W3C WEBSITE REDESIGN

RFP Presentation By R\West

DECEMBER 2019 · WWW.RWEST.COM

RIWEST

Hello W3C,

Thank you for the opportunity to share our proposal for partnership to reimagine, rebuild and support your new website.

At R\West we specialize in crafting premium online experiences that both delight and convert audiences into highly-engaged ambassadors. We have a unique mix of skills, expertise and experience across a broad-range of industries.

We are lucky to work with a collection of organizations and brands we believe in. This isn't about "winning" your business – this is about the privilege of working with you to combine our collective passion for building the best user experience and ensure your website represents and amplifies an ideal workflow that best suits your business and sales needs.

We enjoy working with like-minded people and we're confident this will be a great partnership.

Let the next chapter of our story begin,

THE R\WEST TEAM

OUR EXPERIENCE

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One Agency
Multiple Disciplines

While some people think of 'integrated' as a buzzword, it's how we do business at R\West.

We are one agency with many areas of expertise all under one roof. That means we work together from development to delivery in order to create seamless campaigns and experiences that are thoughtfully and strategically executed.

Beyond simply offering services, we offer holistic solutions across all channels to reach consumers in the smartest way.
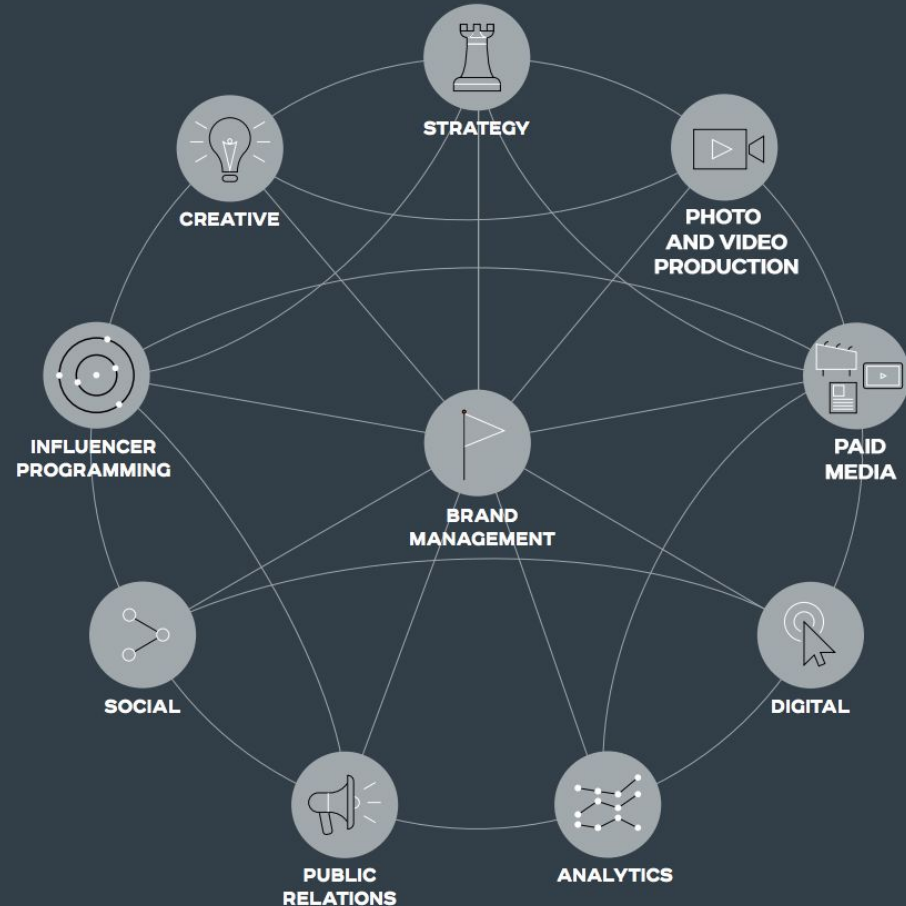
Our Technical Tool Box

