



# CAMP PACIFIC PROPOSAL

## Website Redesign

*December 13, 2019*

W3C

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Request for Proposal



CAMP PACIFIC L.P.  
500-1085 HOMER ST.  
VANCOUVER BC,  
CANADA, V6B1J4  
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# TABLE OF CONTENTS

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LETTER OF INTENT	3
COMPANY PROFILE	5
YOUR CORE TEAM	10
OBJECTIVES & REQUIREMENTS INDEX	17
APPROACH	20
DELIVERABLES	27
PROJECT COMMUNICATION PLAN	41
RELEVANT EXPERIENCE	44
APPENDIX 1: OUR SERVICES OVERVIEW	64
APPENDIX 2: WARRANTY PERIOD	71
APPENDIX 3: BROWSER SUPPORT STACK	73

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## ***Public Trust Through Technology***

*December 13, 2019*

We are thrilled to respond to World Wide Web Consortium's (W3C) request for a website redesign. We feel we are ideal partners based on your goal to facilitate long-term growth of the World Wide Web. As well as showing the world who you are, there are so many exciting possibilities our team sees for your new site.

We place a strong emphasis on accessibility in all the projects we work on. We move our clients to make their sites as accessible as possible, and we have attracted a team at Camp Pacific that all hold the importance of accessibility in their value system. We have designed and built a AAA site and always move our clients to aim for AA sites at a minimum, including ensuring our own sites is AA compliant.

This is one of the reasons we were so excited when we learned about this opportunity to partner with your organization. Your emphasis on accessibility being integral in the growth of the World Wide Web is incredibly important to us and is evident in our work. We feel your focus on inclusivity and determination to create great experiences for all web users, no matter their circumstances, also make us destined partners.

As you'll see in this document, the key to our success at Camp Pacific is our focus on 'Experience'. Our ethos is 'Experience is Everything' - all our decisions are made for the most ideal experience of the user, which relates to one of our pillars 'The Human Experience'. We focus so heavily on experience that we even have a weekly 'experience' meeting which targets current clients

projects, relationships and internal team experiences. We want to help you effectively communicate your brand and motivate people to participate in your organization through your new site. We are eager to use data - driven methods to improve your site navigation and usability, and facilitate the sharing of knowledge and communication from your platform.

It is our strong desire to partner with W3C in creating your new digital experience, in order to both provide solutions to meet and exceed your current list of requirements, and moreover to help you achieve your future goals and future-proof your site for years to come.

The following pages will illuminate Camp Pacific, the type of work we're capable of and the passion we exude in creating it. We would love to partner with you to achieve your vision of making human communication, commerce, and opportunities to share knowledge available to all people using the Web.

Sincerely,

Rebecca McMillan

VP, General Manager

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EXPERIENCE IS EVERYTHING

X

CAMP  
PACIFIC

# COMPANY PROFILE





## Overview

Camp Pacific is a Vancouver-based digital agency that crafts digital experiences for strategic and ambitious clients. We achieve efficiency and quality at a time of needing to find ways to do more, with less. Our senior team is extremely involved in our projects, representing Camp Pacific's high-touch approach. This is an important decision Camp Pacific made for our clients and team, as we are dedicated to upholding high quality standards throughout our work.

As we've forged our path, the importance of 'experience' - how users experience our solutions and how we partner with our clients to deliver long-term value - is something we have baked into our client relationships, our process, and our solutions. Experience really is everything!

Through three naming iterations (Cossette and Dare previously), Camp Pacific has been servicing regional, national, and international clients out of Vancouver, Canada for over 17 years.

Our core competency is creating digital experiences primarily through Responsive Websites with a primary focus on User Experience & Accessibility. We are experienced in designing sites published through a number of platforms, although we prefer to use Drupal, combined with modern front-end frameworks, for reasons explained in our Approach section of this response.

Camp Pacific has worked with a wide range of clients in business verticals which have unique and multi-dimensional needs. These website needs include, but are not limited to:

- Responsive designs that are mobile-friendly and WCAG 2.1 Level AA Compliant
- Intuitive CMS design builds that put a premium on data security, ease of use, tiered user administration and multilingual capabilities
- User Experience design built around a user-centric approach to research and testing
- Development of intuitive Information Architectures based on research and real data
- Development of Front-end and Back-end component libraries, allowing for the seamless use of branded 'modules' for new page creation
- API integration with complex third - party systems and plugins
- Integration of social channel feeds and search solutions
- Robust CMS systems that support the ongoing need for inclusion of multimedia (video, photographs, infographics etc.)
- Modern, clean designs, built to bring to life a user interface that has been developed as a result of clear, irrefutable data and user research
- Scoping and executing content migrations from client legacy content sources to built solutions
- Scoping, planning and executing server migrations, deployment workflows, and CI/CD pipelines
- Delivery of comprehensive training sessions, documentation and support



## ***Our Structure***

We are a privately-held company. Assured financial stability of partners has never been more important. Camp Pacific has been operating from a position of financial strength since its inception. We are fully owned by Vision7 International (V7), an integrated marketing communications company that services various well-known brands worldwide. As mentioned above, we are also part of The Camps Collective with our sister agency - Camp Jefferson - whom specialize in brand and communication strategy and planning, and integrated advertising services (mass, digital and social).

Camp Jefferson, part of our Camps Collective team, is located in Toronto, Canada. Their focus is

brand and communication strategy and planning; and integrated advertising services (mass, digital and social).

We also have sister agencies who work out of the same office, on the same floor, that offer public relations and media services that complement our own. This allows our clients to have all of their advertising and marketing needs met within one group who have a shared vision and mission.

Our network of agencies allows us to tailor service packages to all of our clients with access to an extensive breadth of expertise.

**cossette**

**Jungle**

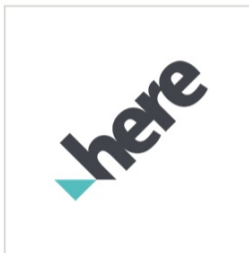
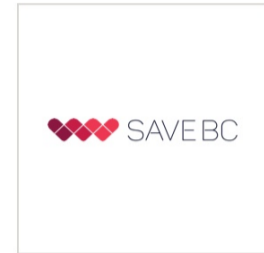
**CAMP JEFFERSON**

**Citizen**  
Relations



## Agency Qualifications

We have delivered work for a wide range of client verticals with an array of needs on various sized projects (some of which are described in case studies below). Some of our key clients are:





We are proud to say that we deliver award-winning work! These are just a few recent examples which we are particularly proud of:

## 2019

- Davey Silver: Best UX - SAVE BC
- Davey Silver: Best UX - Canadian Museum for Human Rights
- Davey Silver: Best Website - Health and Health Services SAVE BC
- Davey Silver: Best Website - Cultural Institution CMHR
- Summit Creative Award: Best Website - CMHR

## 2018

- Applied Arts - 2018 Design Awards Craft Illustration - Theatre Calgary: Season 51
- NAC - Retail Category - Roots - Roots: Establish Your Roots
- Cassies - Launch of New Product/Service - Koodo - Koodo Shock-Free Data
- ADCC - Film, TV Campaign - Koodo - Koodo Shock-Free Data: Flashback Spots
- ADCC - Film, TV Single, 15 sec or less - Koodo - Koodo: Ping Pong
- ADCC - Film, TV Single, 15 sec or less - Koodo - Koodo: Live Stream
- Canadian Marketing Assoc. - Business Impact - Business Category - AGF - AGF Invested in Discipline Campaign

## 2017

- Marketing Awards - Online Film Single - Twas the Night Before Christmas for BC Children's Hospital Foundation
- Applied Arts - 2017 Design Awards Wordmark / Brand Identity - YWCA Culture Shift
- Awwwards - Honourable Mention - Camp Pacific Travel Portfolio
- Awwwards - Honourable Mention - Camp Pacific Website
- Communication Arts - Webpick of the day - Camp Pacific Travel Portfolio
- Cassies - Technology - Koodo - Koodo Shock-Free Data

# **YOUR CORE TEAM**





## REBECCA MCMILLAN

*VP & General Manager*

**Role in the project:** Accountable for oversight of the client services (account management) team and overall completion of and adherence to quality standards for delivery tasks/processes/deliverables, specific to the client relationship.

**Experience:** Rebecca's 20-year career success revolves around her ability to create winning strategies that help businesses grow. She led the successful launch of an online startup business into a multi-million euro company ready for its exit strategy, grew the largest digital agency in Dublin into international markets and increased the revenue & bottom line for a local Vancouver digital business by five times, in just over a year, before founding her own digital agency and then joining the team at Camp Pacific.

Rebecca has always volunteered in a variety of ways with her local community. She is on the advisory board for Dress for Success Vancouver and is also a board member for the Pink Shirt Day luncheon run by the CKNW Orphans Fund. She founded a self-worth workshop program & volunteers running it for 8 - 14-year-old girls, a project very close to her heart.

**From:** Vancouver, Canada

**Countries worked in:** Australia, USA, Canada, Ireland, UK

**Client Locations:** Canada, USA, EMEA, Europe, Caribbean, Ireland, UK, Australia

**Noteworthy Clients:**





## RACHEL LITTLER

*Director of Project Management*

**Role in the project:** Accountable for oversight of all aspects of delivery and project management. Ensuring overall completion of, and adherence to quality standards for delivery tasks, processes, and deliverables in line with agreed processes, specifications, timeline, and budget.

**Experience:** Rachel is a certified Scrum Master and PRINCE2 Practitioner combining a big-picture view with an eye for detail. Rachel has experience leading teams and collaborating closely with clients to deliver campaigns, websites and mobile experiences across dotcom, intranet, and eCommerce solutions. She applies best-in-class thinking, with best-practice delivery to each one of our projects.

Rachel has experience with advanced integration requirements and has worked with SiteCore, Wordpress, Drupal, SharePoint, Office 365 and custom CMS solutions.

**From:** London, England

**Countries worked in:** England & Canada

**Client Locations:** England, Germany, Italy, Spain, Poland, Japan, China, USA, Canada

**Noteworthy Clients:**

**NOKIA**

**Linklaters**





## CHARLIE MUIR

*Project Coordinator*

**Role in the project:** Responsible for day-to-day project management tasks/ deliverables assigned on the project.

**Experience:** With a traditional education in Business specializing in Marketing from the University of Calgary, Charlie thrives in applying creative solutions to day-to-day obstacles. Charlie is a certified Scrum Master and is skilled in seeking out untapped efficiencies in project processes while maintaining a high quality of work.

She has been a key player in projects for CMHR, SAVE BC, P&G and YVR - for each project, she coordinated and monitored all deliverables from start to finish, ensuring timely delivery to agreed quality standards. Charlie's experience, along with a keen eye for detail, allows her to effectively track project deliverables and facilitate practical processes.

**From:** Vancouver, Canada

### **Noteworthy Clients:**





## TAIA ARAUJO

*Head of UX*

**Role in the project:** Responsible for completion of UX/UI design tasks/deliverables assigned on the project, and overall adherence to quality standards for UX tasks/processes/deliverables.

**Experience:** Taia is a dedicated UX Designer who loves to create data-informed and user-centric web products, paying special attention to find a fine balance between business needs and user expectations.

As the Head of UX, Taia already has an impressive background working in several UX design fields, including experience in the Mobile Game industry after moving from Brazil to Canada in 2016. Whilst exploring this very interesting industry she worked as a UX Designer at EA Sports (Fifa Mobile) and Hothead Games (Hero Hunters). This has enabled her to bring fresh and unique knowledge - such as gamification and mobile UX design - back to the Web Design field.

In Brazil, she worked in the web division of the biggest multimedia corporation from South America, the Grupo Globo, where she co-created the mobile-first website for the 2016 Rio Olympics (Sport TV Play) and many complex multimedia products that reached millions of users.

**From:** Rio, Brazil

**Countries worked in:** Brazil & Canada

**Client Locations:** Brazil, USA, Canada

**Noteworthy Clients:**



**FIFA**





## **GORD BROWN**

*Design Director*

**Role in the project:** Responsible for completion of visual design tasks/deliverables assigned on the project, overall adherence to quality standards for design tasks/processes/deliverables.

**Experience:** Gord is a passionate designer with 10+ years of experience in working seamlessly with agencies and clients to establish, build and strengthen brand experiences with thoughtful design solutions for digital, interactive, and photography. Gord always considers the brand story each client is trying to tell in his designs, and uses his design abilities to tell that story, in as visually appealing a way as possible.

As a multidisciplinary designer, Gord brings with him a deep and fluid understanding of brand development, identity design, graphic systems and user interface designs, across many clients and categories.

Gord is adept at simplifying complex products and user flows, making them accessible, intuitive, and easy to use, whilst still upholding quality and ensuring an optimal experience.

**From:** Vancouver, Canada

**Countries worked in:** Canada & Romania

**Client Locations:** Canada, America, Brazil, Singapore, England, Germany, Amsterdam, France, Spain

**Noteworthy Clients:**

**FIFA**





## **BRYCE GILHOME**

*Head of Development*

**Role in the project:** Responsible for completion of Front-End development, Drupal CMS development, bug/issue fixes, and overall completion of and adherence to quality standards for development and testing tasks/processes/deliverables.

**Experience:** Bryce has a passion for building things in the digital world which have a real, positive influence in the human world. Bryce has garnered a breadth of experience in various aspects of the full stack of web technologies, and believes that imaginative problem-solving, attention to detail and a willingness to learn are the constants underlying the ever-changing landscape of emerging frameworks.

A strong supporter of user experience, Bryce takes pride in creating solutions that are easy to use, easy to understand, and easy to build upon. Also an active patron of the open-source community, notably Drupal, Bryce has contributed updates to many widely-used modules and packages, and appreciates the collaboration of effort which produces feature-rich open-source software.

**From:** Melbourne, Australia

**Countries worked in:** Australia, Japan and Canada

**Client Locations:** Australia, Canada

**Noteworthy Clients:**



# OBJECTIVES & REQUIREMENTS INDEX



Although there are often several Deliverables, Case Studies and sections which deliver again W3C's objectives and requirements, for ease of reference and review for W3C, we have outlined which Deliverables, Case Studies and other sections of this RFP best/most closely deliver against the objectives and requirements specified by W3C, through this Objectives and Requirements section.

