POSTLIGHT

December 13, 2019

WORLD WIDE WEB CONSORTIUM

W3C.ORG REDESIGN

PROPOSAL FOR SERVICES

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This is POSTLIGHT

Our Services

Postlight is a digital product and services studio based in New York City.

We're a team of creative technologists working together to build great digital platforms for our clients and for the world.

Our team is made up of product strategists, designers, and engineers, who together share the knowledge and experience necessary to design and ship high-quality platforms and products on a schedule.

We're a product of New York City. Our experience spans across media, finance, NGOs, and other sectors. We've built carefully crafted and highly accessible web platforms that power apps and services that impact millions of people.

Three Key Facts

1. **We are a company passionately committed to the open, transparent web.** From how we build websites and web apps to the events we host, we believe that the web—not proprietary ecosystems—will be the platform for the future.

2. **We design accessibility-first.** As a Senior Product Designer, Nora Vanni, put it in a recent blog post about Inclusive Design: "Creating products that consider all members of a diverse community, especially those in the minority, creates a better experience for all users."

3. **We work in public.** We share our process via blog posts and podcasts, and we have a significant presence on GitHub—where we share open-sourced projects and collaborate with the community.

Proven Leadership

Paul Ford. CEO Paul Ford is a writer, product strategist, educator, programmer, and software consultant. He has consulted on and managed digital and editorial strategies for organizations as diverse as Harper's Magazine, where he was an editor for five years, Condé Nast, Credit Suisse, Bloomberg, Thomson Reuters, and VICE Media, and for the consulting firm Activate, where he contributed to product strategies for global media and finance firms.

Richard Ziade. President Rich Ziade is a noted leader in the New York City technology community and a globally-recognized product leader. In 2004, Rich founded Arc90, which quickly grew to become a large digital technology services firm known for its ability to build powerful, scalable web platforms. Arc90 under Rich was a devoted practitioner of standards-based, API-driven, highly-interactive product and platform development.

Gina Trapani. Managing Partner Gina Trapani is a product-first engineer and tech writer. She founded Lifehacker, the seminal productivity blog which became a cultural force. Beyond Lifehacker, Gina's career spans across various startups and consulting opportunities. At Postlight, she's a guiding force that brings product, design and engineering together.

Jeremy Mack. Managing Partner and Head of Engineering Jeremy Mack's career as an engineer has been driven by one goal: Make as many people productive and happy. He believes the best code is written by people who care about what they do. In building Postlight's engineering group, he's emphasized collaboration and an unwavering commitment to the user.

Chris LoSacco. Managing Partner Chris LoSacco understands that product management is the driving force behind great software. With over 15 years of experience, he's built a product leadership culture that recognizes the first step to great digital products: Understand and internalize the needs and demands of any effort and defend them throughout.

Matt Quintanilla. Partner Matt Quintanilla began as a meticulous product designer focused on crafting experiences that bridge user empathy with engineering performance. He's since built a talented design team that is committed to designing great digital tools and experiences.

