



WeUsThem Inc.

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“

WE ARE **NOT** AN AGENCY!

WE = US + THEM IS NOT A
CONJURED UP FORMULA, IT IS
OUR ETHOS.

WE AREN'T YOUR VENDOR, WE ARE
YOUR PARTNER.

”



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W E • U S • T H E M

**PROPOSED
SOLUTION**

SECTION **01**



MEETING YOUR NEEDS

The funny thing about a RFP from the W3C is, everyone immediately goes to the place of speaking about what you do as opposed to what you help facilitate. Our cover to this proposal is reflective of what we believe it is you help facilitate on a global scale. Your work has a direct impact on how we bring our global community together, dare we say closer. This proposal isn't just about how we can design or develop a solution you will love, but more so about how we can facilitate or help you with your core vision of ensuring the Web involves participation, sharing knowledge and thereby building trust on a global scale.

We are a group of experienced marketers that could think of no greater honor than to revamp W3C's website to further this vision. You are correct when you say that a website should help support an organization's goals. As we constantly tell our clients, a website should act as a vehicle to bring you to the end goal, not be the end goal in itself. We understand that you are looking for a redesigned site that is WCAG 2.1 and AAA compliant, responsive, mobile first, and accessible to name a few requirements. Luckily, you have come to the right place! These are all apart of our default services profile, and something that we guarantee in each of our website builds. Now please sit back and relax

while we take you through just how WeUsThem will create a website to accompany W3C's prestigious reputation!

A key focus of our engagement sessions is how a website serves an organization's end goals. WeUsThem wants to get to know W3C on a personal level - become best pals if you will. That said, every single one of our website projects begins with an in-depth discovery phase. This process will be expanded upon later in the proposal, but the plan is to perform three tiers of engagement: stakeholder interviews, focus groups and online surveys. By the time our fantastic Engagement Strategist Simon Love and his team is done with you, he will know W3C better than your own people!

Next comes your information architecture (IA). We will craft an IA that is simple, intuitive and above all, a singularly unique experience for your audience.

Next comes the work of our creative team, who will wear the lens of how users would want to interact with W3C, Taking the IA, marketing collateral, research findings, we will turn them into accessible designs for the future W3C.

The basis of any website is a strong Content Management System (CMS) and in your

case, we recommend WordPress, an open-source PHP and MySQL based CMS. We are recommending it for multiple reasons. It is extremely powerful while remaining simple and straight forward, as well as offering endless customization options. WordPress is also the single largest installed and used CMS in the world making it accessible, transferable and independent so you are never locked into it. Once this CMS is agreed to, we would then go into the build of the platform with the integrations you require and the customizations you have identified both within the RFP as well as in the Discovery phase of the project.

Once all of the aforementioned tasks are complete, we create a personalized training guide for W3C to use should they ever need any assistance with the new property. That said, we won't pull a Houdini and disappear after the project is complete, we are always just a call away should you require any assistance from us.

For the remainder of the proposal you will find not only our engagement processes, but step-by-step rundowns on how we will develop the new W3C website and the standard practices we employ. More importantly, you will unearth just why WeUsThem is the number one choice for your website redesign!

DESIGN THINKING METHODOLOGY & QUALITY ASSURANCE

01 / PLAN



We use a Design Thinking approach with a results oriented, barrier free mindset to create what the identified steps moving forward would be. This would include the engagement, research, design, prototyping, feedback and revisions that would inherently go into the development of your campaign.



02 / DO

We Do. Post the planning and the strategizing, we get going and begin our analytical approach and both conduct the research as well as the engagement that informs our design processes.

03 / STUDY



Competitive analysis of similar properties, including those that would be considered competitors or liked minded institutions, etc. are reviewed and a gap analysis is conducted to ensure all the information required to act in the next phase has been made available, synthesized and presented as part of our findings.



04 / ACT

Our actions are based on our findings from our previous stage. These actions are a reflection of the study both during the project as well as post launch based on the identified outcomes. Designs take the form of the findings noted above.

WEBSITE WORK PLAN

Our creative work-plan follows a similar methodology across mediums, however, is tweaked to include the specifics of each



01 / Audit, Initial Research, Information

We conduct comprehensive research, target audience analysis, while collecting information and requirements from yourself and your identified stakeholders in order to solidify the approach and bring together all collateral components. We also receive any collateral you may have to offer including previous studies, organizational strategies, visuals, etc. as part of our discovery and review.



02 / Brainstorming & Information Architecture

During this stage of the process, sketches help understand how all the collected data and information may impact the design. As part of this process we conduct a review of the content as it stands today in conjunction with any modifications that need to be made and use a knowledge management paradigm to design an information architecture flow that informs on user journeys and flows. A few ideas from these sketches and information diagrams then take us to the next stage of wireframing the same for review.



03 / Prototyping & Drafting

High fidelity designs are developed based on the research and the layout designs. We are happy to present these designs for your review and collaborative feedback and adjustments. We also provide for the rationale based on our research and iterate on the same based on your feedback to reach a design that is in-line with the expected outcomes of the design and informational aspects.