- Drupal, WordPress and custom CMS development
- Salesforce & Hubspot CRM integrations
- PHP
- HTML5
- CSS3 (Sass and LESS)
- Highchart, Chart.js, and Google Maps API
- Javascript and JQuery
- Foundation, Bootstrap and Angular, React, and Node.js
- Responsive front-end development
- Cross-browser and device quality assurance, testing and fixes
- Native iOS and Android mobile development
- Emerging technologies
    - Augmented reality, ChatBot frameworks, and SMS integrations
- Google Analytics tracking
- Google Tag Manager event tracking
- Custom API Configuration and Development to support 3rd party integrations
- SEO Technical correctness
- HTML Email development
    - Custom, MailChimp, Exact Target & SFMC, Pardot and Constant Contact

OUR APPROACH

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PROJECT GOALS

01   **ENGAGEMENT**

- With the target audience's needs at the forefront of every decision we will create an audience-oriented site architecture that supports W3C team.

- Incorporate content to meet functionality for localization.

02   **OPTIMIZATION**

- At minimum create a website that is consistent and accessible across multiple devices, screen sizes, and capabilities.

- Ensure the platform is set up to ease the process of adding or updating content and data for all relevant users.

APPROACH TO PROCESS

DISCOVER — DEFINE — DESIGN — DEVELOP — DELIVER — SUPPORT
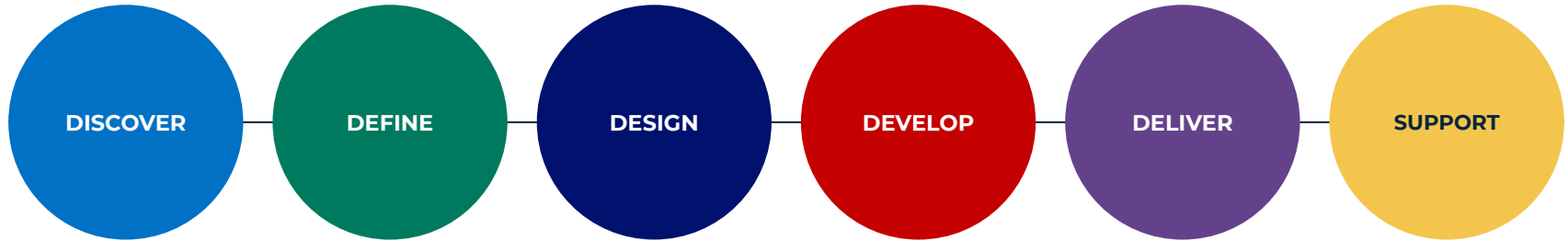
DISCOVER

We interpret your vision.

R/West has been providing strategic planning for our clients for 22 years. Using all the vast resources at our disposal we immerse ourselves in your business, challenges, technology, and team.

We want to understand your business goals, target audience(s), ambition and your personal style. We will conduct performance audits, trends and market research, gather considerations, outline decision making process and get to know the whole W3C team and your partners to shape a detailed project approach and plan that works.

We use this phase to identify where schedules and requirements can impact quality & phase 1 features.

EXAMPLES OF KEY ACTIVITIES

AUDIT

- Content/data audit and mapping of existing categories
- Technical audit of existing technology, integration plans, templates, in-take forms and workflow
- Document technical and functional requirements

RESEARCH

- Audience review and persona development
- User Research
    - Interviews
    - Surveys
- Review visual brand identity
- In-depth review sessions with stakeholders to understand the brand and goals

OUTCOMES

- Overarching application goals
- Documented website discovery & strategy
    - Migration Strategy

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DEFINE

We define a strategic vision. It's not guesswork.

Together we will shape an updated look & feel, website strategy and vision that fits. A vision that we can execute and believe in. We will look for patterns, opportunities, and the smallest of differentiating qualities to define a unique online position that resonates in the community.

Through ideation, user journeys, sitemap development, content mapping, concept development, parallel and industry specific insights and considering the wider marketing and brand roll out strategies, we will shape a single vision that everyone can stand behind and feel confident in delivering for MVP | Phase 1.