How We Work

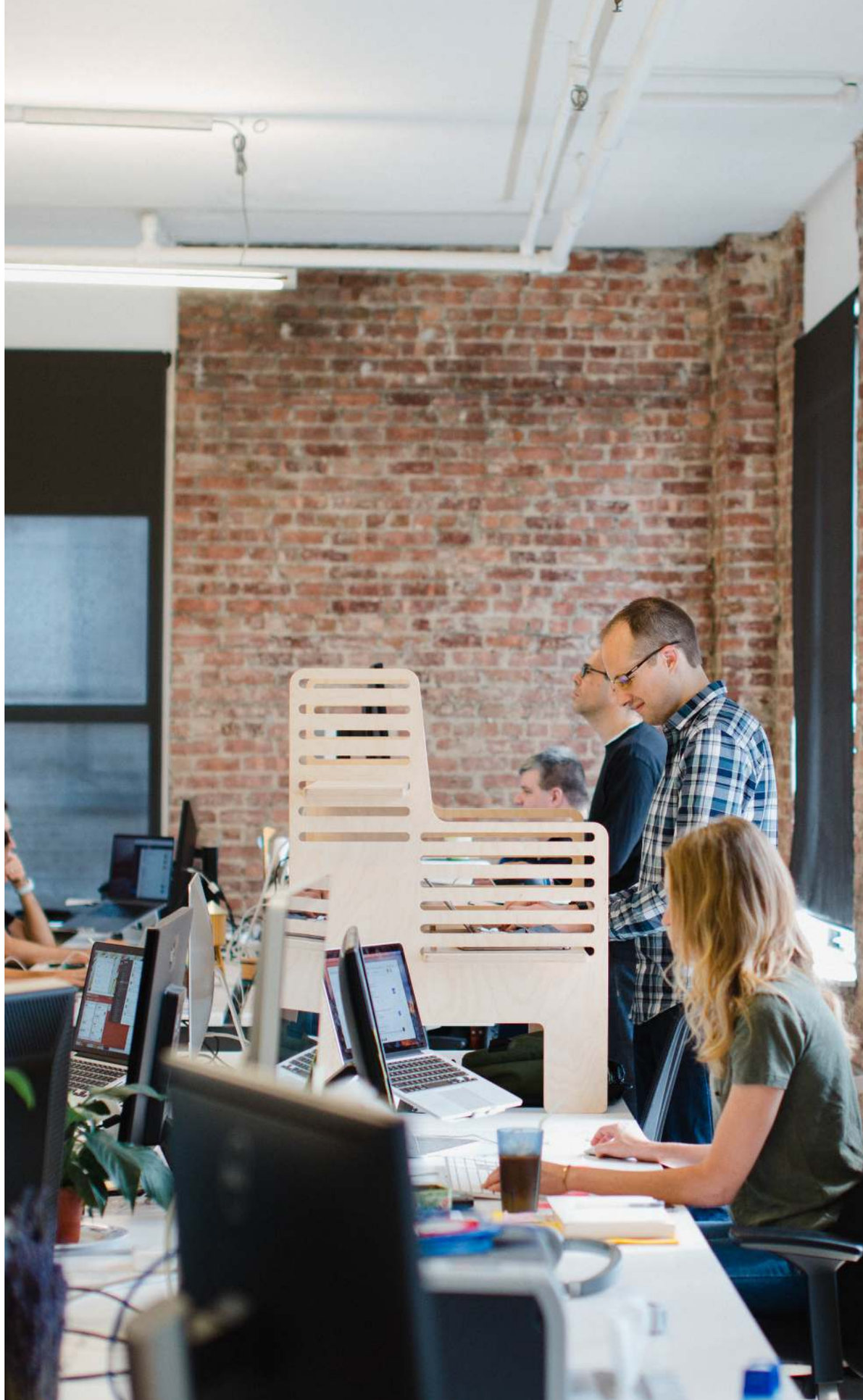
Ship early and often. Great software comes from iteration, learning and refinement. We ship code on a constant basis, sometimes more than once a day. Within key milestones the software comes alive in a continuous deployment approach.

Don’t reinvent the wheel. Our software decisions are pragmatic. We constantly ask ourselves (and you): how do we get something in a user’s hands faster? We’re not married to any single platform, technology or methodology.

We work with you. At project inception, channels are established (via Slack or similar tools) between you and your team at Postlight. Working together leads to better outcomes. Whenever possible, we encourage presence at either Postlight’s or client’s offices.

No waterfalls. Our product managers, designers and engineers work together to launch. There are no walls between capabilities and nothing gets thrown over. We believe great software comes from an iterative, organic process.

Driven by design. Our team of experienced product designers go well beyond look-and-feel. Designs mature from a rough, static state into interactive prototypes that can be tested and validated. As engineering ramps up, design stays close by to ensure the right experience is coming together.



Our Work

Selected Clients

Goldman Sachs

OBAMA FOUNDATION

THE PLAYERS' TRIBUNE

Time Inc.

VICE

Bloomberg

BARNES & NOBLE

Audubon

sfx

Audubon

Postlight modernized a beloved birdwatching app to better serve the conservation mission of Audubon.

We rebuilt the most comprehensive field guide on the market to include nationwide seasonal mapping data, targeted push notifications, and a friendlier interface for new birders. We also built a new editorial section to raise awareness of laws and policies that threaten wildlife.