04 / Alpha Testing

We do involve users in testing the designs and interfaces that we have put together to survey their experience in a semi-interactive mechanism as a mock-website to realistically gauge their experience. The alpha testing phase includes internal users that we have access to and do conduct the same within our test/playground environment to do so.



05 / Beta Testing (User Acceptance Testing)

We bring in Beta testers including your external stakeholders for input & feedback. This phase is a response to the original engagement process conducted to identify the gaps/needs. This allows us to receive any thoughts, ideas or feedback on the UX or the UI. This could also bring to bear any functional elements that may need to be tweaked based on user feedback should that be required.



06 / SEO/SERP, TRAINING & HANDOVER

SEO/SERP analysis is conducted, with forced crawling initiated on major search engines. Analytics is embedded within the site, with security hardening to follow. Training is conducted with along with the development of a handy training guide for both administrators and subject matter experts. Handover/ Launch is conducted in coordination with your planning, with our warranty now taking over for the next 30 days for the website, followed closely by a maintenance plan should you opt in to the same.

AGILE METHODOLOGY

Our development team tackle each project under the direction of the AGILE methodology. This is a structure long-term work habit that allows our team to stay on task and focus on the final goal of the project, while also staying nimble in the face of inevitable variations to the initial plan. AGILE is a reoccurring practice with a typical iteration period lasting ten days. On the final day of an iteration period, developers showcase their work to project manager for evaluation and further direction. The team then begins from step one and begins the cycle again

We build information architectures that is based on your feedback as well as any you may have received from your users. Additionally we take a hard look at your analytics should you have them on what the current user journey and experience is like on your web presence. This helps us identify they key content pieces that users are looking for, what their entry points are and from what sources and in addition, what their exit points are. We identify as much as we possibly can on who your user is and what their use of the site is. Yes, Google mastered the searching of information through natural language searching, but no web presence is to be designed solely to be accessible through the search bar.



01 /

The consultation will take place with both the internal stakeholders as well as the external audiences in a fashion that engenders the most open discussion on how they believe Tahiti currently meets their needs and not. Any such exercise needs to bring together opinions from a wide demographic that currently engages with the organization in some fashion.



FOCUS GROUPS

02 /

Typically, we like to perform these interviews one-on-one, ensuring that we are able to capture stakeholders unique views in their entirety. These exercises can either be done in person or via video conference, whichever is more convenient for your organization. The questions that are asked are reflective of Tahiti's internal needs and workings, something that internal stakeholders would be knowledgeable and aware of.



STAKEHOLDER INTERVIEWS

03 /

As part of our work, we would also open up the questionnaires to those individuals who would not be or who would not wish to be part of the face-to-face engagement sessions. They would be engaged with online with the questionnaires on our Engagement 101 platform promoted through your various communication channels.



ONLINE SURVEYS

MANAGEMENT APPROACH



The project manager defines what the project will achieve and realize, working with the project sponsor and stakeholders to agree upon deliverables.

The project manager records all the tasks and assigns deadlines for each as well as stating the relationships and dependencies between each activity.

The project manager builds the project team and also collects and allocates the resources and budget available to specific tasks.

The project manager oversees the progress of the project work and updates the project plans to reflect actual performance.

The project manager ensures the outputs delivered by the project are accepted by the business and closes down the project team.

PRINCE 2 METHODOLOGY

Craig Vermette your account manager on our team is assigned to your account having guided teams and departments on projects of all dimensions to wide ranging audiences across a variety of mediums. Traditionally for all our projects, Craig would provide you with the following deliverables as a way to pave the way for you project:

01 / Contract

The contract although a legal document sets the stage for the various major components that would be included within the project. This would also include a budget for the project

02 / Terms of Engagement

A terms of engagement document is developed to ensure that both teams are aware of the rules of engagement and how/when connects can be expected at what times for varying purposes.

03/ Gantt chart

A Gantt chart with the major deliverables and milestones, coupled with the accountabilities thereof is developed during project onset to identify when each of the various components are due.

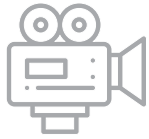
DISCUSSIONS AND CONSULTATIONS

Tools we provide as part of our engagement with our clients would be as follows:



01 / Road Trip

We are happy to travel to you, or you are welcome to our studios in Halifax. We follow the travel policies of your organization to come in person to meet with your internal and external stakeholders.



02 / Videoconferencing

We are happy to communicate with our clients through videoconference calls using any technology that is mutually accessible such as Skype, Zoom, GoToMeeting, etc.



03 / Slack

With a multitude of channels and bots built-in, there are ways to carve out conversations with various members of the teams at various levels should we require the same. It also provides for an ease in sharing documents live, while maintaining it in a singular space/repository that can be accessed by either teams.



