



Website Redesign and Development Proposal

Prepared For: The World Wide Web Consortium (W3C)

Prepared By: Abhinav Bhattacharyya, Founder at Generic Exchange

Project Overview

The World Wide Web Consortium (W3C) is seeking an experienced vendor to redesign and develop their existing website (www.w3.org), in alignment with their mission & objectives. The new website, built on the WordPress Content Management System (CMS), needs to be more interactive, appealing, engaging, and easily navigable for its expert & non-expert staff, key audiences and stakeholders. The goal of the website is to incrementally redesign it and revise the information architecture, to showcase what W3C offers, communicate the W3C brand more effectively, and motivate people to participate in the organization.

Key Project Goals

- Create a website that is modern, dynamic, visually attractive, interactive, & easily navigable with improved usability for all key audiences, developers, members, businesses, executive decision makers, and entrepreneurs
- A mobile first website that is fully-responsive, with a modern & intuitive UI, built to work across platforms, devices, & screen sizes
- Enables easier overall content creation, administration, maintenance & a user-friendly Content Management System on WordPress
- A clear, cohesive, and compelling organization narrative through a comprehensive website architecture that builds the website's general awareness, showcases events, announcements, programs, initiatives, and improves engagement
- An intuitive homepage navigation & search functionality that allows easy access to relevant information, resources, and tools
- Has dedicated entry points for all key intended audiences (members, crowdsourcing, stakeholders) to ensure quick access to targeted & relevant information, thereby creating the optimal user flow, increasing user engagement, enhance and extend W3C's exposure
- A consistent and scalable website redesign that caters to the first phase (public-facing pages that are most "corporate"), while taking into consideration the redesign and development of future phases
- Is a safe and secure (SSL only - https://) website that is backed-up (at least weekly)
- Simpler and robust editing/maintenance of the website and the content
- Utilizes SEO-friendly page naming conventions & has good Search Engine Optimization ratings
- Adheres to and is an HTML5, WCAG 2.1 & W3C standards compliant website

Who Are We?

At **Generic Exchange Consortium** (the umbrella Organization), we craft ground breaking creative Design & Development strategies for a plethora of clients, in more than 12 domains, that are making a difference in this world, with an intricate connection of User Experience in mind. In collaboration with our subcontracting partners - **Chevaun**, which is our consulting wing in terms of technical strategy, revolutionary UI/UX design & brand governance. **PencilsTribe**, which caters to the overall Creative Design Implementation stages of a Project. **Vartag**, which is a Core Website & Application Development firm. And **Great Param**, a quintessential Software and Solution Maintenance Subcontracting Partner.

Our Process

1.) Listening To Your Needs

We ask powerful questions to understand your organization deeply. Active listening is an integral part of our process. It helps us and our clients to focus on the most important demands of your business. This further helps us collect, validate & summarise the organization's requirements. And, accordingly we set specific goals for our project.

2.) Creating A Winning Strategy

We create winning strategies to achieve each and every single goal of our clients. Whether it is redesigning and developing the existing website using the WordPress Content Management System (CMS) to make it more interactive, appealing, engaging, easy to use & maintain. Or by implementing current web best practices and technologies, revising the information architecture, creating a content strategy and revamping the visual design. These strategies will help achieve the organization's goal to provide their audiences with the best information in a more user-friendly fashion, motivate participation in the organization, and communicate the nature and impact of the W3C more effectively.

3.) Perfect Execution (Agile Project Management & Delivery)

We implement our winning strategy by creating outstanding websites and marketing materials for your organization; with Rapid Application Development through weekly sprints, Scrum meetings with the Website team, Communications team, Systems team, W3C management, W3C team, W3C Advisory Board, and broader W3C Community for updates on Project deliverables progress, weekly/monthly reports and stats updates. We collaborate with you to get continuous feedback on our work and when you love it we make it live for your clients.

