



V 1.0 //

WEB DESIGN PROJECT PLAN

for **RESULTS Canada**

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01.20.2014

Hello,

Thank you for giving us the opportunity to share our vision for your organization. We are excited and look forward to collaborating with your team!

This project plan serves as an outline of the website re-design for RESULTS Canada. The dollar figures in the compensation details (p8) cover all jobs and tasks mentioned in this project plan. The total shown is the final quote. Any additional requests beyond those outlined in this project plan may render extra charges.

Information, data and drawings embodied in this project plan are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of Collab Projex.

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Overview of objectives

RESULTS Canada is looking for a website redesign that will improve internal functions, maximize volunteer involvement, and increase public awareness. A main issue to address is the content structure which is onerous to navigate. The following are key problems addressing the aforementioned:

one

Their associated databases are either isolated or in need of enhancements to be fully functional. The tools for volunteers lack user-friendliness.

two

The organization's mandate and focus are not clearly apparent, especially for the first-time visitor.

three

Currently, the website is designed without cohesive imagery.

The goal of this project is to develop an entirely new system to let RESULTS Canada streamline their operations, fix all advocate tools, and effectively convey the core mandate. The system will act as the foundation to enhance, upgrade, and expand on their tool offerings while making content edits simple. We will integrate a Style Guide into the system to guarantee that future edits conform to a common visual appeal.

Project specifics

System

RESULTS Canada's website will be built on an open source Content Management System (CMS). The current options are Drupal and WordPress (WP) as both platforms have the capability to meet all website requirements (listed below). Both platforms are popular within the web development community and therefore future support should be easy to find.

Design

A themed template will be developed for the CMS designed with a color scheme, atmosphere, general look and feel, fonts, and text styles. There are numerous ways to develop a CMS template; we will develop it in a way that safeguards against future updates. Not doing so can render a website unusable upon upgrading.

To ensure consensus on all aspects of the design, we will require thorough feedback on two types of deliverables.

Wireframes

The first deliverable will consist of wireframes, or page schematics. Using box outlines and dummy text, it provides a visual guide of the proposed page layout. It will focus only on interface elements, navigational system, and box placements and will not include any design or styling (typography, color, graphics, etc.).

