, we'll be able to provide detailed recommendations for how to approach drafting new content for key sections of the site requiring the most attention within this redesign project. We know that Content Strategy is a key piece of this project together, and starting here allows us to provide a solid, new path for W3C.org.



Site Content Roadmap

Content is an extremely crucial element of your website, and planning your content, creating an entry schedule, and assigning individuals to appropriate content tasks is even more important. Our team will help you to develop a content roadmap and define how it relates to your website, sprint schedule, and larger website timeline.

Content Governance & Guidelines Document

We'll help you establish a content quality assurance process for ongoing oversight, and a content governance plan to assist your internal team(s) and content editors in making informed decisions when it's time to add new content to the site. Our team will outline the best usage of content, messaging guidelines, type styles, image sizes, and more.

Data & Content Architecture Document

We'll create a document outlining the technology requirements throughout your new site, including APIs, plugins, content types, taxonomies, user roles, system/management configurations, code libraries, external applications, and scaling/caching needs. We will also craft a data schema, which illustrates informational relationships as well as how data should be stored and retrieved. This document helps inform both design and development; it is often translated into a build spec for development teams. We'll collaborate with your Systems Team on this work.

Information Architecture and Site Map Updates

A document mapping the range of different content organizational structures across your network. This deliverable will inform the development of navigational menus, items, and wording.

User Flow Diagrams and Prototypes

This document outlines key user goals (what users hope to accomplish on the site) as well as the steps users are likely to take in order to achieve their intended goal(s). These flows help eliminate any potential biases in the design process and ensure that we are designing with user intent in mind. We will also create a series of user flow diagrams or prototypes in a visual format for your team to 'approve', ensuring that user paths throughout your site are meeting expectations.

Feature Backlog

The Modern Tribe team will create a document defining the specific requirements needed for each major feature. The Strategist will write the specifications for each major requirement, including: deliverables, required features, key user stories, assumptions, technical requirements, and implementation plan.



Design Strategy

\$17,000 - 20,000

Design plays a very important role in every website project. Our design process encompasses initial design research, exploring and establishing the overall look and feel of the new website and key template designs. We will use your current design system to inform our approach for creating a modern, elegant aesthetic for the new W3C site.

Design Survey

Just one more survey! This is your space to contribute to the design research process. We will ask questions around your likes / dislikes of other websites and apps you've seen, industry trends we should pursue or avoid, and key branding information that we should be aware of. Your answers will inform our design strategy, from research and moodboards all the way to visual design.

Design Research

From a design perspective we'll examine how peers in your industry present themselves, honing in on best practices and standout approaches. Knowing there aren't a lot of peers to choose from, we will look at other industry trendsetters and orgs who are helping to shape the Web. We will gather design examples across other relevant other industries in order to identify the most common visual patterns. Our design team will explore your current draft W3C style guide, the usage of your brand in the wild, and work to leverage 'the good' of what you have today. This exercise also allows us to agree on both a tone and aesthetic that we can apply to the website's look and feel.

Moodboards

In order to define the mood and personality of your site we'll create a number of visual directions for you to choose from that align with your brand. We'll deliver a moodboard featuring sample typography, color sets, graphic elements and the context in which they should be used to inform design work. We will also include direction on defining the aesthetic for any imagery on the site (minimal), illustrations, and all visual media.

Initial Design Concept & Wireframe

Time to design. Our team will start with your site's most important page, commonly the homepage. We



will leverage our established research and moodboards to craft the layout and visual design, while also infusing ideas from our initial strategy and feature requirements research. This pass will ultimately set the stage for the entire site's aesthetic, and is a wonderfully collaborative process to find the best design direction possible.

Design System & Design Guidelines

We will provide a 'kitchen sink' design, which ensures that the base look and feel of the site is established by your brand identity as well as our design discovery process. Design will determine the proper color palette, font stack, UI elements, and kitchen-sink styling from headers and button styles to bullet points and captions.

Documentation, Handoff, & Oversight

We will work hand-in-hand with our dev team to write and document our entire design system. This critical step lays the groundwork for our dev team to hit the ground running, building efficiently after designs are approved.

Design Quality Assurance

At Tribe, we pride ourselves on design consistency in our frontend code work; this becomes a reality through our process of design quality assurance, where our lead designer will go through all completed frontend views and check to ensure their design vision becomes a polished reality.



Navigation

\$16,000 - 19,000

Guiding your users through a vast world of resources, and making that easy to use across devices and resolutions, is a legitimate challenge. Our team will ensure that we design and build a new navigation that allows your users to easily navigate the new site and find what they're looking for.

Navigational Structure

The depth of your content and resource offering and the diversity of user needs create a unique requirement to consider outside of standard primary and secondary navigation patterns. We will explore these requirements with you, taking into account the different user flows. We will start with the site map and IA work that we previously established together, and begin to figure out how to guide people through the new W3C gracefully.

Header, Footer & Primary Navigation

The ultimate success of the site as a whole will hinge on how users find and navigate content. The navigation will include specific attention to both desktop and touch devices in order to ensure all users—regardless of device—are able to access content quickly and intuitively. This includes the site's header and footer.

Secondary & Tertiary Navigation

As your user drills down in specific sections of the site, more contextually relevant navigation will be surfaced. We'll work with your team to simplify and standardize patterns.

Role Specific Navigation / Logged in Navigation

Navigation will be influenced by the user's specific role and needs. We'll allow certain navigation to be displayed only to specific roles.



Base Theme & Templates

\$33,000 - 39,000

Theme development for a project like this is incredibly important. At its simplest, theme development embodies the core templates that display content to the end user.

It's during theme development that the design truly comes to life. We'll look to enhance the designs with subtle embellishments using animation, interactive elements, and feedback mechanisms. This kind of interaction design is every bit as critical to the end user experience as is color or typography. These kinds of interactions will help the user find content, digest it, and act upon it.

Theme development runs deeper than what the end users sees and experiences. A well-architected theme will allow you to grow and extend the user experience gracefully over time. We'll abstract out common elements into clean code libraries that can be reused—eliminating the kind of code bloat that can come with big projects. CSS will be modular, efficient, and developed in accordance with contemporary best practices. One such example of this is our team-wide use of CSS (PostCSS) preprocessors to represent colors, typography, and grid values as variables for easy updating and management. This alone drastically lowers the overhead of operating within the “DRY” (Don't Repeat Yourself) approach to software development.

Theme Build Requirements:

- Modular reusable code libraries
- Validated CSS & HTML
- Profiled and documented JavaScript
- CSS (PostCSS) variables and mixins for consistent styling and fast development
- Performance profiling to ensure graceful page load across devices
- Efficient page-loading hierarchies (loading all navigation HTML & JavaScript before images or less important elements)
- Device detection and custom content for mobile where necessary



SquareOne & General Theme Setup

There are a number of starter frameworks for WordPress, yet few—if any—of the public systems are suitable for enterprise-level projects and optimized for large site traffic. SquareOne is the product of years of constant evolution from the Modern Tribe team. The framework includes common starter plugins and supports a wealth of utilities, scales effortlessly, utilizes best practices top to bottom, and supplies a system that accelerates development. SquareOne is documented to the hilt and written for outside developers to ramp up easily, includes the latest tools, and is balanced with a focus on sustainability and performance. SquareOne is a semi-private project we make available to a number of customers, including Stanford and Disney, who have come to adopt it on their own projects. We love working with the tool itself, and we're just as proud to hand it off to your team.

Style Guide: Typography, Media, Forms, Layouts, and Grids

We will create a document of standards detailing the various elements of your design. As people design and build content for you, they will need a framework and guidelines to follow. The style guide is a living document which gives access to both assets and examples of the brand in use. We'll include media guidelines for everything we have designed for in our Design Strategy process.

Site & Social Branding Elements

We will design and implement a set of custom branding elements that will carry the look and feel throughout the entire site. Generally, these elements include: favicon(s) and social share images.

Multisite Setup

Since the longer-term requirement for your project is likely to require and include a number of subsites that you need to manage, a WordPress Multisite (i.e. managing various properties under just one WordPress instance) is the way to go. WordPress Multisite allows your team to work more efficiently; it also makes it easier to scale your network of sites when the time comes. We will carefully create a multisite network that will allow your team to work more efficiently, and scale for the future. We will configure multisite and super admin accounts.

Visual Editor Styling

We will refine the styles in TinyMCE to help the WordPress visual editor mirror the style guide.

Custom Print CSS

Review key pages (typically 2-3 layouts) which are frequently printed on paper, and refine the css to accommodate for readability. The goal is not pixel perfect parity, but rather usability. Cost of this effort varies drastically based upon complexity of the layout, interactions on the page, and level of perfection desired.



Website Homepage

The new W3C homepage. By this point of the work together we will have laid the design backbone and groundwork for the new homepage. During the Theme and Template buildout process our team will tackle the development of the new homepage. Together we can work through specific frontend flourishes and small touches to the homepage, to ensure that new and existing users are happy with the new design and content on the homepage.

Standard Page Template

We will design and implement a default page template used for basic internal pages.

Error Pages

We will set up a standard error page to direct users heading to an incorrect or missing URL and offer them ways to find what they are looking for. We'll include coverage for 403 / 404 / 503 and Unsupported Browsers.

Blog Article: List View

We will design and implement a standard list view for the W3C Blog loop. This view can be used for all articles, articles by category, articles by type, and articles by year.

Blog Article: Single View

We will design and implement a single blog post that includes your required meta; a byline, featured image (possibly), sidebar, and appropriate taxonomy information, etc.

Vertical Industries Landing Pages

Our team will design and build out the Vertical Landing pages during this process. We will create design and UX patterns here with the goal of increasing visibility into new industries, while generating more interest in W3C work.

Public Work Groups Homepages

Our team will design and build a nice template for these homepages, where your team can easily manage as many Public Work Groups as you have work groups and the content on these pages will be automatically populated using the W3C API.

**W3C.org/TR Homepage**

All the standards! We'll design and build out a new TR Homepage template where all of the data is easily consumed from across the network and site. We understand this is an important piece of real-estate for your users and members, so we'll ensure our new design is tested, user friendly, and efficient for your users to find what they're looking for.

Account Pages

Within this redesign Phase 1, our team will tackle the new design and development of the current Account Pages (e.g. Request page, My Profile page view, and the edit / controller pages and views). These Account pages will be in-line the new look and feel and will allow users an easier 'Account' management flow, than they have today.



Gutenberg

(Modular Content)

\$14,000 - 17,000

The Gutenberg editor enables your team to add rich modular content to your website in a simple and enjoyable way via content blocks. Gutenberg comes with a over a dozen blocks out-of-the box, like Cover Image, Paragraph and Video. Modern Tribe will customize those default blocks and add any new ones specifically for special use cases in the family of W3C sites.

We will roll out the Gutenberg Editor that lets your content creators select Gutenberg Blocks that can be mixed, matched, and rearranged to create unique pages without having to manage code. They will be able to choose from rich, preset, layouts that feature a combination of dynamic content and beautiful-looking static content, or, go hog wild and craft their own from scratch. We believe in taking an opinionated stance on content layout. We won't just give you a giant bucket of legos, as we have found the average content creator will simply freeze up. We will design patterns that fit well together and align with the narratives you plan to tell.

In addition to integrating Gutenberg into the theme, we will refine your admin workflow to optimize the editorial experience to be swift and intuitive. The cost variance of this deliverable depends on the number / type of Blocks and the amount of refinement we scope together to any workflow.

Modular Content Tool Requirements:

- Supports intricate and flexible layouts
- Ease of content management, and can be used on any page / template
- Allows for a mix of static and dynamic content
- Drag and drop ordering and functionality
- Provides intuitive navigation integration
- Performs well at scale
- Integrates with search systems



Instead of locking you into a specific set of Blocks before Day 1 of discovery begins, we propose a general Gutenberg Blocks budget, which will allow us to pour over your content strategy, design, user needs, and more. Some sites call for intricate yet free-form content creation, others call for Blocks focused on querying the latest content from multiple areas of the site. Typically, a site can benefit from both approaches. **We will work together to determine what form your 8-10 Blocks will take.**

As a team, Tribe knows that you're looking to design a site with a focus on clean, easily accessible and organized information. We also know that a bunch of your content is standard page or post-driven content. While this is the case, we feel that Gutenberg will enhance your content editing experience, but we're happy to discuss that final strategy together and determine if it's needed in Phase 1, or if this budget would be better suited for other enhancements in Phase 1 and we can rollout Gutenberg in the future.

