

DESCRIPTION OF SERVICES

RELAUNCH AND MAINTENANCE OF THE WEBSITE WWW.W3C.ORG

for the World Wide Web Consortium

Offer no.: 24304938

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TABLE OF CONTENTS

1	INITIAL SITUATION AND TASK.....	3
1.1	Scope of the Solution.....	3
1.2	General and non-functional requirements.....	4
2	SERVICES.....	6
2.1	Our Project methodology following the double diamond paradigm.....	6
2.2	Iteration zero	7
2.3	Update W3C management, W3C Advisory Board, W3C Team.....	10
2.4	Iteration one	11
2.5	End of May 2020 W3C Advisory Committee Meeting update.....	13
2.6	Iteration two and three	13
2.7	Update W3C management, W3C Advisory Board, W3C Team.....	14
2.8	Content Transformation and Migration.....	14
2.9	Privacy policy and consent marketing.....	17
2.10	TPAC 2020: W3C Advisory Committee Meeting update in October	17
2.11	Go Live and hyper care phase.....	17
2.12	Continuous support	17
2.13	Salesforce CRM Advisory and integration.....	18
2.14	Project management.....	18
2.15	Costs and conditions	18

1 INITIAL SITUATION AND TASK

nexum is one of the DACH-regions leading operator-owned digital agency with a focus on consulting and design for communication, interaction and transaction in the digital age. We were very excited by the publication of your RFP on the www.w3.org and would like to present to you our vision of the project and a detailed description of the tasks we see for the project.

Our Proposal breaks down into three separate documents.

In this document you will find the **detailed description our services** along the timeline of the project. Please find our **cost breakdown and contractual suggestions** in the second document. It would be great if this second document would remain confidential between us. We have provided you with a **separate presentation**, where you will find a short re-briefing, our approach to the project, our work principles and, at the end, our company presentation and selected project references.

Our team here at nexum would really love to tackle the challenges of this project together with the W3C team!

1.1 Scope of the Solution

As outlined in your RFP, the scope of the Project would be to deliver the public facing website of the W3C containing:

- The Website homepage
- The primary navigation targets:
 - "Standards"
 - "Participate"
 - The Public Work Groups homepages (ala IETF data tracker)
 - "Membership"
 - "About"
 - <https://www.w3.org/Consortium/>*
- The integration of the W3C Blog
- The vertical industries landing pages
- The frame of the TR homepage.

- Account pages (request, my profile) and the corresponding edit templates
- The development of the web authentication for password protected areas is not part of the solution. We will advise concerning the impact on the public facing website.

1.2 General and non-functional requirements

- Development will adhere to WCAG 2.1 AA(A) criteria. We should refine our expectations in the discover and define phase of the project
- The website will be built fully responsive for the views optimized for desktops, tablets and mobile devices with a clear tendency towards the mobile first design.
- The entire site will be built bi-directional to optimize the experience for user speaking among others Arabic, Hebrew, Farsi or Urdu
- The website will be tested on the following browser and device combinations including screen readers on mobile and Desktop Systems. Lacking current device/browser tracking results from w3c.org we would recommend the following device/browser combinations for testing:

Device	Operating System	Browser 1	Browser 2
Desktop	WIN 10	Chrome last Version	Chrome current Version*
Desktop	WIN 10	EDGE	
Desktop	WIN 10	Firefox last version	Firefox current version*
Desktop	MAC OS 10.x	Safari last version	Safari current version*
Desktop	WIN 10	IE 11	
Desktop (screen readers)	WIN 10	NVDA on Firefox current version* JAWS on Chrome current version*	NVDA on Chrome current version
Desktop (screen readers)	MAC OS 10.x	VoiceOver on Safari current version*	
Tablet	iOS current version*	Safari last version	Safari current version*

iphone 8	iOS current version*	Safari current version*	
iphone 11	iOS current version*	Safari current version*	
Samsung Galaxy S9	Android 9	Chrome current version*	
Samsung Galaxy S 10	Android 10	Chrome current version*	
Huawei p20 or XIAOMI	Current versions of the OS	Chrome current version*	
iphone 11 Screen readers	iOS current version*	VoiceOver on Safari current version*	
Samsung Galaxy S 10 Screen readers	Android 10	TalkBack for Android	

*The current version is the current version immediately before testing. In our case that would be about May 2020. Ideally this device/browser stack should be reviewed and adjusted in our kick-off workshop based on real tracking results from w3c.org.

