DEMONSTRATED PROJECT EXPERIENCE

OFFICE OF ENERGY DEVELOPMENT
WEBSITE DESIGN AND DEVELOPMENT

- ☑ Brand Development
- ☑ Website Design and Development
- ☑ Native Content Generation
- ☑ Messaging
- ☑ Online Strategy
- ☑ Front and Back-end Build

Website Design and Development

OED

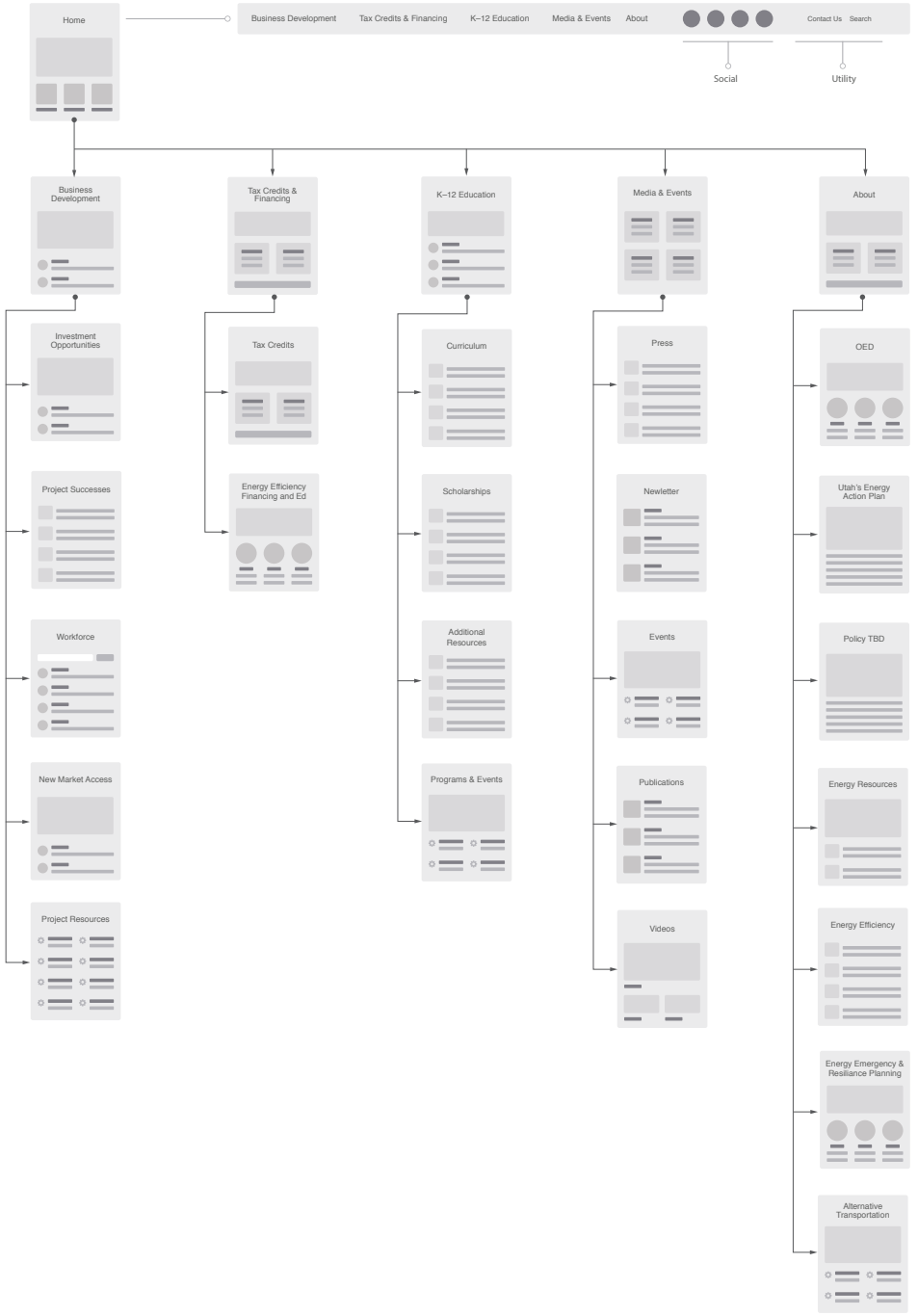
DEMONSTRATED PROJECT EXPERIENCE

OFFICE OF ENERGY DEVELOPMENT (OED) **WEBSITE DESIGN AND DEVELOPMENT**

Design stages of a new web environment for the Utah Office of Energy Development (OED). Shown here is a flow chart developed for the site. There is also an extensive wire frame that has been developed of which a few pages are shown on the following pages.

OED WIREFRAME CHART

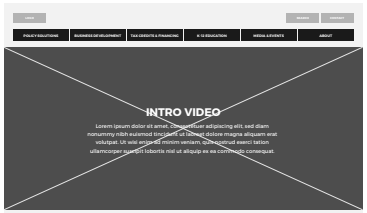
GOVERNOR'S OFFICE OF ENERGY DEVELOPMENT