## Objectives

- Solidify brand authority, consistent design, uniform appearance
  - **Deliverable:** Visual Design
  - **Case Study:** SAVE BC
- Create an engaging and easy to navigate experience
  - **Deliverable:** Information Architecture and Navigation Tree Testing
  - **Case Study:** TransLink Alerts & Advisories
- Increase engagement (Members to join) and funding (crowdsourcing) (Join/Donate buttons)
  - **Deliverable:** User Flows and Wireframes
  - **Case Study:** SAVE BC
- Ability to re-use redesign (to expand to other phases); enable us to evolve the style guide to cater for new needs & usages; likewise empowers us to make the information architecture evolve based on new themes, priorities
  - **Deliverable:** Visual Design
  - **Case Study:** CMHR
- Optimize (layout, tooling) to make content that meets user needs (content design)
  - **Deliverable:** Content Strategy
  - **Case Study:** TransLink Alerts & Advisories
- Optimize presentation, then archive redundant/stale content (inventory of the current content/ URL Mapping and 301 Redirects)
  - **Deliverable:** Content Strategy
  - **Case Study:** CMHR
- Simpler and robust editing/maintenance (we expect the markup+style to be as simple/minimal as possible, and easy to understand and update over time)
  - **Deliverable:** Front-end Development
  - **Case Study:** SAVE BC
- Ongoing/BAU: Create a long-lasting partnership with a web design agency to continue to work with us as our needs and organization evolve
  - **Deliverable:** Post-Launch Beta Site Maintenance
  - **Case Study:** CMHR





## Requirements

- HTML5, WCAG 2.1, ideally Level AAA (level AA as a minimum), standards compliance
  - **Deliverable:** Front-End Development
  - **Case Study:** CMHR
- Consistently responsive: mobile first, then desktop design
  - **Deliverable:** Wireframes and Visual Design
  - **Case Study:** TransLink Alerts & Advisories
- Modern best practices and simple, maintainable markup and CSS
  - **Deliverable:** Front-End Development
  - **Case Study:** SAVE BC
- Device-independence, reusability (i.e., semantically rich and machine-readable, future-proof)
  - **Deliverable:** Front-End Development
  - **Case Study:** Camp Pacific website
- Compliance with W3C URI persistence policy
  - **Deliverable:** Back-End Development
  - **Case Study:** CMHR
- Performance must be as good as or better than the current site
  - **Section:** Approach - Flexible and Futureproof
  - **Case Study:** SAVE BC. Note: our clients tend to work with their own hosting partners, so we have limited control with some aspects of performance so we also wish to reference the [Camp Pacific website](#) for an example of strong performance in instances where we have full on-going control of the site and server
- Integrates with existing W3C-maintained back-end services (e.g. database of groups and participants)
  - **Deliverable:** Drupal CMS Development
  - **Case Study:** HERE intranet
- Testing throughout the process
  - **Deliverable:** Navigation Tree Testing, Wireframe User Testing, Accessibility Testing, Usability Testing
  - **Case Study:** TransLink Alerts and Advisories
- Support for bidi (content and navigation)
  - **Deliverable:** Drupal CMS Development
  - **Case Study:** Rotary International
- 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
  - **Section:** Approach - Flexible and Future-proof
  - **Case Study:** CMHR
- Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback
  - **Section:** Approach - Working Better, Together
  - **Case Study:** TransLink Alerts & Advisories

# APPROACH



## ***Working Better, Together***

Our work with non-profit, and government organizations - as well as sizeable public and private corporations - has shaped us into seasoned stakeholder managers. In fact, we have conducted projects that have required the input of decision-makers, advisors, sub-groups and partners totaling not only in the hundreds, but in the thousands of people.

We absolutely acknowledge and embrace different perspectives. The more insight we can get, the better the final product. Sub-group involvement also leads to internal buy-in, and internal buy-in leads to enduring momentum. Consulting with multiple sub-groups doesn't have to be a headache. Nor does it have to water down the work. But it does have to be properly planned and managed.

We understand the importance of keeping stakeholders informed and satisfied with progress, and taking them on the journey, too.

In order to ensure that we are engaging with and leveraging the expertise of W3C and the broader W3C community, we suggest that we court feedback at various points throughout the project. We have indicated those points alongside the relevant deliverables listed in the Deliverables section of this response.

We are accountable at Camp Pacific. We set KPI's with our clients before we begin any project in order to ensure everyone is on the same page in terms of goals and expectations.



## ***Crafting Usable Experiences***

*From the ground up*

Camp Pacific prides itself on using world-class strategy, user experience, design and technical thinking, delivered through dedicated and conscientious project management. We put the end-user at the heart of all decisions and will push both ourselves and W3C to produce a captivating and, more importantly, usable experience that achieves audience goals and delivers against business requirements. We focus on the user, or customer, first and always.

We start at the core: the business problem we're looking to solve and the users who we're creating the experience for. It is vital that we check our assumptions and avoid jumping to solutions at this stage as success is so often determined by properly articulating the challenge.

By collectively focusing not just on business requirements but real user needs, together, we will

build a product that W3C is truly proud of. A particularly important component of this is user testing as this allows us to validate our proposed solution with your actual users. Feedback from your users serves as a great barometer for identifying any potential issues and to optimize the experience, before progressing. It is important that the beta website is not only usable, but that people enjoy using it.

We leverage research findings in our solutions - particularly with regards to diversity and inclusivity. As well as user testing with a diverse audience, we will focus on designing for accessibility as this is an integral principle across our work, and particularly important for W3C.



*For all to see*

Where possible/desirable, our Visual Designers will look to leverage any existing design patterns/visual language. This will enable us to ensure that the designs that we deliver will utilize any familiar design patterns for users, ensuring a feeling of consistency and continuity. Designing for accessibility and inclusivity is something we have a wealth of experience with, having worked with CMHR and TransLink (Provincial Transit Authority). We will also ensure that our designs are created and tested to meet AA accessibility, at a minimum.

We will use a modular approach in order to increase user familiarity, reduce inconsistency and streamline development. A design style guide provides a key point of reference for our development team so that all styles can be handled centrally. This guide can be handed over to W3C, so that it can be reused by internal teams. The simplicity of the modular approach helps to establish design patterns which can be more easily understood, and learned. This

helps to improve your user's familiarity with your brand, as well as their ability to learn interaction patterns on the website. This ensures that when your users encounter a new area of the site, they already have a good idea of what to expect and how to interact with it.

Camp Pacific will ensure that your new website meets with WCAG 2.1 AA accessibility standards at a minimum, but will endeavour to meet WCAG 2.1 AAA where possible, so that W3C can deliver service to all users, ensuring equal access opportunities.

The solution will ensure that the experience delivered to W3C's audience is intuitive and friendly, consistent and beautifully designed, without compromising on the ability for W3C to quickly make updates. W3C may create new pages and sections as and when needed, which remain on brand, within the design system created.



### *Behind the scenes*

A user group who can often get forgotten are the CMS users. Ease-of-use and usability is hugely important for this group. These people are the driving force behind your communications hub. Given the time pressures these users are often under, it is essential that their experience for content creation and approval is intuitive and easy. The ways we achieve this are through simple workflows and permission systems, and delivering a website which is built upon a component library or modular approach. This approach ensures that your CMS users are armed with the right toolkit for spinning up content on the fly, without clutter, fuss, or unnecessary complexity. It might be 'behind the scenes' but CMS usability is still front-of-mind.

We deliver in-person training sessions via conference call. The session will be tailored in order to meet the

needs/familiarity of your CMS users to ensure that an appropriate training package is delivered for your team's unique needs. The training session will be recorded and timestamps will be provided for each section. This video and timestamps will be shared with W3C and will serve as the documentation which your team may wish to refer back to when using the CMS.

We have found video recording demos to be a more successful method of knowledge transfer and documentation, as it is more easily absorbed and accessible, post-session; it does not run into the same version control and sharing issues that a training document often runs into and allows CMS users to digest information in a more 'modular' educational format.



## ***Flexible and Future-Proof***

Based on our knowledge of W3C's requirements, our experience with similar client needs, and our best-practice recommendation, we would recommend leveraging Drupal 8 for the new W3C website project CMS.

Drupal is a widely-used open-source content management system renowned for scalability, flexibility and security. With over 15 years of development and improvement in the core codebase, as well as a large library of community-contributed modules, Drupal is especially suited for medium to large sites requiring feature-rich content, media asset management, multi-faceted tagging, editorial workflows and custom functionality.

Features of Drupal's core include multilingual capability, content revisioning, multi-layered caching and performance optimization, accessibility and privacy compliance, REST API endpoints for headless architectures, a granular role-based permissions system, and weekly security updates. These ensure that Drupal maintains a strong presence in sectors such as government, not-for-profit, education, enterprise business and commerce. Moreover, a suite of thousands of contributed modules, reviewed and approved by core maintainers, power Drupal with optional extra functionality such as modular content and visual content/layout editors, highly-configurable search, migration of content from a variety of sources, bulk redirects import and management, analytics and integration with a wide variety of external APIs and services, amongst many others.

Using a component-based or 'modular' approach to content, Drupal can be used to create flexible, per-page layouts that are easy to build and update using a visual interface. Components can be dynamic in content, such as filterable lists or other views, as well

as dynamic in placement or visibility, according to specified conditions related to variables such as date or time, user location or preferences.

Furthermore, by leveraging a comprehensive, granular permissions system, Drupal can be configured to provide a tailored workflow system that provides a minimum-effort path for authors to create content that conforms to best practices and content style guides, and for editors to approve, re-draft or archive that content. Dashboards provide users with an overview of tasks related to content or any other administrative functions. Permissions can even be granted to allow members of the public to submit content via webforms, submissions of which can be plugged into the content workflow if desired, following sanitization in accordance with best practices for security.

In addition to the editorial experience, Drupal 8 provides an improved developer experience, having been intensively refactored from Drupal 7 in order to provide a coherent framework for tasks such as extending core functionality and executing reliable, versionable deployments of configuration changes.

When used as a headless API in combination with a modern, lean front-end framework or static site generator such as Svelte/Sapper or Gatsby, impressive performance metrics can be achieved whilst delivering engaging, accessible content.

In conclusion, when evaluating against other CMS platforms, we feel that Drupal is the best solution by reason of support, security, functionality and adaptability (be it to either changing needs or new technology). As a mature, open-source project, Drupal represents a future-proof solution that provides a solid foundation on which to build and iterate a successful project.



## ***Delivering Peace of Mind***

With Scrum and PRINCE2 certified project management, Camp Pacific is adept at successfully delivering digital projects, cherry-picking practices from PRINCE2, Agile, Critical Path, and Waterfall to inform how we scope, plan, and manage our projects. This blended process has yielded the most success for our clients, their stakeholders, and their customers. It allows us to help our clients prioritize their requirements, then quickly demonstrate and deliver value.

Throughout this process, we are continually monitoring project health. Ultimately, this process is what best allows us to honour scheduled and agreed deadlines, whilst remaining within project constraints.

We use project management software that we license and grant access to our clients. Clients are able to view the status of their projects and view their project plan/Gantt, as well as track all project communication in one place so it is not lost in individual emails. We understand that our clients may have their own preferred tools for project communications, and we are happy to align with using these tools/systems where requested.

Our meetings have a set agenda and are focused on making the most effective use of each person's time.



# DELIVERABLES



This section outlines the deliverables which will be output from the project. These deliverables have been suggested in order to meet the Services which W3C have specified. For ease of reference, we have included the corresponding Service which each Deliverable meets.

Note: Project Management is an ongoing Service so is factored into the production and management of each Deliverable and is therefore noted here, rather than per deliverable.

In order to deliver the project, we will employ the 5D process. This ensures that our clients are clear on what is being delivered, when, and the various stage gates within the project. This helps to ensure that we are all on the same page, throughout the design, development, and deployment process, with all project partners.

The 5D methodology consists of five distinct steps: discover, define, design, develop, and deploy.

## **DISCOVER**

The tasks we complete during the Discover Phase are designed to accurately capture further information about the needs of W3C, your stakeholders, and your audiences. We approach this from a technical and a marketing point of view. This phase serves as a baseline for the project, allowing us to clarify any assumptions and dependencies, resolve caveats and agree on exclusions.

### ***Project Kick-Off Meeting***

Workshop session to introduce the Camp Pacific and W3C project teams:

- W3C to identify stakeholders and provide context around stakeholder roles and responsibilities
- W3C to communicate further detail about their mission, vision, values and goals
- W3C to share thoughts to date about potential areas for improvement, and whether these considerations have come about as a result of business insight or from user feedback
- W3C to share thoughts about what success looks like, business KPIs for the success of the new website, and measurement tools
- W3C and Camp Pacific to clarify any assumptions & dependencies, and resolve caveats

Engagement Point: W3C project team and subject matter experts.



## ***Content Audit***

Camp Pacific to:

- Perform a content audit of the W3C website to review the copy and catalogue the number and types of pages, features, functionality, content types, site structure and templates being leveraged. This will help to establish what types of modules are required and where copy requires repurposing
- Review data provided by W3C for the current website

Deliverable: Delivery of Content Audit document.

## ***User Research***

Camp Pacific to complete research activities to better understand W3C's audiences and which areas of the site are working well, and any painpoints or areas for improvement.

Deliverable: Camp Pacific to present research findings to W3C.

W3C Service Area met: User Research

Engagement point: W3C project team and W3C subject matter experts.

## ***Technical Scoping***

Camp Pacific to complete a planning call with the W3C technical team to:

- Receive the requisite information regarding databases and integrations (including with Simpleview CRM) in order for Camp Pacific to confirm technical effort is aligned with original estimates, in light of further/more detailed information
- Gain an early understanding of any potential technical challenges and mitigate these in advance
- Agree deployment process for Camp Pacific to push code to W3C's environment
- Scope the content publishing workflows and permissions

Deliverable: Initial Technical Specification document.

W3C Service area met:

- Consulting: Advice on software (e.g. CMS, analytics --Matomo is being used; preferably open-source)
- Consulting: MFA (ideally with webauthn) infrastructure for Member and public users

Engagement point: W3C project team and W3C IT team.



## **DEFINE**

The objective of the Define Phase is to initiate the process for how we structure and present the site content in a way which is intuitive to your three key audiences.

