



studio 4 interactive

Project Proposal

Mayor's Office of Community Technology

Submitted to:

Mayor's Office of Community Technology
Community Cyber Centers
818 Pollard Boulevard
Atlanta, Georgia
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1 Executive Summary

1.1 Introduction

Studio Four Interactive is pleased to have the privilege of working with the Mayor's Office of Community Technology. We want to thank the Community Cyber Centers for allowing us to submit a proposal for the company regarding a redesign of the corresponding website. By doing so, we will be able to formally assess the current website, create a new interface that will be user-friendly, and will form a sense of organization to the public.

The website for the Community Cyber Centers offers a meeting place for users to become more active in their community. The main goal for people who choose to access this website is to have a gateway to all sorts of information—whether they want to take a course at one of the cyber centers, volunteer a service, start an online business, or just simply join the mailing list. Community Cyber Centers are encouraging fellow Atlantans to become more involved in a community that is becoming more and more technologically advanced.

Currently, the site has embarked on all of these things, but needs to create an intuitive and user-friendly way of presenting this information. Because the site is willing to host a vast amount of information for its users, it must be able to present all of its information in a logical fashion, so that people can find what they need efficiently. Once the site has a little more organization, people will be more inclined to use the free service.

The main goal for the site is for users to sign up. The CCC wants the general population to become involved. There are no strings attached—just an invitation to learn more about technology. By giving these people a site with an ease of usability, Atlanta citizens will be able to become involved.

1.2 Overview of Solution

After assessing the pre-existing site, Studio Four has come up with a possible solution for MOCT. By taking all the different links on the site, and placing each in a level of hierarchy, people who visit the site will be able to find what they are looking for more efficiently. By creating a new navigation, Studio Four Interactive believes this will help promote better organization of the site.

Studio Four Interactive will follow a methodology that will be explained in a little more detail later in this document. In brief, however, we plan to build this site within a set of deliverables. These deliverables include:

- ✓ A portal site, in which the client will be able to check progress of work done by Studio Four Interactive
- ✓ A detailed information architecture, where the organization of the site is broken down so that the client will be able to understand the “how” and “why” of the structured information
- ✓ A concept note, which identifies to the client why we think the site should be designed in a certain way
- ✓ Visual comps that the client will be able to view and remark on. This gives the client an idea of what the site could potentially look like, and the ability to make suggestions
- ✓ Storyboards, which provide another look and feel of the site
- ✓ Usability Testing, which will be a day when the site can be tested by outside users to see a response to the overall layout
- ✓ Final handoff, when the site files are officially handed over to the client

Studio Four Interactive is confident that we will be able to serve your needs to recreate the site that you want—a site that people will look to *first* to get the information they need.

2 Abbreviations & Acronyms

This Document contains the following abbreviations and acronyms that might be pertinent to understanding the development process of the redesign. A brief definition of these terms is located below.

| Term | Description |
|------|----------------------------|
| HTML | Hyper-text Markup Language |
| CSS | Cascading Style Sheets |
| URL | Uniform Resource Locator |
| FTP | File Transfer Protocol |
| CGI | Common Gateway Interface |
| JS | JavaScript |
| IA | Information Architecture |

- **HTML:** The simple programming language that allows you to display formatted pages on the World Wide Web.
- **CSS:** A web page formatting language that gives greater control and more flexibility in page design than is possible with pure HTML, including the ability to use a single file that serves as a centralized control mechanism over the layout of an entire web site.
- **URL:** The address at which you can find a specific web site or file.
- **FTP:** A means of uploading files to the Internet or downloading files to your computer.
- **CGI:** Allows HTML pages to interact with programming applications.
- **JS:** JavaScript is a scripting language developed by Netscape and used to create interactive Web sites. It is a popular client-side scripting language because it is supported by both Microsoft Internet Explorer and Netscape Navigator, although there are differences in exactly how it is supported.
- **IA:** Information Architecture deals with the arrangement of browser-based information so visitors can do whatever they came to do with as little effort and confusion as possible

3 Studio Four Interactive Overview

3.1 Company Background

Studio Four Interactive is comprised of four students from the Art Institute of Atlanta. As a team, our mission is to be able to give our client a fresh, new look for a given site, whether it is pre-existent or non-existent. Combining clean, consistent navigation, fresh graphics, and talent, we promise a service that will supercede all others.