4.) Continuous Optimization & Support

With changing needs and behaviours of your clientele, we continuously optimize your website and marketing materials to keep them updated and relevant. By facilitating rapid iterations of content and design, we create systems to help you grow and expand your brand's effectiveness, presence, & popularity in the global community that ensure the long-term growth of the Web.

Our Team -



Abhinav Bhattacharyya

Solution Consultant & Program Manager

CHEVAUN



Nishant Punia

UI/UX Lead & Digital Marketing Specialist



Anubhav Bhattacharyya

Web Development Lead & SEO Specialist

VARTAG[®]



Mumin Gazi

CMS Development Specialist



Mucella Caglayan

Digital Artist

VARTAG[®]



Halit Sakir

Web Developer



Emrah Kilinc

IT Consultant

pencilstribе



Kalyan Gogoi

Digital & Graphic Design Lead



Manas Baruah

Brand Evangelist



Amit Kumar

Integration Specialist

A Few Case Studies/Previous Projects/Prototypes

CVs of proposed team members, our branding & design portfolio have been attached along with the formal proposal e-mail.

References & Experience

Company Name: Royal Dutch Shell: Retail On Brand solution

Project: Brand guidelines registration for Shell Brand and Visual Identity across Retail environments

Website URL: <https://retailonbrand.shell.com>

Company Name: Sültaşa Hotel

Project: WordPress Website Development from concept to completion with a seamless Booking experience

Website URL: <https://sultasaotel.com/>

Company Name: Yörük Süt

Project: WordPress Website Development from concept to completion

Website URL: <https://www.yoruksut.com.tr/>

Company Name: Chopra Coaching

Address: 6101 Aqua Avenue Suite 301, Miami Beach, FL 33141

Contact Name and Title: Rajan Chopra (Founder) **Website URL:** <https://chopracoaching.com>

Phone Number: 609-439-9091 **Email:** rajan@chopracoaching.com

Company Name: CQ Associates LLC

Address: 201 Varick Street, #815, New York, New York 10014

Contact Name and Title: Cory Carlesimo (Co-Founder) **Website URL:** <https://cqassociate.com>

Phone Number: 917-664-7161 **Email:** cory@cqassociate.com

References (contd.)

Company Name: Göksan Çadır

Project: WordPress Website Design & Development from concept to completion

Website URL: <http://goksancadir.com>

Company Name: Ramazan Şimşek

Project: WordPress Website Development from concept to completion

Website URL: <https://ramazansimsek.com/>

Experience & Technical Expertise

We have the combined experience of 9+ years designing and developing websites.

- HTML, CSS & Javascript
- Wordpress CMS & Plugins
- SEO - Link Building, Page Indexing, Content Optimization, Keyword & Competitive Research
- UI/UX Design
- Logo Design
- Interaction Design
- Information Architecture
- Tools - Adobe Color, Coral Draw, Sketch, Invision, Buffer, SEMRush, Buffer, Atom Editor, KW Finder, Buzzsumo, MailChimp, ConvertKit & ConstantContact
- Adobe Creative Suite - Illustrator, Photoshop, Indesign, Lightroom, XD, Premiere Pro, After Effects and Animate

Our Service & Key Deliverables (We will be there with you on every step of the way)

#Phase-wise Web Development (Professional, Fully-Responsive, Secure & 24/7 Live Websites For Your Organization)

- Fully-Responsive, multi-lingual Website - for Mobile, Desktop & Tablet (conforms to responsive website design principles)
- Divi Page Builder for easy edits (WYSIWYG)
- Has dedicated entry points for all key intended audiences to ensure quick access to targeted & relevant information
- An intuitive homepage navigation & search functionality that allows easy access to relevant information, resources, and tools
- Integrates with existing W3C-maintained back-end services
- Support for bidi (content and navigation)
- Google Analytics to track the right numbers for your business
- Google Webmaster tools to check indexing status, KPI tracking, and optimizing website visibility
- Third-party systems and plugin integrations through well-established APIs
- Adheres to and is an HTML5, WCAG 2.1 & W3C standards compliant website
- 1-Premium Wordpress Theme (Allow the technical staff to make easy edits with in-built components)
- 24/7 Email & Chat Support