Camp Pacific will incorporate findings from the Discover Phase and engage experts from our Strategy, User Experience, Creative, and Technical teams to create the beginnings of the system which will be used for presenting your content in a user-friendly way.

### ***Project Specification Document***

Camp Pacific to draft a detailed specification to capture project governance (including roles and responsibilities and escalation processes), components required (design system) and technical/functional specifications.

Camp Pacific to draft a high-level Roadmap to account features/functionalities/activities to be included and scoped in future phases.

Deliverable: Project Specification Document

W3C Service area met: Adopt, or define & draft a website governance document / project specification / design system.

Engagement point: W3C project team, W3C IT team and W3C subject matter experts.

### ***Content Strategy & Migration Scoping***

Camp Pacific to document and prioritize the areas requiring new content, repurposing of existing content, content to be archived and which content should be migrated.

Deliverable: A document providing strategic guidance for content creation, revision and migration.

W3C Service area met:

- Content Strategy
- Migration Strategy

Engagement point: W3C project team and W3C IT team.



## **SEO Strategy**

There are two key strategies for SEO. One is using onsite SEO tactics and the other is using offsite SEO tactics. We propose to advise your team with onsite website optimization strategy and tactics for W3C. Onsite SEO will help to build offsite brand awareness for W3C when people are searching for relevant, strategically selected key terms online.

We will work with your project team to compile a list of agreed keywords to focus on. The keywords will then be integrated into all web page content elements, including main body copy, meta data, navigational elements, anchor link text, calls-to-action and image attributes. A review of current URL naming conventions will also be undertaken, with suggestions for revision to maximize optimization levels where applicable. The above optimization will maximize the relevance of the users' requirements within the content and boost visibility within organic search engine results pages (SERPs) for major search engines i.e. Google, Yahoo and Bing.

Optimization is also aimed at improving the readability and overall visibility of the content within pages, including layout and visibility best practices. New content should adhere to content guidelines laid out in advance, to provide consistency of structure and tone of voice. Ongoing analysis of visitor data will surface the continual requirements of the users and highlight which topics are more desirable to the end user as well as those areas currently not meeting user requirements.

We will then ensure the appropriate tags are implemented for the various named and unnamed core updates to the Google ranking algorithm (e.g. Panda/Penguin/Hummingbird).

Deliverable: A document outlining W3C's SEO strategy and tactics.

W3C Service area met:

- Organic SEO
- Search strategy

Engagement point: W3C project team and W3C IT team.



## ***User Flows***

Camp Pacific to document up to 5 user flows, based on W3C's audiences. These will ensure that we have considered the journeys a user may take when on the website, so that content can be presented in an optimal manner.

Deliverable: A document containing up to 5 user flows, with implementation of 1 x round of consolidated feedback from W3C.

Engagement point: W3C project team.

## ***Information Architecture (IA)***

Camp Pacific to create an Information Architecture that improves the content organization on W3C's website.

Deliverable: An Information Architecture diagram, with 1 x initial round of consolidated feedback implemented from W3C, 1 x round of amends implemented following Navigation Tree Testing, 1 x final round of consolidated feedback implemented from W3C.

W3C Service area met: Information Architecture.

Engagement point: W3C project team and W3C subject matter experts and W3C wider community.

## ***Navigation Tree Testing***

Camp Pacific to:

- Validate with key target audiences that the navigation structure (based on the Information Architecture) is intuitive.
- Identify and amend any trouble areas in the proposed navigation structure.
- Agree amends with W3C and update the navigation structure as necessary, based on the testing findings.

Deliverable: Camp Pacific to present findings to W3C prior to implementing amends.

Engagement point: Wider W3C community, users and W3C project team.



## **DESIGN**

The objective of the Design Phase is to demonstrate how brand values and relevant information will be expressed visually.

Working with your team, Camp Pacific UX and Creative teams will apply learnings from the Discover and Define Phases to inform the design process from high-fidelity wireframes, through to final visual designs, and ultimately, development-ready assets. Prototypes will be tested with members of the three key audiences before being progressed to the Develop Phase. W3C team will be encouraged to engage, collaborate and provide feedback during the design process.

### ***Content Revisions***

Camp Pacific to:

- Review existing content on the W3C website
- Define pages requiring content changes
- Collate questions and initial suggestions for structure and content for in-scope pages for W3C to review
- Complete 1x round of revisions to site content, following W3C review

Deliverable: Existing website content will be updated and new content will be created, as required, for W3C.

W3C Service area met:

- Organic SEO
- Content Strategy

Engagement point: W3C project team and W3C subject matter experts.

### ***Wireframes***

Camp Pacific to:

- Create mobile and desktop wireframes for the key template pages (3 x 1-week Wireframe sprints).
- Present each round of wireframes to W3C.

Deliverable: Wireframes will be uploaded to InVision, with 1 x round of consolidated feedback implemented from W3C.

W3C Service area met:

- Wireframes
- Mobile/responsive design
- Multi-lingual site, language negotiation
- Advice on how to maintain accessibility

Engagement point: W3C project team, W3C IT team and W3C subject matter experts.



## ***Wireframe User Testing***

Camp Pacific to test the wireframes with users\* to gather feedback to confirm that the experience is intuitive or to identify any trouble areas and develop a plan for necessary amends.

Deliverable: Camp Pacific to present findings to W3C prior to implementing amends as part of the third Wireframe sprint.

\*Users should be selected based on principles of diversity, inclusivity and accessibility.

\*\*W3C may wish to provide an incentive to users in order to encourage participation.

Engagement point: Wider W3C community, users and W3C project team.

## ***Visual Designs***

Camp Pacific to:

- Create mobile and desktop visual designs for the key template pages (3 x 1-week Visual Design sprints).
- Present each round of visual designs to W3C.

Deliverable: Visual Designs will be uploaded to InVision, with 1 x round of consolidated feedback implemented from W3C.

W3C Service area met:

- Visual Design
- Mobile/responsive design
- Style sheets and templates
- Multi-lingual site, language negotiation
- Advice on how to maintain accessibility

Engagement point: W3C project team, W3C IT team, W3C subject matter experts, W3C advisory board and management.





## **DEVELOP**

The objective of the Develop stage is to deliver final working modules and user-tested page templates, which adhere to quality and accessibility standards, are populated with W3C's content, and are ready for deployment to a testing environment.

### ***Front-end Development***

Camp Pacific to develop the visual components and layouts which the user will see and interact with on the website, in line with the approved Visual Designs.

Deliverable: Key page templates built and front-end functionality implemented, available for UAT on a staging link.

W3C Service area met:

- Mobile/responsive design
- Stylesheets and templates
- Front-end
- Multi-lingual site, language negotiation

### ***Back-end /Drupal CMS Development***

Camp Pacific to:

- Develop the back-end configuration, logic and functions required in order to power the website
- Implement required integrations
- Ensure that data/content can be input by CMS users and is being retrieved and formatted as needed in order to supply content to the Front-End of the website
- Set up CMS access and workflows.

Deliverable: Back-end CMS integrated with front-end of the site, available for UAT on a staging link.

W3C Service area met:

- Integration
- Multi-lingual site, language negotiation



## ***Content Migration***

Camp Pacific to:

- Determine which content should be migrated from the existing websites to the new website and which will be manually populated.
- Validate the estimates provided by Camp Pacific's technical team for the execution of the Content Migration.
- Execute the Content Migration.

Deliverable: Content populated 'automatically' for templated pages.

W3C Service area met: Content Migration.

## ***Content Population***

Camp Pacific to assist with manually populating the content of some of the pages of the website which are not being migrated, using the developed modules to house the approved content.

Deliverable: Content populated for pages whose content was not migrated (30 hour allowance).

## ***Quality Assurance (QA)***

Camp Pacific to test the website in order to confirm that it is looking/working as specified, and adheres to agreed functional specifications, technical specifications, standards and cross-browser specifications.

Deliverable: Any defects captured will be added to Jira, for Camp Pacific's technical team to resolve.

W3C Service area met:

- Browser & Device Testing, Usability testing

## ***Accessibility Testing***

Camp Pacific to test the website in order to validate that the final build meets WCAG 2.1 AA standards, and WCAG 2.1 AAA, as specified.

Deliverable: Any defects captured will be added to Jira, for Camp Pacific's technical team to resolve.

W3C Service area met:

- Browser & Device Testing, Usability testing



## **DELIVER**

The objective of the Deliver Phase is ultimately, to deploy the website to the production environment. Once the website has been deployed to W3C's testing environment, W3C will be trained on the CMS so that they are empowered to make any content edits, as required, prior to giving approval for the website to be deployed to their production environment.

### ***CMS Training Session***

Camp Pacific to train W3C content teams on how to use the CMS, in order to ensure teams are equipped with the knowledge required for using the new features being made available.

Deliverable: 1 x training session held, followed up with training documentation delivered in the form of screen recordings.

W3C Service area met: Advice on how to maintain accessibility

### ***Beta Site Launch***

W3C to provide approval and Camp Pacific to complete the Go-Live checklist and launch the website, deploying it to the production environment, making it visible to the public.

Deliverable: W3C website visible to the public



## **POST-LAUNCH**

### ***Beta Site Maintenance and Support***

The journey doesn't stop post-launch and naturally, you will have some questions as you immerse yourselves in the product we have created for you.

In order to ensure that you have what you need for making the most out of your shiny new toolkit, we are on-hand to provide support - be it in person, via phone call or email.

The maintenance agreement will commence from the date on which we deploy the Beta website.

Our support agreements allow for a monthly 'pot' of hours, which we drill down on, as needed. At the end of each month, we will provide a report highlighting hours spent, and hours remaining. In instances where W3C spend above their monthly 'pot', hours from the following month's 'pot' will be used. In instances where W3C spend below their monthly 'pot', hours can be rolled over. If hours/budget remain at the end of the year, W3C may either claim these as a credit note or may wish to allocate the time towards a new feature.



We have included our standard sample SLA, below. However, this is subject to discussion and agreement with W3C. **Note:** Support services are currently only offered within Camp Pacific's business hours (9AM - 5PM PST) on business days. Out-of-hours support service can be discussed and terms agreed, if needed.

INCIDENT	RESPONSE TIME	TARGET RESOLUTION	DESCRIPTION
Level 1: Emergency	1 hour	1 hour	<ul style="list-style-type: none"><li>• Critical security upgrades/patches/bug fixes</li></ul>
Level 2: Urgent	2 hours	2 hours	<ul style="list-style-type: none"><li>• Major service feature or function not working</li><li>• Back-end access restricted or not working</li><li>• Unexpected temporary content loss</li></ul>
Level 3: Important	4 hours	1 day	<ul style="list-style-type: none"><li>• Disruption of site functionality through implementation of technology advances</li><li>• Minor service feature or function not working</li></ul>
Level 4: BAU/CR	By agreement	Best endeavours	<ul style="list-style-type: none"><li>• Non-critical upgrades/updates</li><li>• Admins/Super User need administrative service</li><li>• The Admins/Super User have a technical question on the website functionality or need assistance using the service</li></ul>

Deliverable: Maintenance and Support.

W3C Service area met: Maintenance and future collaboration.



### ***Future Phase Scoping***

Review and analysis of Phase 1 of the website in order to gather initial data and feedback. Updating the multi-phase roadmap to account for any additional considerations, post-launch.

Deliverable: Roadmap updated and individual projects identified.

W3C Service area met: Maintenance and future collaboration.

# PROJECT COMMUNICATION PLAN



In order to effectively collaborate and communicate throughout the project, we will schedule a weekly status with your client PM lead and our PM lead. This session will be used for communicating progress across each workstream (i.e. progress tracking), and discussing any RAID issues (and their severity) in order to ensure that any risks or issues can be resolved as swiftly as possible.

In addition to this more 'fulsome' status, we are keen to work collaboratively and would be happy to host a 15-minute daily stand-up with W3C's project team, at peak periods in the project. These calls can serve as either a checkpoint (to discuss progress, blockers, dependencies, risks or issues 'as they arise') or as a quick way to get any feedback on work in progress.

Because of the disparate locations of stakeholders, we will leverage phone, email, project communication tools, and Google Hangouts for calls and meetings as and when needed.

Our PM team use the following software but have experience with - and are open to - using other tools if W3C have existing, preferred systems:

- Smartsheet: to create and manage project plans
- Jira: to manage Maintenance tickets
- Float (internal tool): to schedule our team members and ensure time management
- Google Site (private access/invite only) or Basecamp: to provide quick access to deliverables and documentation

### **To Note:**

We have a client (Canadian Museum for Human Rights) based in Winnipeg, Canada which is the CMT zone, so are experienced with this way of working and have seen great success. We have also worked with clients based out of Germany, not to mention working frequently with our sister agency, Camp Jefferson, in Toronto and Eleven, in San Francisco.





The table below describes the methods of communication which will be used throughout the project.

STAGE	FOR WHO	BY WHO	FREQUENCY	COMMS TYPE
<b>UX &amp; Creative</b>				
Initial Concepts / Design previews	All Customer Stakeholders	Supplier PM	As per project schedule	Meeting
Concepts / Design development	All Customer Stakeholders	Supplier PM	As per project schedule	Updates posted to InVision & notify by email
Key stage approval	Customer PM	Supplier PM	As per project schedule	Meeting / emailed signature
<b>Project Administration</b>				
Changes or updates to project documentation	All Customer stakeholders	Supplier PM	Within 24 hours after change issued / meeting	Notify by email
Project status update	Customer PM	Supplier PM	Weekly	Conference call / screen share meeting
Project status / burn report	Customer PM	Supplier PM	Upon completion of each phase	Status report
Contact reports/ minutes	Meeting participants	Meeting Organizer	Within 48 hours after meeting	Contact report
Change request	Customer PM	Supplier PM	Within 48 hours after change issued	Change log
<b>Post Project</b>				
Project debrief	All stakeholders	Supplier PM	Once at project end	Meeting

# RELEVANT EXPERIENCE



CANADIAN MUSEUM FOR  
HUMAN RIGHTS



## ***The Canadian Museum for Human Rights***

<https://humanrights.ca/>

**Services:** Accessibility, Strategy, Content Strategy, Content Development, UX, Visual Design, Front-end Development, Drupal CMS Development, Quality Assurance, Devops, Large Content Management, Monthly Site Maintenance

This case study provides an example of a large-scale, content-heavy website that meets WCAG 2.1 AA standard (*at the time of build and AAA where possible*) level accessibility, whilst delivering a seamless responsive experience on desktop and mobile. During the kick-off phase of this project, the Camp Pacific team and CMHR stakeholders met in various workshops to determine specific requirements for sections of the website. This was to ensure that each stakeholder could have their business objectives met. This site also had a large amount of content that needed to be audited and either migrated, repurposed and populated, or archived. Of course, as a Museum, tourism was one of the primary audiences of the site and bricks and mortar location.