04 / Asana

We are happy to communicate with our clients through videoconference calls using any technology that is mutually accessible such as Skype, Zoom, GoToMeeting, etc.

Change Management

Changes are managed by documenting each change requirement in Asana that is reviewed by our team and responded to accordingly. Each change is evaluated on its merit and defined as either a scope change and/or a change within the mandate of the project and applied accordingly. For out of scope changes, a revised timeline and budget are put together by the Project Manager from our team who then has this presented to a counterpart at your organization for review based on the identified requirements. Once negotiated, this is either included within the scope, with their timeline and budget adjusted accordingly or rejected and closed for inclusion at the time. Any changes/amendments to the contract are discussed at the time depending on the size of the change and should one be required, we are happy to issue an amendment to the original contract and/or receive one per the terms and conditions identified within the initial contract.

PLANS FOR STAFF TRAINING

Training for your various user roles can be conducted both in person as well over a videoconference. This training will include separated views for your content contributors, your administrators and your publishers based on their authorizations. In addition, a visual guidebook will be provided to ensure you have your “cheat book” with you at all times while interfacing with the platform, though there exists considerable amounts of literature, forums, and training videos on the web for the CMS platform identified, i.e. Wordpress.

The Particulars

Should you opt into our maintenance and support plan, we do not break apart our levels of support and maintenance by pricing tiers, but more importantly response & accountability tiers. This ensures you can always expect to pay the same amount of money with the highest levels of service at all times. We follow a three tiered approach to service with the associated response times, noted below.

01 / Urgent

Response Time: 1 hour

Description: An emergency would be classified as a server/website being inaccessible for any reason, be it capacity loads, hacking, data loss, software updates, etc.

02 / Semi-Urgent

Response Time: 12-24 hours

Description: A semi-urgent would be classified as a web page or a section of a website or a functional tool not being available, non-functional or missing.

03 / Routine

Response Time: 24-48 hours

Description: A routine or non-urgent matter would be one where there may be some support related issue that needs to be attend to, be it issues with access, upgrades, etc.

Warranty

As noted here, our maintenance contract is based on the response time required for the issue at hand. The tiers of support you will receive will depend on the level of the concern being presented.

Please note that as part of our agreement with yourself, we are involved right through implementation and launch with a 30 day guarantee on all our work ensuring any concerns are attended to within this period that were part of the original scope. This 30 day period gives you the luxury of being comfortable with the notion that we are not abandoning our relationship or our work product at handover, but are giving you the time you need to ensure you are comfortable with the superior product we have delivered.

Retainer Hours

Our organization is celebrated due to our consistency in providing high quality projects and we always ensure that we complete our work to the entirety of the scope in which it was presented. The biggest complaint that we have had with our clients is when we finish a project, and we have to stop working together!

This is why WeUsThem is proud to offer a monthly retainer service. This service allows our partnership to continue after the project has been launched. Upon the purchase of a monthly retainer we will provide you with any of our services (new design, development, copywriting, etc.) at a discounted, pre-paid rate.



ORGANIZATIONAL EXPERIENCE

SECTION **02**

OUR AGENCY

Our agency as has already been mentioned by our Principals in the introduction to this proposal, is not an agency. Till recently we also used terminology that spoke to our specific values such as relationship management as opposed to account management. We then got a lot of feedback that clients were looking to equate and compare ourselves with our competitors and needed to have an apple to compare to another apple. So sure, you will see some agency language in our response, but the way we work does not include a stop watch mentality. We do not start and stop where the lump sum budget tells us to or when the well of the hourly billing runs out.

These are all clichés of course and we are certain you have heard it all before. That said, the proof is in the pudding and we ask you to speak to our referees that can vouch for what this means to them, i.e. our process, or our way of working. This is not a cliché for us. When our Principals came together, the one non-negotiable was that we were to build a family that cared, cared about what we did, who we did it for and for each other as we did so. This is perhaps the reason why we have a 85% client retention rate, unheard of in the agency world. We have also unlike most other agencies abandoned the notion that our talent are there to serve us when we need it and to get rid of when a client leaves us. All our talent are full-time permanent employees and we have removed all symbolism of a revolving door from our premises to ensure our teams that they are here to stay the journey. Our clients also appreciate this, building long term friendships across teams that have fostered fruitful partnerships for both teams.

Lets get back to why we are here today however. While traveling, Ashwin, our CEO, happened to come across this RFP and he immediately emailed Craig expressing how “cool” it would be to be the agency that got to make this website! From working with various organizations on websites, the excitement he came back with to put together a response to your RFP was singularly unique and unlike anything we have seen in the past. As an agency that strictly abides by W3C’s guidelines, we represent exactly what is unique and precious about the industry.

Let us get to brass tax and give you a bit about how we can do this. We are a full service agency, which tells you that we are not going to belabor you with

partnerships, sub-contracts or a spaghetti vendor matrix that no intelligent human should have to decipher or be subjected to. We have been recognized internationally with a variety of awards placing our work with the greats and the holding mother-ships that ensures you are not just getting an agency, you are getting one that punches well above its weight class.