Advancing Utah's Energy Future

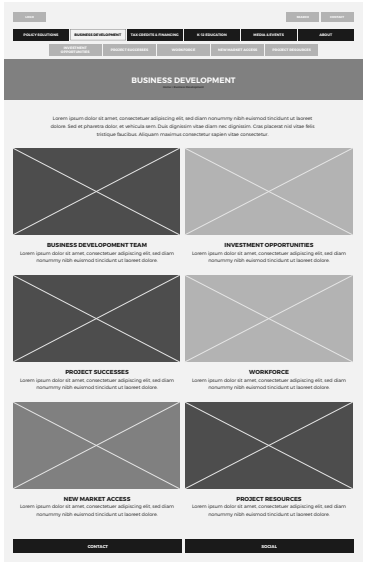


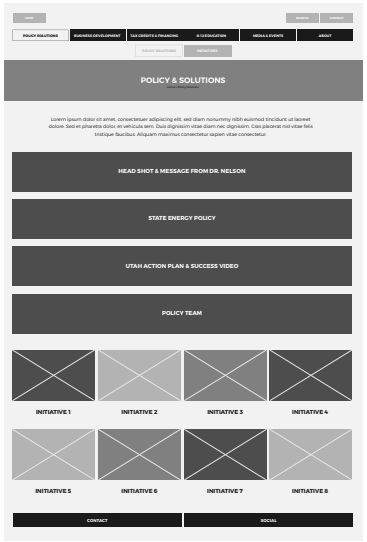
DEMONSTRATED PROJECT EXPERIENCE

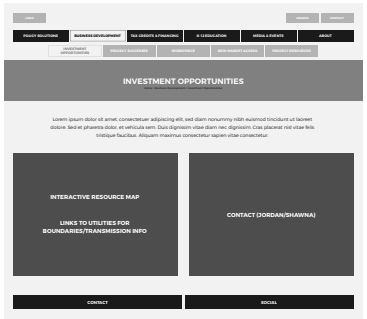
OFFICE OF ENERGY DEVELOPMENT (OED) **WEBSITE DESIGN AND DEVELOPMENT**

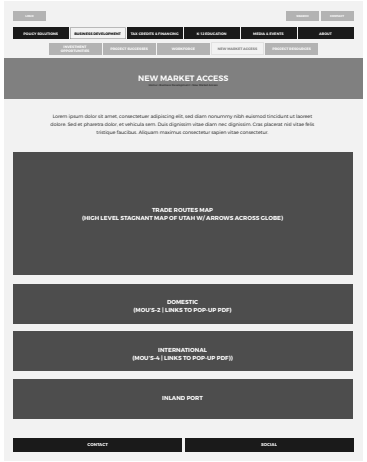
Design stages of a new web environment for the Utah Office of Energy Development (OED). Shown here are a few pages of the pre-design wire frame to help define the navigational flow of the website. This is for content blocks and flow only...design is not considered in this exercise. The purpose here is to comprehensively think through every click, every decision made by the user to optimize the experience before beginning the design process.