**Description of Project:** Given the museum's location, most people's only interaction with the brand would be online. The museum's website, therefore, would be the most visible expression of this audacious brand. Notwithstanding this, the website must also encourage local, national and international travelers to visit the museum itself, encourage repeat visitation, and keep visitors engaged with the brand (online) after that visit has ended.

In order to reflect and feel like the award-winning museum space, the website needed to be wireframed, designed, and built to WCAG 2.1 AA accessibility standards and AAA, where possible.

We began strategic planning and roll-out of an ambitious project to achieve the Digital Dialogic Initiative, drawing on design elements from the building's architecture and exhibits, in order to create a seamless experience from the website to the physical museum and back. It was agreed that the optimal approach would be a multi-phased project with a Beta launch, followed by a period of review and refinement, then a fully-fledged public launch.

80% of this ambitious vision was completed in under a year in the form of a dual language beta site. Since launch, we have seen improvement in content engagement from social shares.

First year results show that online visitors are spending more time reading human rights stories. The average dwell time on blogs on the previous website was 43 seconds, whilst that for the new site is 4:43 minutes.

Due to the frequency and flexibility required for content publishing, we consulted with CMHR's IT team to recommend a CMS. The new CMS needed to be future proof and robust enough to handle multiple editors and workflows. Given CMHR's requirements, our recommended CMS



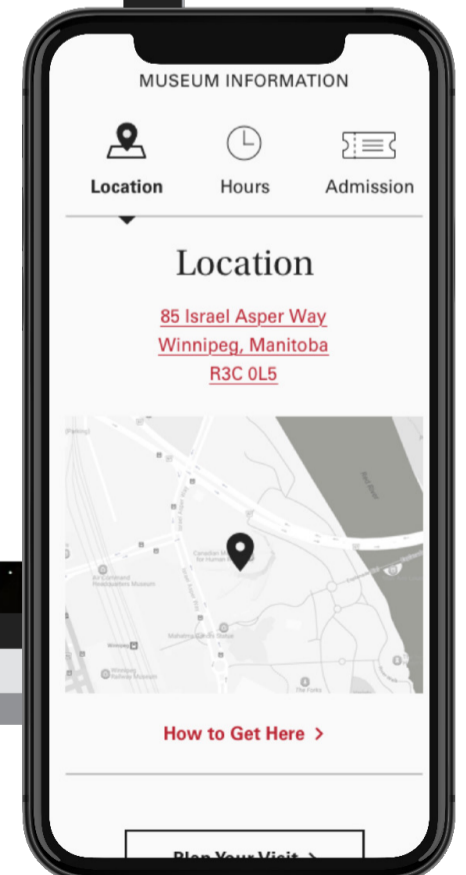
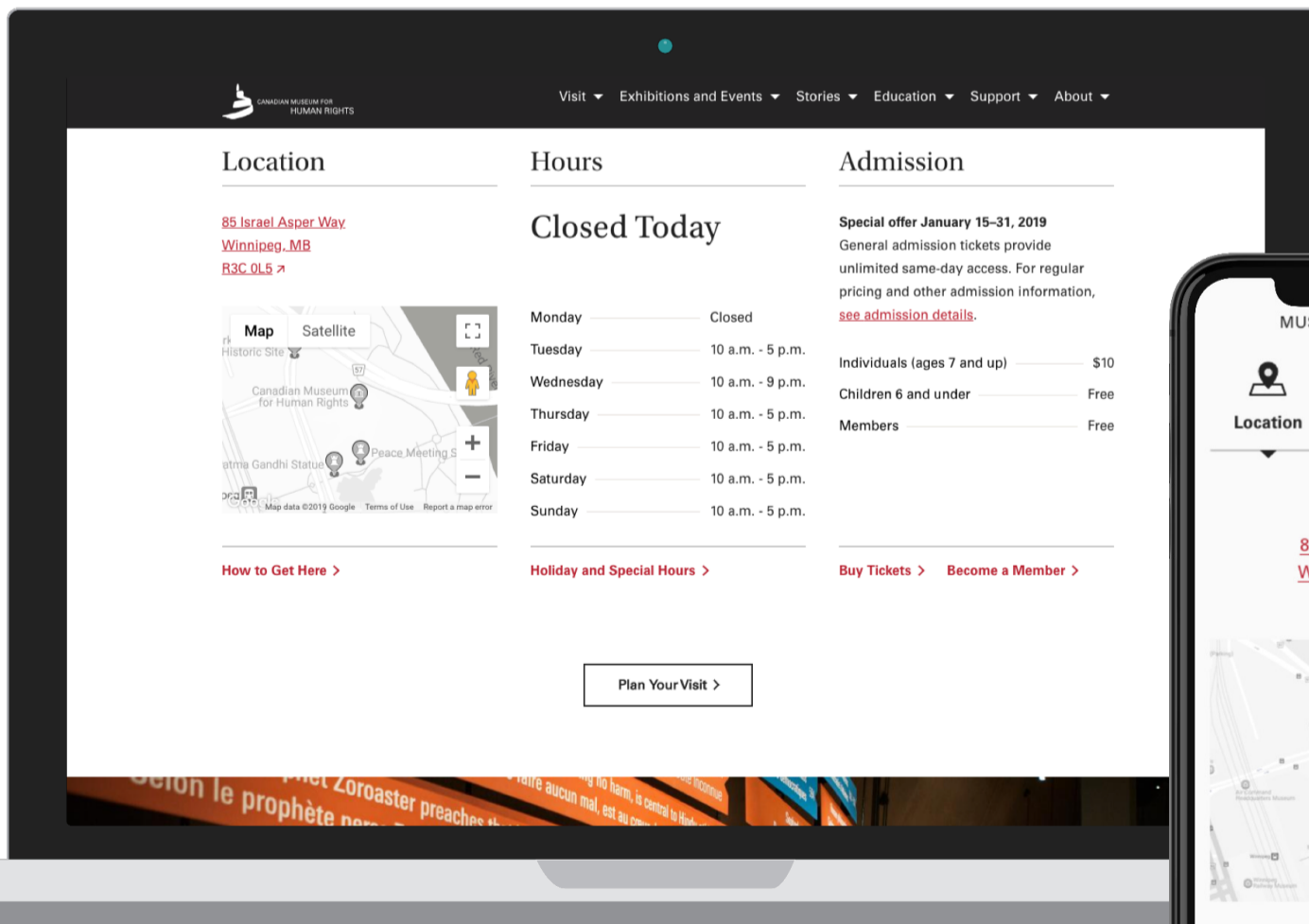
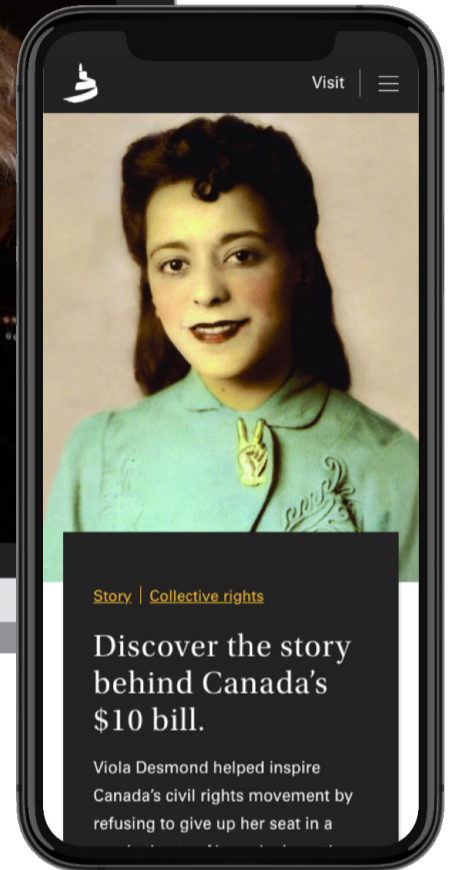
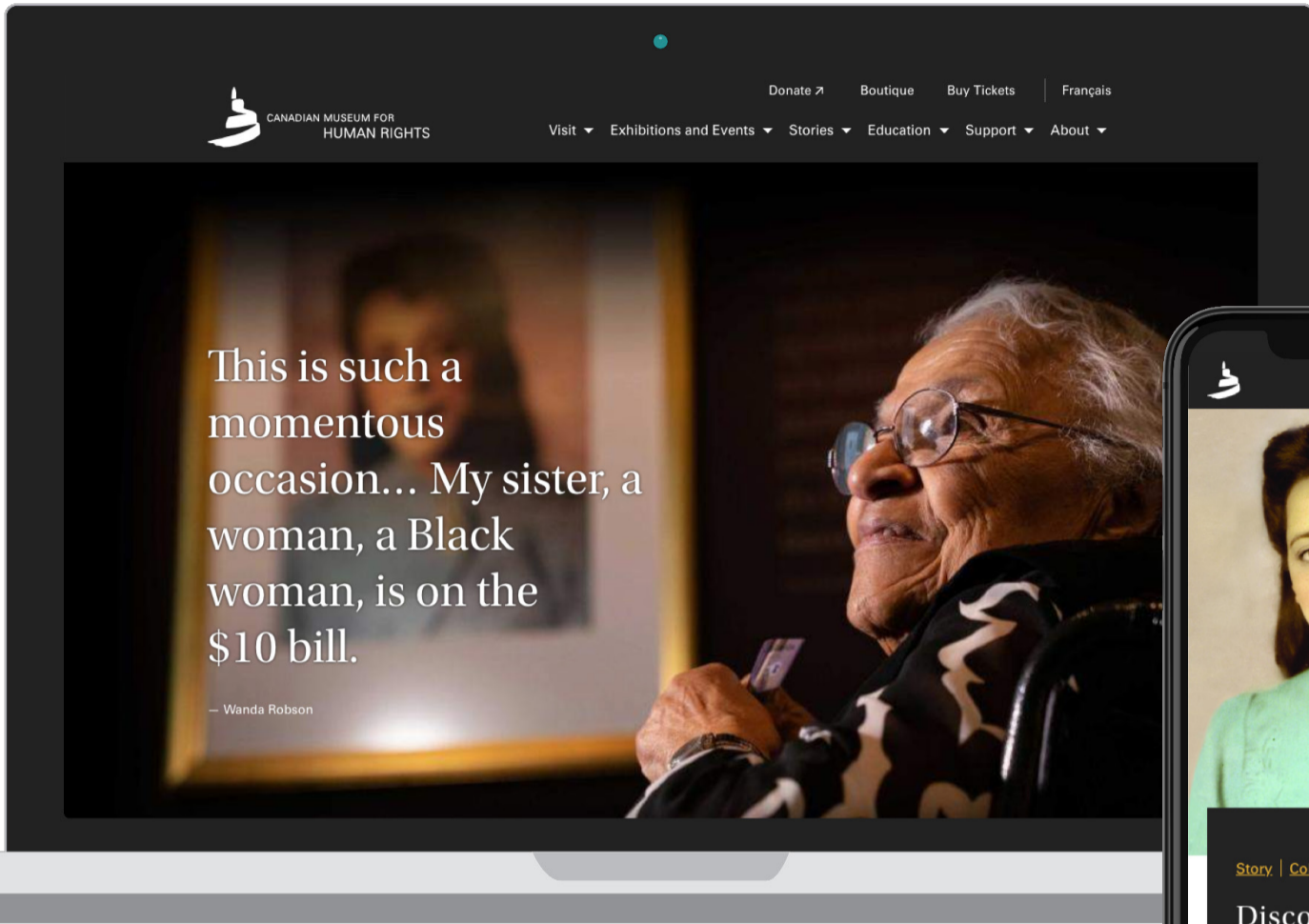
We built the site with universal inclusion design principles at its core. These considerations were an integral part of the design process and were seen as inspiration for exceptional design rather than a hindrance or afterthought. This thinking enabled us to achieve AAA accessibility standards in some instances, in order to truly deliver on CMHR's inclusion mandate.

The new build required multiple instances of migration from legacy systems and integration with other existing systems and workflows. Firstly, data from the Human Rights Thesaurus, an iQVoc-formatted vocabulary of thousands of human rights related terms and definitions, was imported using Drupal's migration modules, allowing for repeated periodic imports of updates and/or rollbacks. Secondly, news release content from the existing site was migrated via HTML scraping and manipulation to be stored as fielded content in the

new site build. Finally, around a year after launch, hosting and deployment pipelines were migrated in stages from Camp Pacific's infrastructure to CMHR's, in response to CMHR's wish to give more ownership for their growing in-house technology team. A joint development workflow was drafted such that both teams could continue to build and test new features in tandem, and push approved features to CMHR's code repository.

On handover, Camp Pacific gave on-site training for the content and tech teams, and handed over documentation and training material in both PDF and video format.

Following the final launch, we have been working in close partnership with CMHR to support with maintenance fixes and enhancements to the website.



Visit for only \$10 from January 15–31, 2019 (closed Mondays).