We also have seven lines of service that we provide from our agency, from the experimental and experiential to the development to the creative to the strategic, we do it all. As a former consulting house, we are also blessed with strategists that dissect our approaches to ensure we are sharp as a razor.

While we may not exactly be neighbours, we are still a quick video conference away. This is not an excuse, but a note that we have authentically engaged customers in over 142 territories for our clients organically. That is not a statistic that we throw around easily. It is a testament to how we transcend barriers and are not handicapped with market penetration and exposures.

Let us close by saying, we have been industry leaders in advertising, marketing and communications. Ms. Faten Alshazly, our Chief Creative Officer is one of **Canada’s Top 100 Most Powerful Women** and our CEO, Mr. Ashwin Kutty is a **Business Person of the Year and a Thinkers50** internationally.

From CLIOs to Cannes LIONS, we are blessed, but what thrills us the most is our quantitative and qualitative successes for our clients.

Try us, and you will not be disappointed!

SOME OF OUR CLIENTS

ORGANIZATIONAL EXPERIENCE



World Health
Organization



Nestlé



JAMPRO
TRADE & INVESTMENT JAMAICA



TELUS



HOTELIERS SINCE 1897



Canada



CAMBRIDGE
UNIVERSITY PRESS



EQUIFAX®

NOVA SCOTIA

CORE EXPERTISE & SERVICES

ORGANIZATIONAL EXPERIENCE



Design

Digital in Mobile & Web (UI/UX)
Product & Environment
Print Typography
Art & Illustration
Characters & Gaming
2D & 3D Animation
Directing, Producing, & Editing
Digital & Broadcast



Advertising

Storyboarding
Directing, Producing, & Editing
Digital & Broadcast
Media Buying
Analysis & Review



Development

Full Stack
Mobile & Web
Experiential Engineering



Integrated & Campaign Marketing

Research & Strategy
Campaign Management
Research, Evaluation & Outcomes
Experiential Engagements



Branding

Competitive Analysis & Research
Strategy & Position
Content & Design
Management & Stewardship



Communications / PR

Media Management
Content Production & Syndication
Social Media Marketing
Emergency Crisis Management



Experimental & Experiential

Big Data, Analytic Review,
Management & Intelligence
Augmented Reality
Virtual Reality Environments
Mobile & Web Gaming



PREVIOUS WORK

SECTION **03**

CASE STUDY 1: CONNECT2CANADA



CANADA150

CANADA150

CANADA150



From a multi-lingual presence for the Connect2Canada and Lien Canada platforms on Expression Engine promoting all of the Canadiana that would be relevant specifically to the diaspora in the United States to a hook-in and integration of the Engagement 101 platform that allowed the Embassy to communicate with individuals through e-mail, fax, SMS, social media, etc. the two properties served as the natural launch off point for all engagement designed, developed and destined for this specific demographic within the United States. That said, access to the sites were not limited only to residents of the United States, but the world over. All campaigns, micro-campaigns, events and social exercises were launched off of this platform.

With its historical tie-in being to a Salesforce CRM with multiple decision tree frameworks leading user preferences in a variety of ways to gear content customization and delivery, the platform served as a mechanism to custom curate content that users wanted to consume based on their individual preferences across both language profiles.

Each year, there was also the Canada Day celebrations that ran as a micro-campaign reaching out to everyone throwing Canada Day parties across the United States bringing party planners and goes together. Meant to be as a mechanism to bring people together, Canada Day Across America saw the Embassy sending goody bags to party planners for their parties, while also facilitating through GIS mapping on the platform communication and party planning between complete strangers in true Canadian style.

This platform is brought online each year in preparation for July 1st.



CASE STUDY 2: TEENMENTALHEALTH.ORG

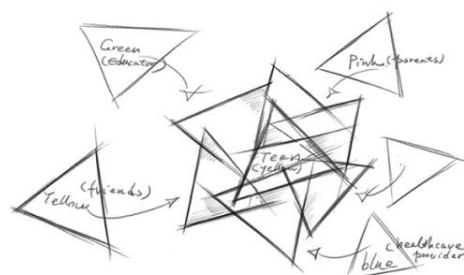


Visual aesthetic and interactive functionality comes together in the new TeenMentalHealth.Org website. Taking a complete departure from the demographic-specific structure and a dark motif, TeenMentalHealth.Org now puts youth front and centre. We repositioned the website around youth and the support they need. The motif is now suitable for a younger audience wanting to read mental health material, explore web resources and use helpful tools which speak directly to them without stigmatizing or being condescending in the manner in which most mental health literature is written.

It is evident how prevalent mental health is in our society and we need to move from a suggestive or informational style of the written word to one that is action oriented. The website we designed does exactly that. By putting the user in control, they are able to recognize their need to Learn, Live, Care or Explore teenage mental health further than they ever had before.