Product Design

API Integration

Geolocation and Push Notifications

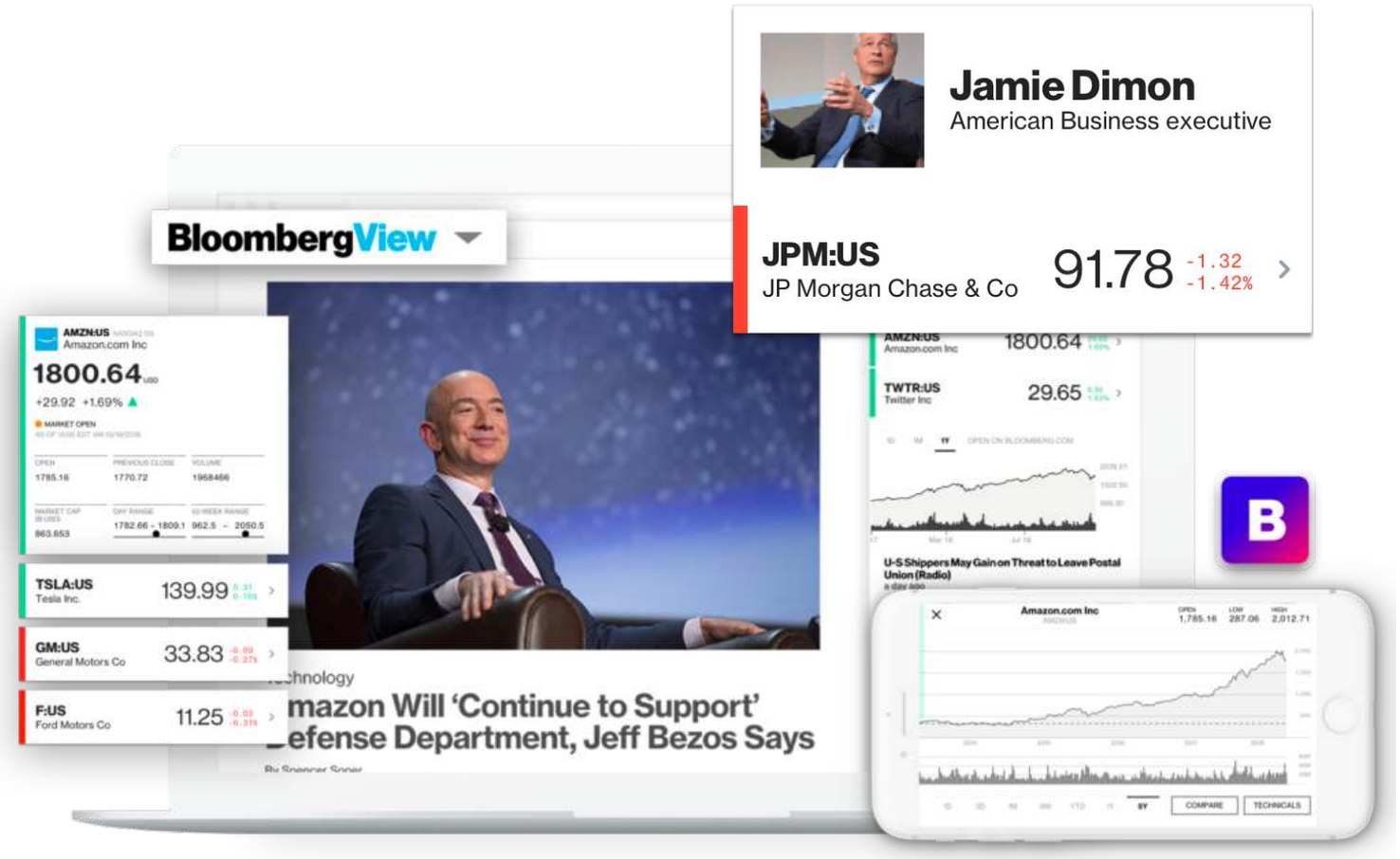
Mobile Development

Bloomberg

Postlight created an automated intelligence tool that makes news better and readers smarter.

We partnered with Bloomberg to develop a natural language information tool that makes research and reading better. Working within Bloomberg's highly secure IT division, under their governance, we designed and developed a tool that adds a new layer of research insight for readers everywhere.

- Product Strategy
- API Design
- React Engineering
- Custom Video Player



Bloomberg

“

I’m wowed by their agility, speed, quality of the work, and ability to adapt to new developments. They were constantly pushing me just as hard as I was pushing them to make the product better and more ambitious, coming up with interesting and technically sound ideas for enhancements and solutions. They’re exactly the kind of people I want to build products with.