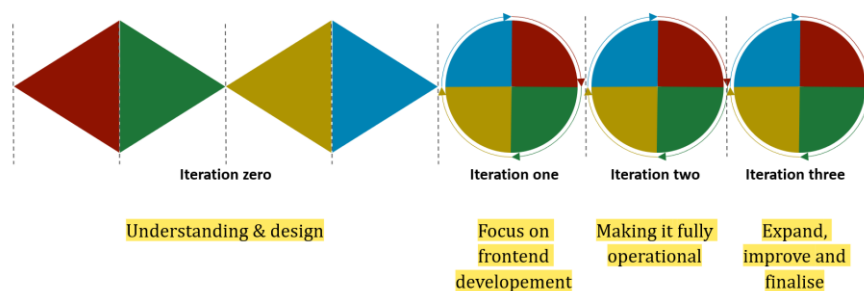
We have all above mentioned test devices here in the nexum testlab but will also use the software BrowserStack for testing. For Testing screen readers, we will recruit a tester from our user test group, who uses these products such as NVDA or JAWS as a matter of course.

We used the following sources for our device and browser stack definition:

<https://gs.statcounter.com/> and the current screen reader survey 8 under <https://webaim.org/projects/screenreadersurvey8/>

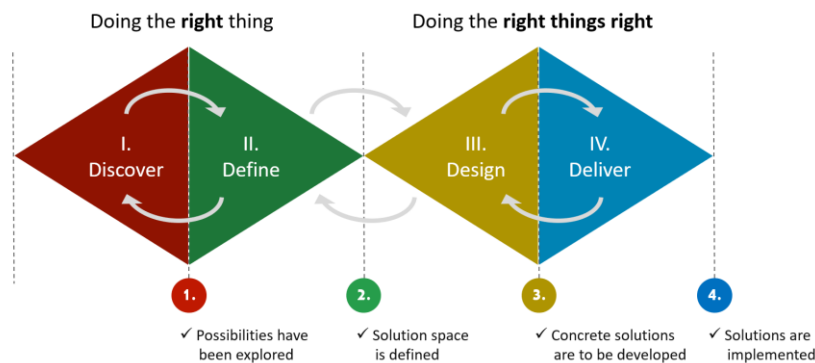
2 SERVICES

2.1 Our Project methodology following the double diamond paradigm



We suggest using the double diamond methodology in our project, where discover/define phases are paired with design/deliver phases in order to produce tangible results after each iteration. This is especially rewarding in the W3Cs open communication context, where many stakeholders are involved. And it facilitates iterative device and user testing to continuously test and improve our website. We start with iteration zero where we will build a clickable prototype and continue through iterations two to three in which we will build the website itself.

2.2 Iteration zero



2.2.1 Kick-Off Workshop in France

As we think, that a good personal relation is fundamental for a successful project, we will start with a kick-off workshop in France, to get to know each other. We plan to spend a full day together with a reserve of another half day.

The purpose of the Project kick-off is to cover as much ground as possible in our discover and define diamond to jump start the project and then produce first real results in our design/deliver phase. In our kick-off we would like to work together on the following topics, serving as the basic agenda:

Stakeholder analysis

Herr we would like to wxplore who thethe stakeholders in the project are and who needs to be involved in decisions, who should be consulted or merely informed. For this phase we would create a stakeholder map together with you and document our findings in a classical Cairo Matrix. Another important part is deciding on how we will communicate and collaborate with each stakeholder group.

Brand review and communication goals

We want to discuss and define the W3Cs brand strategy as pertaining to our project. We would have a critical look at your brand-presentation and discuss in which direction we want to develop the brand. We will look at the tonality concept and also at the use of images. An important part of this discussion is our story telling strategy and our communication goals.