Based on our research we assumed that we would stylize 6-10 of the 27 Gutenberg blocks for W3C with the option of adding additional custom blocks to fit specific use cases. Together we'll determine the right set of blocks that match your design aesthetic and content needs. Here's a list of commonly used Gutenberg Blocks:

- Paragraph
- Media Embeds
- Shortcodes
- Preformatted HTML
- Quote
- Button
- Image



Search Implementation

\$4,000 - 6,000

Comprehensive search capabilities can make or break a user experience. Often times we find site visitors bounce rapidly and engage less if content is not easily surfaced. This is especially relevant on a content-heavy website. Powerful site search helps people navigate your site and content more easily, and the search results page is really a personalized landing page. We would like to propose using Elasticsearch for the new W3C.org.

Elasticsearch

We will set up an Elasticsearch server, allowing for the rapid retrieval of highly-tailored data sets. It excels at faceting, which will allow your team to filter a data set in real-time. We will use Elasticsearch to perform things like cross-posting and site search. The site search will be implemented so that the site brings up the most relevant content within the first few options shown within the search. We can also allow for searching the entirety of the new W3C site network, so that even with multiple sites in the future, users can still find the most relevant content based on what they're looking for. *Note: if your team would like to use standard WordPress site search, we're happy to revise this estimate and adjust the lift.*

Exclude From Search

Add a control to each article, page and custom content type that allows removes the content piece from search results.

Optional: Faceted Filtering

\$4,000 - 5,000

We will design and style search results for custom pages and custom post-type results across the new W3C site network to match the look and feel of the site. This new faceted search and filtering functionality will allow your users to easily find, sort, and filter through provided results within these CPT results with ease. This functionality will be applied to the post-types that you determine will need the capability.



Accessibility

\$20,000 - 23,000

Our team are accessibility experts. We're very well equipped to implement WCAG AAA accessibility standards across all the pages we develop. We will source a wide range of suitable users for accessibility testing and our QA and strategy team will also work directly with your leadership to develop a plan on maintaining these accessibility standards moving forward.

Accessibility: WCAG 2.1 AAA Compliance

As you say: *"An accessible Web can also help people with disabilities more actively participate in society."* — *The World Wide Web Consortium (W3C)*

More specifically, an accessible website will help people with disabilities more easily and actively participate navigate your website. We will ensure that all navigational elements utilize proper color contrast, focus, and active style. We will also make sure these elements are able to be read by a screen reader and navigable by keyboard. As you might imagine, this sort of thing takes time and effort. We want to ensure that we've carved out the time and resources to do so.

WAVE and Axe Testing

During development and QA our team will use the latest testing tools available to us. Our current accessibility testing workflow and tools include Wave and Axe. These tools will help to identify WCAG errors early, so that our team can address during active development.

Automated Accessibility Testing

In addition to testing tools during development, our team will setup and integrate an automated accessibility checker that will highlight issues itself. Generally we are using *Siteimprove* to help provide this automated testing and error log, however we're happy to discuss with your team on what tool is most effective for you and easily added to your accessibility testing process internally.

**Usability Testing Including Participants with Disabilities**

Our team will help to coordinate human, manual accessibility testing with people of all abilities. We have existing relationships with accessibility testers who we will contract and work with to tackle this key manual testing for us and the new W3C.org site. We empathize with the important of accessibility for your site and our team is extremely well-versed in tackling large accessibility initiatives, since a large amount of our clients are within Higher Education, where accessibility requirements are key to the success of the work.

Standard User Testing

Throughout this process, we'll additionally run existing users through current key workflows, and then have them use prototypes to see if new navigation and content workflows empower them to successfully accomplish tasks. This includes two testing session with three users each. While this is likely to happen within our UX design process, our work here is closely related to how we'll organize and structure content throughout the site.



Multi-Language

\$7,000 - 9,000

To support your global users, we'll set you up with the WordPress Multi-lingual plugin, or WPML. This plugin gives your team the ability to translate any page or piece of content into virtually any spoken language

WordPress Multilingual (WPML)

WordPress can run in nearly any spoken language; however, when you need a single site to support multiple languages, we can integrate with a plugin called WordPress Multilingual, or WPML. This plugin allows us to ensure that your content types, panels, and theme content are all able to be translated. We will also make sure that the site functions properly when displayed in non-Latin character strings and RTL languages, if needed. Here's another notable feature: WPML allows you to view the site admin in English, while the frontend of the site (e.g. what the user sees) can be displayed in multiple languages.

We'll also utilize WPML for setting up localization and geo-location features. Allowing the proper language to be utilized, based on a users settings and / or location.

Switcher Nav

We will create a navigational element that allows users to easily switch languages. It will also allow you to quickly and easily test and view multi-language pages.

Community Translation Form & Workflow

Knowing that you currently have translations done by community volunteers, we see the potential to support and partially automate this workflow. We can set-up a Gravity Form that will allow your community members to submit a translation for a page that can be automatically populated in a post type for your content reviewers to examine before publishing.



Events

\$8,000 - 9,000

Today you are using Github to post and manage your global events. As a team well-versed and experienced in Event Management solutions, we would love to bring the Events into the CMS workflow and provide some very valuable visual design updates for your Events.

Install, extend and style Events Calendar PRO

(<http://tri.be/shop/WordPress-events-calendar-pro/>) This is a robust event management platform that Modern Tribe offers commercially. It includes a wide array of event views available to the user (month, week, list, photo, map view, venue and more), allows users to submit events (moderated) to the calendar, and provides ajax driven filters to help users quickly navigate your robust event offerings. A rich subset of event meta will be added to enable organizers to share and get the information they need (as per the current system). The events calendar and upcoming event widgets (usable by shortcode or within templates) will be styled to allow events to be easily integrated throughout the site outside the core calendar.

Calendar Views

Integrate calendar views with the W3C brand's look and feel — List View, Day View, and Calendar View.

Filter Bar

Integrate the events calendar filter bar so that people can more easily filter events in the calendar, and find what they are searching for.

Community Events

Community Events will allow your users, members, etc. to add their events directly to your calendar, without needing access to your admin. This will add an event submission form to the frontend of your website, making user event submission neat and easy, and allowing your content editors to 'approve' any event before it displays.

Optional: Calendar Sync / Aggregator

\$2,000 - 3,000

We will leverage the event aggregator functionality to sync your events from Github, if needed. Pulling these into the Event Calendar itself.



Tools & Integrations

\$7,000 - 8,000

Core to your website's successful engagement are the integrations we need to implement for things like data entry forms, mailing lists, the W3C API, and potential other third-party tools. Having worked in similar settings with various other publishing organizations, we're well aware of the integrations necessary and thus can both verify their necessity and de-risk their implementation.

Gravity Forms

We will install and style Gravity Forms, the leader in WordPress form creation and management. This will require the purchase of its third-party license (USD \$199).

Email / Newsletter Service Integration

Our team will configure your newsletter / campaign manager of choice (i.e. MailChimp, Campaign Monitor, etc.), into both WordPress and Gravity Forms, creating a seamless integration for you to continually use across the new site, likely with new Member submissions and potential other form submissions on the new W3C.

W3C API Integrations

Our team has estimated and is planning integrations with your backend services written in PHP. Our team will provide the strategy, dev work to expose the proper data-points, and tackle the integration points within WordPress, as a part of this estimate and deliverable. We will ensure that the data is properly architected within the CMS and displaying within frontend templates. We've noted the following services, but will finalize together with your Systems Team moving forward:

- User and account management (authentication and rights)
- W3C Membership (Membership application, organization details, contracts, basic financial reports)
- Work groups (join/leave a group, display group info and participants)
- W3C Specifications
- Management of W3C news items (using WordPress)



Analytics / Tag Manager Integration

Our team will install and configure Google Analytics and Tag Manager, which will allow you start measuring the website traffic data more efficiently. This will also help you report the performance of your business objectives and key performance indicators to your internal stakeholders. We will help establish a series of Tags which will receive Google Analytics data, such as the number of users visiting your site, the pages that they viewed, their time on site, bounce rate, incoming traffic sources, goal conversions, and more.

Webmaster Tools Auto-Setup

We will set up Google Webmaster Tools, adding your site, URL, and information into the platform for you to maintain moving forward.

XML Sitemap

Optimize an XML sitemap to make navigating your site simple for search engine bots.

Social Share Functionality

Adds social sharing to articles, landing pages, and other key pages.

Related Content and Posts

We will integrate a simple related content functionality which ties together posts by taxonomy. This will display more article like this one on the article single and other related content types. More robust and intelligent solutions (typically SaaS offerings) are available and we are happy to integrate them, if requested.

SEO Structured Data

Over the past year, we have developed our own structured data plugin that allows us to output the new JSON-LD format now being recommended by Google and other engines for this task. We supply an admin settings page for control over corporate / organization information, logos, default images, post-type settings, contact / location info and much more. We gain 100% coverage of all the latest recommended approaches from Google for powering this output. In addition this plugin collects post / panel data from our Gutenberg and creates an optimized structure for their bots. This allows us to gain rich snippets in search results for any range of types, enhanced SEO and well-tailored business information inside those results as well.



SEO Integration

We will integrate an SEO plugin. We typically have to scale these plugins back a touch, as they are often overly aggressive in how they attempt to integrate with key page components like HTML meta tags. We'll also integrated it with our internal SEO structured data plugin.

Optional: Salesforce Integration

\$5,000 - 7,000

We are aware that your Business Development Team has an interest in moving to the Salesforce CRM, and it may be required for us to integrate Salesforce into the new website for W3C. So we wanted to provide an initial cost estimate for this integration, which is ultimately dependent on the final scope of work and requirements. We're happy to help and have integrated Salesforce in a multitude of ways, into WordPress. We imagine this being integrated into lead capture forms and membership signup flows — which is fairly straightforward to do with Gravity Forms laying that groundwork.

Optional: A/B Multivariate Testing Integration

\$2,500 - 3,500

We will setup the ability to A / B test variant layouts or content within WordPress, utilizing a service [like Optimizely, Experiments, Crazy Egg, etc.] to accomplish the integrations and toolsets. Our team will test the integration points and set up a few sample multivariates for your team to use as a sample moving forward. This implementation may be helpful for W3C as we work together into the future and continue to improve on the website platform together.



Site Management

\$5,000 - 7,000

Crucial to your website's security is the management of your user permissions and sign-on safeguards. We will make sure only the right individuals have access to things like content creation and we'll also create roles for front-end users based on how they sign up to your website. Beyond managing access we will also develop a comprehensive, branded, administrative dashboard and client dashboard for easy management.

Permissions Management

Upgrade the WordPress role management system for staff to limit editing based upon content permission per custom groups (e.g. Website team, Communications team, Systems team, Designer, Admin, etc.). We will also create roles for frontend users based upon the subscriber permissions that we establish together.

Site Settings & Meta

Each individual site in the network will be managed by admins and will store key branding, contact and information unique to W3C in site meta.

Single Sign On Service: WebAuthn.io

Set up WordPress login to integrate with your authentication protocol. We understand this will likely be with WebAuthn.io, which we are happy to integrate into the new WordPress build.

WordPress Admin Clean Up

We will incorporate your branding to the WordPress dashboard experience. We will also make any necessary dashboard menu edits (e.g. removing unnecessary or unused items) where appropriate.

WordPress Login & Password Management

We will style the WordPress login page to align with your brand standards.



Content Entry & Migration

\$4,000 - 5,000

Migrations start with research. A detailed investigation into the current platform, the amount of content required in the migration process, and the structure and quality of the data-sets will help us advise your Systems team on a solid content migration plan. In addition we'll also set up a 301 redirect manager for you to use.

Migration Discovery & Plan

We will outline a migration plan that summarizes the transition of content from old site to new.

301 Redirect Plan & Training

We will provide the technical solutions for your team to manage 301s and successfully handle domain mapping for the new site launch. We will provide a list of URLs that need to be remapped and implement the redirects.

Optional: Content Entry

\$150/hr

Content entry is often the part of a project that sometimes hides 'out of sight'. Our team will create a series of content templates in Google Docs, so your team has a place to consolidate all source material. Our team will then review your content, making formatting revisions and resizing images for their appropriate spaces as needed. Next, we will work to manually enter in all page content that we've outlined together, into WordPress.

Optional: Content Writing / Copywriting

\$150/hr

Our team will work with you to write new content across your site, while ensuring your brand's voice is maintained throughout the copy we write for you. Our team is skilled at creating content that is both well-written and optimized for search engines. We will collaborate with you via a series of Google Documents throughout the content writing process, allowing you to easily proof and review all content before final approval. Due to the nature of copywriting, we will simply track and invoice all time via an hourly rate of \$150/hr.