3.2 Sarah McFather (Co-Project Manager/Information Architect)

Sarah McFather is a seventh-quarter student at the Art Institute of Atlanta. Working on a bachelor's degree in Multimedia, her area of concentration is information architecture. Sarah has a degree in theatre, and minored in English at her last school, Randolph-Macon College. Her skills include, but are not limited to: Photoshop, Illustrator, JavaScript, Fireworks, and various programs in Microsoft. Her expected graduation date is Summer 2004.

Sarah's roles and responsibilities will include:

- Organizing project from start to finish
- Project scheduling
- Central point of communication for team
- Helping in integration of portal site
- Participation in design
- Determining website functionality
- Specifying how clients will find information on a site
- Mapping out how the site will accommodate change and growth over time
- Providing conceptual frame work for the information space

3.3 Mark Small (Co-Project Manager/Visual Designer)

Mark is currently a fifth quarter student enrolled at the Art Institute of Atlanta, working towards a bachelor degree in multimedia. In the scope of this project, he will oversee the overall visual design, including creating the layout, graphics and interface. He expects to graduate in 2003

Mark's capabilities include Dream weaver, Fireworks, Photoshop, Image Ready, Illustrator, HTML, CSS, and Flash. His roles and responsibilities in this project include:

- Client contact
- Visual communication while working with the limitations of target audience
- Determining illustration style, color palettes, and typography
- Collaborating with the Production Lead on screen layout and interface design
- Expert knowledge of user interface design standards
- Helping in integration of portal site
- Participation in programming

3.4 Yung-Chuan Sheng (Production Lead)

Yung is in his seventh quarter majoring in Multimedia and Web Design. Yung is excited to participate with Studio Four interactive in the redesign of the Mayor's Office of Community Technology website. This is a new experience for Yung. Hopefully, Studio Four Interactive and Yung can contribute their knowledge and techniques to make this website more comfortable, popular and successful experience. He expects to graduate in 2005.

Yung's capabilities include: Dreamweaver, Photoshop, Image Ready, HTML, and Illustrator. His roles and responsibilities for the project will include:

- Fluent in HTML
- Building prototypes
- Expert knowledge of tables, frames, and cross-browser issues
- Liaison between front-end and back-end
- Implementing static and dynamic content as necessary

4 Project Methodology

The methodology of the project is merely a list of things that will be accomplished in the duration of the development. Each phase will be able to be checked by the client so that they will be able to chart the overall process. The following is a list of the deliverables that will be included in this project:

- **Planning Phase:**
 - ✓ Portal Site
- **Strategy/Analysis Phase:**
 - ✓ Information Architecture
- **Design Phase:**
 - ✓ Concept Note
 - ✓ Visual Comps
 - ✓ Storyboards
- **Development Phase:**
 - ✓ Usability Testing
- **Deployment Phase:**
 - ✓ Final Handoff

4.1 Planning Phase

The planning phase is when Studio Four Interactive gathers the preliminary information about the site and begins to figure out what will be accomplished and when these things will be available for the client. In this phase, the portal site URL is given to the client. The portal site is a place where the client can see each goal, and check on the overall status. They can also find information on how to get in touch with any and all of the people in Studio Four Interactive.

4.2 Strategy/Analysis Phase

In the strategy and analysis phase, the information architect will assess the information on the current site and figure out a general plan of how the information will be laid out on the redesigned site. Certain actions will be taken, such as competitive analyses with other sites that embody the same goals and desires of the clients, so that it can offer the same types of deliverables. The information architecture also creates user personas, identifies typical audiences, and possible user scenarios so that the site will be prepared to cater to any person that might want to access the site. A general navigation is mapped out so that both the client and Studio Four Interactive will be able to figure out where information should logically be placed. A concept note is included to make sure that the goal and the scope of the project are understood by both the client and Studio Four Interactive.

4.3 Design Phase

Once the client is satisfied with the strategies and analyses employed by Studio Four Interactive, the design phase begins. It is in this phase that visual comps are made that can give the client an indication of what the site can and/or eventually will look like. Keeping in mind the ideas and desires of the client, Studio Four Interactive will try to find the ideal look and feel of the site that will best suit future users. Storyboards can and will be utilized to further give a look and feel of the design layout before any production has begun. Just as before, the client will be able to make changes to any design, and only after the client is satisfied will the next phase proceed.