EXAMPLES OF KEY ACTIVITIES

- User Research
- User journey and scenario mapping
  - From existing website through to a new seamless conversion journey
- Sitemap development
- Concept development
- Define UX and UI principles
- IA & Wireframes
- Detailed copy and content planning
- SEO Strategy
- Document functional specifications
- Document admin | user security workflows

OUTCOMES

- Website User Journeys
- Sitemap
- UX and UI principles
- Clickable Wireframes
- Refined integration steps and plans for all pages and content types and user-security architecture
- Admin workflow and functional specifications

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DESIGN

We actualize and execute the vision.

The aim of this phase is to evolve the defined requirements into a refined online user experience, content assets, and final mobile first and responsive design system ready for development.

Here we will execute on the strategic vision and redesigned website for W3C. We will thoughtfully translate brand and messaging into a premium online experience that will target key audiences, but still entice and welcome new users and advocates for the W3C community.

EXAMPLES OF KEY ACTIVITIES

- VIsual Template and asset design
- Detailed web copy and content planning
- Copywriting consulting
- Prototyping
- Kick off any site integrations and tests
- Visual style guide

OUTCOMES

- Adopt, define & draft the website governance document / project specification / design system
- Mobile/responsive design
- Draft Style sheets and templates

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DEVELOP

Development of core functionality.
We make it real.

Our engineers are a vital part of our strategic creative team with a passion for bringing intuitive digital user experiences to life. Through tech-savvy techniques, we provide the best future-proof solutions for our clients and their individual needs.

Our team of knowledgeable engineers will evolve the designs into a final, editable web application that can integrate seamlessly and securely with third-party systems.

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EXAMPLES OF KEY ACTIVITIES

- Final technical and functional specifications and recommendations
- Confirmation of changes needed for hosting/server configuration
- Development workflow
  - Development, staging, and production environments
- Development of responsive templates and functionality
- Integrate with internal and third-party systems (e.g SFDC)
- Recommend and integrate analytics package and KPIs

OUTCOMES

- Development client ready environments
- Developed QA optimized stylesheets & templates
- Application familiarization session between team content and project manager and the R\West team
- Document prioritization list and future feature list

DELIVER

Migration, QA & Launch.
Quality, quality and more quality!

R\West is passionate about maintaining high standards of quality across all of our work. To ensure the quality assurance of a successful launch, we put a deep focus into migrating existing data and content, establishing new data exchanges, new content, and continual testing.

Throughout the Development Phase, our dedicated team will review deliverables and test across-browsers and devices. We will conduct various functional integration tests with third-party systems, and our Technical Director and Producer will involve all Stakeholders throughout the whole process – ensuring we meet the highest possible standards.

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EXAMPLES OF KEY ACTIVITIES

- Data and Content migration support of existing and new data exchanges and content
- Full application testing and debugging (browser testing, load testing, smoke tests and regression benchmarking)
- Visual QA
- Accessibility testing
- Final integration testing
- Code freeze
- Capture post-launch backlog
- Launch application
- Post-launch period monitoring
- Post-launch retrospective workshop

OUTCOMES

- Staging application site updated with data & content
- Staging environment site with database sync
- Tested staging application
- Launch checklist
- Live production application
- Digital Style Guide & site documentation
- Post-project learnings documented for future phase success

DELIVER | POST-LAUNCH SUPPORT

Ready, steady, we are live!

We make web applications and we make them well. We've launched so many websites that we believe in a set of guidelines that every site needs for a successful launch. We also know how to make training informative and fun.

Outcomes:
- Custom application guide
- Up to 3 recorded training sessions with our project leads
- With a maintenance retainer we can also provide interval training sessions as needed for new users

Post-Launch services and warranty.

In addition to a 3-month warranty period (included in our estimate), our dedicated digital team of developers, producers, and strategists can manage and support the growth of the new application.

We recommend retaining our services after the application is launched to assist with optimization and any further support issues that may arise.

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LONG TERM SUPPORT | APPROACH TO PHASES*

In addition to the post launch support, our digital retainers have focused efforts with a dedicated digital team made up of developers, producers, strategists and just smart people, we can continue after the project to increase conversions and inform website performance.