[View old site](#)



CANADIAN MUSEUM FOR  
HUMAN RIGHTS

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**here**





## **HERE Technologies Intranet**

<https://www.here.com/>

**Services:** Strategy, Content Strategy, UX, Visual Design, Front-end Development, Drupal CMS Development, Quality Assurance, Devops

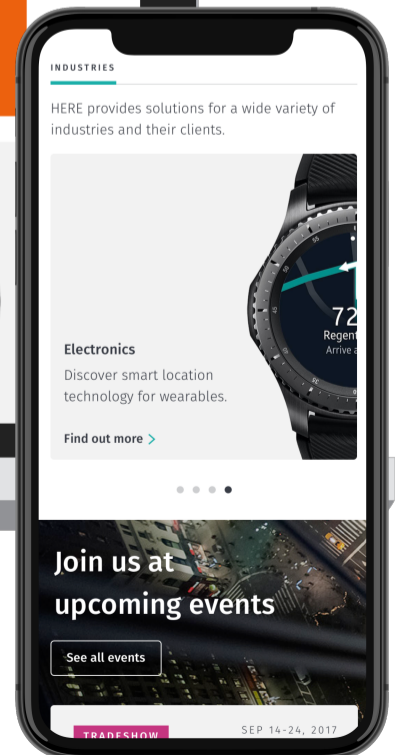
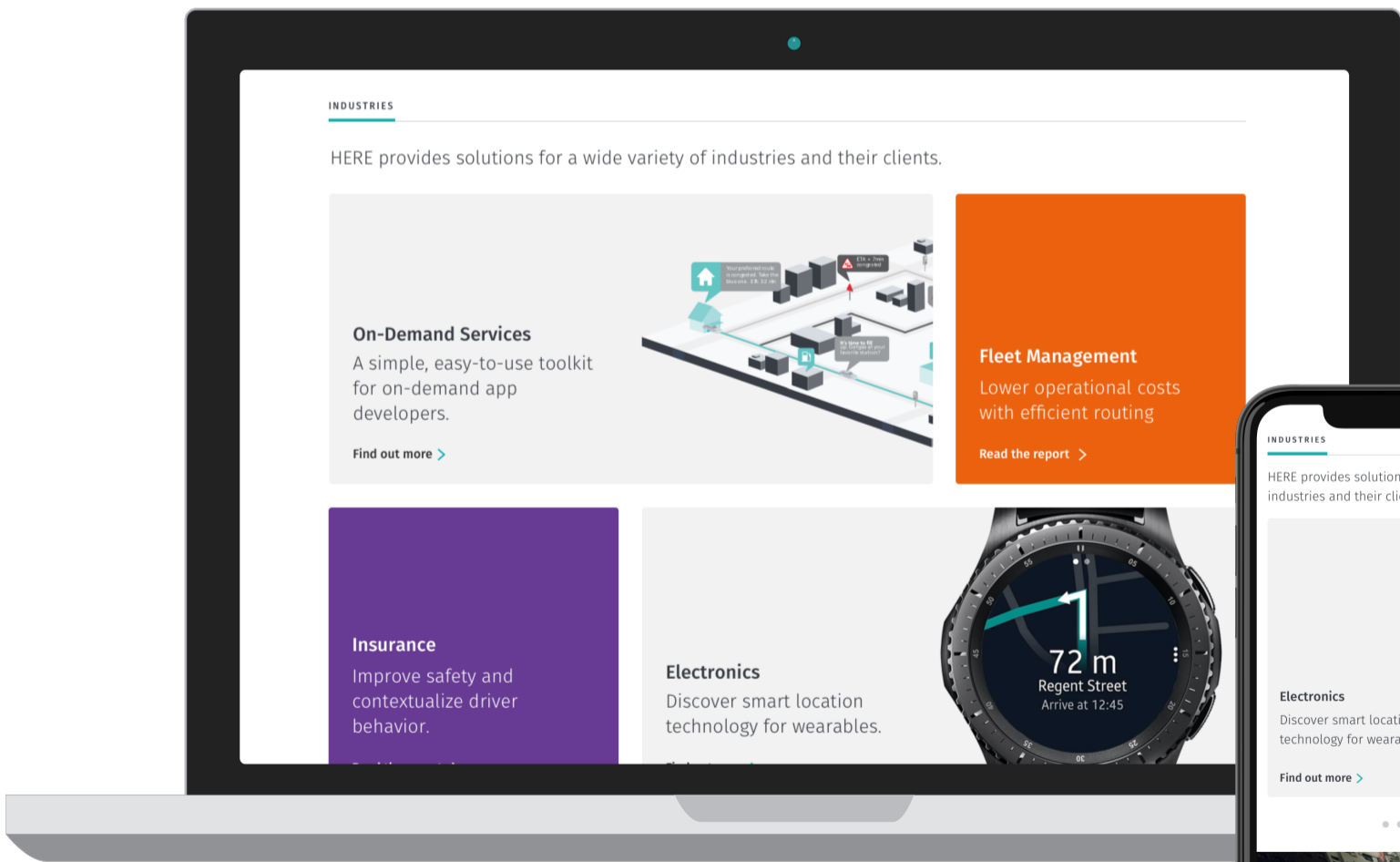
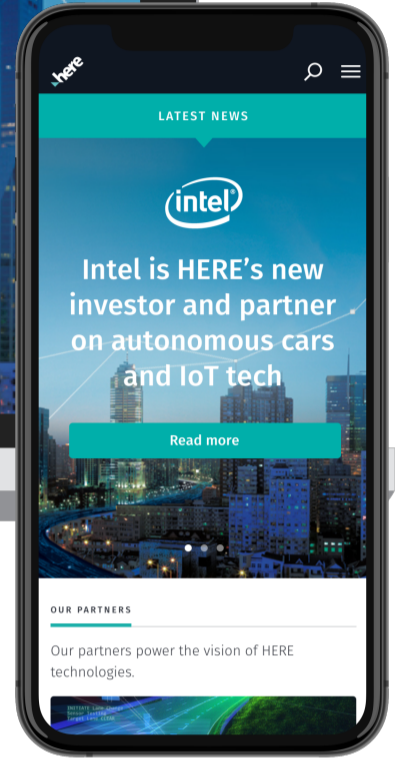
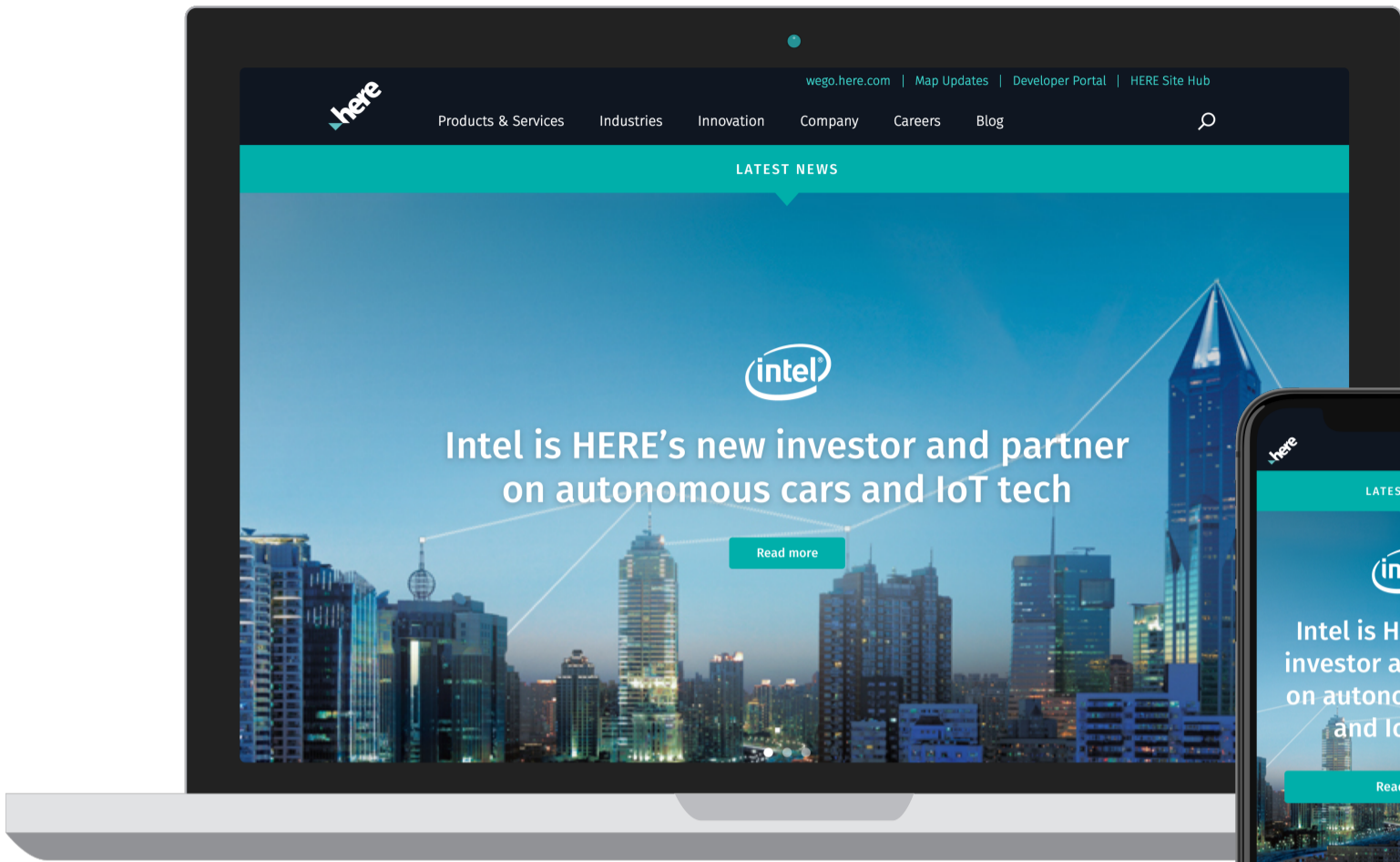
HERE was using Yammer (internal conversation tool) paired with SharePoint (a collaboration tool which was being used as a CMS) to create their intranet experience. The site had become unresponsive, cluttered and dysfunctional, meaning that the thousands of stakeholders (7,000 employees) could not seamlessly and effectively use the site for internal communication needs.

**Description of Project:** HERE had rapidly expanded and acquired other business groups, all with different functional requirements of the intranet. As a global company, the intranet was integral to HERE's expansion and need to keep global local, thus a flexible content publishing system was imperative to the user.

In order to provide flexibility and ensure a futureproof collaboration space, we redesigned the

intranet to be a responsive, flexible, and collaborative tool for all stakeholders. We started with the most popular top-level content pages and moved these onto a Drupal layer to allow for more flexible content publishing than that which was offered through SharePoint. We then integrated collaboration tools which were developed based on individual business function needs, along with existing back-end services from various business units. This ensured no deprecation of service/tools, but with a more visually appealing, more flexibly editing capability. The tools were tested by key stakeholders in bespoke test environments we created. Upon stakeholder approval these sections of the site were rolled out into their new publishing site.

Having created a system that allows content editors to easily update and add information, HERE's intranet is a place for global communication and accessible information. Since launch, a huge amount of positive sentiment has been shared about the site.



**Rotary**





## **Rotary International**

<https://www.endpolio.org/>

**Services:** Strategy, Content Strategy, Content Development, Brand Refresh for End Polio Online Presence, UX, Visual Design, Front-end Development, Drupal CMS Development, Devops

This case study provides an example of a large Drupal website build for a not-for-profit. We worked with stakeholders to determine a content strategy which would enable their users to more intuitively access and engage with content, to refresh the brand for their End Polio online presence, and to deliver a CMS which would empower Rotary stakeholders to update content with ease across 8 different languages, with capability to scale to additional languages, including RTL.

**Description of Project:** Rotary International's audience spans the globe, including users in geographies with less developed infrastructure and Wi-Fi. Over the years, the website had become bloated and the content tricky to locate and access, often relying on users to download large zip files to find information. Housing such a wealth of information in PDFs put a burden on the user and also had implications for SEO and searchability. The look and feel of the website was also outdated, and required a refresh in order to bring it up to par with user expectations.

Working closely with Rotary, we focused on delivering a robust content strategy which would see valuable content extracted from PDFs and