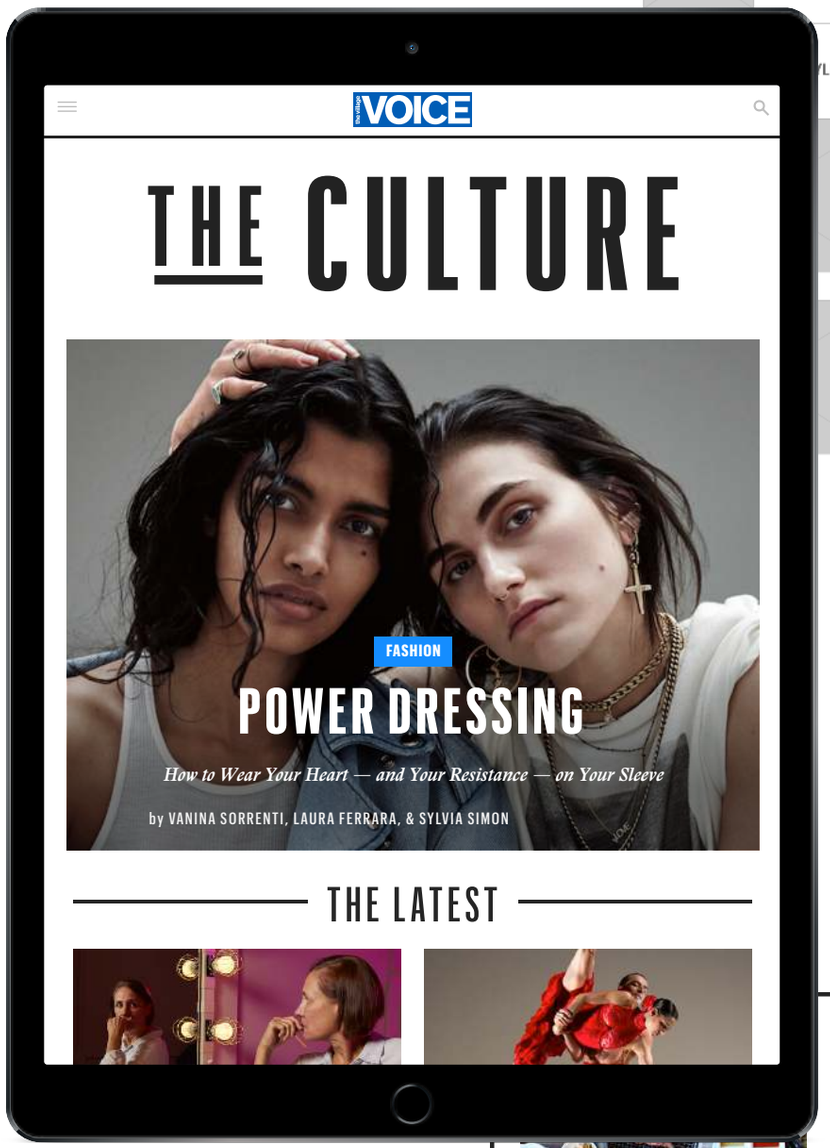
— Michael Shane, Global Head of Digital Innovation at Bloomberg