Systems & DevOps

\$8,000 - 9,000

Working with WordPress for over a decade, we know how to create a stable, secure and performant hosting environment. Our engineers will take the time to set you up on a specialized hosting environment in collaboration with your Systems Team, protect your website from attacks, and set-up site monitoring tools so your team can monitor and manage its performance easily.

Hosting & Server Set-up on your Hosting Environment

Our DevOps team will work closely with your Systems Team to setup a hosting infrastructure that will work well for the new W3C site, based on the current hosting platform and how the legacy website is preserved in this environment and lives alongside WordPress. We will help consult and setup deployment workflows within this hosting environment that work well for our teams to easily deploy code to the proper environment(s).

Releases & Deployment(s)

The initial release is an all-hands event. Each subsequent release requires a merge, testing on staging, and then the team's pushing carefully and validating that the release was successful. This budget covers 6-8 releases.

Performance and Hardening WordPress

We will work together with your hosting team to set up and optimize your hosting environment(s). Together, we will ensure that both backup systems and security best practices are firmly in place before deploying to Production. In order to protect against some of the most common vulnerabilities, we will need to take a number of important measures. These measures are listed below and are included in this estimate:

- We will install a plugin to protect against brute force attacks
- We will regularly monitor the codebase in order to identify issues as early as possible
- We will utilize code execution profiling to improve performance during development
- We will utilize stress testing to ensure all code is optimized for the hosting environment



Site Monitoring Tools

We will set up a monitoring tool for you to monitor your site performance and stability. The tool we are able to use will be dependent on the hosting provider you ultimately choose; likely New Relic will be used here. Your team will maintain access to the tool after the project is complete.

Continuous Integration & Automated QA

For development we have a rigorous process — we use Codeception to run our PHP tests tied into Selenium for acceptance tests. We will set up a continuous integration server to consistently test against each commit as they are made.

- **Unit Tests:** Tests code at the smallest, most isolated level. Generally looking at a single function and testing its output against a range of possible inputs.
- **Functional (or integration) Tests:** These are the primary tests we run. The test suite fully loads the WordPress environment before running the tests, allowing us to test code that interacts with the global state, the database, caching systems, etc.
- **Acceptance Tests:** Runs tests using an actual browser (can be both a real browser and a headless browser). The tests make requests to a running web server, sending data and checking responses, often across multiple pages. This is an ideal way to test JavaScript functionality and end-to-end features.



Training & Support

\$10,000 - 12,000

When we look at ourselves as a partner for our clients, the buck doesn't stop at just designing and building software. We've worked with enough companies over the last 10 years to know that one of the most important parts of any successful software project is its handoff and training of the client team. We've developed an extremely friendly, robust and comprehensive hand off, training, and support process to ensure your team is able to take the reigns and flourish.

New User Walkthroughs

We will create a new user walkthrough video documenting what is custom and specific to your project in the WordPress admin. We will work with your planned site team to define what content is best suited to help streamline onboarding for new users in the future. We'll record this session for your future use.

Online Training

We'll teach you how to use the finished product to make sure you are equipped to make the best out of the tools we provide. We will provide an online training between one and two hours that will cover key areas of admin and content creation workflow. These will be recorded and made available to your team for future onboarding, as well.

Video Support Library

We will also record a series of screencasts that will teach your content creators how to most effectively manage your new site, including: how to setup and configure your new site, how to use the theme and templates we've created, how to use Gutenberg (if part of the scope), and a number of other key, editorial functionalities. To make things even easier for your team, we will ensure that all of these screencasts can be accessed from the very first page of the WordPress Dashboard, or within an easily referenceable document for your team to use moving forward.



Technical Documentation

We will produce a technical document detailing exactly how the application is architected, including where and how major features have been implemented. We will also include a list of all the hooks that our team has added to the code in order to make the site more extensible. If requested, we will also generate HTML documents based on the PHPDocs we create.

Onboarding W3C Technical Team

We will collaborate with your internal development team and/or resources to review the code base, as well as any critical development and deployment processes that will enable your team to more effectively manage updates moving forward. This exercise will take place during the final project wrap-up phase and process, during our post-launch support work together.

Copy Guidelines Document

We will produce a document outlining copy use; this document will give your team a better understand as to how the tone and voice of the system should be maintained and implemented in the future.

Optional: On-Site Workshop

\$4,000 - 8,000

If you would prefer a more hands-on training session, we can come on-site to train your content editors and site managers. We typically handle these training sessions in one business day; however, depending on the size of your team, additional sessions may be required. This line item assumes a one-day, onsite training session for up to two Modern Tribe team members. *Customer will cover the cost of travel as per the Travel line-item included below.*



Strategy & Project Management

\$12,000 - 14,000

We are estimating the management cost of this project based upon a roughly 11 - 12 month project lifecycle. Depending upon the final scope of the entire project, stakeholder availability, and feedback cycles, the estimated work in this section may change. The duration of the project has an impact on the cost of management.

Project Management & Sprint Planning

Modern Tribe manages workflow in two- or four-week sprints. In preparation for each sprint, we will review our project roadmap and logged work tickets together in order to determine which features should be included in the next sprint for scoping, design, or development.

The Project Lead will ensure that no feature is scheduled for implementation until it has been properly scoped, defined, documented, and approved for design and/or development. This process allows us to prioritize and deprioritize features in a collaborative fashion. Furthermore, it ensures that all team members are aware of any changes to roadmap or timeline. In between sprint planning sessions, we will meet on a regular basis in order to review progress and discuss requirements.

High Level Sprint Plan / Project Roadmap

We will prioritize and schedule each feature across the lifespan of the full project build. This roadmap will outline the order and timeframe in which the project will be executed.



OPTIONAL

Travel

\$4,000 - 8,000

Though Modern Tribe is a remote-work company, we do see the value in periodically working on-site with our customers.

Travel (\$4,000 - 8,000 per trip)

On-site work can help us gain more intimate experience with the business, key stakeholders, and corporate culture; it helps build understanding and collaboration; and it can foster more efficient communication and project momentum. If a customer thinks an on-site visit by members of the Modern Tribe team will be beneficial for the project, we're happy to schedule it.

Customer and project-related travel will be budgeted as follows:

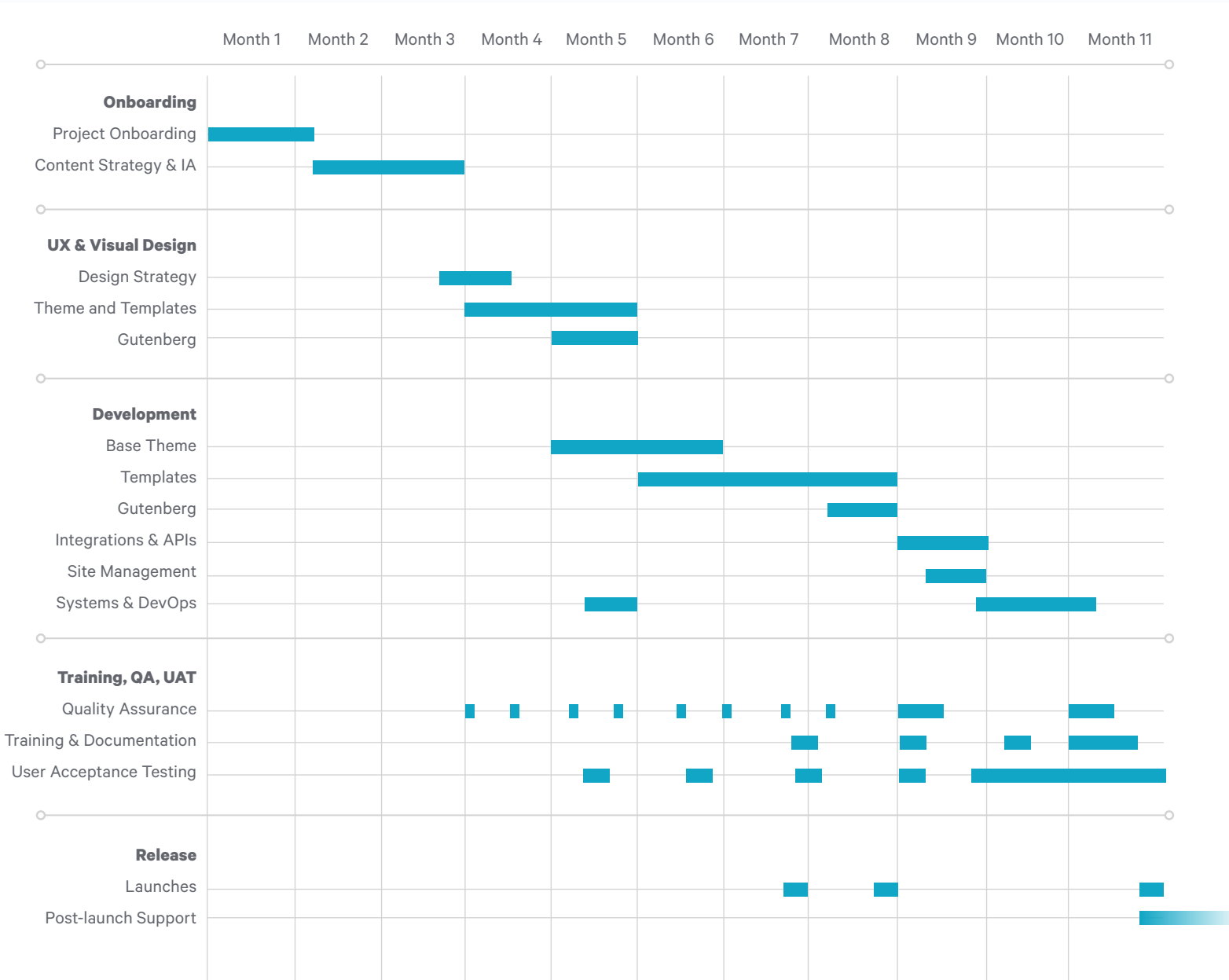
- Working days: a day rate equal to 6 hours per person at the standard hourly rate
- Travel days: a day rate equal to 3 hours per person at the standard hourly rate
- Meals: \$75 per diem per person
- Travel out-of-pockets, including taxi, train tickets, plane tickets, gas / mileage reimbursement
- Hotel or lodging out-of-pockets, including room fees & taxes

All projected costs will be submitted to the customer before travel is booked, for review and approval. Final expenses will be invoiced as incurred. Travel costs are not included in the project estimate. However, if work included in the estimate is performed as part of the travel engagement, the customer will not be billed twice for those working hours.



Project Timeline

Below is a high-level proposed timeline. The schedule and actual features in each sprint will be defined and solidified in the discovery phase. We have outlined a Gantt roadmap for this project together, which is a starting point here: <http://m.tri.be/w3c-gantt>. The sprints will be adjusted to conform to the timeline and launch requirements of the project.





Budget Approach

There are a number of variables which could affect the budget and approach of the project. Our first step will be working together to determine the correct level of engagement that fits with your expectations and involvement. We are flexible on the path we take moving forward.

Section Deliverables	Total
Project Research & Onboarding	\$11,000 - 12,000
Content Strategy & Information Architecture	\$16,000 - 19,000
Design Strategy	\$17,000 - 20,000
Navigation	\$16,000 - 19,000
Base Theme & Templates	\$34,000 - 39,000
Gutenberg Integration	\$14,000 - 17,000
Search Implementation	\$4,000 - 6,000
Accessibility	\$20,000 - 23,000
Multi-Language	\$7,000 - 9,000
Events	\$8,000 - 9,000
Tools & Integrations	\$7,000 - 8,000
Site Management	\$5,000 - 7,000
Content Entry & Migration	\$4,000 - 5,000
Systems & DevOps	\$8,000 - 9,000
Training & Support	\$10,000 - 12,000
Strategy & Project Management	\$12,000 - 14,000
TOTAL	\$193,000 - 228,000



Optional Scope

Below is a summary of all optional deliverables included in this proposal. Please let us know if there are any you would like to move forward with by placing a checkmark next to the item. Any of these items can be added to your project.