The property is now a responsive, multi-platform one-stop-shop for national and international audiences, providing multi-lingual and diverse evidence-based research resources which are easily accessible from what is now called the ToolBox.

A Webby Award winner, this site has gone from 75,000 unique visits annually to over 6.5 Million unique visitors from over 138 countries.



Teen Mental Health
WHERE THEY WERE



WHERE THEY ARE GOING

abcdefghijklmnopqrstuvwxy
FONT CHOICES (HELVETICA BOLD)
abcdefghijklmnopqrstuvwxy
FONT CHOICES (DIDOT BOLD)



NEW COLOUR PALETTE

CASE STUDY 3: SIMCOE MUSKOKA DISTRICT HEALTH UNIT



Simcoe Muskoka District Health Unit approached us for a full redesign and development of the main website. Simcoe Muskoka District Health Unit (SMDHU) is a trusted organization in Simcoe County that provides services, care and information to residents and visitors in the community. The public health unit website holds an immense amount of information and we needed to find a way help users find and retain the information they are looking for.

Our research began by analyzing the then current state of the website and providing detailed recommendations on best practices to fit the needs of SMDHU users. Through our Engagement 101 platform, we collected primary data from frequent users of the SMDHU website. Through secondary research and previous healthcare experience, we crafted recommendations that would appeal to current users, increase engagement both online and in-person and push important content.

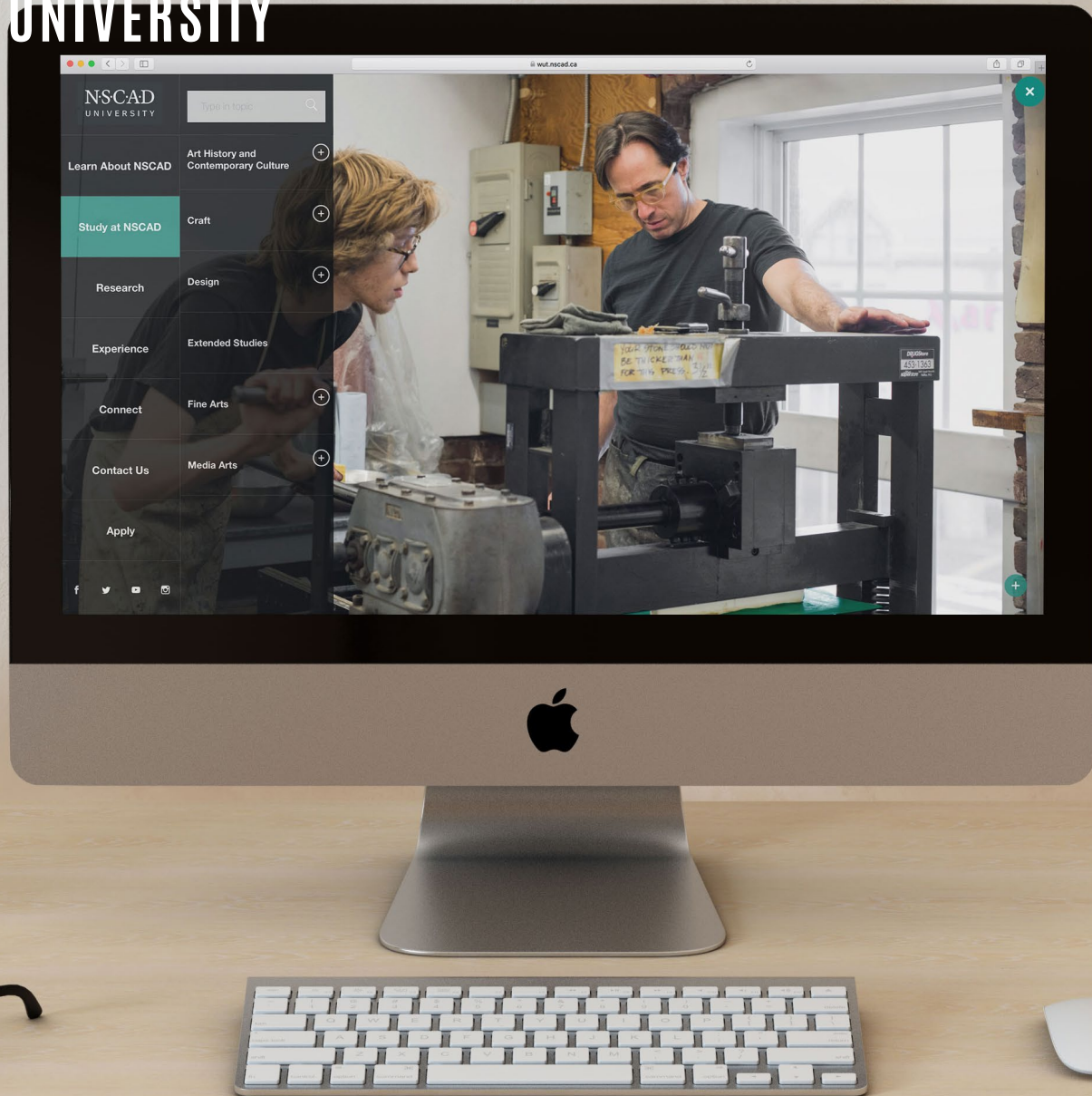
The second objective involved the interpreting and implementing the recommendations. We wanted to give SMDHU a healthcare site that maintains the highest standards for user experience. The user experience from visual appeal to functionality to navigation maintained the same high standards across devices. This also meant ensuring that the site is AODA WCAG 2.0 compliant and appealing to all user groups.