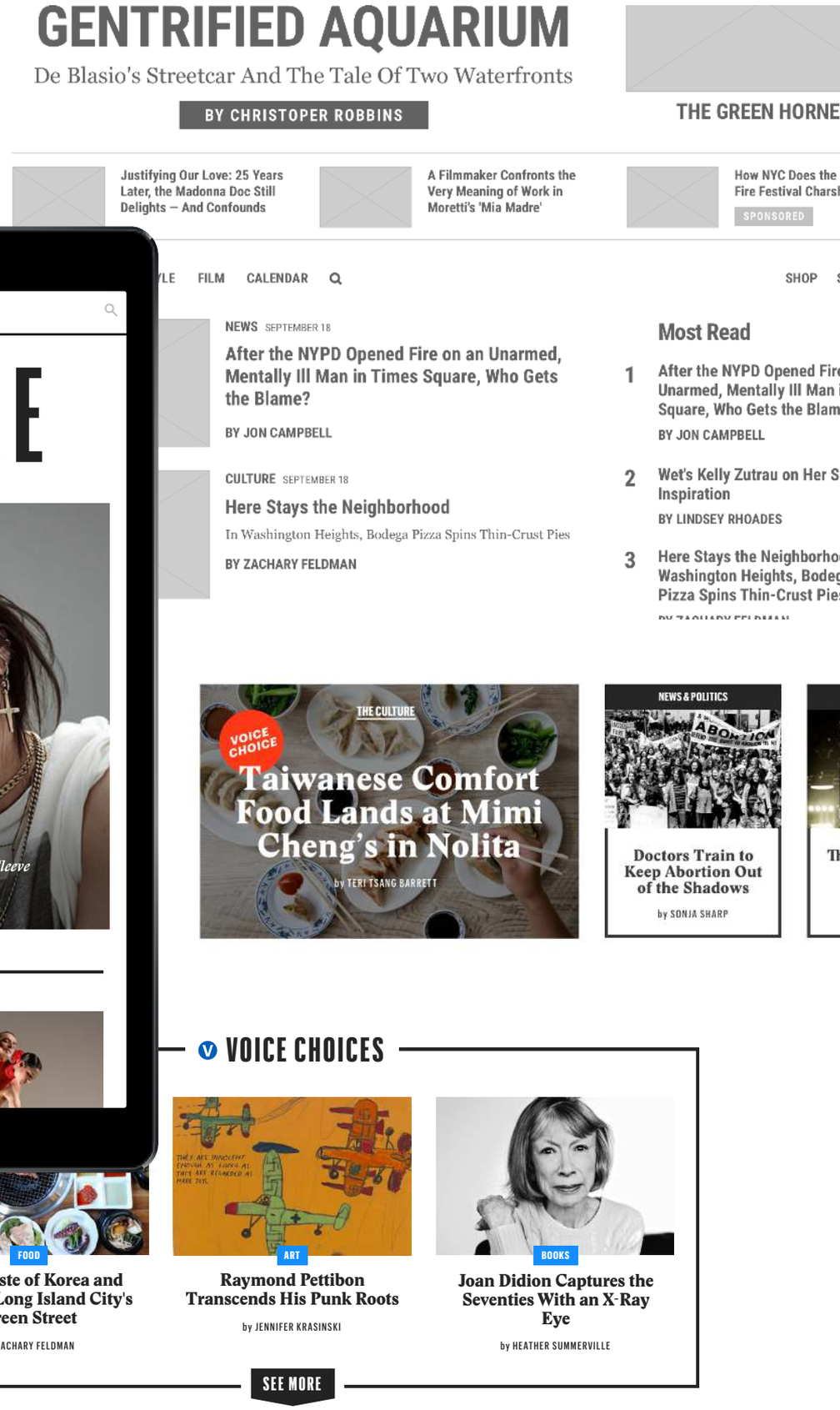
the village VOICE

Postlight rebooted a landmark NYC publication with a beautiful publishing platform.

We migrated more than two decades of stories, photos, categories, and authors to the new CMS. We created a modular design system that allows the editorial team to feature content on the site in fresh ways on an hourly basis, with a platform that's ready to support rapid feature development.

- Product Strategy
- UX Design
- Custom WordPress Development
- Chartbeat
- Google Analytics Integration





KNIGHT FOUNDATION

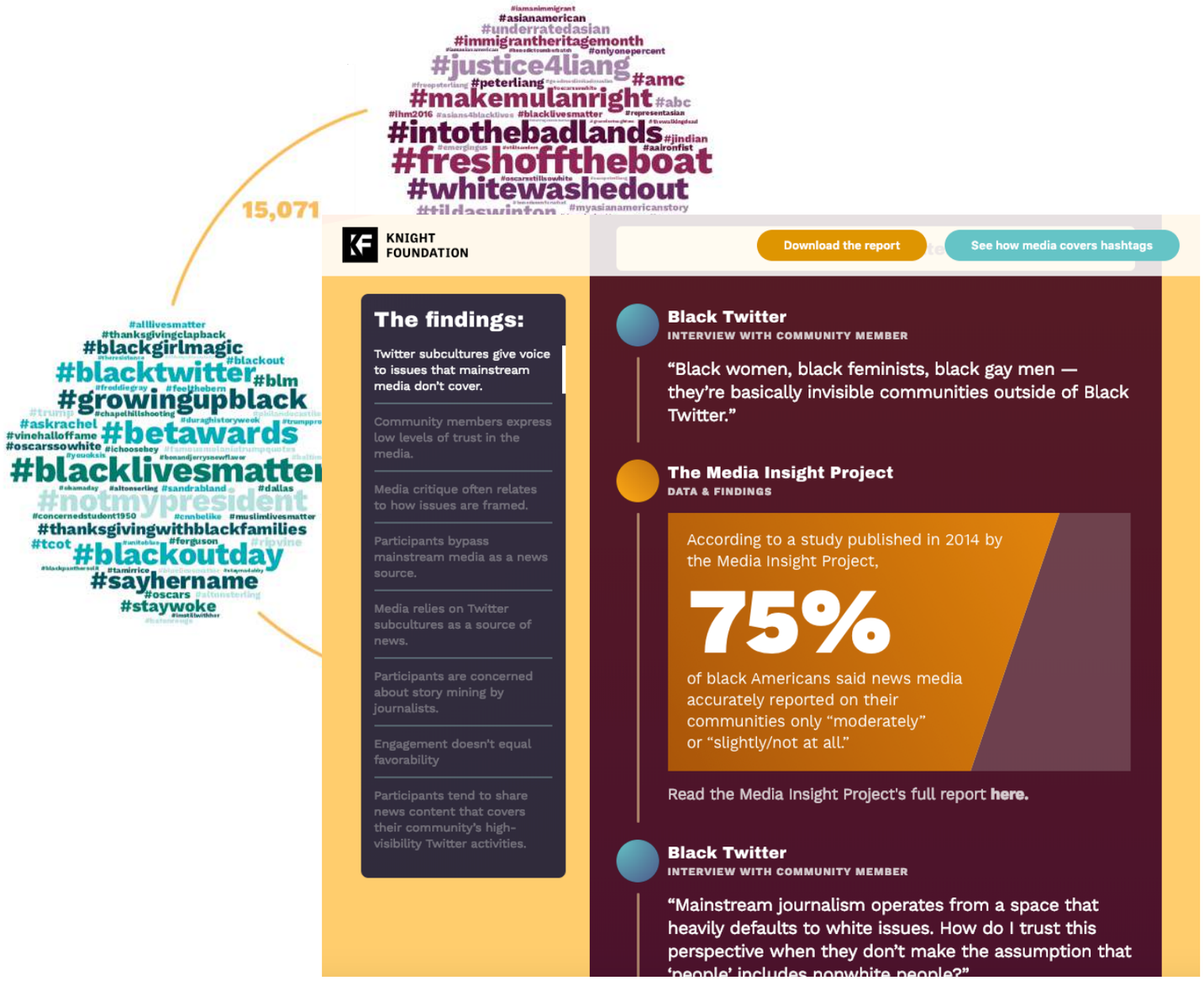
Postlight built a site to turn raw data into socially relevant insights.