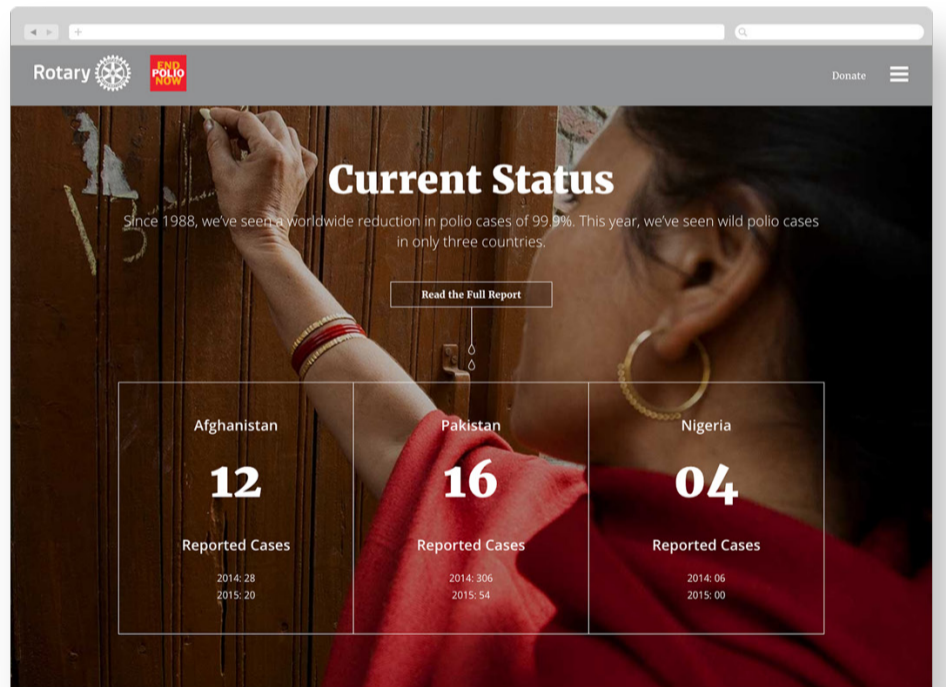
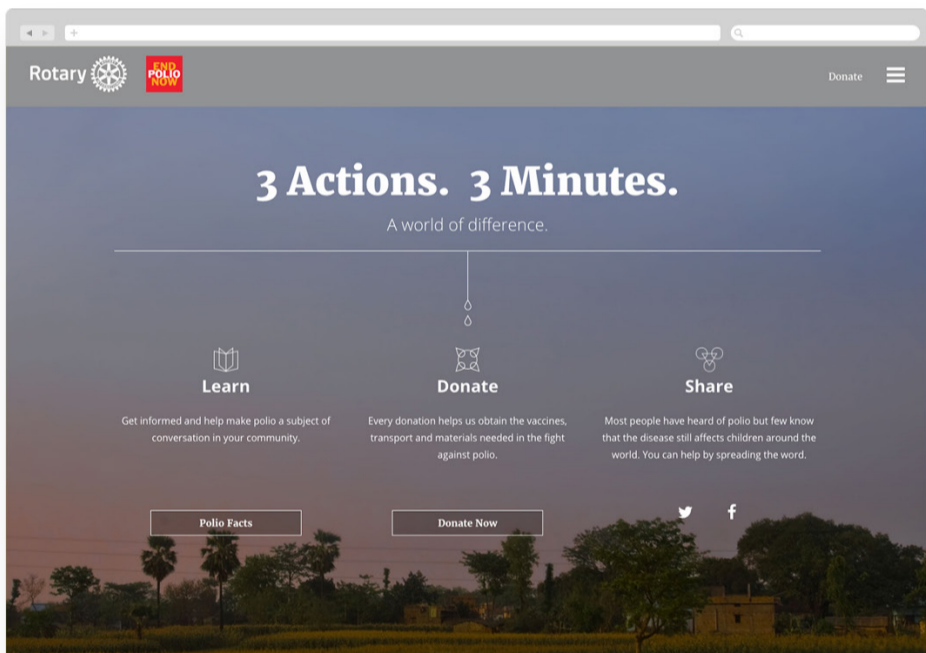
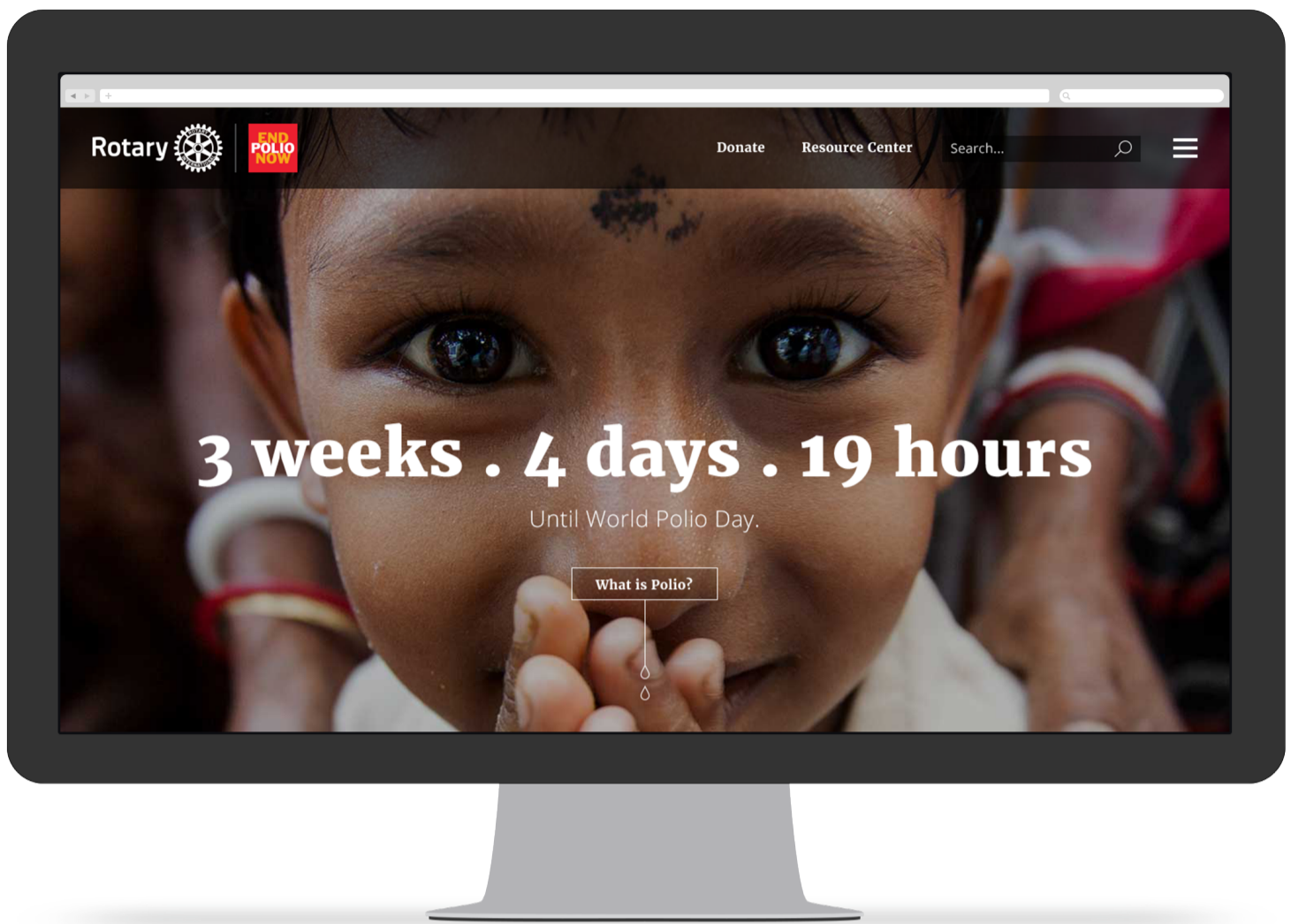
chunked up to live on-page so that users could access content more easily. Throughout this process, we focused on ordering content in a way which would drive participation and donation. We did this by prioritizing three key areas:

- Education - ensure that users understand the problem even if they aren't faced with it in their daily lives.
- Relevance - help people to understand why they should care about the problem of polio.
- Empowerment - give everyone easy-to-achieve ways to help the cause.

We also delivered a brand refresh for the End Polio site, focused on supporting the refreshed content and discovery process. Although this refresh was initially intended specifically for the End Polio site, stakeholders agreed that it provided the perfect direction for their other digital properties and it has therefore been further refined and applied to the main Rotary International website.

The finished site offers a new, refined focus that puts the user and their discovery at the heart of the design. Engagement with the new site has far exceeded expectations with over 1 million engagements logged in the first three months of the site launch - a 69% increase over the previous year. Registration of global events for World Polio Day also saw an increase of 46% over the previous year, and newsletter sign-ups increased by 68% within the first three months of the site launch.









## SAVE BC

<https://savebc.ca/>

**Services:** Brand Development, UX, Design, Front-end Development, Back-end Development, Devops, Self-Segmentation technique, Host set-up and management

This case study provides an example of how a well-executed content strategy can make a massive difference in the way desired audiences react to content. It shows how cohesive and well-considered branding can make a big impact in exemplifying trustworthiness. Furthermore, smart and efficient coding helps SAVE BC achieve a Google PageSpeed result of 96/99 for mobile/desktop.

**Description of Project:** SAVE BC set up a first of its kind study in Canada called the 'Study to Avoid cardiovascular Events in BC' (SAVE BC), with the aim of saving lives, and significantly reducing the social and financial burden of CVD, by discovering a great deal about the determinants of the disease and developing treatments.

Some challenges SAVE BC faced were identifying and intervening in this high-risk group and getting them to participate in the study. Patients diagnosed are often frightened, confused and just want to be treated by their doctor and get life back to normal. Many medical professionals were not aware of this new study, the credibility of it, and the larger benefits it would provide the province.

First, Camp Pacific created the SAVE BC brand identity - instantly recognizable iconography for the

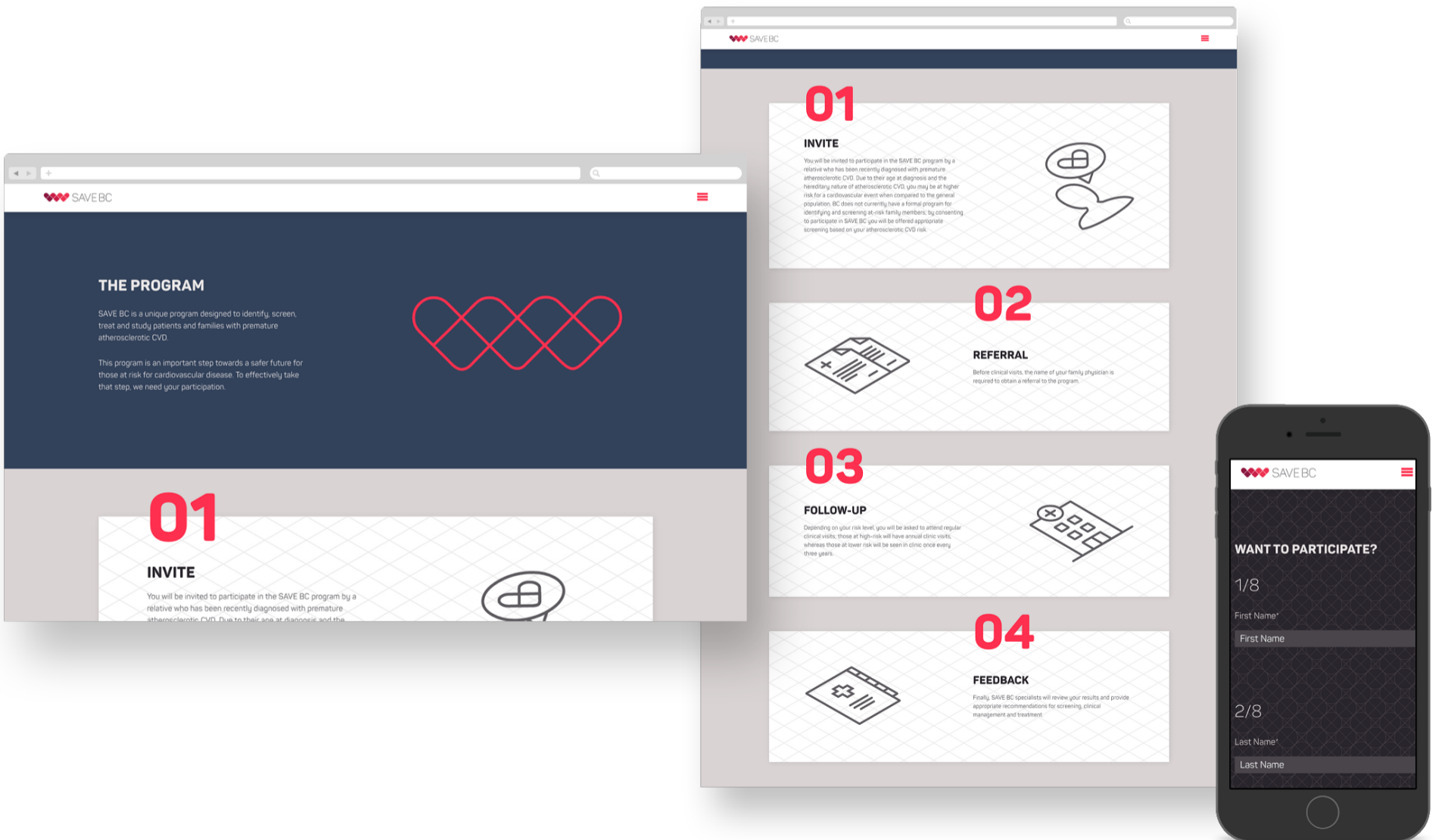
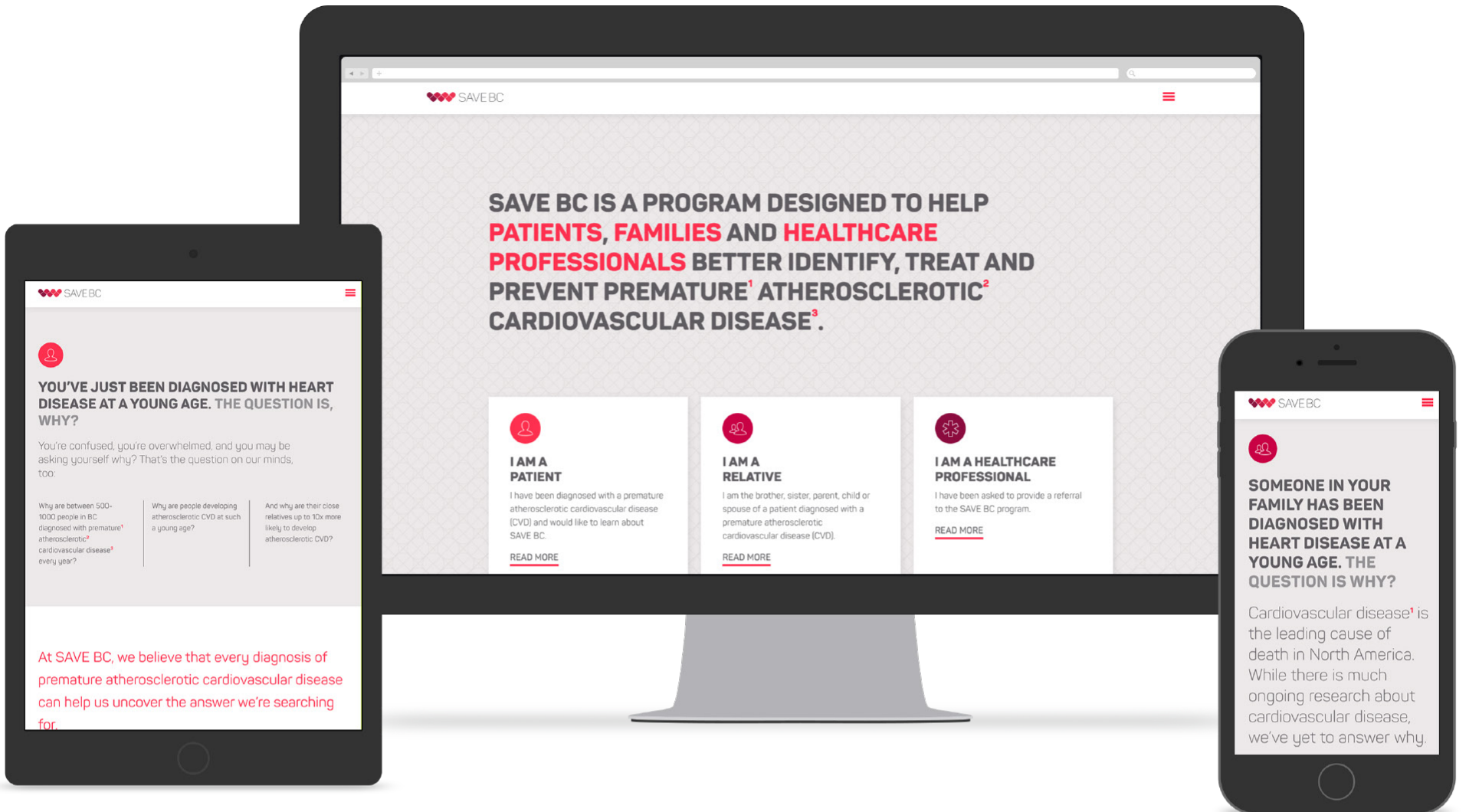
study. This iconography was used in all advertising and direct marketing collateral materials which made the target audiences aware of the study and its purpose. All of the communication drives the audience to the website.