Finally, we created and established strong brand standards across the site. We started by developing the brand standards guide which detailed proper and improper uses of the SMDHU logo and assets. Using this updated brand standards guide, we gave SMDHU consistent persona, voice, tone and language styles by developing a comprehensive content authoring framework guide for all content published by SMDHU.



The completion of each objective resulted in a new, visually appealing, user friendly website for SMDHU. The intuitive menu navigation makes the plethora of information more accessible to the general population. Highlighting current resources and services offered by the Health Unit allows for increased awareness and participation. The design, development and AODA compliance ensures that the website is accessible for all those who visit SMDHU.

CASE STUDY 4: NSCAD UNIVERSITY





Our most recent design and development project was for Nova Scotia College of Art and Design University. Nova Scotia's prestigious art college was lacking a web presence that represented both their artistic nature and the quality of education in which they provided. WeUsThem was brought in to change that.

When NSCAD came to us they had a decade old website, poorly functioning intranet system and dated content where the primary activity of users was checking news and cleaning the cobwebs. NSCAD no longer wanted an obsolete website as it was noticeably becoming a burden for recruitment, especially for international students who sought NSCAD's online presence to determine the quality of education they provided. We approached the work with NSCAD from a strategic perspective on how conversions could occur digitally both for the local as well as the international marketplace. The site will showcase compelling designs, customized navigations and a revitalized information architecture. We have designed knowledge translation paradigms with functionality driving intuitive interactions. The new site will set the stage for NSCAD as a global contender for the next decade.

The new site includes functional aspects for students such as program listing, application processes and student resources. For parents it provides integrated payment options, student work archives and the ability to purchase course seats for community members. We have included a showcase feature for their various art galleries and facilities which allows NSCAD to flaunt their accolades in just a few clicks. We commissioned action based photography throughout all three of their campuses along with storytelling videos that talk about the true nature of NSCAD. The efficacy of these visuals in contextual relevance to the rest of the website and the content provide for a compelling case on the unique attributes of attending NSCAD. The new site provides an events calendar which hosts a seamless event management system. The calendar ensures visitors can purchase tickets for noted events, courses, galas and more, making it an all-in-one events marketing function that continually converts all transactions conducted on the digital property.



VALUE & COST

SECTION 04

PROJECT ESTIMATE

Terms

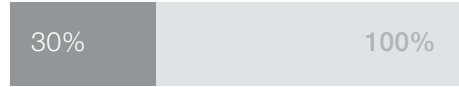
Advance (project onset)



Progress payment



Final payment



- ▽ Our payment terms are net 15 from the receipt of an invoice.
- ▽ All prices are shown in USD
- ▽ Retainer rates allow you to pre-purchase hours at a fixed rate

Exclusions

- ▶ Applicable Taxes
- ▶ Travel, Accommodations or Per Diem
- ▶ Videography and/or Photography
- ▶ Hosting and/or SSL Certification
- ▶ Copywriting Services

Services

ITEM	Rate (\$)
Audit, Discovery & Engagement	\$22,400
Information Architecture Design	\$27,600
Wireframes & Visual Design Concepts	\$35,750
Infrastructure & Front-End Build	\$54,500
Security & Testing & Training	\$18,400
Account Management	\$35,705
TOTAL \$194,355	

Optional Items

Yearly Website Maintenance	\$23,322 / Year
Retainer: 25 Hours / Month	\$100 / Hour
Retainer: 50 Hours / Month	\$95 / Hour
Retainer: 100+ Hours / Month	\$90 / Hour



**TECHNICAL
EXPERTISE**

SECTION 05

PROJECT TEAM

TECHNICAL EXPERTISE



Faten Alshazly

Chief Creative Officer

BSc, MFA

Faten is a co-founder and principal of WeUsThem Inc. She has over a decade of experience in creative direction and marketing with clients like Pratt & Whitney, Stanfields Ltd., Dalhousie University, ESPN, ABC, The Nova Scotia Federation of Labour, and more. Faten began her educational career in Computer Science and Business from Dalhousie University followed by a Master of Fine Arts in Broadcast and Motion Graphics from the Savannah College of Art and Design in the United States.

She has led all creative endeavors at WeUsThem bringing forward awards such as the Webby, a CLIO and being identified as a Remarkable Business by the Globe & Mail.