WCAG 2.1 AA(A) requirements

We have a firm understanding of WCAG 2.1 requirements but many parts of the regulation are somewhat open to interpretation. Therefore we would like to reach a common understanding in the project team of the requirements, their priorities and their interpretation. We would also look at the ability of the editorial organization of the W3C to meet the content requirements on a day to day basis.

Target Groups: Personas and primary use cases

Based on your target group definition we are going to define the key (ad hoc) personas and the most important use cases as a general model for all upcoming steps.

Success Criteria

Together, we would want to define the key performance indicators of the public facing part of the W3C presence in the web.

Risk Analysis

We want to identify potential project risks and the ways we want to address them.

Project planning and collaboration

We will create a more detailed project plan before hand and discuss and adapt it with you. Another agenda point would be to define project collaboration and communication and discuss the methodology of the content review, which is the next important discover task in our double diamond.

2.2.2 Content review

Together we would do an in-depth review of existing content, discover the content owners and gain an overview of existing Content. We would gather this information into a content map and also gather further input from you regarding new or hidden content that should be included in our future sitemap.

2.2.3 SEO Strategy

On the basis of our expert review of the Site we will define our SEO-strategy and develop our primary key word strategy for w3c.org. Since W3C is a truly worldwide initiative we would primarily focus on an optimization of the global English language version.

2.2.4 Design and Deliver

Having tackled the discover and define phase of iteration zero, let's actually build something tangible right away: a prototype.

Content design

In our first approach to the design of W3C.org we believe that text-based design with the creative use of typography could be a good the way to go. We will start with content structures and typography based on existing content form the site to design our approach to structure and content modules

Navigation design and information architecture

Alongside we will design the navigational principles and the information architecture including the creation of floorplans and the high level of the sitemap of the future site. We would use our defined primary use cases for the navigational concept.

Visual design (design directions)

Our visual designer and content experts work together in Sketch and InVision to bring together visual design, typography and real content into a unified vision, defining the main aspects of the layout, tonality and look and feel of the future site. In this work package we will use real content (English only at this point) and bring everything together to create a clickable prototype, that can be accessed via the web by all stakeholders.

2.2.5 System architecture CMS and analytics tool selection

In this work package we will review our system architecture proposed in our separate Presentation and we will consult with on your cloud strategy, on the CMS and analytics Tools we plan to use for our project and beyond. In terms of a pre evaluation, we see Drupal 8 (CMS on premises) and perhaps Prismic or Contentful (cloud CMS-solutions) as likely candidates. Drupal 8, as an open source CMS with its Symfony based architecture, would fit

in well in your current tech stack and budget constraints. But let's explore whether a cloud-based CMS solution would be another good way forward. And we will find the right tracking solution for our needs.

2.2.6 Migration planning

On the basis of our content review we will structure and classify which content should be migrated "one to one", which should be changed and which we will need to create and map these contents to our new target structure. The basis will be a transformation matrix, which will enable us to plan and also calculate the effort and time needed for the migration.

2.2.7 Expected results of iteration zero

The iteration zero will produce the following results:

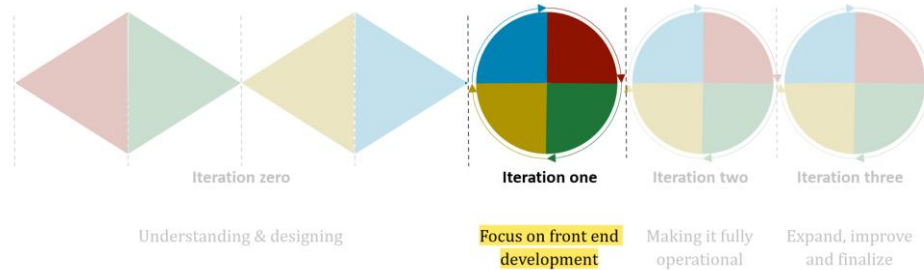
- The right CMS, the perfect analytics tool and a system architecture that is state of the art and meets the expectation of our joint development team
- Navigation and Sitemap and specifications such as floorplans
- The first six to eight modules of the content construction kit (specified design modules in Confluence as the first iteration of our future pattern library)
- All visualized in a clickable design prototype in InVision with three to four pages and containing real content in English so we can present our ideas in a tangible web-accessible form.
- A solid plan for our migration in the form of a transformation matrix

This result would then be ideal to present to the Management and advisory board as a first milestone in our journey.