Strategy and Analytics
- Consultancy, strategy, UX and tactical recommendations
- Bi-annual to quarterly site UX, conversion audits, trends and competitor research
- Analytics reports and recommendations

Content and UX
- Newsletter/eblast best practice and development
- Updates and enhancements to the design/content/UX - can be based on user feedback and testing
- Digital campaigns and conversion optimizations
- Content entry

Technical Maintenance and Support
- Technical support and bug fixes
- Phone/email-based help on using CMS and other connected 3rd party tools
- Keep CMS and plugins/modules up-to-date
- Communicate with hosting provider regarding email/server issues
- Backup website database and site files (once a month)
- Run regular security and performance scans

DIGITAL ONLY SERVICES

$6,000-$8,000K monthly fee depending on scope. ~ 40-50 hours a month + PM time

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OUR TEAM

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Meet Some of Our Team

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PIA MARA
Senior Vice President

Rocking nearly 2 decades in agency communications, Pia has guided strategy for large and small brands. At R/West, Pia splits her time between strategy and new business driving growth for clients and agency alike.

Fluent in French

JESSA BARNES
Account Planner

Starting her career on the client side, Jessa has more than 25 years experience building brands. Her passion lies in finding and giving voice to each brand's unique soul. Jessa prides herself in being able to find the clearest, simplest path to a communication solution.

CHRISTA ARRIAGA-VOLKER
Senior Interactive Producer

Organizing and managing people and projects since she was knee-high to a grasshopper. I've been fortunate to have worked with many clients.Providing TLC and strategy to clients such as The Home Depot, Stanford University, adidas, OHSU Foundation, American Express, Charles Schwab and more. Thrives working on complicated projects, cultivating authentic relationships, and creating harmony from chaos.
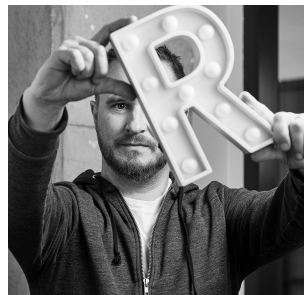
DAN ECKIS
Technical Director

20+ years of technical and web development experience through all aspects and roles of the digital project life cycle. I have the ability to bring valuable understanding and perspectives to technology driven teams, processes, products and solutions. Dedicated to providing clients with successes, while maintaining a firm grasp on internal development best practices.

BETH COTENOFF
Senior Vice President

With two decades of experience in communications and marketing, Beth served as Director for the Rías Baixas Albariño campaign and has extensive experience with French and Italian regional programs. Fun fact: She's a certified Specialist of Wine, a certified Spanish Wine Educator, and just added the WSET Diploma to her wall. She's fluent in French and proficient in Spanish.

Fluent in French

Meet Some of Our Team

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JAMESON NUSS
Senior Developer

I am a Web Designer and Developer currently living in Portland, Oregon. I am passionate about building interfaces that are professional, neoteric, and effective. I'm interested in a variety of visual communication, but my major focuses are designing and developing web, mobile, and tablet interfaces. Over the years I have had the privilege of working with exceptional clients. I always determine the best solution for a project and have worked with Drupal, WordPress, and AngularJS.

KYLE RIEMENSNIDER
Senior Developer

I love to learn. I love to be challenged. How can anyone sleep when there is so much to learn and do? As a gemini I have two sides to feed. That is why being a developer is the perfect career for me. I get to think very analytically when building out systems that have hundreds of moving parts while simultaneously getting creative in making sure that the components are visually seamless. During my 8 years in this ever changing environment I have become proficient in many aspects of the industry.

TAYLOR POKOJ
Developer

I have honed my skills in front-end development and my love for building rich and intuitive user experiences. I have strong experience with several Javascript frameworks and webapp production, custom CMS theming and website deployment, and SVG web animation, as well as some toe-dipping into the world of IoT. I am strongly influenced by connection with people and with the world around me.