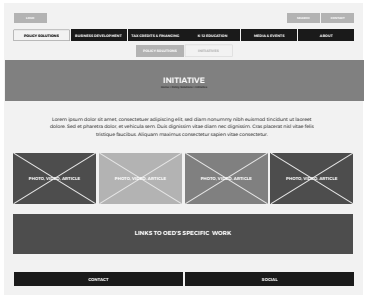


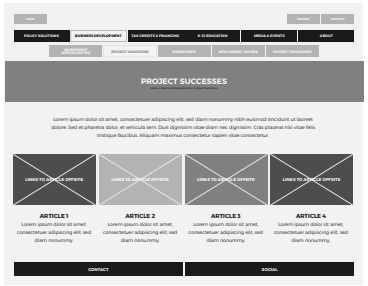


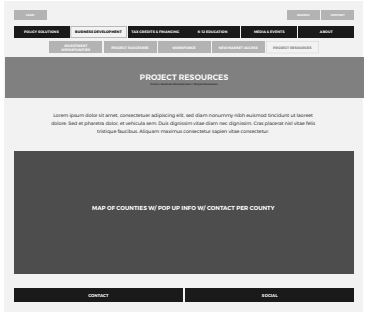


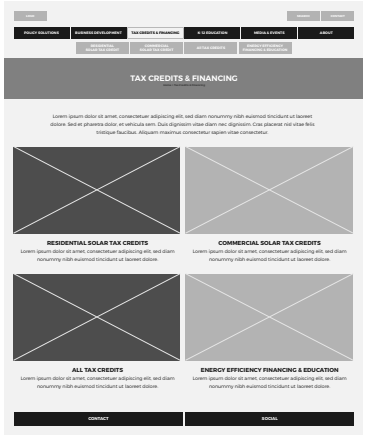












DEMONSTRATED PROJECT EXPERIENCE

OFFICE OF ENERGY DEVELOPMENT (OED) **WEBSITE DESIGN AND DEVELOPMENT**

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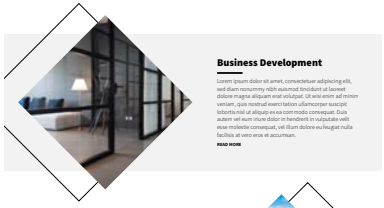
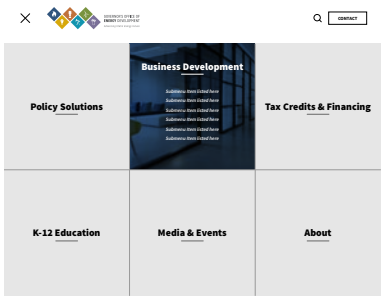
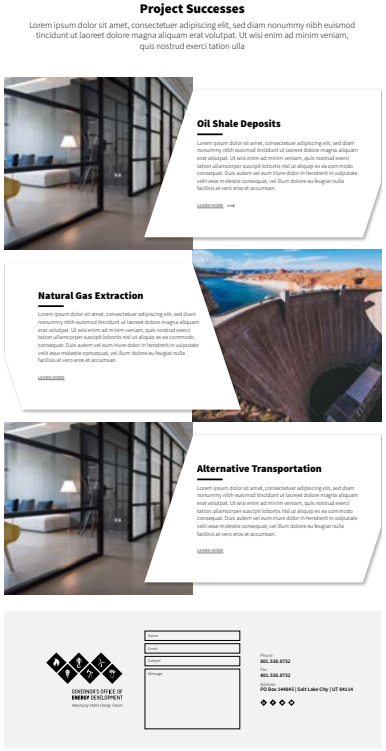
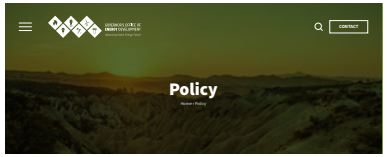
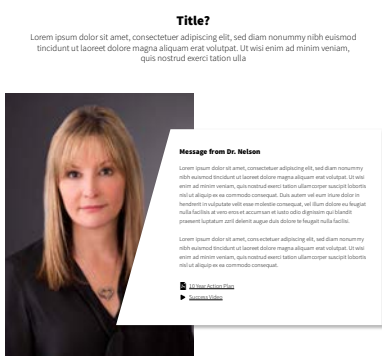
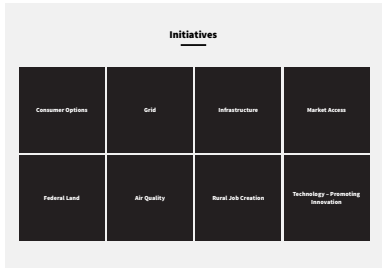