#Conversion Optimization

- Traffic & Conversion Analytics (Analyzing the 2019 stats for Matomo and thr Website)
- Audience Research (strengthen & simplify the information accessibility system in place for audiences & building overall user engagement)
- Prioritized audience targeting & building website awareness based on audience research, usage patterns, and user feedback
- LIFT Model To Increase Website Conversion
- Related Brand Elements, Typography, and Extensions Exploration

#Web Design (World-Class Designs for an intuitive navigation & UX)

- Current Website Audit
- User Interface (UI), User Experience (UX) and Information Architecture Design (IA)
- Home Page Design Prototypes that reflect integration of several types of content
- Web-Page Design Prototypes based on selected Home Page Design
- Wireframes & Navigation Layout
- Personalized Web Design for your business
- Weekly Activity Reports

#Brand Design (A Consistent Visual Identity to Show Your True Personality & Expertise)

- Brand Guidelines
- Color Palette
- Typography
- Complete Library of Graphic Elements
- Existing Style Guide Review and Development

#SEO (Rank Higher On Google)

- Meta Tags - Title & Description Tags
- Google Indexing
- Webpage Load-Time Optimization
- Search-Friendly Website Architecture
- Optimized to be compatible across Search Engines
- XML Sitemap refinement and resubmission for indexing
- Robots.Txt
- Monthly Website Analytics Review

#Content Strategy

- Content migration feasibility testing
- Content Audit
- Current Web Host analysis
- Site Map analysis & Site Structuring
- Link structure and Link analysis (Fixing Broken Links)
- Content accessibility check (archival content cleansing & migration)
- Inventory of the current content
- URL Mapping and 301 Redirects
- Updated page design support for migrated pages/content
- Develop logical URL naming conventions

#CMS Training (Site Administrator, Department Administrator, and Content Editor Training)

- Reusable CMS and redesign elements that provides Templates and forms to minimize the need for a major redesign
- Enabling W3C to evolve the style guide to cater for new needs & usages
- Divi Page Builder for easy modifications & maintenance (WYSIWYG)
- Simplified & streamlined website administration
- Reduces the dependency on outside vendors/developers for managing content & ongoing maintenance
- Simpler and robust editing/maintenance of the website and the content
- Creating and sharing new events, programs and/or initiatives seamlessly
- Updating, scheduling and/or back-dating Content
- Managing resources, downloadable assets, forums, & media libraries
- Embedding latest events, social media posts, including stories within sidebars, homepage, etc.
- Creating contact forms/newsletters on an as-needed basis & controlling how submissions are processed
- Managing feeds from third-party content providers such as RSS feeds, blogs, Facebook, Twitter, etc
- Uploading & Replacing images, and Creating photo galleries
- Creating seasonal or topical material (where applicable)

Proposed Deliverable Schedule

As per our deliverables and the organization's requirements, we aim to finish the project by November 2020, considering that the project begins in January 2020. This can vary depending on the client requirements & start date of the project.

Phase I (Total Duration - 12 weeks):

Requirement Gathering, Validation, Re-Engineering, Strategy Development and Discovery Session(s) - 4 weeks

(Taking into consideration the research conducted by the W3C's '2013 Headlights Redesign Task Force')

Consulting - Advice on software, Migration Strategy, accessibility, information architecture, Project Management, Maintenance and scope of future collaborations - 4 weeks

(In collaboration with the Website team, Communications team, Systems team, W3C management, W3C team, W3C Advisory Board, broader W3C Community)

Content Management and Content Strategy - 4 weeks

Phase II (Total Duration - 18 weeks):

Website ReDesign Direction, Graphic Development, Wireframe and Sitemaps - 8 weeks

Website Development/Build-phase - 8 weeks

Pre-Alpha Site Launch UAT (User Acceptance Testing) phase, Alpha Site Launch - 2 weeks

Phase III (Total Duration - 12 weeks):