Faten has led the creative works of Telus Inc., TeenMentalHealth.Org, The Kempinski Group, The Leela Group of Hotels & Resorts, Cambridge University, the IWK Health Centre and a whole host of others, all of which have led to memorable brands and products that travel the globe. Her work can be spotted in the largest retailers such as Walmart, Winners, Target, Costco, The Hudson's Bay, etc. Resources that Faten has provided are now being used by Facebook, Faten was nationally recognized as an Educator of the Year and, more recently, named as one of **Canada's Top 100 Most Powerful Women, a first for the East Coast in Arts and Communications.** Her most recent accolade was her moving speech as she addressed a worldwide audience, including Egypt's President at the 2017 World Youth Forum in Sharm El Sheikh, Egypt.



Ashwin Kutty

CEO & Chief Strategy Officer

BSc, MBA, EMM, IMM

Ashwin is a co-founder and principal of WeUsThem Inc. He has over a decade and a half of experience in effective branding, marketing and account management for international clients such as The Leela Group, The Governments of Guyana, Egypt, Saudi Arabia and Seychelles, and local clients like Capital District Health Authority, Dalhousie University, Wilson's Fuel, and Xerox, Ashwin began his educational career in Computer Science and has three masters

degrees in Business Administration, International Management and Executive Management from Purdue University in the United States, ESCP-EAP in France and the Central European University in Hungary.

He has been recently asked to lead communication efforts in North Africa for work done in broadcast mediums in conjunction with The Government of Canada. His work in marketing and communicating new introductions of products, technologies and service lines has brought forth a strategic look at the approach that has looked to introducing inbound marketing techniques, to those in social media, traditional media including media planning and buying to digital and print solutions that are in tune with the product/service and the consumer in mind. Ashwin has been identified and named as a **Thinkers50, a Business Person of the Year, a Top 50 CEO, Next Generation Leader and a Champion** for consumers.



Craig Vermette
Account Manager
 BCom

Experience: 10 years

Client Accounts: NPH, PRHC, MSUU, NABJ

Craig comes to us with over ten years' experience, having found a genuine passion in delivering the highest caliber of work to his clients. Much of his background comes from his education in marketing and commerce, as well as managing such retail brands as Midas Auto Service and EB Games Canada. His journey in retail has given him a strong insight into what it takes to guide clients successfully from point a to point b in a multitude of projects.



Simon Love
Engagement Strategist & Copywriter
 BBA

Experience: 10 years

Client Accounts: NPH, PRHC, MSUU, NABJ

Engagement Strategist and Copywriter, Simon Love has an extensive background in marketing, communications, public relations, engagement and event coordination, accompanied with a degree in Business Administration Marketing. He uses his expertise in engagement to unearth the needs of clients and stakeholders, creating a finished product that is aligned with our partners' strategic goals.



Vida Phuangrod
Studio Assistant
 BBA

Experience: 10 years

Client Accounts: NPH, PRHC, MSUU, NABJ

Vida is the newest member of our team, bringing to the table a Bachelor of Business Administration from Mount Saint Vincent University. Her love for social media and digital marketing has brought her to our agency and we could not be any happier. If she isn't helping our clients with their social media campaigns, you can find her blogging about food or fashion on her own accounts.



Yang Guo
Interdisciplinary Designer
 MFA, MA

Experience: 10 years

Client Accounts: NPH, PRHC, MSUU, NABJ

Yang has 10 years of design experience under his belt and comes to us with his multiple degrees across a variety of fields and countries. He excels in delivering unique artistic stylings that cross modalities, platforms and medium styles currently employed. He has worked with a variety of global accounts such as Starbucks, Cannon, H&M, Ferrero Rocher and a variety of domestic brands.



Claudia Vila

UI/UX Designer

BGD

Experience: 10 years

Client Accounts: NPH, PRHC, MSUU, NABJ

Claudia’s experience has brought her to all corners of the globe including South America, the US and Canada bringing with her a keen and creative eye, producing stunning and engaging designs each and every time. Claudia began her career in the arts with a Bachelor of Management and Graphic Design from Toulouse Lautrec in Peru and a certificate in Web Design from Universidad Pontificia del Peru, along with numerous other certificates and degrees in the same.



Cole Deman

Technical Architect

BCS

Experience: 10 years

Client Accounts: NPH, PRHC, MSUU, NABJ

Cole has a Bachelor of Computer Science from Dalhousie University and has been building games, mobile apps, websites and mobile/accessible friendly platforms for our clients globally such as those in Canada, United States and the UK. Cole has set himself apart as the key developer being able to take a solution across platforms, mediums and methodologies depending on what the organizational needs for that product is.



Devano Brown

Full Stack Developer

BCS

Experience: 10 years

Client Accounts: NPH, PRHC, MSUU, NABJ

Devano has a Bachelor of Computer Sciences and Math from Saint Mary’s University and has significant experience in web and app development. He is an individual who is never done learning, if he is not busy with a client’s project, you can most likely find him with his nose buried in a textbook or web tutorial. Currently, he is working on a website for the Jamaican Government, aiding them in highlighting Jamaica as a viable option for domestic investment.