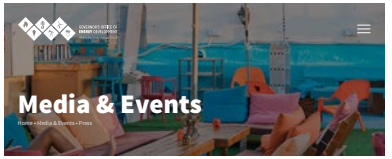


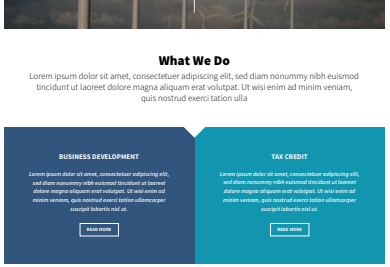


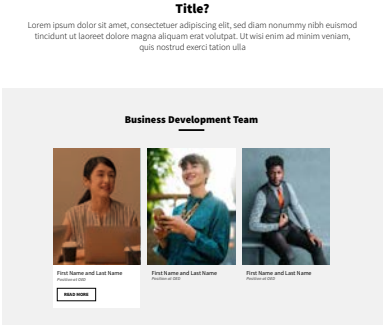
DEMONSTRATED PROJECT EXPERIENCE

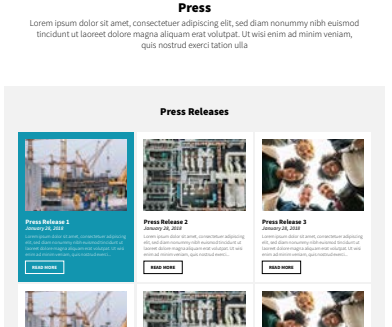
OFFICE OF ENERGY DEVELOPMENT (OED) **WEBSITE DESIGN AND DEVELOPMENT**

Design stages of a new web environment for the Utah Office of Energy Development (OED). Shown here are a few pages of the pre-design wire frame to help define the navigational flow of the website. The purpose here is to comprehensively think through every click, every decision









DEMONSTRATED PROJECT EXPERIENCE

OFFICE OF ENERGY DEVELOPMENT (OED) **WEBSITE DESIGN AND DEVELOPMENT**

Shown here are a few pages of the pre-design hi-res wire frame to help define the navigational flow of the website. The purpose here is to comprehensively think through every click, every decision.