We synthesized a research report into how journalists interact with people of color on Twitter, including more than 46 million individual Tweets, into an interactive report. We worked closely with the Knight Foundation to analyze this huge dataset and bring the findings to life.

Data Visualization

Product Design

Engineering



The Plan

Let's Share What We Know

World Wide Web

Project Background

Setting the Standard

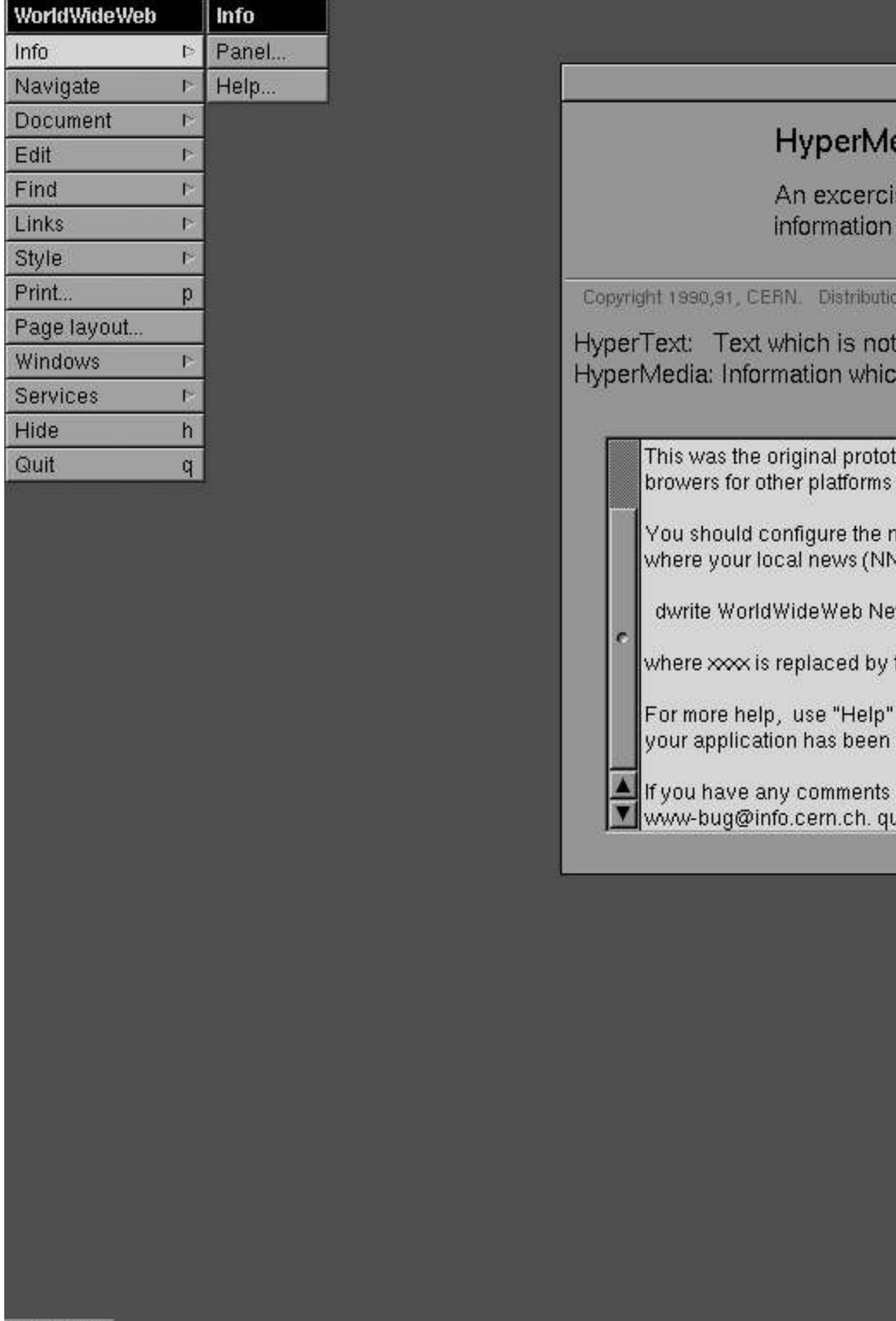
Today, w3c.org is brimming—even sprawling—with content, but the overall impression is deeply limited by a lack of structure. A crisp and functional design has been overloaded by years of incremental change.