4.4 Development Phase

The development phase is when the actual coding begins. This phase only occurs after the client has affirmatively decided upon a look and style of the site. Things that will be covered in this phase include setting up a file structure that the client will be able to follow easily, as well as coding in a fashion that is intuitive to the client, as they will be responsible for the necessary changes once the project is complete. Once the website is complete, there will be usability testing on the site by random subjects. Here, they will be able to go through the site to make sure that everything is running accurately. This will make sure that no detail is overlooked on the site.

4.5 Deployment Phase

Finally, after usability testing, the site will be handed to the client, ready to go live. All pertinent information about the files will be supplied for the client, such as how to populate pages that do not remain static, etc. When this phase is complete, Studio Four Interactive will have no more responsibility over maintaining the site.

5 Proposed Solution

After having met with the clients at the Mayor's Office of Community Technology, Studio Four Interactive was better able to define the type of site that was desired. Our solution as a team requires the combination of talents offered through five unique disciplines. These disciplines include user research, information architecture, visual design, technology services, and quality assurance. By incorporating these skills, and working together with

MOCT, Studio Four Interactive will be able to implement a site that meets the current and long-term needs of the client in a cost-effective and timely basis.

5.1 User Research & Information Architecture Services

After assessing the site, Studio Four Interactive saw that the current website had great potential, but merely needed to harness all of its information to give the site more focus. By taking the current information and placing in it a logical navigation scheme, users will be able to better understand the services that the Community Cyber Centers have to offer.

Up to this point, Studio Four Interactive has looked at other sites that have similar interests to gain a better understanding of what should be offered. After performing such a competitive analysis, we found that a global navigation would be the best way to gather up all the information with a sub-navigation in these groups. Below is a list of the global navigation with information regarding what would compliment each section:

HOME

Under the Home Page, the welcome letter from the Mayor will be posted, or at least have links to it. Also a "What's New" link could take a user to the current newsletter. Finally, a link would be placed here that could immediately take people to the sign up section so that they can join, since that is the main goal of the Community Cyber Center.

ABOUT

In the About Section, there would be a sub-navigation with a link to sponsors and affiliates. Additional links can easily be added to the subnavigation as MOCT sees fit.

COURSES

The Courses section is for information on classes. This will include the following sub-links:

Instructor-led Classes

Online Classes

Enroll

CALENDAR

This section will list information about the classes, but will also be a section to let the general public know when they are doing things. For example, MOCT told Studio Four Interactive that they sometimes go out in their mobile bus. This is where the client can tell people where and when they will be somewhere—in short, any upcoming events.

COMMUNITY PORTALS

People need to know where the Cyber Centers are located so they know where to go. This could be a section where information is posted about each center, with an interactive map that shows users where each Center is. As MOCT has portal sites for each center, they can make the centers links, so that users will be able to click on them for individual information.

RESOURCES

On the current site, there are many links to internal and external websites: the public library, to all sorts of Atlanta-related sites, etc. With a resources page, there could a complete listing to all these links in an organized fashion, and also links for any/all publications.

5.2 Visual Design Services

When the design phase commences, each member of Studio Four Interactive will come up with a visual comp that he or she feels will best suit the redesign of the client's site. It is up to the client's discretion of whether to either use one of the comps, take elements from each or some, or to reject all of the designs. If the latter should happen, Studio Four Interactive assumes the responsibility to come up with an alternative as quickly as possible, as to continue with the project cycle.

5.3 Technology/Production Services

When Studio Four Interactive begins the production, we plan to use very simple means for creating the site so that it will be easily managed by anyone with a moderate level of coding experience. We will use HTML, JavaScript, CSS, and possibly a CGI script which allows for email within the site. As the information architecture for the site begins, Studio Four Interactive will discuss these options in more detail to get a feel for what future modifiers will be able to edit.

5.4 Quality Assurance & Usability Test Services

Finally, after the production is complete, quality assurance will be tested by conducting a usability testing amongst users not acquainted with the site. After doing so, Studio Four Interactive will have a better idea of what works with the site, and what does not.