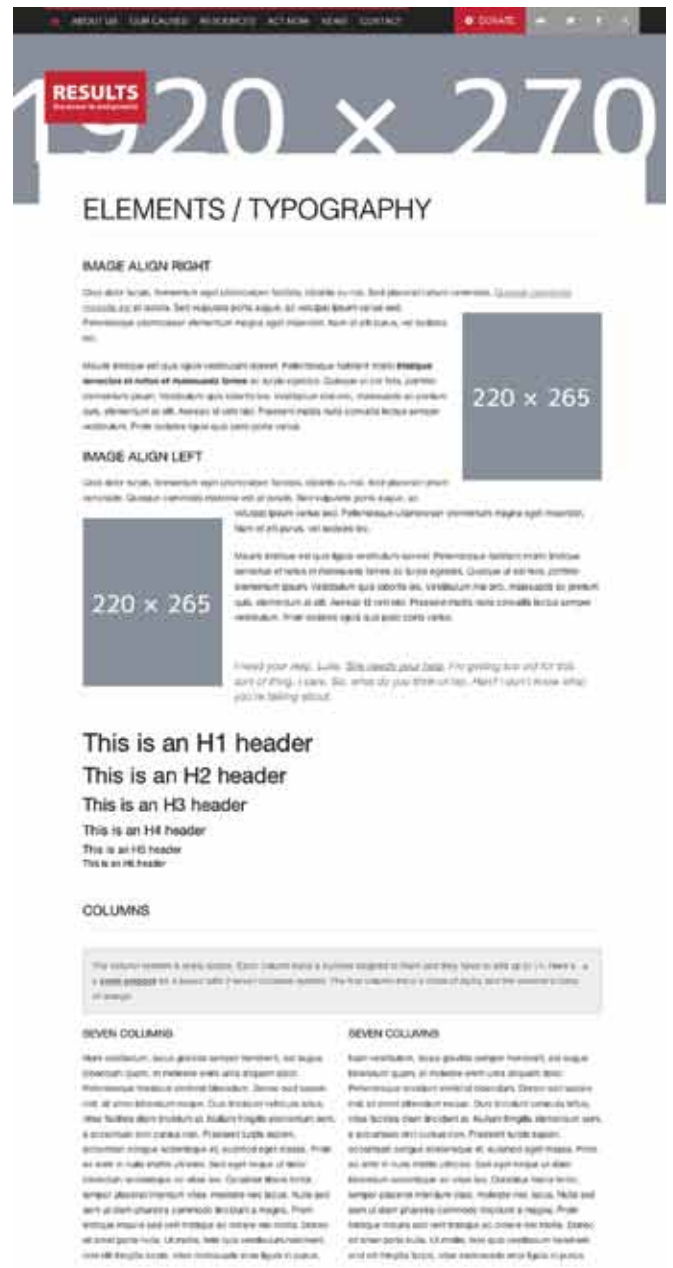
Mockups

The second deliverable, in the form of mockups, will be sent after the layout is finalized from the proposed wireframes. These mockups will then contain design and styling, *see image on right*.

It is important that your feedback be timely and as thorough as possible to avoid deadline setbacks and any difficulties undoing development progress.

Information Architecture

The redesign of the website opens up an opportunity to critique the current structure. A thorough analysis of the information flow will be conducted to guarantee that content is placed in the most ideal areas of the website. Research on other RESULTS/NGO websites and possible user tests will help to achieve the most pleasant and fluid experience.



Project specifics

Components

The following pages require extensive creative and/or development attention than the standard page of text. Please let us know if any are missing as it will influence the timeline and cost estimates.

Join a Local Group

(results-resultats.ca/TakeAction/LocalGroups_eng.asp)

This page will feature an interactive map locating each RESULTS Canada group. It will appear and function similar to the TB Action website *(http://www.action.org/about)*.

After launch, the map can also link to a dedicated page for each group. User permissions can be assigned to staff or certain volunteer accounts (group leaders) to post and update their own group page.

Activist Publications

(results-resultats.ca/WhatsNew/Publications_eng.asp)

The table will host new features, namely:

- a new simple search system that will filter rows as you type;
- the ability to sort by any column;
- the opportunity to change how many rows to display at once; and
- the capability of cycling through old entries by clicking "Next".

We further enhance this page by allowing volunteers to submit their own entries through a form. The form will be accessible by way of password or membership permissions.

Discussion Forum *(new)*

This discussion forum will replace Google Groups. We are looking to use Vanilla Forums as they have won awards in their field. We guarantee it will offer, at minimum, the same features as Google Groups.

Membership Page *(new)*

Visitors will now be able to register as members whether they are staff, volunteers, donors, or the public. Each membership type will have a specific permission level to determine the type of system access and tools. We are researching how membership identity can automatically apply to all communication platforms while retaining the member-specific permissions. There are various options to achieve synchronization, however, certain scenarios may require a separate form to synchronize accounts. Ideally, registration should be a one-time process allowing the member to receive information notifications such as general newsletters, donor newsletters, group-specific emails, forum-related notifications etc., again, depending on membership type.

Donation Page

(results-resultats.ca/donate/donate_eng.asp)

RESULTS Canada is currently using the "Donor Perfect" software. We will integrate this system from its current state, but also include more content, such as a Frequently Asked Questions and a "Why donate?" paragraph.

Project specifics

Components (continued)

Staff page (*new*)

A new page will be created to highlight staff members and their roles within the organization. Each profile will have a photo, personal description and contact information. This can lead to their own dedicated page or remain as a brief highlight.

Search page (*new*)

A site-wide search will be set up to filter all website content.

Letters to the Editor Contact List

(results-resultats.ca/Tools/LetterToEditor_eng.asp)

This table will see similar enhancements as the Activist Publications page, such as filtering, searching and sorting. We will add:

- a filter by province;
- the option to check all or none; and
- a contact form to suggest changes and/or additions

Frequently Asked Questions (*new*)

The frequently asked questions page will have a dynamic show and hide interaction when clicked. The questions and answers will be easily manageable by staff members.