SARAH MURRAY
Creative & Social Director

Sarah is driven by thoughtful and engaging campaign & strategic direction. She believes in user-first thinking and testing to hone campaigns. Her 15 years experience spans multiple tourism boards, hotels as well as social media for Alaska Airlines, Starbucks, & Google.

ELIZABETH MORROW MCKENZIE
Partner + Executive Creative Director

Started my career, which is now of legal drinking age, as an interactive designer during the original tech bubble. I've worked for giant ad agencies in NYC and tiny design boutiques, received an MFA at SVA, owned a studio and spent the past ten years growing with R\West. I'm interested in the next frontier, always.

VALUE & BUDGET

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ESTIMATED TIMELINE

FY20 **Q1**   **Q2**   **Q3**

Jan | Feb | Mar | | Apr | May | Jun | | July | Aug | Sep | | Oct | Nov | Dec

KO & Discover

Kick off & Background Research

Define

UX Strategy, Content Planning, IA | Define Technical Requirements

Design

Website Design, Branding & Feedback Iterations

Develop

Website Development, Integrations and Localization Work | QA

Deliver

Plan & Prep Roll Outs | Iterate & Refine | *FINAL LAUNCH*

ESTIMATED COSTS

Below is our estimate based on the scope of services outlined earlier in this proposal. We have outlined what we envision will be the minimum scope, knowing future phases will allow for the current unknowns.

PHASE ONE INVESTMENT	HOURS	BLENDED RATE	COST
DISCOVER	60	$165	$9,900
DEFINE	200	$165	$33,000
DESIGN	400	$165	$66,000
DEVELOP	450	$165	$74,250
DELIVER	100	$165	$16,500
TOTAL	**1210**		**$199,650**

OPTIONAL EXTRAS

This provides a breakdown of additional activities that could be folded into the website project if there is budget and desire. We have outlined ballpark costs for now.

ACTIVITY	COST RANGE
SEM STRATEGY In-depth SEO strategy, including SEO Keyword Research, Targeting and Mapping, recommended Page Titles and Metadata, SEO content planning across all online channels. This can also be coupled with an SEM strategy and execution - helping to identify where it would be more beneficial to pay to play (SEM) and where to focus on being a content authority (SEO).	$20,000 - $30,000
USER TESTING Range of quantitative and qualitative activities remote or in-person testing with target audiences. For example, current website and competition usability testing, surveys, online card sorts, closed or open A/B testing, usability of new website (pre build).	$20,000 - $50,000 (dependent on chosen testing methodologies and size of testing groups)
SOCIAL LISTENING & ANALYTICS We use advanced software that monitors and analyzes online conversations about brands, a specific topic, competitors, or anything else that's relevant. We also look into the demographic breakdowns of sentiment and topic interest so that it can lead us to actionable tactics for engagement. This data allows us to measure progress and awareness over time in core target groups.	$5,000 - $10,000 (costs can be for one off or ongoing research throughout the year)
VIDEO AND PHOTO PRODUCTION With a sophisticated in-house video and photography production and editing team we can produce high-end unique W3C content for the website and beyond - from location or studio based brand videos, imagery, shorts, cinemagraphs.	$30,000 - $60,000+
FULL BRAND IDENTITY REFRESH With a dedicated creative team we can extend the brand identity refresh across all of your online and print collateral (presentations, sales sheets, product specs, email signatures, newsletters) to drive a strong consistent brand across all channels	$30,000 - $50,000