What We Do

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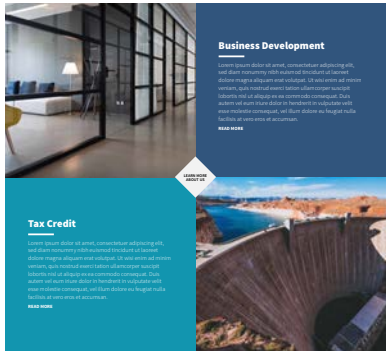
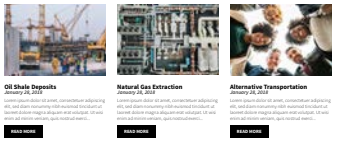
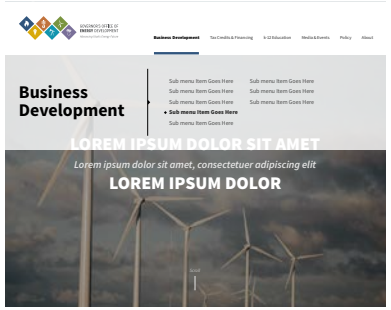


Project Successes





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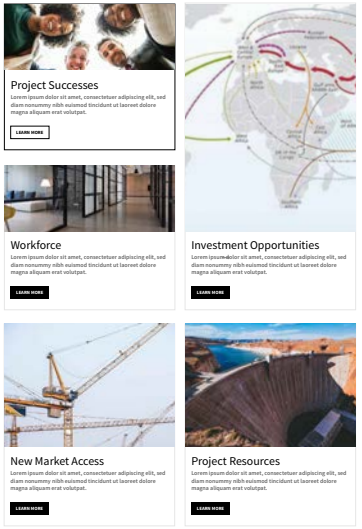

Project Successes

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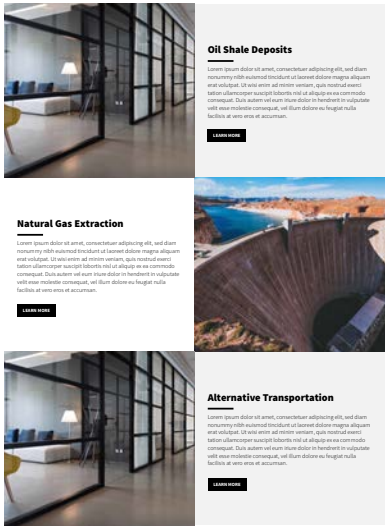

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OFFICE OF ENERGY DEVELOPMENT (OED) **WEBSITE DESIGN AND DEVELOPMENT**

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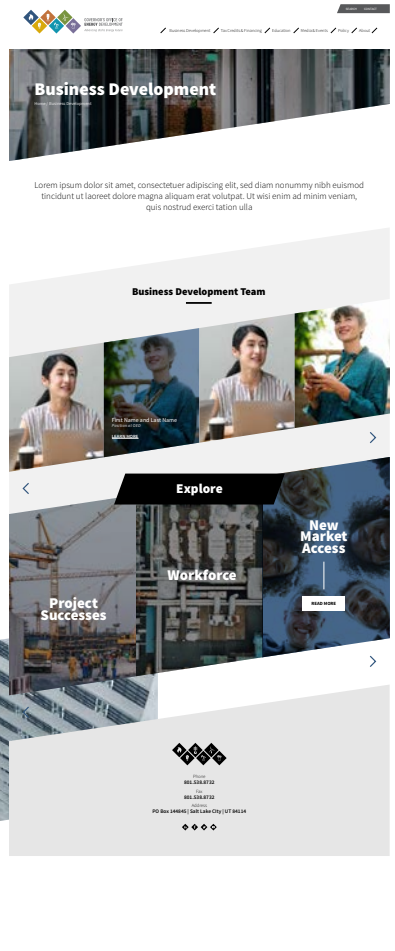