REFERENCES

SECTION 06

REFERENCES

01 /

Company: TeenMentalHealth.Org
Contact: Honorable Senator Dr. Stanley Kutcher,
 Canadian Senator
Phone: 613-947-7277
Email: Stanley.Kutcher@sen.parl.gc.ca
Project Web: <http://teenmentalhealth.org>

Work Performed:

- Website(s) Design & Development
- Communications, Public Relations, Media Relations
- Brand Identity Design & Strategic Positioning
- 16 Print Resources Design & Development
- Animated Videos
- Mobile Apps
- iBookStore eBooks

02

Company: Simcoe Muskoka District Health Unit
Contact: Ms. Megan Williams, Manager of Health
 Promotions & Communications
Phone: 705-721-7520
Email: megan.williams@smdhu.org
Project Web: <https://www.smdhu.org>

Work Performed:

- Accessible & Responsive Main Website Design & Development
- Accessible & Responsive Healthcare Professionals Website Design & Development.
- Digital Content Framework & Guidelines
- Accessible & Responsive HealthStats website.

03

Company: Department of Foreign Affairs & International
 Trade, Government of Canada
Contact: Mr. Colin Shonk, Deputy Spokesperson
Phone: 202-448-6339
Email: Colin.Shonk@international.gc.ca
Project Web: <http://connect2canada.com>

Work Performed:

- English & French Websites and Domains
- Website Design & Development
- Annual Canada Day Campaign Microsite
- Canada 150 Campaign Microsite
- Direct Marketing & Engagement Platform Customization

WU T

WeUsThem Inc.

Craig Vermette, Account Manager

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APPENDIX - TECHNICAL REQUIREMENTS

Item	Notes	Response
4.2 Requirements		
HTML5, WCAG 2.1, ideally Level AAA (level AA as a minimum), standards compliance	We have built websites to level AA in the past and extending that to AAA will be fine as well.	Yes
Consistently responsive: mobile first, then desktop design	Absolutely and we have a Responsive and Accessible first standard with all our web designs, so the same will be applicable here.	Yes
Modern best practices and simple, maintainable markup and CSS		Yes, if acceptable we would use SASS in an effort to make it even easier to maintain.
Device-independence, reusability (i.e., semantically rich and machine-readable, future-proof)	We build responsively based on screen size, not device which would also feed to your need for future proofing the site for machine readability	Yes
Compliance with W3C URI persistence policy	We can use the WordPress URL editor to ensure this is available.	Yes
Performance must be as good as or better than the current site	You aren't a traditional organization with a traditional product or service that needs a lot of overhead on the website. The light nature of your website makes it fabulously perform the way it does. We will aim to match if not better the performance in a similar fashion.	Yes
Integrates with existing W3C-maintained back-end services (e.g. database of groups and participants, ...)	We have in the past built interfaces for websites and we do not envision any concerns with this ask, however, we will need to identify the various integration points and sources of information during our discovery/engagement process.	Yes
Testing throughout the process	As we follow an Agile approach to our development lifecycle, it is standard practice for us to go through iterative cycles that includes testing at each identified step.	Yes
Support for bidi (content and navigation)		Yes
Provide advice on a modern replacement for the custom CMS used for the current site: - We need a CMS that is long-lived and easy to maintain, because we run our systems for decades. - Full change histories identifying who made each change. The CMS may need to enable collaborative editing	WordPress has been around for some time now and has proven to be a viable CMS option for sites such as that of the W3C. We understand the nuances that are required for the site, however, we believe that from a longevity standpoint, WordPress provides for the most ideal option for the identified requirements. We are recommending WordPress as the CMS of choice with modifications, integrations and additions per the requirements identified within the RFP as well as through our discovery/engagement process.	Yes
Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback	We can work out what works best for both teams and present the work as developed that would be added to the core of WordPress for the W3C site.	Yes
Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback	As noted above, we would be happy to do so. We work with a variety of academic and healthcare researchers that have also requested similar exercises with us and we would be fine doing so.	Yes
4.3 Services		
Development		
Front-end		Yes
Content migration	Content will be migrated per mapping algorithms built from the previous site to the new website with exceptions flowing through to a queue for manual identification and remediation by our team.	Yes
Content strategy	Similarly a content strategy would be identified as per our findings in the engagement/discovery process	Yes
Multilingual site, language negotiation (e.g., Accept-Language header in combination with page links to alternate languages, and 'sticky' content negotiation techniques)	Using WPML we would certainly do so should this be amenable with your team.	Yes
Browser & Device Testing, Usability testing (Ideally including participants with disabilities. We have resources for that, including https://www.w3.org/WAI/testevaluate/involving-users/)	Yes and this would be done through our testing phases and can certainly work with your project team to ensure the needs for testing are met as agreed.	Yes