RELEVANT WORK

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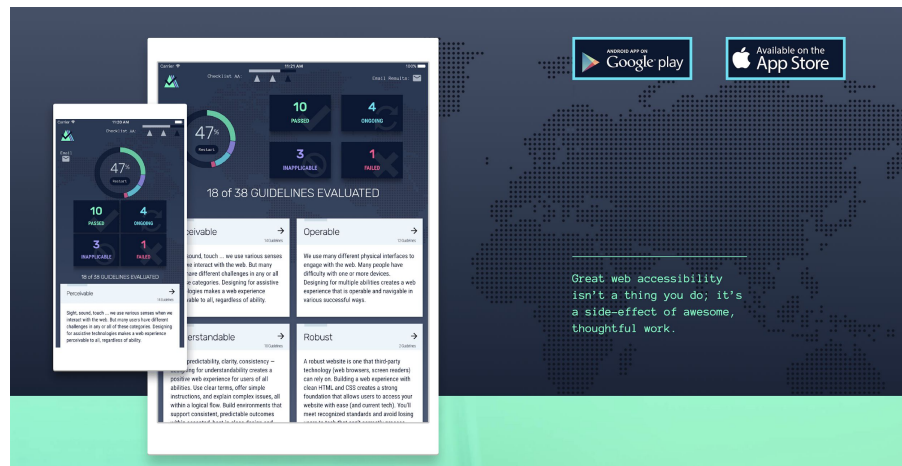**"Perceivable, Operable, Understandable, and Robust."**

WCAG APP*

The Scope: Working to create a checklist for development for an open source project to give all users autonom.

The Process:

Luke McGrath has taken each WCAG 2.0 guideline and translated its content into a much more understandable format. With permission, we project managed and created the wuhcag-json project, which is an open source project that combines all of Luke's easy-to-understand Wuhcag 2.0 Checklist content along with the actual W3C WCAG 2.0 guidelines content in JSON format.

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* Sr. Interactive Producer + Project Lead for this project at former agency.

The Results:

A designed and developed the WCAG Accessibility Checklist app, which is a free iOS and Android app that will allow a user to self-audit a website or app's accessibility health in a fun and intuitive way

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Localization Strategy & Process

"Localization is more than translation."

The Scope: R\West has experience working with translation and localization vendors and have built several software and web applications localized to the following languages:

Arabic	Polish
Chinese Simplified	Portuguese Brazil
Chinese Traditional	Romanian
Czech	Russian
Dutch	Spanish EMEA
English	Spanish LAR
French	Thai
German	Turkish
Hungarian	Ukrainian
Indonesian Bahasa	Vietnamese
Italian	
Japanese	
Korean	

The Process:
Understanding conversational nuances and strategizing our development around culture and accessibility.

R\West understands that communicating your content effectively is the most important aspect of your site. We work with our clients to identify their message and deliver it in a way that hits home for users around the world.

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Overlake Hospital

The Scope: R\West to serve as Overlake's technical and strategic partners through Discovery & Define Audit for their current digital ecosystem (website, social, email, and content governance)

The Process: Rolling up our sleeves to assess all components.

The difference between good and great projects is in the planning. And together with our Overlake stakeholder and partners, we shaped and refined the user experience for patients and staff. We thought through all of the digital content channels, website strategy, and CMS Governance that best accomplishes Overlake's vision and long term digital communication activities.

"**The difference between good and great projects is in the planning.**"


Updated A11Y style guide for Feb Relaunch.

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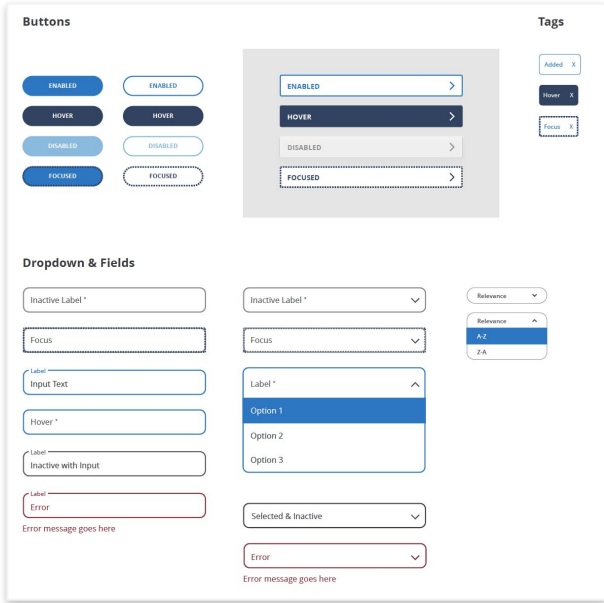
Bonterra Wines

The Scope: SEO, evolved UX, Salesforce API integration, redevelop and continue to maintain the brand and eCommerce website to help drive engagement and help Bonterra standout in a busy landscape.