<input type="checkbox"/> User Interviews and Focus Groups	\$4,000 - 6,000
<input type="checkbox"/> Faceted Search / Filters	\$4,000 - 5,000
<input type="checkbox"/> Sync / Aggregation (sync Github events)	\$2,000 - 3,000
<input type="checkbox"/> Salesforce Integration	\$5,000 - 7,000
<input type="checkbox"/> A/B Multivariate Testing Integration	\$2,500 - 3,500
<input type="checkbox"/> Content Entry	\$150/hr
<input type="checkbox"/> Content Writing / Copywriting	\$150/hr
<input type="checkbox"/> Travel	\$4,000 - 8,000 / per trip



Additional Costs

We know that understanding total cost of ownership is essential to any large project. Below is a summary of other likely or possible costs for this project outside of initial project work completed by Modern Tribe. These numbers are estimates that will require some fine tuning once we begin working together.

Modern Tribe Yearly Maintenance & Support **\$30,000 - 90,000 / year**

We regularly collaborate with our clients to perform on-going platform work. We can easily fit in where you need us. Some clients like a structured development cycle and have a long term roadmap; other clients require a base level of quarterly maintenance in order to maintain securities and handle improvements in-house. The rhythm and pace of all work can be booked and scheduled as works best for both your budget and team availability. All ongoing work is billed hourly at a rate of \$185 / hour on a monthly basis. We have an annual minimum of \$30,000 for customers.



Payment Schedule

Invoices will be submitted by Modern Tribe at the end of each month; customer will remit payments within 30 business days as per service agreement. This project is billed as Time & Materials.

Contract Signing \$18,000 Security Deposit

A deposit will be held by Modern Tribe. Hourly billing will be deducted from the deposit at the end of the project. If there is a remaining deposit, it will be refunded to the customer.

Labor Rate: \$185 / hour

Material Fees

Licenses, media files, specialized software, server costs and any other assets required specifically for this project will be added as line items to the monthly invoice. When possible, we will encourage the customer to buy the materials directly, with our guidance.

Per Month 100% of Billable Hours

Modern Tribe will bill for all executed work except where it is marked explicitly as “Internal” or “Discount.” In those cases, the hours will be reported as non-billable. Progress reports are available weekly. The client point of contact is presented with the report of hours spent at least once a month, given the understanding that Modern Tribe has already done an audit and has to the best of their ability produced an unambiguous report.



TRIBE UNDERSTANDS

Publishing & WordPress

We've partnered with some of the world's brightest minds on the Web to solve complex problems. Working together with our client's we've created rich, engaging, positive experiences for their users and site administrators. We'd love to do the same for W3C.

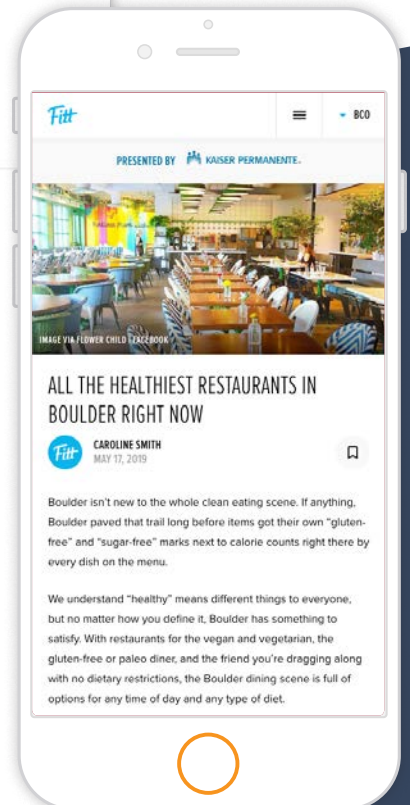
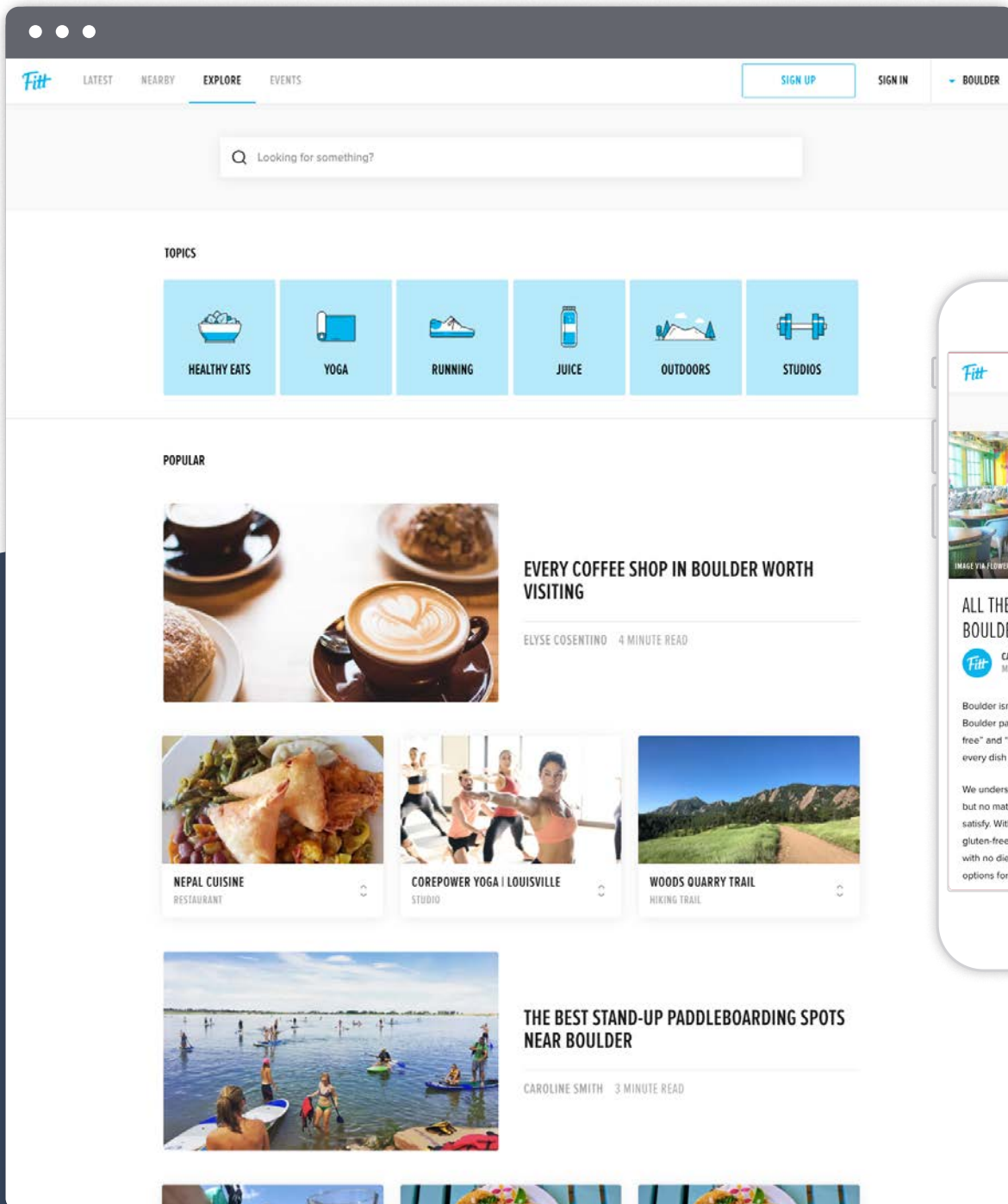
Some of our clients





Fitt

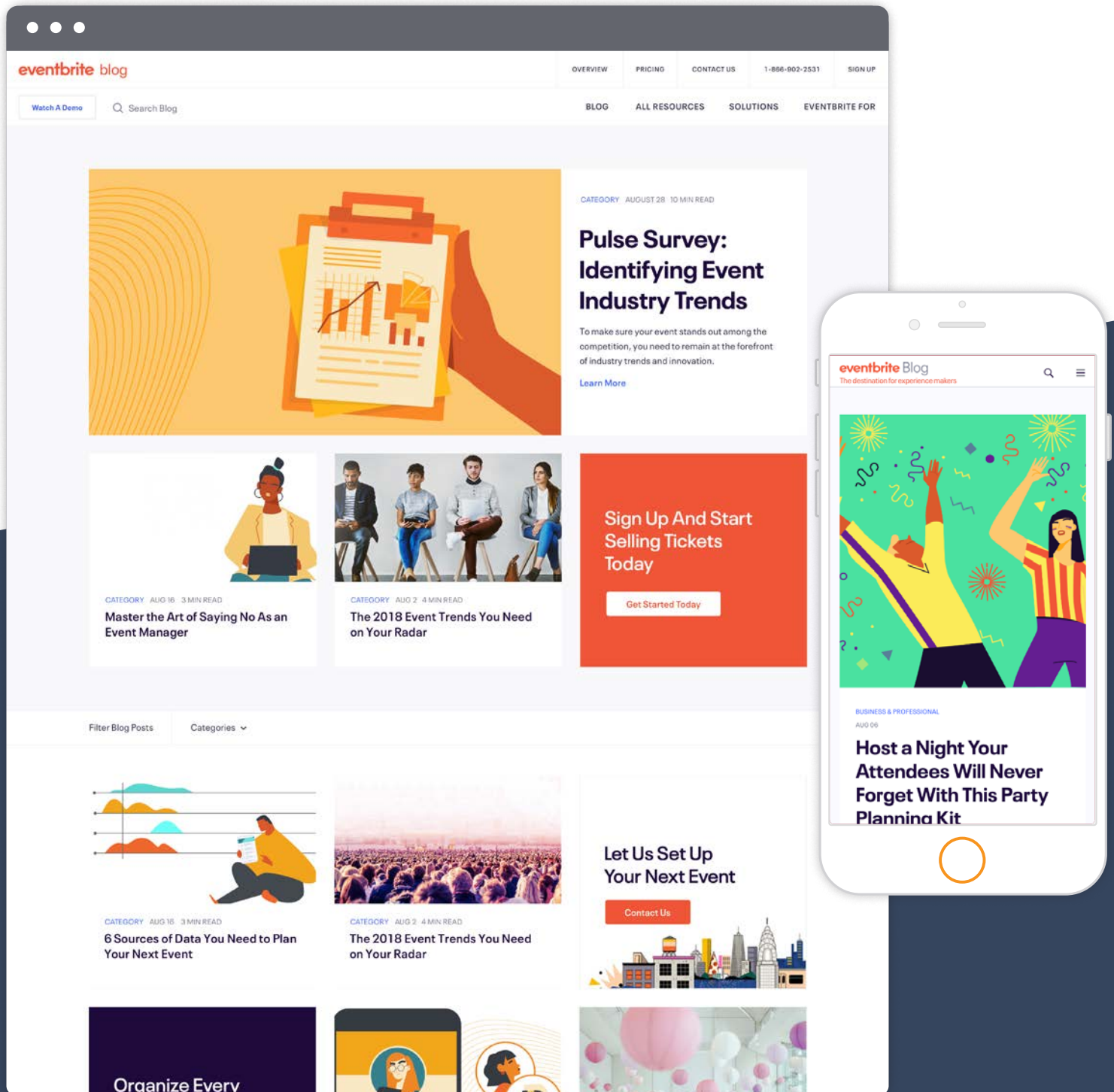
As a fitness and health and wellness startup, Fitt came to the table with some big ideas. Modern Tribe was hired to help put design-to-code and implement those ideas. We worked with the team at Fitt to build a large WordPress Multisite network, allowing for subsites for each featured city in the US (and expanding globally). Our team put together a platform that is focused on monetization via featured advertising and sponsored articles, content personalization via custom tools and logic we built into WordPress, and nuanced API integrations to service up geolocation-based content and events.





Eventbrite

As a preferred design and development partner, we have worked on a collection of marketing and web projects to support Eventbrite's growth and user community. We've crafted educational tools to train event organizers on the best way to produce great experiences; created a microsite focused on enterprise level events; implemented membership strategies and content personalization workflows, and completed a long overdue rehab of the blog, which will be extended to global markets in 2018 and 2019.





BigCommerce

When a commerce software provider needed UX, design, and development support, they came to us to help build the next generation of their website and tools to serve thousands of BigCommerce customers on WordPress. We provided strategy, and designed and built a new website template model for BigCommerce to utilize across their website network. From UX to navigation, and design to frontend development — Tribe was there to help. We are currently working with BigCommerce on a custom solution that connects BigCommerce’s scalable product catalog management to WordPress so that products could be merchandised on a self-hosted WordPress site. This plugin allows millions of customers to scale their businesses with WordPress through catalog management, processing payments, and managing fulfillment logistics, with BigCommerce on the back end.