As a result it's hard for a user to truly understand the key work done by the W3C—and this is work that changes the world. Users aren't sure what to do, or why.

This is a classic "cobbler's children go unshod" situation and it's time to fix it. It's time to use those same web standards to create a valuable, encyclopedic, and accessible nexus of information about the open web platform.

With planning and care, the site can untangle and uplift important content and create an ideal destination for an engaged audience. **That's where Postlight comes in.** We will use a combination of empathetic design, engineering talent, and constant user validation to create a website experience as open and accessible as the web can be.

We built our agency on the open web and open standards. We believe in the W3Cs mission. We have proven experience making beautiful, rich, and accessible websites. And we're ready to get started.

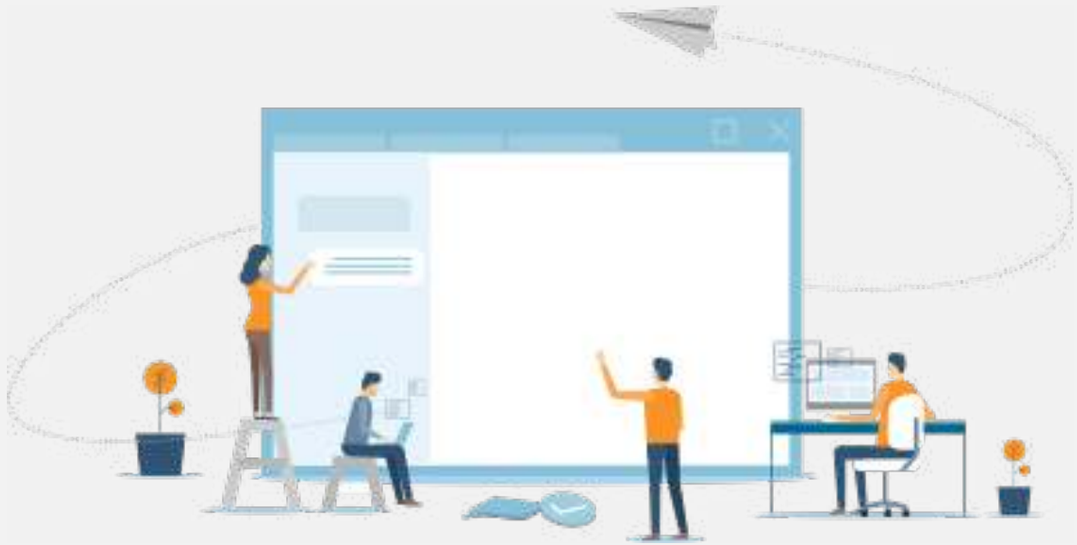


Part 1: Research + Analysis

In a brief (two week) exploration phase, a Postlight Product Designer, supported by a Product Manager will:

- **Review existing user research materials**
- **Interview stakeholders**
    - Identify key usage patterns.
    - Identify key communities.
    - Define success metrics for communities.
- **Inventory the existing site**
    - By content type (images, text, etc.)
    - By content function (standards, working group, etc.)
    - As modules (identify components like nav, header, footer, titles, body copy, diagram, etc.)
- **Inventory existing design approaches and discuss design goals**
    - What parts of the existing design system can be applied to the new site goals?
    - What design work must be done to achieve W3C goals?

WHAT WE'LL DELIVER



The outcome of this exploration phase will be a **Site Taxonomy** that provides a clear navigational structure to the site.

We will also provide a **Content and Design Analysis** that defines core components and allows us to begin testing and validating interaction patterns in the next phase.

Part 1: Validate + Prototype

Clickable Prototype

- Prior to engaging in any detailed design, the team will create a clickable prototype.
- We'll use the prototype to tests design patterns with a variety of users.
- We will test both mobile and desktop concepts for all levels of accessibility.
- We will work rapidly and collaboratively with both your team and our group of volunteers for a period of 2-3 weeks to arrive at a proposed design system that can work for everyone.

Test with Users

- As we do this work, we will also conduct user research activities like card sorting exercises.
- We'll test that the proposed taxonomy and navigation structure fits most users' mental models of what they expect when navigating your site.

Learn from Others

- We'll also research existing design approaches and how other sites in the W3Cs category solve design problems, and will share our findings with the W3C.