6 System Support and Maintenance Processes

Studio Four Interactive will follow a project schedule that lists the item and date that it will be completed. Once these deliverables are complete, the client will have full access to all the files and will be responsible for the upkeep of the project.

6.1 System Maintenance

It is up to the client to inform Studio Four Interactive of which pages will be static and which will need to be updated. In the event that a page needs to be updated, our team will give distinct specifications of how to do so. Our goal to create a user-friendly page that will be intuitive for future modifiers to understand.

6.2 System Support and Maintenance Process

Studio Four Interactive acknowledges that any web design in the project must comply with the specifications of the server in which Community Cyber Centers use. Any technology that Studio Four Interactive uses will be compliant with the server's standards. However, once the site has been handed off, it will be the client's responsibility for the upkeep of the site. Any services demanded of Studio Four Interactive after handoff will be subject to additional costs.

6.3 Hosting Suggestions

Because a server space for the website has already been secured, Studio Four Interactive will place all working files on the portal site, which the client will have access to view. Once the final phase of the redesign is complete, all the files will be uploaded to the pre-existing site, www.atlantacommunitytech.com.

7 Project Management Approach

7.1 Studio Four Interactive Project Management

Studio Four Interactive has met with the client and has promised to be in contact with the Mayor's Office of Community Technology weekly. At these times, we will give updates of what is happening with the site, and will be constantly requesting feedback from them to ensure satisfaction. In order to communicate effectively with the client, we have set up a portal site, which will give links to our deliverables as they are due. In addition, we have set up a message board through Yahoo, where any information that is transferred between groups will be able to be accessed from any computer.

7.2 Client Responsibilities

The client has agreed to attend three of Studio Four Interactive's presentations. These dates include:

1. Friday, May 9, 2003
2. Friday, June 6, 2003
3. Friday, June 18, 2003

At these meetings, the client will be able to observe the progress of the team's work, and will be able and encouraged to give any feedback at this time.

In addition to these scheduled times, the Mayor's Office of Community Technology has been invited to attend any of the presentations scheduled for the team. As a group, Studio Four Interactive strives to ensure that the client is happy and is always aware of the progress of its site.

Because the time in which to complete this project is so short, we do ask that the client give us certain information by certain dates. If we have not received feedback from them by said date, we reserve the right to proceed as planned.

As such, we ask that the client review this proposal and give us feedback no later than **Thursday, May 1, 2003**. This gives the client ample time to review the proposal and make edits as they see fit. In order to successfully complete our remaining deliverables, we can not make changes once this date has past.

7.3 Customer Satisfaction

Our primary focus is to make the client happy. To ensure this, we encourage feedback on all deliverables. If there are doubts and/or concerns regarding the project, we want to know about it. The client is free to get in contact with any or all of the team members regarding any issue. It will be the individual team member's responsibility to contact the other members about the issue in any such case.

8 Tasks and Project Deliverables

The following tasks and deliverables are representative of the work Studio Four Interactive performs during this cycle of our methodology.

8.1 Planning Phase

In the planning phase, there will be five activities performed. These activities include:

- Familiarizing with the Site
- Completing a Competitive Analysis
- Meeting with the Client
- Identifying Technical Capabilities
- Addressing and Organizing Content

Studio Four Interactive's first job as a team was to merely familiarize ourselves with the site so that when we met with the client, we could have a better understanding of what they wanted.

In order to be even more fluent with the topics at hand, Studio Four Interactive looked at a series of related websites that had similar goals as the client's. By taking note of these things, we could steer the client in a direction that would best suit them.

Upon meeting with the client, we could estimate what the scope of the project would be and what things needed more emphasis than others. This was not only a time to get a feel for the client information, but an informal occasion to meet the individuals themselves.

After meeting with the Mayor’s Office of Community Technology, we gathered to decide upfront what sort of technical capabilities we thought would best suit the client. We also discussed how we might go about organizing the amount of information that they had on the site, as to be able to generate this proposal.

8.2 Strategy/Analysis Phase

In the Strategy/Analysis Phase, there will be four activities performed:

- Assessing what will be included on Redesign
- Completing a Tentative Navigation Scheme
- Creating an Information Architecture Document

The assessment of what will be included on the redesign is extremely important. Because the site is so vast, Studio Four Interactive plans to revamp the entire navigation in order to create better usability within the site. By doing so, the site will become more intuitive for the user.