The Process: R\West performed an audit of the Bonterra Wines website and immediately took action on industry best practices to help evolve their custom WordPress build into a user friendly, accessible website that showcases their impeccable wine. Using Google Analytics data to tailor the content around what their customers were searching for we restructured the navigation and rebuilt their Shop page to make finding the right wine that much easier. R\West onboarded Bonterra into Salesforce and moved their newsletter and lead generation forms into the CRM via API integration to create an automated email workflow.

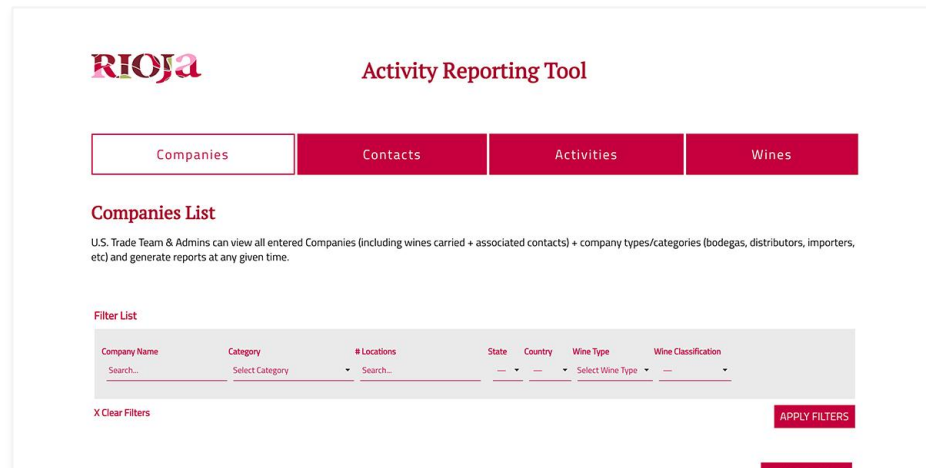**"Finding the right wine became that much easier."**
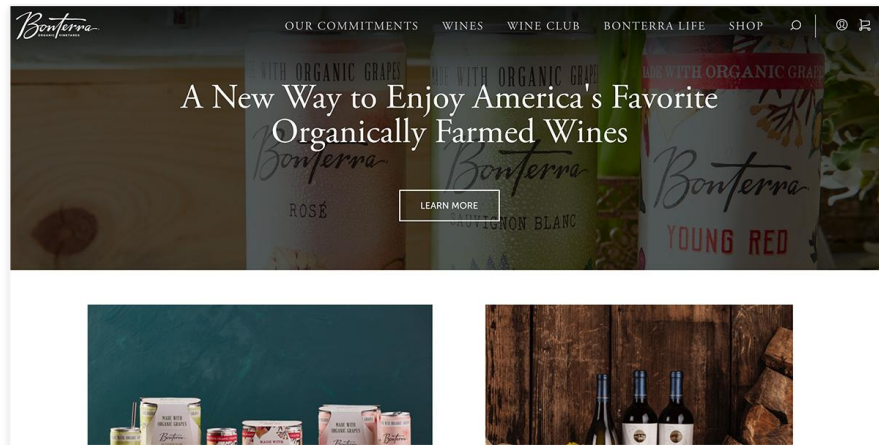
The Results:
- Full ADA compliant site built in WordPress

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Rioja Art

The Scope: Rioja Wine's United States trade team was struggling to use their custom built CMS, with constant downtimes, features that were no longer active and a partial connection to Hubspot, managing their inventory became difficult. R\West proposed a solution to increase their productivity and allow them to fully leverage their Hubspot CRM.

The Process: Time spent planning the content architecture helped inform key features that were essential to the tools success.

R\West developed a custom WordPress solution with a focal point on ease of use for Rioja's trade team. The Activity Reporting Tool (ART) has a direct connection to Hubspot and has dramatically impacted the way that the trade team tracks their inventory.

WE **R** ONE