The best of content and commerce combined

Content + Commerce

You've built a beautiful thing. Branding that draws an audience, content that brings them back, and a site that flows perfectly. With our WordPress ecommerce plugin, you don't have to compromise that beautiful thing for a fully customizable store.

Experience + Shopping

Commerce-as-a-Service lets you focus on tailoring your front-end experiences without treating ecommerce like an afterthought. Our BigCommerce integration lets your online store blend perfectly with the carefully crafted WordPress experience you've already built — meeting your customers' expectations every step of the way.

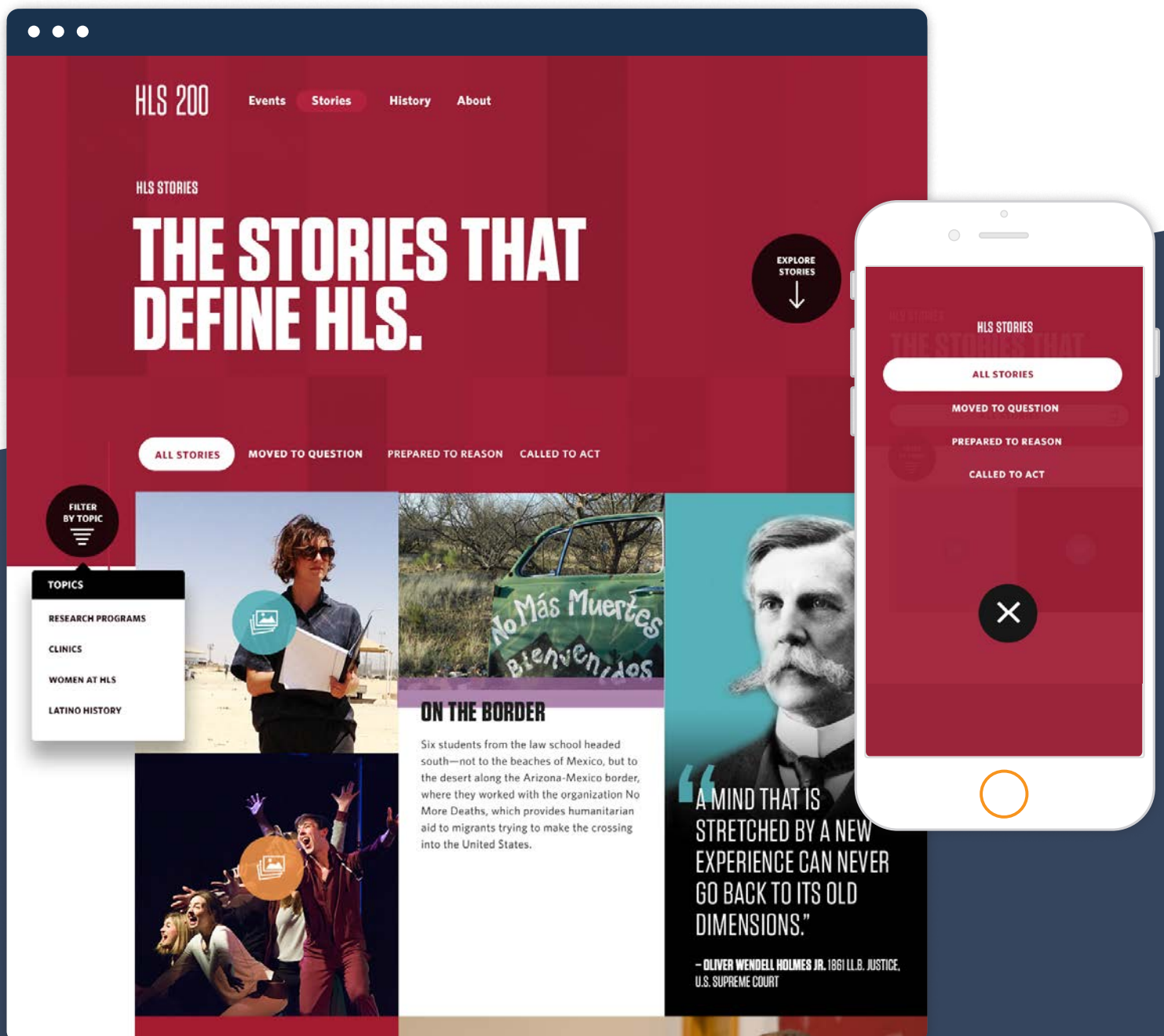
Multiple Sites + One Control Panel

Even if you sell across multiple WordPress sites, you shouldn't have to manage them all in separate places. BigCommerce gives you a single control panel to manage your catalog, orders, and shipping, all from one place. Streamline your admin experience and spend less time managing [ecommerce on WordPress](#).



Harvard Bicentennial

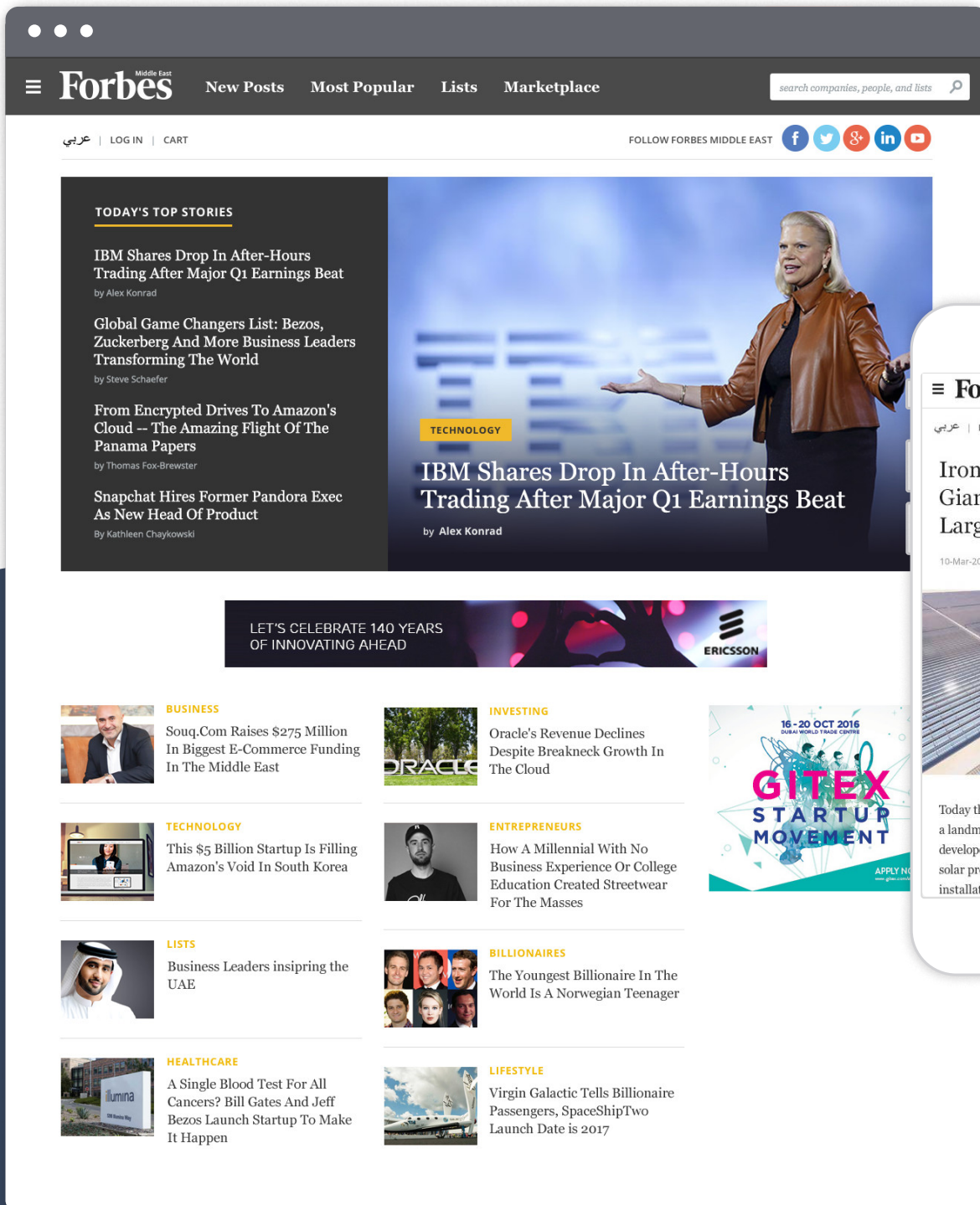
HLS200 is a site that showcases the history of Harvard Law School and promotes the events celebrating their 200th anniversary. Our team worked with Harvard to design and build a discovery-focused story 'grid', highlighting stories throughout the school's history, which are presented in various formats — links, posts, galleries, quotes, and videos. Designing unique user experiences is something we thrive on, so we worked with our client to design a map-based exploration page, allowing the user to view history in the context of location and time, highlighting interesting photos throughout their rich history.





Forbes Site Network

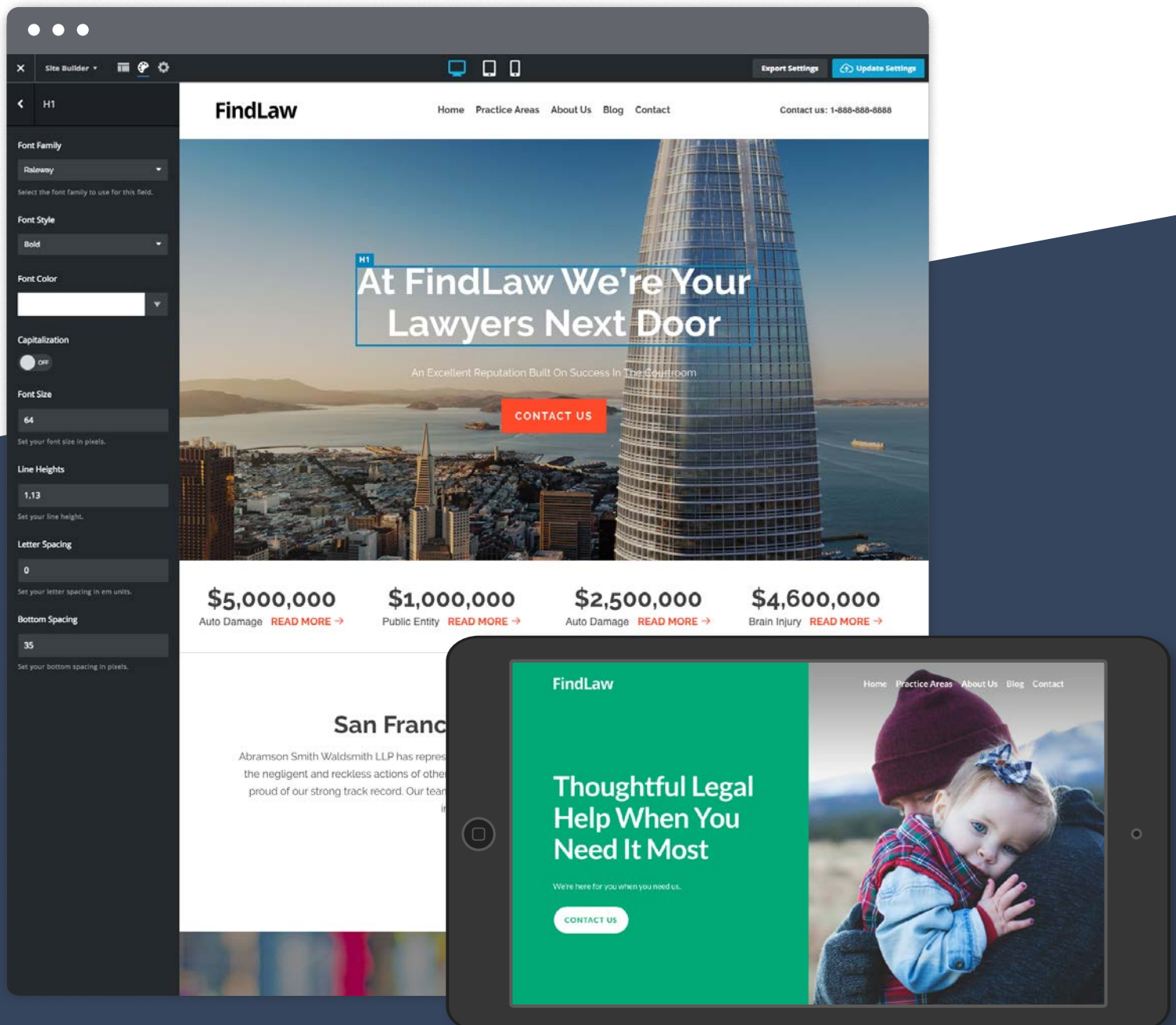
In 2017 Forbes was asked to move to WordPress and align their visual experiences with the global brand, focus on video integration and compatibility, implement monetization strategies, and showcase what's unique and similar in their global markets. Beyond simply a lot of articles and a complex migration from a home-brewed platform, this project included commerce, single sign-on integration, memberships, and subscriptions; finely tuned top lists, video and podcast integrations, globally recognized conferences, multiple languages, and social engagement tools.