WHAT WE'LL DELIVER

We will build a **Clickable Prototype** that can be used to explore design concepts and gather feedback.

Proposed Templates

- Site header, navigation and footer
- Home page
- Main landing pages: (Standards, Membership, About)
- Account pages
- Vertical Landing pages
- Blog articles and landing page
- /TR standards landing page
- Public Work Groups homepages

The final list of templates will be determined after the final site taxonomy is delivered

We'll also deliver a final, research-driven **Design Plan** that defines the design work that needs to be done to relaunch the site.

Part 3: Design, Build, Advise

Design: Over the following 8-10 weeks, building on what we've learned, the team will work iteratively, refining the rough design into a final design system that is ready to build.

- Hope page and "section/listing" page designs +
- Page templates for public site areas
- Modules for specific content types.

Build: Postlight developers will work with the W3C team to integrate these new pages into the existing backend.

- We'll work iteratively. As designs are finalized, build can begin.
- As sections are completed, we will apply a thorough QA Testing plan to ensure cross-browser and screen reader compatibility, as well as WCAG 2.1 AAA compliance.

Advise: Postlight will work with your editorial, marketing, and technology teams to define a roadmap for the future growth and success of w3c.org:

- Technology: CMS Selection, authenticated state, multi-factor auth.
- Editorial: Content migration strategy, SEO Strategy.
- Product Strategy: Define site KPIs, web analytics strategy.

WHAT WILL SHIP

A documented, re-usable **Design System** for creating new content and designing future experiences.

A redesigned, responsive **Website**, based on that Design System:

- Built in partnership with the W3C.
- That is WCAG 2.1 AAA compliant, with clean markup, ready to be integrated with the existing publishing back end[s].
- And optimized for the modern, mobile-first web and accessible to all users.

A **Product Roadmap** that details what needs to be done to update the W3C end-to-end, including:

- Requirements and guidance for a CMS replatform
- Content migration strategy
- An authenticated member experience.

Overview

v1.0 is live

Team	Weeks 1-4	Weeks 5-8	Weeks 9-11	Weeks 12-16
Product Management	Content and Product Inventory	Requirements Definition	Product Roadmap Draft Product Management	Product Roadmap Finalized Launch
Design	User Research Sketching Cardsorting Wireframes Clickable Prototype	Clickable Prototype (complete) Design Plan Initial Wireframes and Site Design	Full site design	Design System + Documentation
Engineering / Front-End	CMS research/planning Prototyping	Platform recommendations and discussion with W3C team	Collaborative development with W3C Platform recommendations and discussion with W3C team	Collaborative development with W3C Launch

Cost

Delivering Value

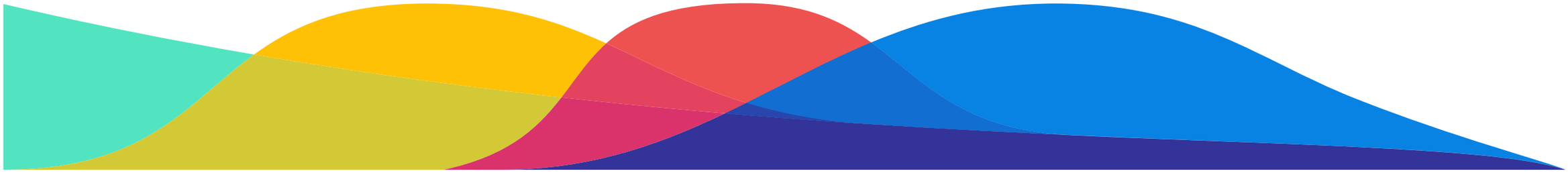
This engagement is being priced against delivering the scope of work as defined in this proposal. We believe in delivering value not against time and people billing but rather in committing to ship your product. Should the engagement require some additional time, we're committed to putting that time in to deliver a great product.

Quality Over Quantity

The team at Postlight—across all disciplines—is unique in that it is comprised entirely of senior, world-class talent focused on delivering high-quality software while maintaining an exceptional level of output.

Ongoing Support / Maintenance

Postlight can make available ongoing support and maintenance. These resources can vary depending on need but cover the full spectrum of technology needs: DevOps, engineering, user support and quality assurance.



Product Management

Competitive and User Research

Requirements Analysis

Product Strategy

Product Architecture

Product Design

User-Experience Design

Information Architecture

Web Design

Mobile App Design

Platform Architecture

Data Architecture

Systems Architecture

Operations Planning

Long-term Platform Planning

Software Engineering

API Development

Content Management

Web Development

Mobile App Development

Cost

Our detailed pricing model is provided under separate cover.

While it would represent a significant discount over our regular engagement rates, we are glad to flat cost this engagement at $200,000, per the RFP.

Client References

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Thank You

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