SEO and Third Party Integrations - 4 weeks

User Training (before UAT phase), UAT Testing & Bug Fixing - 3 weeks

Pre-Beta Site Launch UAT phase, Beta Site Launch - 3 weeks

Final Review and website launch - 2 weeks

Maintenance - 90 days (We provide this 90-day support after final website delivery at no additional cost)

**The timeline estimates may vary based on the organization's requirements and the discovery outcomes*

Detailed Cost Breakdown as per the Proposed Deliverable Schedule -

Direct Labour Costs (including travel costs) - \$10,000 (U.S.D)

Discovery Session(s) - Requirement Gathering, Validation, Re-Engineering, Project Strategy Development- \$10,000 (U.S.D)

Project Management Services, including Scheduling, estimating, client contact & drafting the website governance document - \$8,000 (U.S.D)

Content Management and Content Strategy - \$6,000 (U.S.D)

Subtotal for Phase I: Strategy, Research & Consultation - \$24,000 (U.S.D)

Web Design Services, including development of Site Map & Wireframes - \$20,000 (U.S.D)

Web Development, Including CSS conversion, responsive WordPress CMS integration - \$25,000 (U.S.D)

Subtotal for Phase III: Creative Exploration, Design & Development - \$45,000 (U.S.D)

SEO, Third Party Integrations, Social Media & Analytics Integrations - \$10,000 (U.S.D)

Production/Implementation, including Alpha & Beta testing of website (accessibility testing), resolve issues & website launch - \$10,000 (U.S.D)

Training & Testing Consultation (User Acceptance Testing & Penetration Testing), including preparation of training, testing & documentation materials - \$7,000 (U.S.D)

Subtotal for Phase IV: Production Management & Implementation - \$27,000 (U.S.D)

Total Investment (Includes 90 days support after final website delivery at no additional cost) - \$106,000 (U.S.D)

**The timeline & cost estimates may vary based on the organization's requirements and the discovery outcomes.*

Payment Terms

As per the agreement, The World Wide Web Consortium (W3C) agrees to submit the Website Redesign and Development payment in 3-parts -

1st part payment of **\$34,000 (U.S.D)** after proposal acceptance/contract sign-off by by The World Wide Web Consortium (W3C) - Due by 31st January 2020

2nd part payment of **\$45,000 (U.S.D)** after Phase I - Due by 30th April 2020

3rd and final part payment of **\$27,000 (U.S.D)** after Phase II - Due by 31st August 2020

Total Investment - \$106,000 (U.S.D.)

As per the agreement, The World Wide Web Consortium (W3C) will deposit the payment through Wire Transfer to designated Generic Exchange's business account.

**The invoice for the payments will be shared after the proposal agreement & firm selection process*

Data Protection

Generic Exchange will use the data of The World Wide Web Consortium (W3C)'s hosting and domain for development purpose only. Account details will be kept confidential within Generic Exchange as per Global Data Protection Guidelines.

Warranty

Generic Exchange warrants that all work will be performed in a professional manner and that all work performed under this agreement will be the original work of Generic Exchange and not plagiarized or in violation of any copyright or infringement laws. This proposal response by Generic Exchange for The World Wide Web Consortium (W3C) Website Redesign and Development RFP is valid till 14th March 2020.

Termination

Should either Generic Exchange or The World Wide Web Consortium (W3C) elect to terminate this contract, Generic Exchange reserves the right to collect payment for services provided and will allow The World Wide Web Consortium (W3C) thirty (30) days to remit payment in the amount disclosed on final invoice that will be provided to The World Wide Web Consortium (W3C) by Generic Exchange within fifteen (15) days of contract termination.

Agreement

By signing below, The World Wide Web Consortium (W3C) agrees to accept this proposal and enter into a contractual agreement with Generic Exchange beginning on the date of signing.

Date: 13th December, 2019

Signature: *Abhinav Bhattacharyya*

Abhinav Bhattacharyya, Founder at Generic Exchange

Date:

Signature:

The World Wide Web Consortium (W3C)