Thomson Reuters

Marketing and driving new business for lawyers is an art that Thomson Reuters has mastered beyond all others. They manage the consumer presence for more than 25% of all law firms in North America. And historically, this meant hand-building a website for each of them. Modern Tribe was hired to transition their armada of 12,000 bespoke websites to a framework from which they could create a unique experience, while efficiently managing the system from the mothership. New sites can be designed, configured and published without developers, and all customers get access to upcoming innovations without crippling rollout and maintenance budgets and timelines. Site content is pushed and personalized by Adobe Target personalization tools, while leveraging subscription content on some of the heavily trafficked sites in the network.





Condé Nast: Food Innovation Group

Bon Appétit and epicurious.com have spent decades building platforms with tantalizing food photography and mouth-watering content that always leave us hungry for more. Condé Nast brought these two powerhouse brands together as the Food Innovation Group, or FIG, a new company capable of offering irresistible marketing solutions across a full spectrum of platforms. We designed a powerful marketing site and sales tool, as well as a new platform for creating bespoke client recruitment packages on the fly. The site was initially implemented with paywalls for premium content and membership signups to gather marketing qualified leads.

bon appétit epicurious
THE FOOD INNOVATION GROUP

THE FOOD INNOVATION GROUP

First in food
The Food Innovation Group (FIG) is First in Food for the most **social, scalable food content.**

From trend reporting to technology: The Food Innovation Group delivers the most sought-after, compelling food content to its robust audience of **75MM consumers.**

What we do

We deliver the most sought-after, compelling food content to its robust audience of **75MM consumers.**

FIG > Food Video Now On The Menu at Condé Nast

FIG Video Network:
Food Video Now On The Menu at Condé Nast

October 12, 2015 | First Reported: **ADWEEK**

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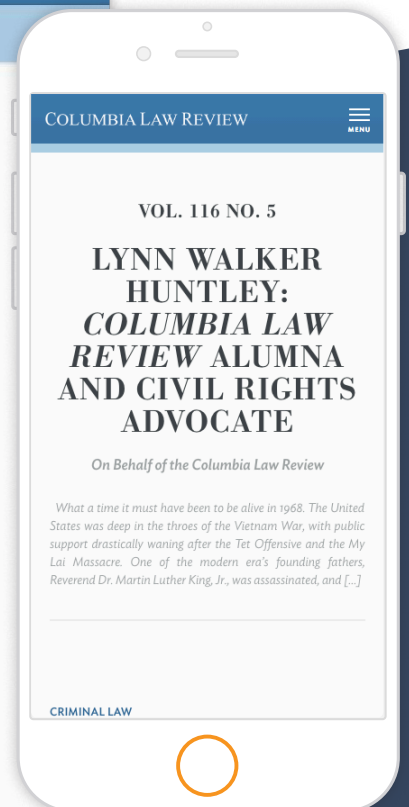
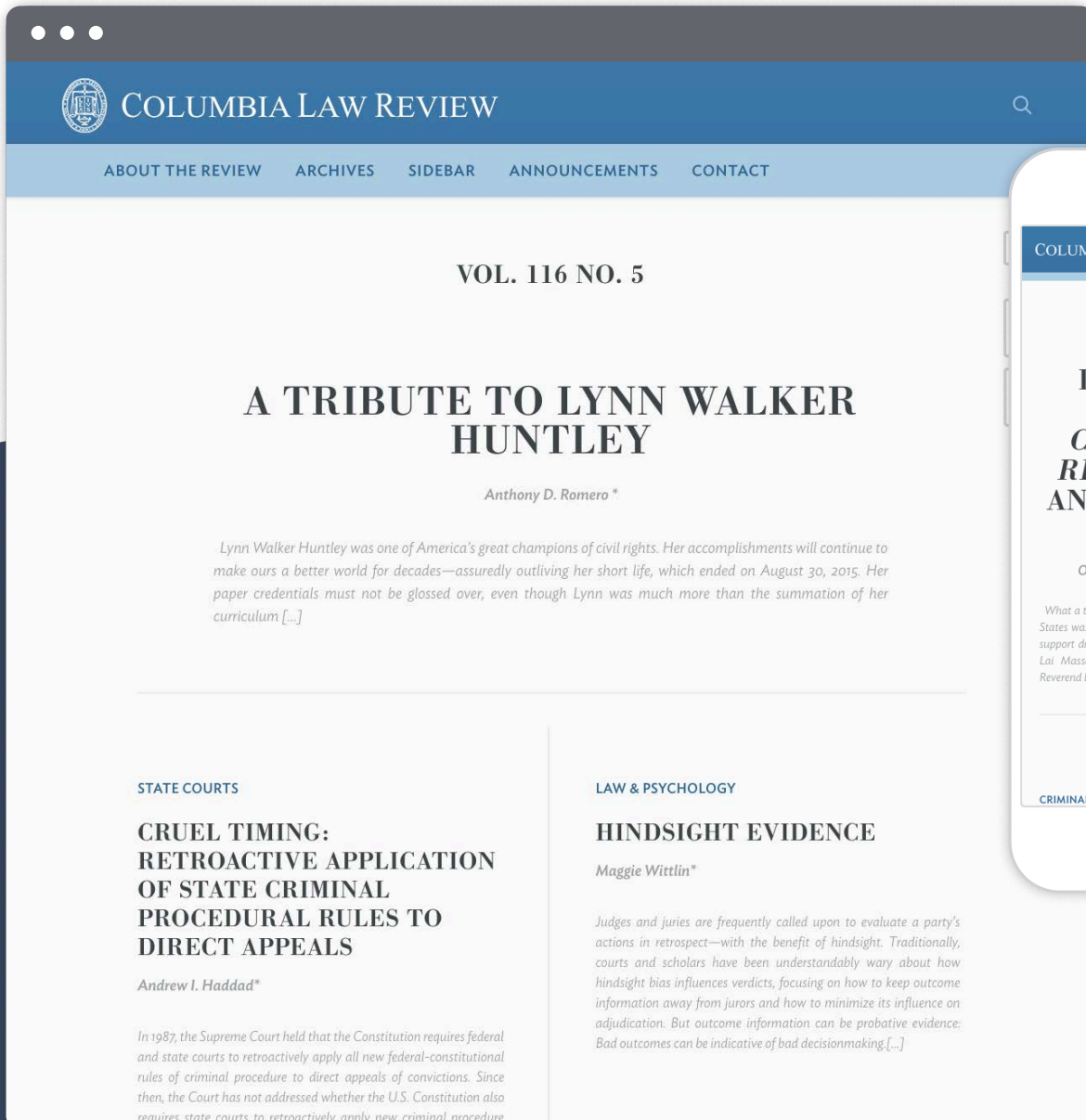
The Condé Nast Food Innovation Group (FIG) is serving up something new for foodies.

"There is a real need right now for innovative food programming," said Dawn Ostroff, president of Condé Nast Entertainment, the publisher's digital video, TV and film wing. So today, the company is launching The Food Innovation Group Video Network.



Columbia Law, Stanford Law & UC Hastings

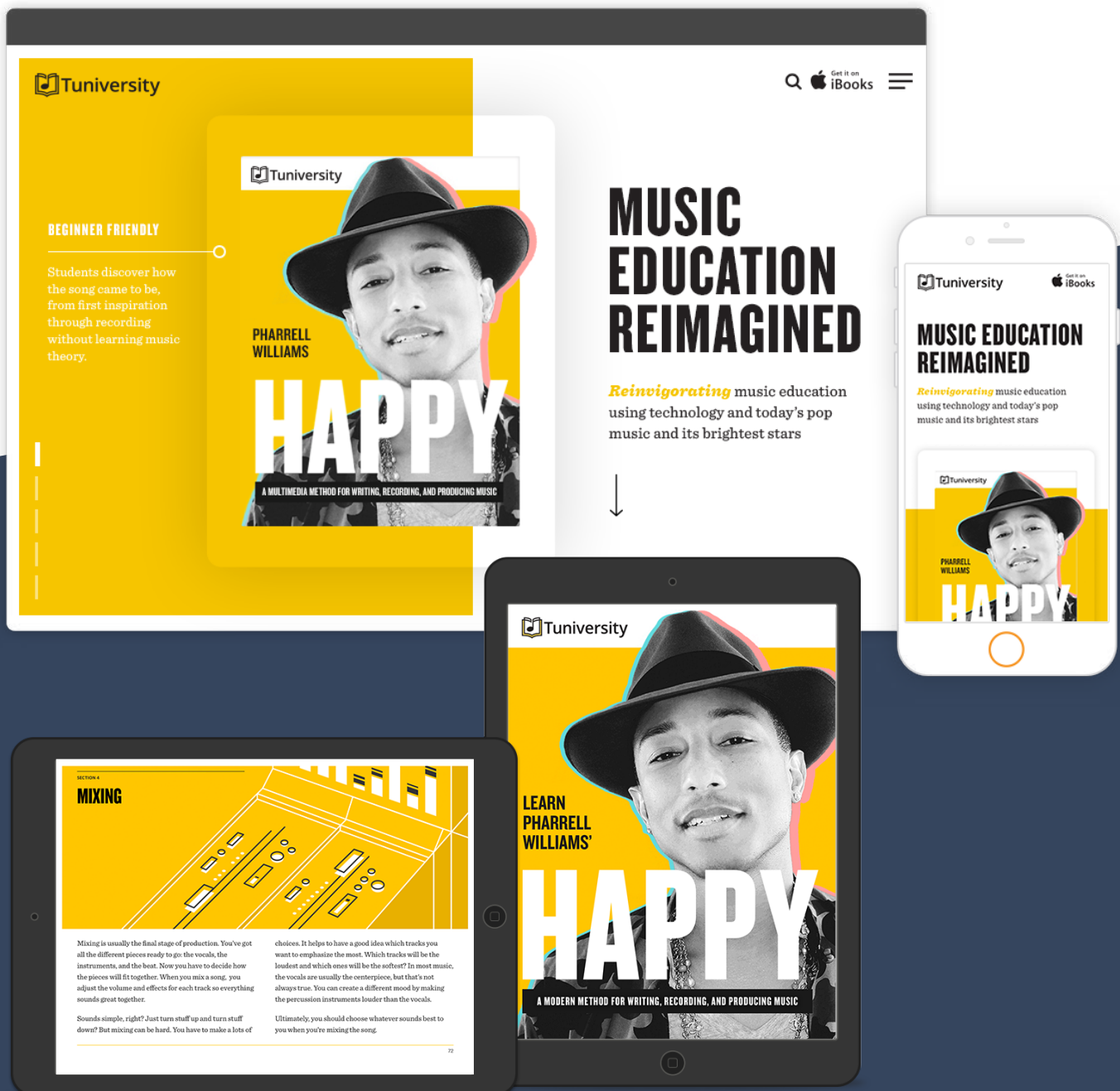
Our first introduction to working with the academia was the redesign of the UC Hastings Law Journal. They had discovered WordPress and were thrilled with the ability to take control of their content and website, empowering the editorial team and eliminating the dependence on external web developers for daily updates. In 2016, we returned to the challenge of ushering historic publications to the digital age, launching new sites for Columbia’s Law Review and Stanford’s Law Review. Mastering the nuance of academic publication, from multiple author and reference formats, reading length and jump navs for long form content, to peer-reviewed and custom editorial workflows, Modern Tribe has you covered.





Tuniversity by Pharrell Williams

Pharrell has been writing a book teaching music production and composition, based upon his experience with the song “Happy.” Modern Tribe was hired to design the digital e-book experience for the iBook platform. We just showed Pharrell the initial design work, and he was super duper happy. => Once we wrap up the book and it is approved by the publishing team, we will begin building a website for his audience including special tools to help aspiring musicians and students. Based upon the work to date, the publisher just asked us to work with Taylor Swift and Bruno Mars for the next project.





Our Team

We design and engineer touchpoints
in your digital ecosystem.