Frequently updated pages

There are certain pages that call attention to frequently updated pages. These pages include:

- News
- News release
- Editorials by year
- Blog

All of these pages will showcase their respective articles by date. Certain keywords and tags can be amended to them for better search and possibly fun features like a tag cloud.

Project specifics

Features

The following features are general in nature and do not reflect a particular page, but the site as a whole:

Bilingual

The new website will remain bilingual. We will modify the CMS for easy-editing by having the system generate a duplicate page linked within. This way, translations can be done alternately through switching between the English and French page with one click.

Mobile version for all pages

Every page on the site will be optimized for all display types: desktop, tablet, and mobile. We will analyze the template and each complex component of the site to ensure a full website experience is retained in all conditions. This entails analyzing:

- *the navigation*, ensuring each page is easily accessible on small smartphones as it is on the desktop;
- *the images*, since large high-definition images take longer to load on smartphones; and
- *content layout*, as elements have to shrink, collapse and conform to varying device dimensions.

Newsletters

We are able to provide a service for newsletters. Based on the number of subscribers and the amount of emails sent per month, we have different possible options. In addition, we could provide newsletter templates in phase four.

Timeline

Phase one: Data collection

Completed by 02.07.2014

- Gather and finalize website specifics
- Obtain website metrics and expected numbers
- Design deliverables (wireframes, and mockups)
- Obtain feedback from deliverables and repeat
- Obtain list of elements featured on homepage
- Information architecture

Phase two: Design

Completed by 03.12.2014

- With consensus on deliverables, we continue to design the rest of the website
- We optimize and test on different device dimensions
- Import content into the CMS. Depending on the content, and volume the process may require manual importing and/or automated scripts. If time becomes tight, we will ensure the migration of the most crucial content. Remaining content would be migrated through out phase 3.

Phase three: Development- basic static site ready

Completed by 03.31.2014

We understand a working site is paramount before the "Live Below the Line" campaign in April. If Phase 2 is kept on schedule we can guarantee a working site by this date.

- Convert static design into a CMS template
- Test design in different scenarios
- Test database in different scenarios
- Write up instruction manual
- Training (if necessary)
- Launch

Phase four: Development- advanced components

Completed by 05.31.2014

- Test different solutions of complex applications on our own test environment
- Test design in different scenarios
- Test database in different scenarios
- Update instruction manual (if necessary)
- Training (if necessary)
- Once ready, we update the RESULTS Canada system / Launch

Compensation

Service type	Hours	Total fee
Information architecture	7	\$455.00
Design	16	\$1,040.00
Wireframes		
Mockups		
Components	119	\$7,735.00
Join a local group		
Activist publications		
Discussion forum		
Membership page		
Donation page		
Staff page		
Search page		
Letters to the editor		
Frequently asked questions		
Frequently updated pages		
Features	47	\$3,055.00
Bilingual		
Mobile version for all pages		
Newsletters		
Subtotal	189	\$12,285.00
Discount (25%)		- \$3,071.25
Total	189	\$9,213.75

Get started

Kick-off meeting

If you are interested in proceeding with us. Please provide us with your schedule so we can arrange a kick-off meeting in early January. Prior to this meeting, you will receive the following:

- Project contract
- General questions
- Website metrics form

Please have the above items filled out as much as possible, and ready for the kick-off.

Updates

Every two weeks, Collab Projex will send email updates on the project's status. These will typically be on a Monday.

We can also arrange for video conferencing and screensharing meetings during the weekend, upon request.

Payments

Please reference the contract for details.

Maintenance

Collab Projex offers ongoing maintenance after the launch of your website.

The maintenance agreement renews annually and the following is the fee structure for the year 2014. We've broken down maintenance into two parts for transparency.

Monthly maintenance fee: \$90.00/month

- Web server hosting
- Biweekly backups
- Upgrades / Security updates (WP averages 3 updates/year)

Retention fee: \$120/month

The monthly retention fee commissions 4 hours of support for any of the following:

- Troubleshooting
- Hack support
- Support via phone
- Onsite training

Further support can be commissioned at a rate of \$40/hour.