Upon deciding what will be included on the redesign, Studio Four Interactive will work with the client to find the best possible means for having a navigation that encompasses all the necessary topics. By creating a global navigation scheme, and having secondary navigation below, the site will become more user-friendly.

An information architecture document is then created. This will be a specific breakdown of how the site will be laid out. It includes certain requirements for the site, such as technical or user requirements, which will later help Studio Four in its design and production phases. The IA document will also include a site map, will explain each global navigation section, and will generate an interactive wireframe. Most importantly, it will contain case scenarios and process flows that will help the client better understand how the layout of the site will be efficient.

8.3 Design Phase

There are two main activities in the design phase. These include:

- Designing Sample Visual Comps
- Creation of Personal Concept Notes
- Creation of Storyboards, Scripts, and Visual Prototypes

When the design phase has begun, we start by creating some preliminary visual comps. This will give the client a better idea of Studio Four Interactive’s creative vision. By allowing the client to view different concepts, they can either choose to go with one idea or incorporate ideas from each comp to create one overall look. These designs will be accompanied by individual concept notes that explain why certain choices were made in the design.

After the client has decided on an overall look and feel, Studio Four Interactive will begin storyboarding. The storyboard and script will provide a graphical representation of the pages along with a high-level description of the content, external links, internal links, and layout of each page.

8.4 Development Phase

There are two main activities in the development phase. These include:

- Implementation of the Coding Process
- Usability Testing

In the coding process, our team will be doing the main form of the development—the actual coding. The client will have opportunities to check in to see the progress in this phase.

When the coding is complete, usability testing will be conducted. This is where subjects not associated with the project will be able to “test-drive” the site. They will be asked to perform simple functions, and go to miscellaneous pages. By doing this, Studio Four Interactive can have a better feel for what works, what does not, and will be able to also see any simple errors that might have gone overlooked.

After this is complete, final edits will be made to the site, before the deployment phase has begun.

8.5 Deployment Phase

This is the last phase in the project cycle. There are two major activities in this phase, including:

- Explanation of Site
- Official Handoff to Client

When the site is complete, and ready to go live, Studio Four Interactive will meet with the client and go over any last details regarding the site. This might include how to keep up with the maintenance, a general explanation of the code, etc.

Finally, after all questions have been answered the finished product is handed off to the client, and is officially ready to go live. The client will have been given instructions on how to upload the files, and will have understanding of the file structure, to ensure no errors will occur.

9 Project Schedule

The project schedule is a basic table outlining when certain tasks will be completed. These tasks can be viewed by the client by visiting the portal site for the team. The URL is: www14.brinkster.com/studiofour.

| TASKS | DUE |
|------------------------------------------------------------|------------|
| Project Portal Site | 04-11-03 |
| Project Proposal | 04-25-03 |
| Information Architecture | 05-09-03 |
| Concept note and visual design comps | 05-09-03 |
| Team Style Guide of Final Visual Design Composition | 05-16-03 |
| Storyboard, Script, Visual Prototype | 05-23-03 |
| Usability Testing Report | 06-13-03 |
| Project Report | 06-17-03 |
| Client is given Final Site | 06-18-03 |

10 Cost Estimate

Studio Four Interactive assessed that for the entire project, the cost estimates to be approximately \$13,000. We estimate that the entire project will be approximately 80 hours of work for each individual on the team. Assuming that we are paid \$40 an hour, that total amounts to \$12,800. With other miscellaneous fees, we have rounded the total amount to \$13,000.

This proposal has been created free of charge for the client's convenience. As we do complete certain phases of the project, however, we will require a certain percentage of payment. The following table provides a breakdown of these costs:

| Upon Completion of: | Date | Cost | Percentage |
|----------------------------|-------------|-------------|-------------------|
| Upfront | 05-01-03 | \$ 1300 | 10% |
| Information Architecture | 05-09-03 | \$ 2600 | 20% |
| Designed Interface | 05-16-03 | \$ 4550 | 35% |
| Code Production | 06-18-03 | \$ 4550 | 35% |