2.3 Update W3C management, W3C Advisory Board, W3C Team

(March) We would like to conduct this update using remote screensharing and videoconferencing software (either MS Teams if provided by us or any other software if provided by the W3C).

2.4 Iteration one



In order to develop and test the new website in a continuous manner we would approach the information architecture, the design, the frontend development and backend integration in three iterations each resulting in a fully functional website with increasing functionality and features. The first iteration is crucial for the success of the project, since we will gain valuable input from the user testing at an early point in the development process and will be able to do our testing on a fully functional prototype on real devices. The iteration will include the following Steps:

2.4.1 Defining scope for the first iteration

Before we begin our iteration, we must define the scope of the content modules and features we want to include as well as the content we need to make it feel alive for testing. The navigational functionalities, around eight to ten prime content modules and the bipolar CSS-functionality should be included in any case.

2.4.2 System setup

In this phase we will do DevOps and system setup and consult closely with your IT concerning continuous deployments. As outlined in our separate PDF we would like to use docker containers extensively.

2.4.3 UX-, visual-design and frontend development – creating the building blocks of the future site

Building on the click-prototype, the floor plans and navigational principles defined in iteration zero, the UX- and visual designers of nexum will continue creating the unique building blocks and navigational patterns of the future websites. We will use the design tools Sketch and Abstract to create our layout-modules. Our developers use the same source for their CSS

specifications in order to create the frontend code in React. The modules will be documented in Atlassian confluence with their technical specifications and the confluence page will link directly to the corresponding React module. UX-experts, content experts, visual designers and frontend developers will work in one cohesive unit. If we use a cloud-based CMS, we will also start with the configuration of the editorial interfaces in the CMS in this phase.

2.4.4 Real content for testing

Building on our created content from the click-prototype of iteration 0 we would gather real content for approximately 5-6 pages in three languages, one being either Arabic or Hebrew to fully test the bipolar CSS. In terms of this offer the translation would need to be supplied by the W3C. We can of course offer translation services with one of our partners separately, if needed.

2.4.5 Device Testing

Following the completion of the development of the iteration 1 website we will test the website with the device-/ browser-stack defined in Chapter 1.2.

We would like to use Atlassian Jira for testing the website. Since the functional complexity is fairly low in the first step, we will not use testcase based testing methods.

2.4.6 User testing

The user testing will be conducted in the form of expert tests at the nexum headquarters in Cologne and will include a wide range of participants including people with disabilities. We have many contacts to organizations and individuals with disabilities so we can accomplish the sourcing ourselves. We will of course use our own developers from other projects, since they are in the center stage of your target groups. But we are open to include other participants in remote testing scenarios. We have conducted WCAG 2.0 focused user research in house and asked our participants with disabilities to bring their own hard- and software to focus only on the accessibility of the site its self.

The test results will be made available to everyone in the project team and will lay the foundation of the work for iterations two and three.