The website acts as the hub for patients, their family members and medical professionals. The key aim of the site is to provide these three groups with information about the disease, the study, and to make it easy for them to ask questions and sign up to participate. It is the key to capturing the data necessary to identify and intervene with these high-risk groups.

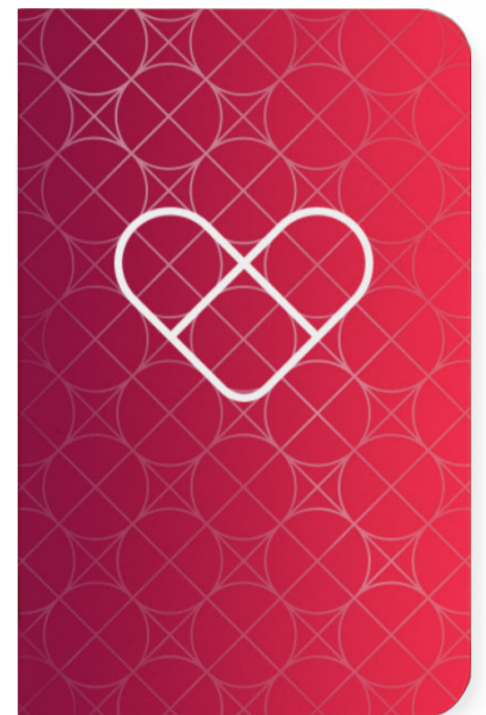
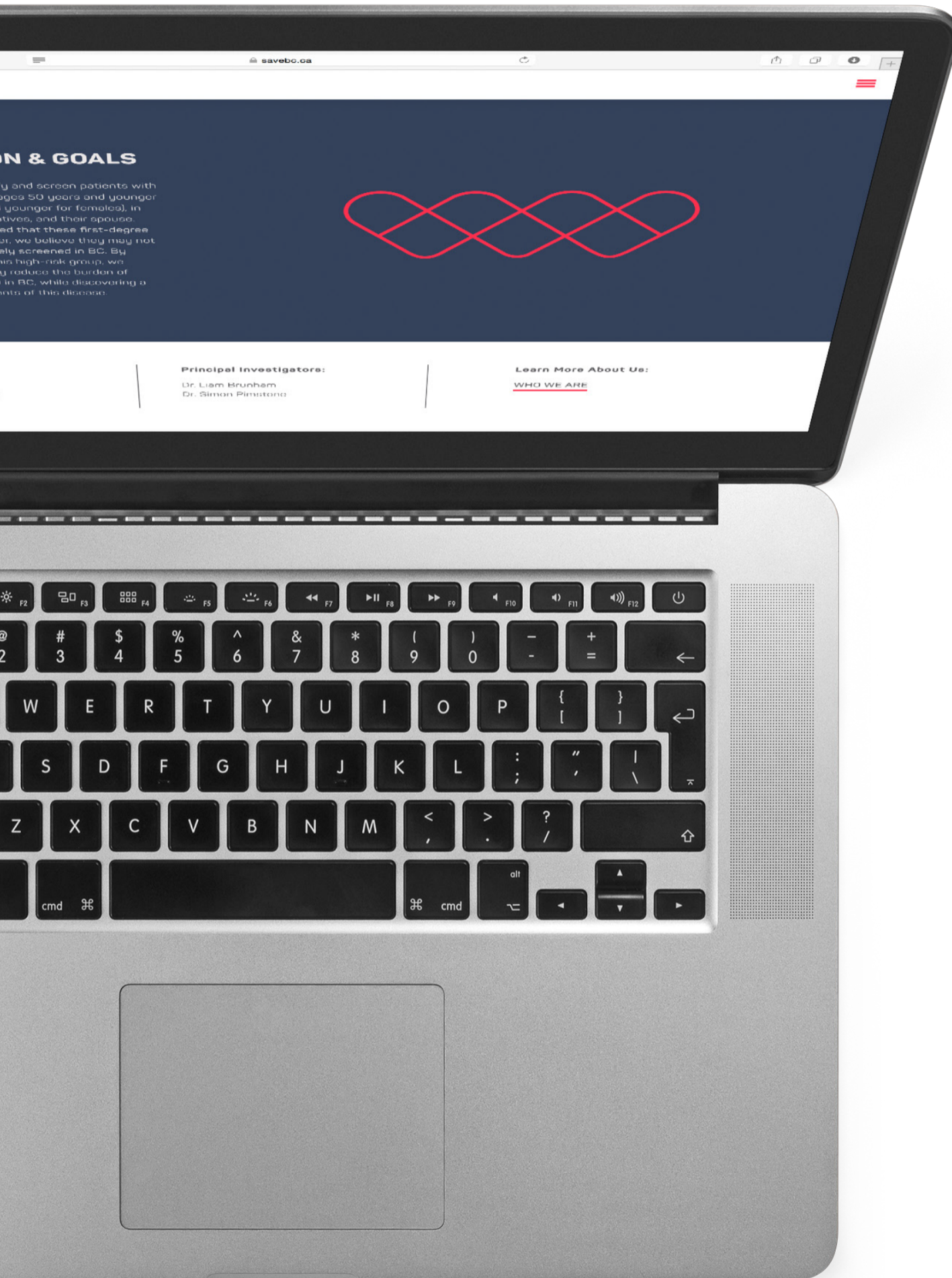
The new identity and site have been incredibly well received by the medical community, with the site serving as a pertinent education tool to enhance and enable recruitment of patients. In 4 short months, it generated new leads beyond BC's borders, piquing interest in neighbouring provinces. A better than industry-average bounce rate of 30% combined with an impressive average of 4-minutes and 4 pageviews per session has yielded a 100% conversion of sign-ups who are now participants in the program. By streamlining valuable information and resources the site provides simplicity to an otherwise complex subject.

The project has recently involved a migration of hosting infrastructure following a request to move to a server under SAVE BC's Digital Ocean account. The transition was achieved with zero downtime via DNS switchover and continues to achieve high performance.













## ***Translink (Alerts & Advisories Microsite)***

<https://alerts.translink.ca/>

**Services:** Content Strategy, UX, Visual Design, Accessibility Integration & Review

This case study provides an example of a mobile-first, responsive website that meets or exceeds WCAG 2.1 AA level accessibility (*standard at the time of build*). We leveraged TransLink's brand guidelines to ensure that the product we built was on brand and visually appealing.

**Description of Project:** In order to support TransLink with the launch of their new customer messaging framework and back-end system for communicating service alerts, TransLink engaged our UX and visual design teams to deliver a new, mobile-first, responsive Alerts & Advisories microsite with an improved registration and sign-up process. Given the diversity of TransLink's customer base, it was also of particular importance that we adhered to AA or AAA accessibility standards where possible.

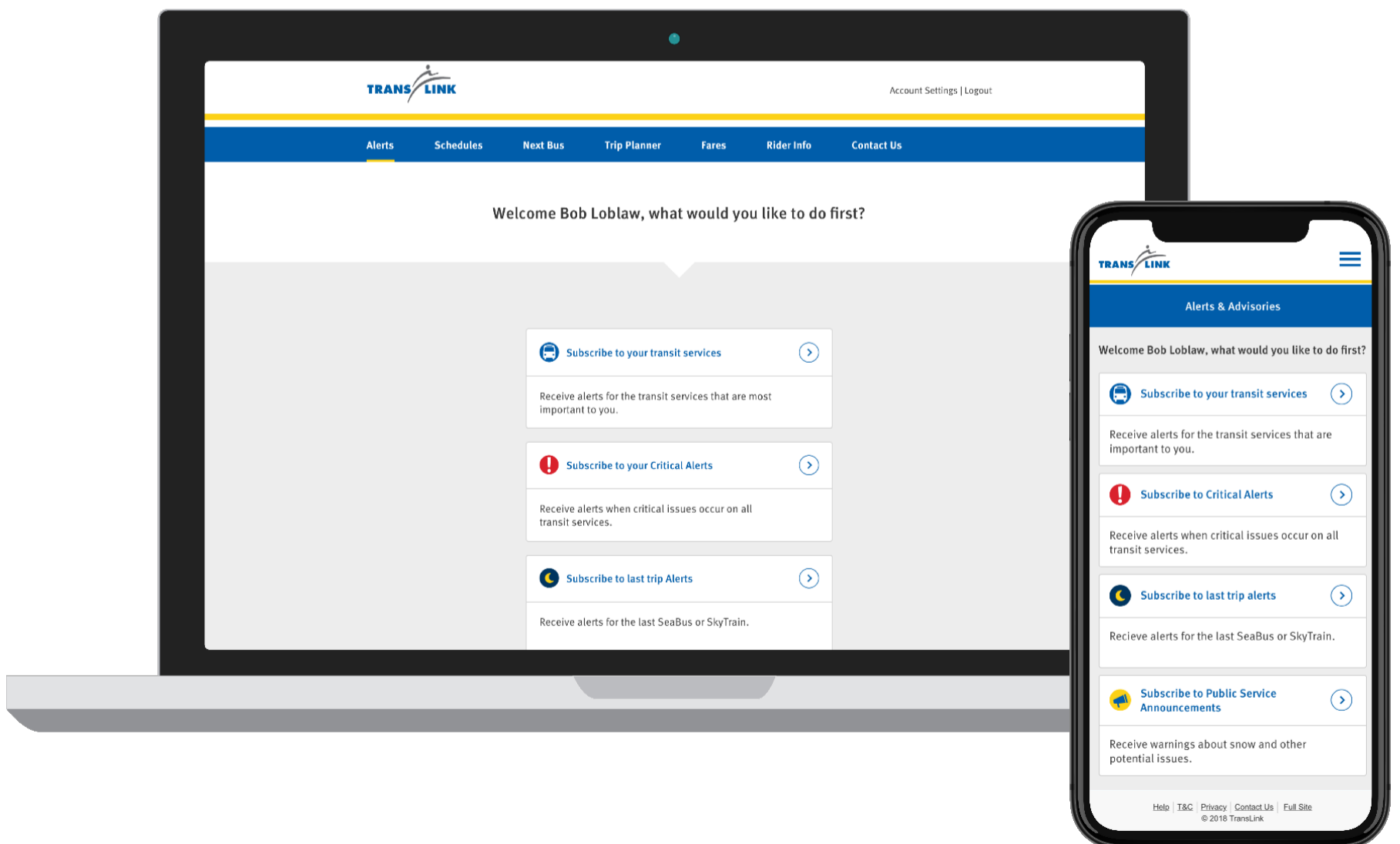
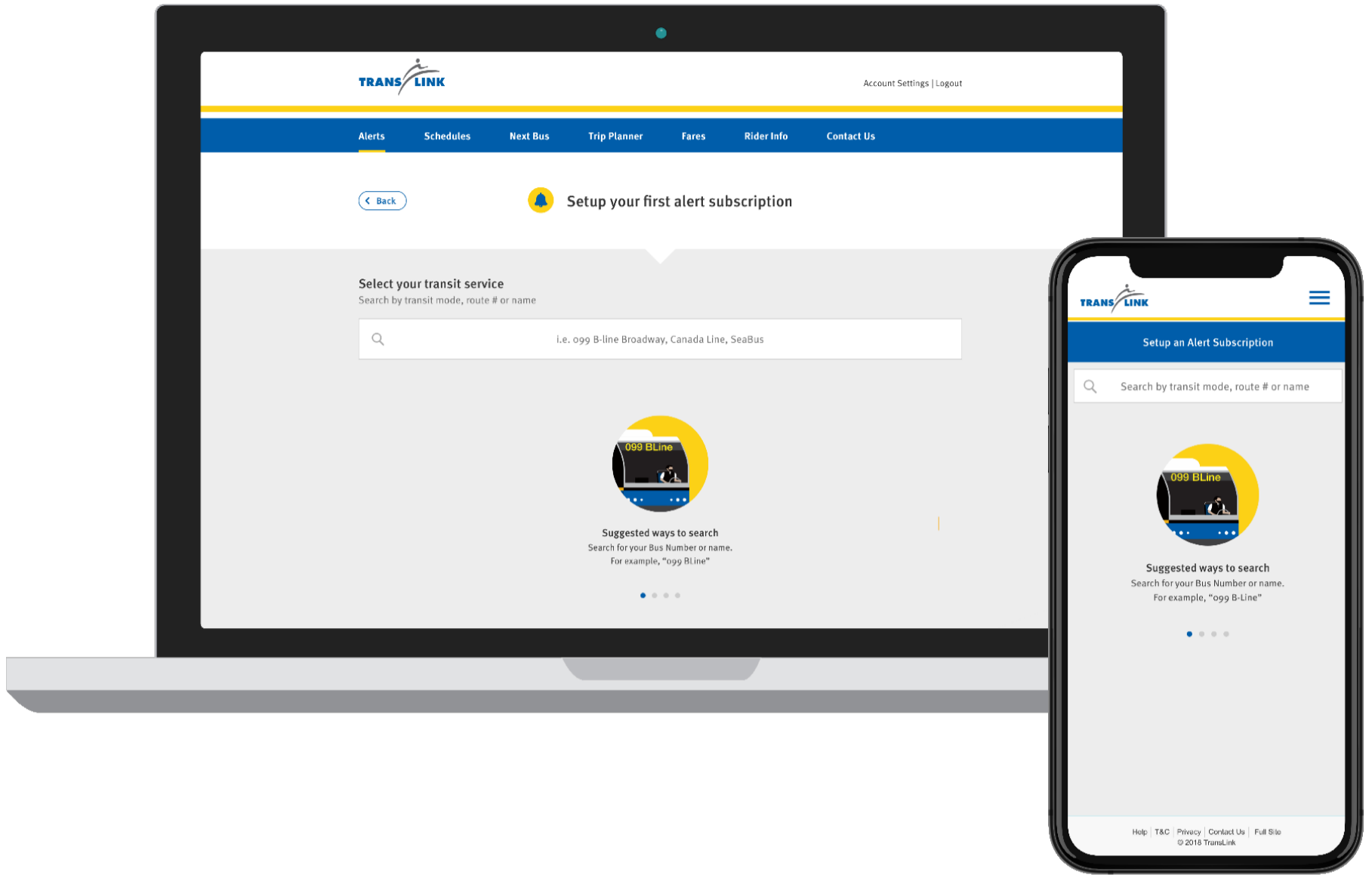
Due to the locations and scenarios in which users would be utilizing the site (potentially only having a single hand to navigate if on transit, in areas with poor wifi and data connection, and perhaps feeling rushed) it was essential that the experience was easy to navigate with a single hand and easy touch gestures, and content was scrutinized to ensure a logical order and the minimum amount of questions posed in order to serve the user and assist them with their query, as additional blockers

would increase cognitive burden and cause user frustration.