Instruction Guide

Upon request and an additional charge of \$300, we can provide an instructional guide for the new website. Note that onsite training is available free of charge during the build phase. However, you will be fully trained before the website launch and a detailed instruction guide shouldn't be necessary.

Sneak peak

This is an example of a mockup and is not meant to be referenced as the final website.

This is an idea of the direction the designer had in mind, after reviewing all of the notes from the initial meeting.

Example of new navigation is below.



FIND A GROUP

Find your local RESULTS group and take action.

FIND A GROUP

DEC 16TH **MONTHLY NATIONAL CALL**

Join the National Call to learn more about how your

LATEST NEWS | VIEW ALL →

RESULTS CANADA APPLAUDS CANADIAN GOVERNMENT'S COMMITMENT TO ERADICATING AIDS, TB AND MALARIA

BY JOHN SMITH | ON NOVEMBER 21st 2012

Nam nibh nibh, vehicula at malesuada et, tristique ac nulla. Nam vestibulum elit in dolor vestibulum ac mollis tortor lacinia. Praesent lacinia dictum.

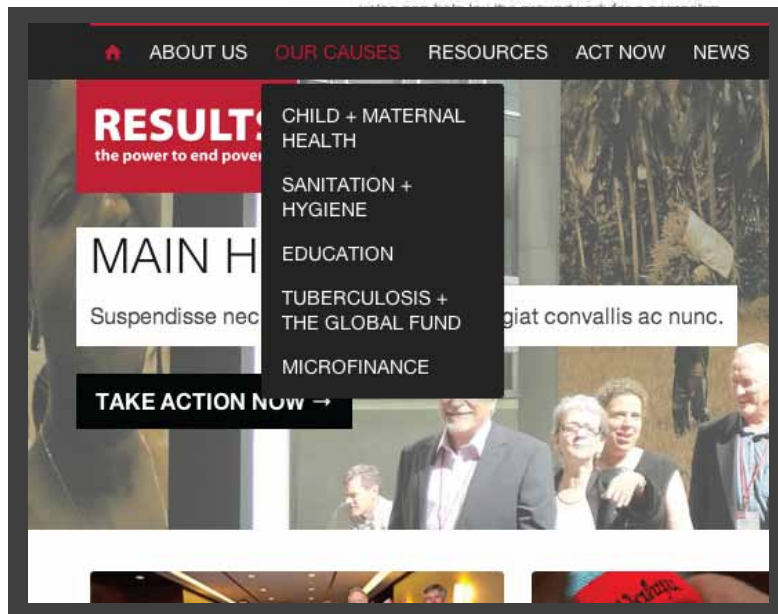
CONTINUE READING →

OPEN LETTER FROM CANADIAN NGOS TO PM HARPER: FULLY FUND THE GLOBAL FUND

BY JOHN SMITH | ON NOVEMBER 21st 2012

Sed varius lorem eros. Donec imperdiet nibh varius purus imperdiet aliquet. Integer sed est ut eros consequat pellentesque eleifend non lorem.

CONTINUE READING →



ACT NOW ALERTS

RESULTS Canada is a national network of volunteers. We are committed to creating the political will to end global poverty and needless suffering, and to demonstrating that individuals make a difference when they exercise their political influence.

Sign up to get the most up to date information from RESULTS Staff on campaigns and actions you can take to make a difference.

Please type your email

SUBMIT

REACH US

ADDRESS
38 McArthur Ave.,
Ottawa, ON
K1L 8L7

TELEPHONE
613.562.9240

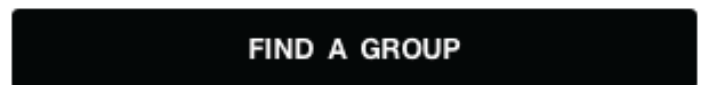
Sneak peak

Mockup of a mobile version of the homepage.



FIND A GROUP

Find your local RESULTS group and take action.





Thank you!