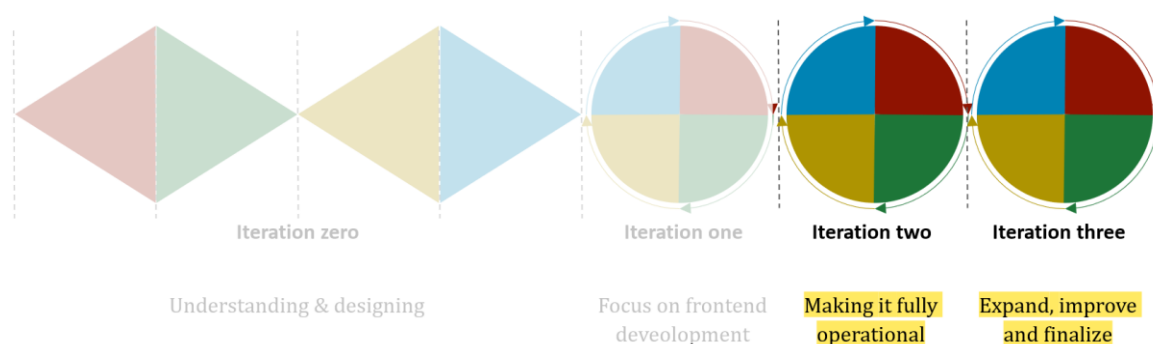
2.4.7 Expected results of iteration one

- A fully functional single page React-application including eight to ten real content pages with full bi -directional functionality in three languages. Tested on the agreed upon device stack.
- Input from our user testing as a basis for improvements in iteration two.

2.5 End of May 2020 W3C Advisory Committee Meeting update

To give the advisory committee a true experience of the future site and how it feels like, it would be great if we could plan this for later in May, so we can present the tested Prototype with real content at this meeting. Again, we would prefer to do this remotely.

2.6 Iteration two and three



2.6.1 Planning the scope for iterations two and three

On the basis of the user test results, we will define the scope of the two following build iterations. In iteration two we will certainly have some refactoring to do, so its scope may be smaller than that of iteration three, the final iteration.

2.6.2 Iterative development

The basic methodology is the same as in the first iteration. We will continue with developing and improving further frontend modules but a main focus will be on the backend templating or configuration of the CMS, the integration the W3C blog (currently on Wordpress) and the editing features for the Account pages.

2.6.3 Device Testing

Device testing will be conducted after each iteration according to the agreed upon browser- and device-stack.

2.6.4 Second expert user testing after Iteration two

After the second iteration we would use the same test group as after iteration 1 to see, if we are on the right track and their difficulties with the first iteration have been addressed. The results will again be included in the third iteration.

2.6.5 Expected results after iteration three

The finished website including all content carrying modules and page types as well as all functionalities and integrations.

2.6.6 Acceptance test after the third iteration

In this work package we will do an acceptance test of the completed website with the W3C project team using the defined browser- and device stack.

2.7 Update W3C management, W3C Advisory Board, W3C Team

The functionally complete product will be presented in this update. This would probably be more in July than June in our timeline. In this case, we would like to attend this Update in real life, as it marks an important milestone in the project, moving on into the content transformation and migration phase.

2.8 Content Transformation and Migration

Having completed the acceptance tests, we can start with the iterative migration of content. We plan to conduct this in two steps, an **initial pilot phase** and the **overall migration phase** for the entire content as defined in our content planning from the analysis phase. The first phase could be matched with your alpha Site milestone (internal launch).

2.8.1 Pilot phase

For the pilot phase we would select up to eight editors of the W3C to be trained as super users and who would do the migration for the pilot phase.

Training

We plan to conduct two half-day training sessions with the pilot phase editors using remote collaboration with screensharing and video conferencing (using MS Teams provided by us or other solutions provided by the Consortium.) The second training would be recorded as a video tutorial to serve the initial needs of documentation.

Consultancy

During the migration of content in the pilot phase, the editors of nexum will be available to support and advise the editors in their work and also to gather input for the system from an

editors view. In the middle of the pilot phase we would also suggest a two-hour review session with all editors to share experiences and best practices. The pilot phase will be concluded by a final team review session, where we will define together what needs to be changed before the largescale Migration for the launch will commence. The pilot phase editors will then serve as super users and ambassadors for the main migration.

Final build phase after the pilot phase and analytics integration

In this final iteration we will address those issues and concerns that have come up in the pilot phase. Usually this mostly concerns the editorial backend. We would need to decide what we will want to fix according to existing budget and time constraints and which enhancements should be put in a backlog for the continuous development of the site after the launch. In this phase we would also do the analytics integration. The output of this tasks would correspond to your beta-launch milestone.

2.8.2 Migration phase

Preparation of training materials

Based on the experiences of the pilot phase we will create a short editorial guide in a web format (in a branch of the Website) that can be readily accessed by all editors and updated easily. This would not serve as a detailed in depth user manual (no one actually reads those 😊), but would focus more on short guides lines that will help the editors in their daily tasks and give guidance more on which content modules should be combined in order to create engaging pages, containing some do's and don'ts as well as containing a living FAQ section.