Beautifully and at scale.

A Modern Day Work Force

We've eschewed the ridiculous Bay Area rents and gratuitous office swag for the opportunity to work with some of the best and brightest from all over the world.

In today's day and age, there's no need for your digital team to be sitting down the block from you. We're experienced remote workers with highly effective means of managing accountability — so much so, that our leadership has been brought in to help Fortune 100 companies figure out how to remote work successfully.

Standard Project Team Structure:

- Project Manager
- Strategist / Project Lead
- Content Strategist
- Design Lead
- Development Lead
- Frontend / JS Lead
- Quality Assurance
- Additional team members based upon project requirements
- 3-7 projects average per team



Nice to meet you!

Modern Tribe, Inc.

80 S 8th St

Ste. 990 #87810

Minneapolis, MN 55402-2150

<http://tri.be>

S-Corporation

At A Glance

- 15+ years in business
- 118 team members
- 2 offices (or over 100+ depending on your perspective)
- 20+ simultaneous projects managed on average
- Customers include Stanford, eBay, MIT, Associated Press, UCSF, Mozilla, Harvard, Steelcase, Boise State, Macmillan, Salesforce, Bon Appetit, MTV, Seagate, Disney, CUNY, Westinghouse, Zillow, etc.
- Over 1,000 high traffic websites launched with monthly uniques as high as 25 million
- Dozens of high-profile mobile apps
- 3 Webby Awards, 4 Webby Finalists, 2 Interactive Media Awards, Gov 2.0 Grand Prize, Communicator Award, W3 Award & even a couple Mayoral Commendations
- #1 adopted, selling & grossing WordPress events management framework
- Open Source WordPress plugins totaling over 13 million downloads
- Founders of Freelance Camp
- Hundreds of thousands of dollars of our own money invested in major open source projects and core contributors to WordPress
- Team has spoken at over 50 conferences, from powerhouses like SXSW to industry insider events like EdUI, HighEdWeb, and How Design



Carly Strelzik

Agency Director • New York, NY

[linkedin.com/in/carlystrelzik](https://www.linkedin.com/in/carlystrelzik)

Carly has 15 years of experience leading enterprise projects. Previously the Director of Product Management at Conde Nast and VP of Program Management at Defy Media.



Travis Totz

Director of New Projects • Minneapolis, MN

[linkedin.com/in/travistotz](https://www.linkedin.com/in/travistotz)

Travis' unyielding passion for digital projects and his focus at Tribe is onboarding new projects and clients successfully — setting both the Tribe team and client team up for success. Travis has provided new project strategy, UX, and design work for projects ranging from the University of California, Disney, Cornell University, General Mills, Pharrell Williams (i am Other), and Forbes.



Ashley Flynn-Corbin

Project Manager & Delivery Manager • Miami, FL

[linkedin.com/in/ashleyflynn-corbin/](https://www.linkedin.com/in/ashleyflynn-corbin/)

Ashley has 10 years of experience producing large ad campaigns, website redesigns, and web / native apps. Ashley has assisted with many of Modern Tribe's Higher Ed projects and assists with delivery management across all projects at Tribe. Previously Project Management Director at Young & Rubicam.



Nick Pelton

Director of Technology • Minneapolis, MN

[linkedin.com/in/nickpelton](https://www.linkedin.com/in/nickpelton)

Over the last 10 years, Nick has led strategy, UX, and development on a myriad of high-profile projects, ranging from Boise State University to the Minnesota Opera, Best Buy, Walmart and Costco. Nick is extremely passionate about technology and building realistic, pragmatic solutions that are rooted in strategy.



Kyle Unzicker

Director of Design • Chicago, IL

[linkedin.com/in/kyle-unzicker-609841115](https://www.linkedin.com/in/kyle-unzicker-609841115)

Kyle Unzicker is a stay-at-home designer and family man. Over the last seven years, he has led strategy, design, and frontend development for clients such as Harvard Law School, eBay, Mozilla, and Steelcase.



Sarah Gless

Design Lead • Chicago, IL

[linkedin.com/in/sarahgless/](https://www.linkedin.com/in/sarahgless/)

Sarah Gless is a designer born in Iowa and raised by the internet. She has collaborated with strategists, developers and writers on a variety of projects — from product design to video production — with industry leaders, including Google, Boise State University, YouTube, Harvard, Gusto, and Dev Bootcamp.



Ryan Urban

Frontend Engineering Manager • Mobile, AL

[linkedin.com/in/rcurban](https://www.linkedin.com/in/rcurban)

Passionate about standards, accessibility, and creating elegant, reusable frontend code, Ryan consistently drives our team towards excellence. Ryan is the lead developer for multiple major Stanford initiatives. With a master's degree in economics, he has shown a gift for balancing strategic problem solving with technical hurdles.



Nicholas Smith

Frontend Developer • Minnetonka, MN

[linkedin.com/in/nicholas-matthew-smith-62740734/](https://www.linkedin.com/in/nicholas-matthew-smith-62740734/)

Nicholas is a front end lead at Modern Tribe. Nicholas enjoys solving problems and creating systems that are fast and efficient — most recently for Little League and Cornell University. Beyond his life at Modern Tribe, Nicholas spends most of his time creating intricate visual and audio collages, tending to his garden, and reading.



Rachel Segal

Senior Product Strategist • BC, Canada

[linkedin.com/in/rachelsegal/](https://www.linkedin.com/in/rachelsegal/)

Rachel has been working as a strategist for over twelve years. An integrated communications problem solver and brand planner, she has cultivated a broad range of experience within digital which informs her thinking and approach on each new project. Rachel started her career establishing new brands and leading content strategy for tech startups before crossing over to the agency side. Before joining Modern Tribe, Rachel spent several years leading digital strategy for a number of North American accounts at a leading global communications firm.



Matt Batchelder

Backend Engineering Manager • Plymouth, NH

[linkedin.com/in/borkweb/](https://www.linkedin.com/in/borkweb/)

With nearly two decades of full-stack development experience, Matt currently co-leads a team of 14 backend engineers at Modern Tribe across the agency and product teams. He's passionate about WordPress and spends his time fine-tuning our process and leading our development teams to highly successful outcomes. When he's not digging into technical challenges with Tribe, he's often spending time with his family, hiking, camping, or developing his mastery of karate and bacon.



Aaron Speer

Back-end Development Lead • Minneapolis, MN

[linkedin.com/in/aaron-speer-473351a3/](https://www.linkedin.com/in/aaron-speer-473351a3/)

Aaron is a back-end and Senior Developer at Modern Tribe. He started his web development career at an early age, creating video game fan-sites filled with shady shareware links and egregious abuses of blink tags. Instilled with a passion for tinkering with things he doesn't understand and a drive to learn as much as possible, he has slowly refined his experimentation into a comprehensive set of development skills. He now spends his time finding inventive solutions to difficult problems and expanding his web toolkit.



Andrew Adam

Quality Assurance Manager • Toronto, ON, Canada

[linkedin.com/in/andrewadam](https://www.linkedin.com/in/andrewadam)

Andrew Adam is a passionate business professional with over 10 years of experience in a range of fields including marketing, design, development, and strategy. With his extreme attention to detail and focus on process, Andrew leads Modern Tribe's Quality Assurance team to make a large impact on each project.



Our Services

If you share our love for simplicity and beauty, there's a good chance we're the right fit for you.



Design

We believe in user-centered, goal-oriented design. With a deep bench in user experience and user interface, we've designed internal workflows and tools (eBay, SAP, Steelcase), core functionality for operating systems (Mozilla), and many consumer-facing applications (Maker Media, Dictionary.com, eBay, CNN, Blackberry, AOL, City of Santa Cruz, Boeing). 100% pure design projects make up about 1/4 of our book of business.

Web design is the bulk of our work. We are often tasked with solving the abstraction of content, layout, and aesthetics, as we specialize in building massive multisite frameworks. That means we think carefully about the role of content and its re-use, and the development of the narrative is a critical part of the design process. Designed with your business strategy and demographic in mind, we transform your brand into a digital experience. We've designed for huge data sets (AP, Townsquare) and for high-touch (AMC, Bon Appetit, MTV). We bring you fresh perspectives, bright ideas, and unique experiences.

We pride ourselves on versatility. When customers look through our projects, the first comment is often about the wide range of styles and approaches. We set out to solve real problems for users and design for their needs and use cases. Beauty is a core part of a great experience.



WordPress

We specialize in the design and development of industrial strength WordPress implementations. WordPress is an open source content management application backed by an international community of expert developers and utilized by many of the world's largest corporations. It's stable,



robust, and best of all — WordPress is extremely easy to use. We've designed and built many multisite networks (Gigaom, MTV, Steelcase, RadioOne, MIT, Boise State University, Townsquare Media, Harvard, Seagate, Disney), producing nearly 1,000 sites, many of which individually attract more than a million unique visitors per month. Every multisite project has unique challenges that must be hurdled. Through these projects we've encountered many of them, and have developed a solid technical process that allows us to identify problems, troubleshoot, test, and deploy solutions.

We build WordPress sites that solve business problems, and make delightful discovery and reading experiences for users.

We specialize in pushing the boundaries of what WordPress can do. Full galleries, social media and extensive API integrations, event management, WP > print (PDF, ePub, Mobi, Illustrator), frontend authentication and single sign-on, custom layouts and designs that transcend the traditional blog, community sites with forum integration, live streaming media — you name it, we can design it and code it.

We believe in user-centered, goal-oriented design. We build WordPress sites that solve business problems, and make delightful discovery and reading experiences for users.



Mobile + Devices

As connectivity spreads from phones to TVs, to kitchen appliances and store kiosks, designing for mobile and connected devices has become an essential requirement for any tech business worth its salt. Modern Tribe believes in mobile; it forces focus on the message rather than the features. Modern Tribe has designed and built dozens of device-specific mobile phone applications (SAP, eBay, Mozilla, Ask.com, Dictionary.com, GigaOm, Surfline), applications for televisions, kiosks and digital signage (Panasonic, Westinghouse), and a grip of mobile-friendly websites. We've designed and implemented a vast array of mobile web solutions and responsive designs (Yahoo, eBay, Steelcase). Modern Tribe specializes in bringing solid UI and engaging aesthetics to this highly variable landscape.



Prototyping + R&D

Modern Tribe projects often starts with a challenge, not a feature request.

How do you centralize accountability across a distributed supply chain? — *SAP*

What can you do that's new and cool with a mobile phone and a television? — *PANASONIC*

How can you energize a police officer training platform (cops have fallen asleep in our user study)? — *BOEING*

And we dream up solutions. Sometimes they take the form of sketches and wireframes. Sometimes they turn up as inspirational videos and narratives. Often they become interactive prototypes. Modern Tribe delights in pushing the boundaries of what's possible to re-envision current technologies.

It's not all pie in the sky dreaming though. When SAP asked Modern Tribe for a vision of collaborative technologies 5-10 years in the future, they were looking for ideas they could act on. Several of these prototypes (for SAP, Westinghouse, Panasonic, Ask.com) have become full-fledged products.



References

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Dylan Fitzpatrick

Channel Marketing Manager, Growth Marketing Team
Eventbrite
dfitzpatrick@eventbrite.com

Modern Tribe delivered beautifully designed and thoroughly tested outcomes for us without fail. I have never come across another company like them for producing excellent results on-time and on-budget without compromise.

~ Director of Technology, Macmillan Education



An Overview of Our Process

Anyone who has walked the journey of a substantial project will tell you that each step leads to new understandings and that scope is often fluid until your site is live and users are happy.

Agile: Iterative Discovery & Planning

We craft our projects through an agile development process. We break the work into tangible four-week sprints, with a handoff of actual strategy docs, wireframes, design, or code at the end of each sprint. See the Milestones & Schedule section for a more detailed breakdown of the sprint process throughout the lifecycle of your project.

The sprint begins with a planning process. We review the knowledge gained from discovery and feedback during the previous sprint. As new feature requests and scope modifications are discovered, they are added to the list of available features tracked in our project management system. The project lead grooms the feature set, then creates a proposed sprint. As a team (project and technical leads along with your key points of contact), we then work together to triage potential tasks and features to populate the sprint. Once the scope for the sprint is finalized, a specific budget is allocated to the sprint and approved by the Point of Contact. At that point, both budget and scope are fixed for the duration of the sprint.