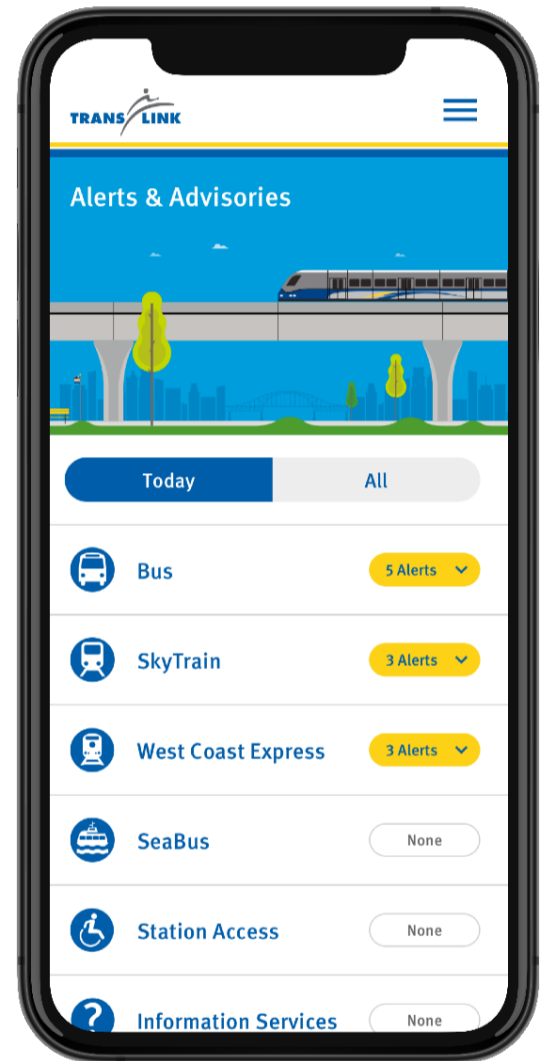
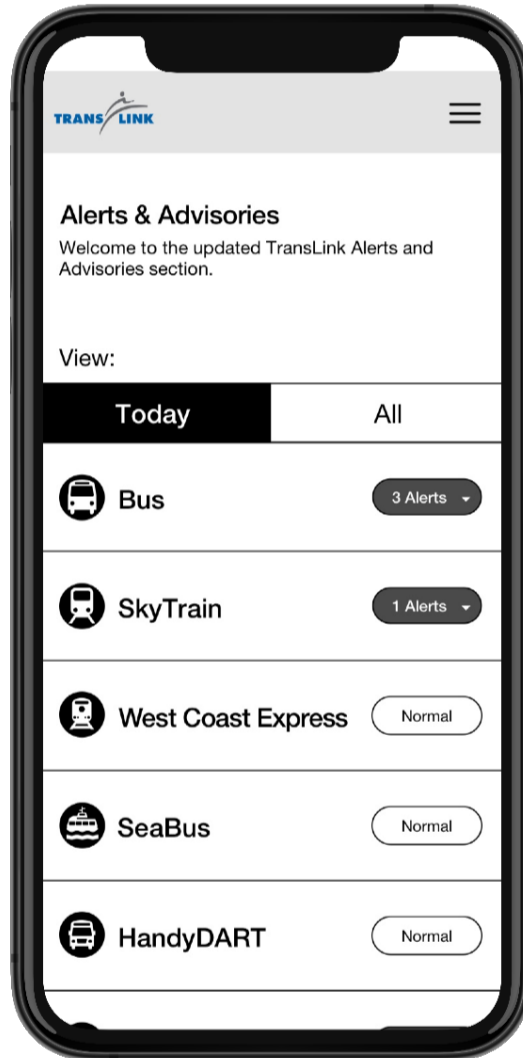
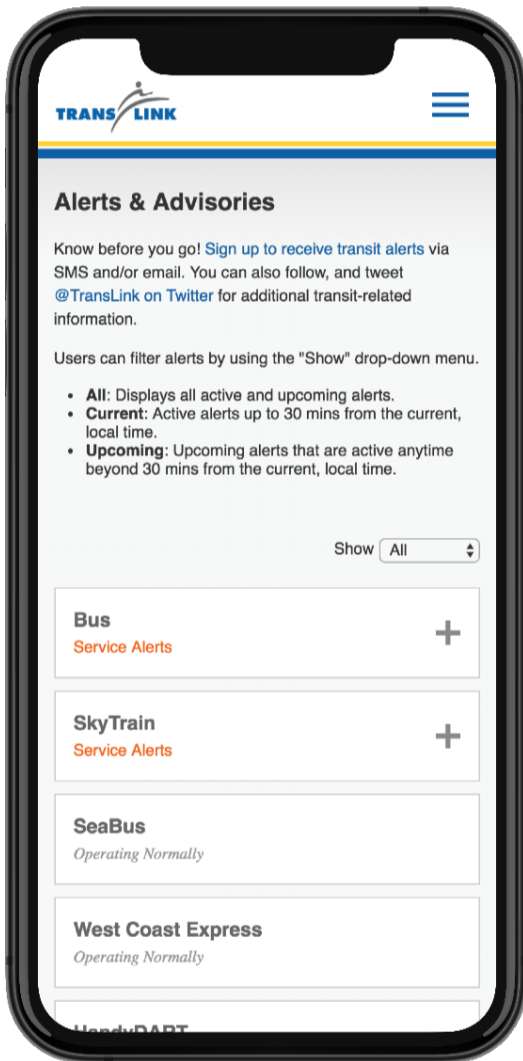
Prior to our onboarding, TransLink had already conducted a large period of public consultation and engagement in order to identify issues with the existing system, and some additional customer needs. This gave us the basis for developing core personas, and user stories. The user stories served as our gospel for the project, ensuring that every solution we created was grounded in a verbatim piece of customer feedback. This would enable TransLink to be able to close the gap with their customers and Project Steering Committee at the end of the project, should they wish, being able to demonstrate how each feature directly addressed a specific piece of feedback.

We met with TransLink's core project team as each deliverable progressed in order to capture feedback and ensure technical feasibility. In order to validate our solutions and confirm that they were successfully addressing customer feedback, we conducted in-person user testing, making small tweaks throughout the process to optimize the solution. At agreed upon milestones, we then presented work to the TransLink Project Steering Committee for any additional feedback or considerations.

The TransLink project team have received positive feedback from internal teams and customers and are thrilled with the ease-of-use and simplicity in communicating updates to their customers.







# **APPENDIX 1: OUR SERVICES OVERVIEW**



## ***Our Technology Services***

We develop using the following technologies, languages, databases, and tools:

- Front-end:
  - Node.js-based static site builders such as GatsbyJS, Gridsome, and Sapper
  - Integration with any headless content management system, including web-based platforms such as DatoCMS, Prismic, Storyblok and Forestry, or self-hosted systems such as those listed below, all of which feature intuitive, component-based visual content builders
  - Utility CSS frameworks such as Tailwind
  - Semantic and accessible markup using HTML 5 and Aria attributes
  - Styleguide builders such as Storybook, PatternLab and Fractal for easy testing of visual components
  - Task runners and preprocessors such as Webpack, Rollup, Gulp, Babel, Sass, cross-browser auto-prefixers, code linters and minifiers



- Back-end:
  - PHP-based content management systems such as Drupal, Craft and Wordpress, and configuration for content versioning, role-based permissions, editorial workflows, asset management and multilingual functionality
  - e-Commerce functionality using Shopify, or via community modules for the above systems
  - Templating using Twig, Handlebars, Nunjucks or Liquid for front-end delivery, or configuration of REST endpoints or static file exports for delivery by a headless front-end





- Databases:
  - MySQL, MongoDB and SQLite configuration and administration
- Dev-ops:
  - Server administration in Linux-based systems (Ubuntu/Debian, CentOS and Alpine)
  - Docker and Kubernetes stacks for consistency of architecture between development, staging and production environments
  - Provisioning of apps via Digital Ocean, AWS or Azure
  - CI/CD pipeline configuration in Gitlab for builds, tests, config / content synchronization, and deployments

We test using the following tools:

- A combination of physical devices and Browserstack for cross-browser testing
- WebDriver for visual regression testing (to ensure the front-end styles display as intended)
- Screenster for interaction regression testing (to ensure the front-end is functioning as intended)
- Behat for unit testing for PHP sites (to ensure the back-end/CMS is functioning as intended).

Our DevOps Lead is responsible for upholding quality and best practice in line with compliance and coding standards. Before a feature is released, our DevOps Lead will ensure that the feature has passed tests, and coding standards have been adhered to.

We prefer to release “little and often” in order to validate features iteratively, and our CI/CD pipeline enables us to do this. Continuous development is a best-practice approach to increase development productivity by automatically handling the heavy lifting of code compilation, deployment and testing whenever new code is merged to the repository. The Gitlab CI/CD UI enables viewing of reports and version rollback should any errors arise.



## ***Our Human-Centred Design Services***

Our UX team complete a period of upfront research prior to a project kicking off, in order to gather enough information to identify a persona/archetype baseline, for example.

Prior to a project truly kicking off, our UX team will look to establish an understanding of the 'current state' and the desired future state, including what success looks like for our clients (including KPIs). Our UX team are active participants in the creation of user stories, in order to capture needs uncovered.

Our UX team's expertise is leveraged during throughout the project to validate solutions against research findings, so that any changes can be implemented or additional value added, prior to user testing. We focus on user testing 'little and often' so that we can quickly receive user feedback and address any problem areas. Our UX team ensure that the users we are testing with are representative of our client's audience/target audience, as well as the wider population, ensuring that we are mindful to recruit users with diversity and inclusivity in mind. They also ensure that the selected testing method - in person, virtual and the wider user testing strategy, scenarios and questions - will be appropriate for the user recruited, and allow us to effectively elicit feedback.

We perform research using the following methods and tools:

- Optimal Workshop (IA and tree testing)
- In-person interviews, through Skype or Google Hangouts
- Online Surveys
- Virtual Sessions
- We create surveys in Google Surveys, Survey Monkey, Typeform depending on the type of survey
- We do qualitative or quantitative research



Our UX designers are embedded in our cross-functional project team. Our highest priority is our clients' audience's satisfaction through building valuable software. We deliver this quickly and to quality standards through close cross-functional collaboration and review with research, design, and development teams.

Nothing is sent to our Development team without UX being involved in the design, decisions, and through testing the audience in one of our selected methods within the client's budget.

Our UX team sit in project groups with Design and Development team members so that they can regularly review progress and make changes 'on the fly'. This close collaboration mitigates a need for excessive documentation and ensures quality is maintained but efficiency is not compromised.

We perform UX design using the following tools:

- Jira (user stories for UX, design and development)
- Optimal Workshop (IA and tree testing)
- Whimsical (user flows)
- Sketch (wireframes and visual designs)
- InVision (wireframes and visual designs)
- Photoshop (visual designs)
- Illustrator (visual designs)
- Balsamiq (wireframes)



Our Designers look to leverage any existing design patterns/visual language (where it is working successfully with users). This enables us to ensure that the designs that we deliver will utilize any familiar design patterns for users, ensuring a feeling of consistency and continuity. Designing for accessibility and inclusivity is something we have a wealth of experience with, having worked with CMHR and TransLink, and we ensure that our designs are created and tested to meet AA accessibility, at a minimum. We engage with users to test our designs and factor in any changes prior to release. We are keen to use a modular approach, where possible, in order to increase user familiarity, reduce inconsistency and streamline development. A design style guide provides a key point of reference for our development team so that all styles can be handled centrally. This guide can be handed over to our clients, so that it can be reused by client teams.

We perform Design using the following tools:

- Jira (user stories for UX, design and development)
- Sketch (wireframes and visual designs)
- InVision (wireframes and visual designs)
- Photoshop (visual designs)
- Illustrator (visual designs)

# **APPENDIX 2: WARRANTY PERIOD**



### **UAT Warranty**

The regular testing process shall identify and resolve most issues, but Camp Pacific will also acknowledge a grace period of 10 business days once Camp Pacific has shared the website URL with W3C, and it is on W3C's UAT environment. During the 10 business days of UAT, any bugs identified against the agreed scope and agreed cross-browser/device QA specifications will be rectified.

In the event of a code issue during the 10 business days following handoff to W3C for UAT, Camp Pacific will triage and prioritize according to severity.

### **Production Warranty**

An additional 10 business days will be accounted for once Camp Pacific has shared the website URL with W3C, and it is on W3C's production environment. During the 10 business days of production warranty, any defects or deficiencies raised by W3C will be assessed by Camp Pacific to determine their cause.

Any defects or deficiencies identified as being caused by a defect in any custom code written by Camp Pacific will be rectified at no additional cost. A quote can be provided for resolution of any defects or deficiencies caused by anything other than a defect in any custom code written by Camp Pacific.

# APPENDIX 3: BROWSER SUPPORT STACK



The new website will be tested on the following operating systems, devices and browsers before delivering the website to W3C project team.

DESKTOP	OS
Google Chrome	Latest Version
Mozilla Firefox	Latest Version
Safari (Mac)	Latest Version
MOBILE	OS
Mobile Safari (iOS) - iPhone 8	Latest Version
Android (Android) - Samsung Galaxy S9	Latest Version