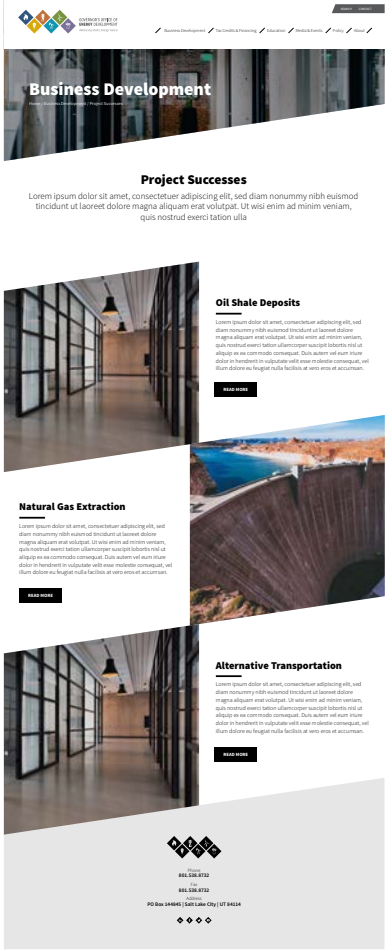

PROJECT COST
PROPOSED PROJECT BUDGET

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OED_WEBSITE DESIGN AND DEVELOPMENT_PROCESS AND PRICING

1. INTERNAL BRAND AUDIT AND DISCOVERY

- Kick-off meeting/Establish goals and objectives with timeline
- Learn complete history/dynamics of the OED brand
- Conduct intensive brand development strategic session (s) with key internal stakeholder group
- Understand all products and services offered and differentiation of said products and services
- Review existing site with Client in detail
- Benchmark client site preferences
- Clarify image/content parameters and acquisition
- Assess any data / informal or anecdotal research that has been conducted
- Define and understand target audiences
- Industry and Competitor Analysis

    - Analyze 2018 home improvement financing landscape as a whole :: nomenclature, positioning, brand architecture
    - Analyze 2018 key benchmark competitors :: nomenclature, positioning, brand architecture

2. CONTENT DEVELOPMENT

- All written content is developed and prepared for site integration (content provided by OED_)
- All photography (custom or stock) is acquired or shot and prepared for site integration
- This process must begin immediately following kick-off meeting and will be managed
- Purchase of stock photography is considered a hard cost and will be billed additionally
- Any custom graphics, illustrations or infographics are developed and prepared for site integration
- Key messaging developed and integrated into website (provided by OED_)

3. UX/UI DESIGN AND DEVELOPMENT

- Develop navigational flow chart and wireframe - Revise and complete
- Interactive pre-design prototype is developed for review and user-tested with established user-group
- All pre-design modeling is refined based on client feedback
- Develop, present and refine design comps for home page and overall look & feel of website in harmony with current brand guidelines and other OED online properties (3 concepts provided)
- Design all UI architectural components site-wide
- Design sub-page templates according to brand style guide, home page approach and other online OED properties
- (3) revisions are provided on all deliverables
- Peripheral subpages, forms, popups and viewables are designed and approved
- User-testing - designs are tested with same user-group to verify and modify any visual or navigational concerns

PROJECT COST
PROPOSED PROJECT BUDGET

4. PROGRAMMING + POPULATION

- Testing (staging) server is set up for live progress review
- WordPress CMS (or other preferred Content Management System) is built and implemented
- All pages are built according to flow chart and wire frame
- Information architecture - Navigational links, dropdowns, rollover states, login functionality
- Site map is generated and submitted
- All content is integrated or migrated...pages are populated (All of OED blog content will be migrated)
- Google analytics are installed
- Content forms/Sign up forms are built
- Responsive design integrated for optimized mobile and pad viewing and functionality
- Current state-of-the-art programming languages are integrated (CSS3 / HTML5 / JAVASCRIPT / PHP / MySQL / JQUERY)
- User-testing - dev-site is reviewed with client and user-tested with same user group (from Phase 3) for final user-experience refinements
- Final refinements are made based on feedback - Site is prepared for testing

5. TESTING AND GO-LIVE

- Meta tags, page titles, page heading, alt image tags, link text, and pagebody text evaluation and adjustment
- Browser Compatibility Testing
- 4 major browsers
- Most widely used operation systems and versions thereof
- Resolutions and screen sizes
- Thorough site evaluation + dead link check
- Final user testing evaluation
- Training document (or video if preferred) is provided and training session with OED team on CMS (If desired)

6. PROJECT MANAGEMENT

- Ensure cohesive and consistent engagement including weekly progress calls and integration into Basecamp so that the OED team is involved and updated on the status of the project at all times. Client experience is our number one priority and we make ourselves available 24/7 for communication on projects. Just ask our references!