We start every project with a dedicated discovery process. The initial discovery is key as we try to identify as many of the possible use cases, even if they're not immediately viable. We want to architect a springboard for future initiatives, not build technical debt. We'll take that one step further to find and document the specific pain points of your current publishing environment, dig into analytics to understand user patterns, and explore best practices across your website(s). We'll work closely with the staff to outline a site organization that makes content discovery easy. In a traditional software process, this is entirely front-loaded down to the smallest detail, takes months, and then everyone spends the rest of the project focused upon implementation. With an agile process, we'll begin with the high level, and then with each sprint pick off a specific set of features to deep dive.

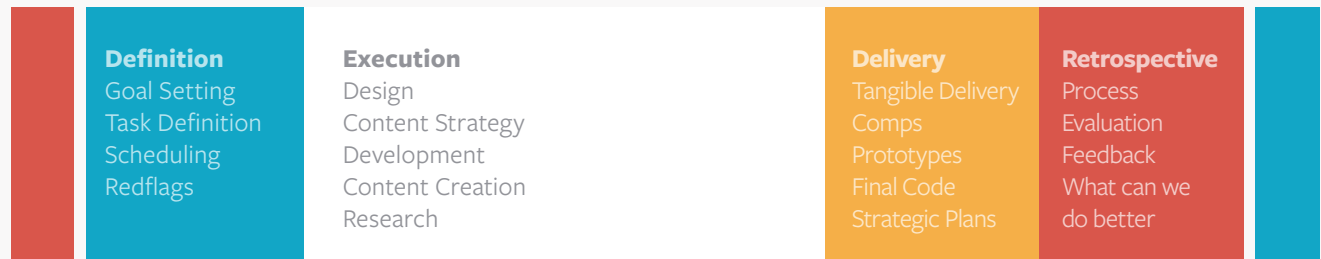


Figure 1. Sprint Process

Modern Tribe only takes on projects where we strongly believe we can help our customer win. It is exceedingly important to us that we set each other up for success. This is the time to do it. Mostly this amounts to lots of Google Hangouts / phone calls, notes, wikis, sitemaps, schedules and careful scrutiny of our collaborative game plan. Complex features will be further defined and examined. The goal is to identify and plan for any problems early in the process that may affect our key project tenets: Scope, Timeline and Budget.

Wireframing

Wireframing is the process by which we think through problems. It's lightweight, fast, and exploratory in nature. It allows us to examine content organization, navigation, and functionality without being distracted by visual elements like color and font. Wireframes are not sacred. They will flex and change throughout the design and development process, but they are the first step. Modern Tribe will likely want to review progress with your team once or twice per week at this stage.

Once Wireframing is complete, then the design team will have what they need to render complete designs, and the Modern Tribe development team will have what they need to get started building features.

Prototyping

We will build lightweight interactive prototypes to test specific organizational patterns and user interface elements. Prototyping will focus on front-facing navigation and content organization. We'll also prototype the enhancements to the admin publishing interface to ensure our solutions are the right ones.

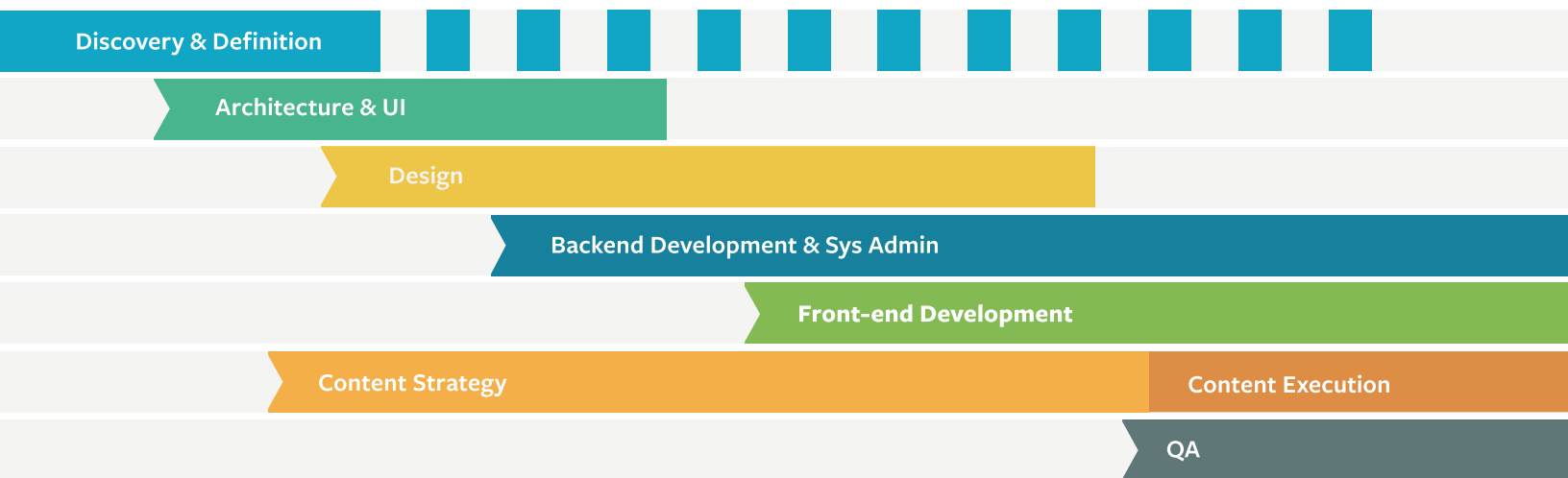


Figure 2. Project Flow at Modern Tribe

Design

Modern Tribe’s design process is both iterative and collaborative in nature. Knowledge gained in the discovery phase will inform our designs. By using our wireframes as a base, we’re able to quickly iterate different visual layers looking to find graceful, delightful, and on-brand visual solutions.

The visual design will begin with a high level look and feel. The look and feel is generally presented in two different initial comps of a primary page (typically home), followed by a single revision round to consolidate feedback. We will then present two comps to demonstrate the site customization options as well as panels in action. Modern Tribe will craft and document a design system that lays out standards in colors, typography, grid systems, and basic elements (pulled from your brand style guide). This is an iterative process performed in close collaboration.

Once the initial look and feel is signed off, the design system is extended to the secondary features. Design comps will represent the site at key screen size breakpoints (specifically desktop & mobile), illustrating the behaviors the site adopts on different devices and viewports. Tablet sizes will be addressed in code during theme development.

We are well accustomed to adjusting our design process to accommodate the unique challenges that come with working in your industry. Our goal is to help you succeed within your organization.

The design system will be documented through the use of a private wiki, available to both the Modern Tribe development team and your team. Final adjustments and edits will be made to the design system during the theme development phase of the project. This will account for ideas that worked well in Photoshop, but not as well in the browser. These edits will be documented via notations to the design wiki.



Development

Typically we think of development in terms of ‘plugin / backend development’ and ‘theme development’. Plugin development tends to have little visual impact but addresses functionality. Theme development is light on functionality and is mostly a visual implementation effort.

Modern Tribe will be starting plugin development early on to prepare the core functionality needed for the theme developers. Plugin development can happen immediately after the wireframes are complete. Often this phase is known as a ‘blackout period’ as it tends to be difficult to display progress on backend functional code before the UI has been applied.

Theme development, however, will be largely reliant on the execution of the designs. It is possible and likely that theme development will start when the first few designs are complete and will continue to stagger with the completion of designs.

In general, development requires less communication early on and more communication towards the end of the process. Depending on the rollout schedule and project pace, regular dev meetings will vary between once a week or multiple times a week.

Migration

The initial content required for launch will be determined together. Launch content will be migrated to the staging site during the production phase of the project. Additional content staging areas will be set up to allow for the transition of subsequent sections.

Deployment

We will work closely with your internal IT team & hosting provider to devise and implement an effective hosting environment. That environment will include development, staging, and production sites. Our code will live in GIT repositories that feed into the hosting environment so all members of the team — both Modern Tribe and your own — will always have access to all of the code. Modern Tribe will provide the technical solutions for your team to manage 301s and deal with domain mapping for the initial launch.



What It's Like to Work With Us

We aim to be happy, helpful, curious, and accountable. We always look to answer questions straightforward and honestly. More than anything, we strive to produce work that we are proud of and enjoy all aspects of the process.

We love to launch projects. We believe that accountability is the primary trait required to hit that goal. But accountability is more than just delivering when we say we're going to. It's about setting expectations, communicating through challenges, and approaching every project with a high degree of transparency. Surprises are fun at birthday parties, but not so much in web development. In fact, nothing makes us happier than a launch that is sort of 'boring'.

There are a number of things that we do to ensure and support our accountability.

Project Management & Meetings

Building a website is a collaborative effort. Modern Tribe has a highly systematized approach to handling accountability, collaboration & timelines. Projects are staffed with an experienced strategic / technical project lead working in collaboration with a dedicated project manager, with experience managing and executing large-scale projects and strong communication skills. They will serve as the "point of contact" throughout the life of the project.

Regular, scheduled meetings are held with key stakeholders from initial discovery through launch. At some stages of a project, the regular meetings are brief check-ins and status updates. Others are deep dives into the nitty-gritty aspects of your projects. For those meetings, we always bring blackened ahi eggs benedict and smoothies (but we're distributed, so you'll likely need to go on your own coffee run).



All tasks are managed within our project management system which is fully available to the client point of contact. The system is deeply integrated with our development environment (source control, rights access...) and provides full transparency into our progress. Modern Tribe has a semi-agile development process with regular scrums to keep the development and design teams focused and on track.

Development Philosophy

Our development philosophy can be distilled to essentially one word: pragmatic.

We have built enough large projects that we've come to learn a thing or two about the difference between idealistic and practical coding. The goal is not to produce the most beautiful code but to produce the most comprehensive solution using easily readable code. In fact, we aim to solve not just for today's requirements but for tomorrow's inspirations.

The most well established solution out there is WordPress. We see it as not just a website platform, but as an application framework. As such, it is incredibly flexible and has the largest adoption, community, and support of any system in the world. It tends to be our first choice. However, we are not married to it. We are happy to utilize the most appropriate technology for a given situation.

We have built a highly practical and quality oriented development workflow. Just about every feature that we build is developed in its own GIT feature branch. That way we can easily test and advance or withdraw features without affecting the overall project timeline. This mode of working also allows us to code review every feature and use that as a learning opportunity for all of our developers. This accelerates our education and growth and unites us as a team.

At the end of the day though, none of this matters if your website or application is not performant. We see performance (load time) as a critical key to success in digital media. We use New Relic religiously to monitor releases and we profile our code for performance as much and as intensely as budget permits.

Starting from planning and architecting solutions, all the way through to building, testing and deploying code, pragmatism is the Modern Tribe developer's guiding light. Strategy and design is where all the adventure takes place. Our goal in engineering is to make sure the ship sails quickly and safely.



Quality, Support & Maintenance

Quality is a journey.

Quality Assurance will be handled in tandem. Modern Tribe knows the code. You know the organization's needs and the user's expectations. A Modern Tribe QA person will be assigned to the project and stay with the project for its entire lifecycle. This person will partner with the Modern Tribe lead and the client team to keep the features stable and working as expected.

WordPress core and plugins require regular updates and maintenance to stay secure. These should be scheduled and planned for. As your team begins to use the system, we can almost guarantee a barrage of feature requests and optimization needs. We HIGHLY recommend that on top of an annual maintenance budget, you plan funding for a smaller second round to be tackled during the quarter after the launch. It would also be advisable to use some form of feedback management system such as User Voice to track bugs or feature requests.

The Long Term

We often continue to develop new features for platforms we have developed for years following the initial launch. Our longest collaboration ran just over 11 years.

A good website is a living and breathing organism which should evolve with the needs of its constituents. Ongoing work for many of our clients includes small bug fixes, feature design tweaks and new requests and features that are added to the roadmap. Modern Tribe is happy to offer both new design and development services for you moving forward. We generally cater our on-going maintenance work around what works best for our clients, and we're happy to discuss options and routes as we work together throughout the project lifespan.

One of the best vendors in my 13-year career!

~ Keith McCluskey, Sr. Director, Online Strategy, Harvard



Acceptance

This proposal is valid 90 days from the date of delivery. Any change to this contract shall be subject to mutual written agreement of the parties. All parties agree to the terms and conditions within the Master Services Agreement.

IN WITNESS WHEREOF, the parties have so agreed as of the date written below

Acceptance: The Client

Client Legal Name: _____

Signature: _____

Print Name: _____

Title: _____

Date: _____

Acceptance: Modern Tribe, Inc.

Signature: _____

Print Name: _____

Title: _____

Date: _____



MODERN TRIBE

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