Website Governance

To safeguard the user experience of the W3C.org websites in terms of structure and content we will create a website governance section, again in a branch of the website. Here we will define which central content and functionalities should be built in our core system and which initiatives could have a technical life of their own, but would need to comply to our frontend standards using our central React pattern library.

Optional: Content creation or transformation

Usually a relaunch is the best opportunity not to just migrate content one to one but to update and rework existing content. We can support you with these tasks, but as the scope of the content to be transformed is unclear at this time, it is currently not part of our offer.

Optional: Translation Services for new and existing content

This is an area where we can support you with the help of our translation agency partners who could offer translation services in English, Japanese, Chinese, French, Spanish and German. We can support you with these tasks, but as the scope of the content to be transformed is unclear at this point, it is currently not part of our offer.

Editor and Administrator-Training

For training the editors, we plan for three remote training sessions of a duration of about 3 hours each and would again record the second training session and deposit the video on the editorial guidance section of the website. We would like to invite our power users from the pilot phase to attend each training session, so the editorial organization can establish a help community.

Depending on the CMS used we would also conduct two half day remote training sessions for your system administrators

Editorial Support during the migration

To bring everyone up to speed on using the new CMS we would suggest that your editors do the migration work themselves supported by the super users from the pilot phase. Included in our offer would be a “third level” support for the super users during the migration.

Optional: Migration Tracking

For many of our customers we take over the task of coordinating the migration process using Atlassian Jira. This has proven beneficial, since we always have a real time view of how many pages are in which stage of the process. We can identify bottlenecks and act accordingly, enabling us to meet even hard deadlines.

Optional: full-service migration

We can also offer the W3C a full service content migration including image editing, tagging, and creation of SEO optimized meta descriptions. If you are interested in a full service, we can do an effort and cost calculation after completing the work packages “Content Review” and “Content Strategy” of our Analysis phase.

2.9 Privacy policy and consent marketing

We will help you to design a transparent privacy policy and we will also explore the requirements under the GDPR Provisions concerning use of cookies. We are currently using tools such as Cookiebot for our clients to make this process easier to administrate.

2.10 TPAC 2020: W3C Advisory Committee Meeting update in October

Since we would report only on the progress of the content transformation and migration efforts, we would suggest that we participate remotely. Although Vancouver is certainly a cool location.

2.11 Go Live and hyper care phase

In this phase we would support the organization with the final steps leading up to the launch, supporting with setting up redirections to avoid a dip in SEO performance and coordinate with your IT on DNS topics. During and immediately after the Launch, our team of developers will be held in increased readiness to fix problems and react to the community. We should go live no later than Monday the 14th of December 2020, so we have ample time to fix any problems before the holiday season.

2.12 Continuous support

We are glad to support the W3C team continuously with the following services on a time/material limited basis.

- Third level support for the post go live period (three months)
- Continuous SEO monitoring and optimization (monthly or quarterly)
- Periodic Analytics reporting (monthly or quarterly)
- Continuous improvement and development of new features. In order to work efficiently and plan our developer resource, we would bundle changes and new features in releases (monthly or quarterly).

2.13 Salesforce CRM Advisory and integration

nexum is a salesforce multi cloud gold partner with long standing. We have a dedicated team for the following Salesforce-cloud solutions: sales cloud, service cloud, marketing cloud and commerce cloud. Feel free to contact us, if the CRM topic comes up in your discussion!

2.14 Project management

Transparency and clarity are our most important objectives for any project for our customers. We would supply an English-speaking senior Project Manager who is responsible for:

- directing the nexum AG W3C team
- following commissioning, nexum AG will prepare a detailed project plan which will be continuously coordinated with the contract partner.
- updating and communication of the project plan
- Reporting on project progress to advisory boards
- monthly expenditure controlling and reporting to the project team
- overall quality assurance

2.15 Costs and conditions

Please find these in our separate document.