SITE MAINTENANCE
PROCESS/COST STRUCTURE/TURNAROUND TIMES

SITE MAINTENANCE
PROCESS/COST STRUCTURE/TURNAROUND TIMES

OED_SITE MAINTENANCE AND MANAGEMENT_PRICING

Depending on our access to servers and level of maintenance OED requires, we will put monitoring services on the servers so that we are alerted if something has gone awry and have safe holds in place to address certain issues at the server level. We are very proactive in making sure that any potential threat to servers is immediately identified and resolved.

If OED needs to initiate a maintenance task, a simple request in Basecamp is all that will be needed.

We will provide telephone support for OED with a worst-case scenario 1-hour response time from 8:00 AM to 6:00 PM MST Monday through Friday. Support may be reached via a simple phone call, email or through Basecamp.

Every aspect of the site, including plugins, modules, OS, WP, virtual machines and any other component incorporated into the site will be entirely PCI compliant, meticulously maintained and kept up-to-date on an instantaneous basis. Code in automatic update notifications on all components of the site. We will respond and update those components on a same day notification protocol. In addition, the team member assigned to maintain the site will conduct weekly site "run-throughs" to manually test the site and make sure it is operating properly. We provide 24/7 support for our enterprise-level clients with access to the developers who built the site originally. OED has always been considered an enterprise-level client and would continue to treated as such.

Nearly every month there is a new update from WordPress that is released. It is critical to stay current since most of the updates deal with security issues with WordPress. WordPress is installed on the current version or one version behind current version (depending on the nature of the current version).

PLUGIN UPDATES

Nearly all WordPress Plugins are created by third party developers. As the WordPress framework gets updated, the plugins need to be updated. In most cases the developer will release an update to the plugin that we can use to update the site with. In some cases the developer abandons the project and we need to research and acquire a new/comparable plugin. In those cases we will need to create a scope to integrate a new plugin.

SERVER UPDATES AND MONITORING

Occasionally, applications and services that are running on utilized servers need updates. We will keep the core install of the server current or one version behind (depending on the nature of the current version).

API Connection and Content Data Maintenance. Backing up and maintaining the content is critical for site continuity. We will work with Stanley and the team to make sure daily backups are made and be ready for disaster recovery if needed.

SITE MAINTENANCE
PROCESS/COST STRUCTURE/TURNAROUND TIMES

ANALYTIC INTEGRATION

Sometimes it is necessary to make adjustments to the analytic tools being used on the site.

PRICING CONSIDERATIONS

We believe it would be in the best interest of OED to have these services provided and accounted for on an hourly basis and billed monthly as we have been previously been doing. Most of these services can vary widely from month to month, item to item. Other items considered as maintenance would include:

1. Complete regular repairs to scripting languages, basic HTML, broken images, broken links, and all other malfunctioning code or components.
2. Complete regular software and plug-in updates for all programs in use on EnerBank's website.
3. On a monthly basis, check for broken links, broken images, template distortion, and test all contact forms and other interactive elements and provide a report. This report should also include site traffic statistics and search engine analysis reports.
4. Edit, revise, update or create new textual content and graphics on existing pages based on OED request. Typically, there may be minor content updates monthly and other content (new images and pages) may be added intermittently.
5. Maintain site search engine by ensuring any content updates and new pages are searchable.
6. Annual survey to determine efficiency of website.
7. Integrate any new third-party applications into website, when applicable.
8. As is the case with our current relationship with OED, our turnaround times on all requested issues are immediate or same day depending on urgency.