



Goodwill Industries of Central Texas

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Overall Goal

The overall goal for the Goodwill website is to create and design a new multi-faceted website for GICT based on the WordPress platform. To achieve this goal, Gennovacap will integrate and redesign 5 existing websites into 1 new website design and develop a UX (user experience) for 5 target audiences.

The following is an overview of the process involved for creating the website as set forth in the guidelines in the Goodwill RFP.

Basic Functional / Analytical Overview

- Platform: [WordPress](#) CMS
 - Programming Languages: HTML, CSS, Javascript, jQuery, Ajax, Php
 - Database: MySQL
 - Mobile Website Framework: [Foundation](#) (based on Sass) or [Twitter Bootstrap](#)
 - Web Analytics: [Google Analytics](#) Setup
 - Organic Search / Seo: [Google Webmasters](#) Setup
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Project Deliverables

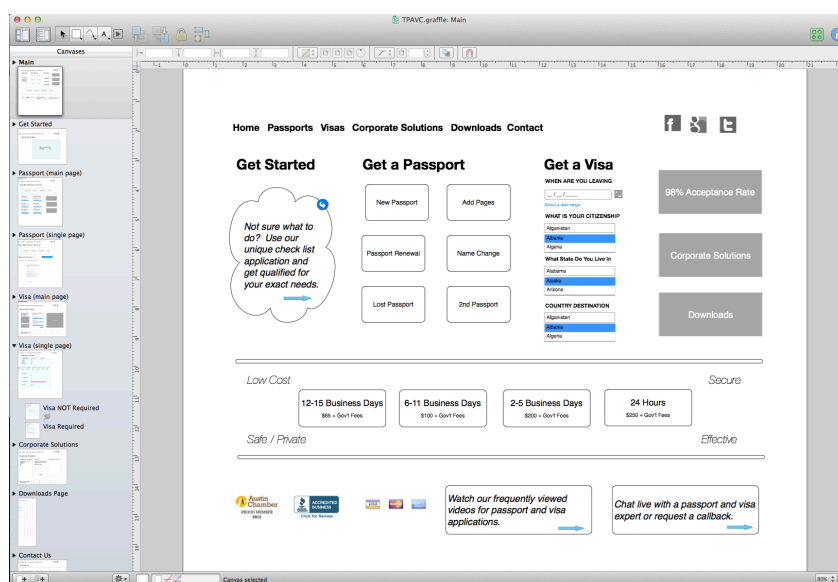
- WordPress CMS Approximately 60 pages
- Wire frames to define the UX
- Create user experience for 5 target audiences
- Web design includes 20 layout templates for the website and mobile layouts
- Cross browser compatible Firefox, Safari, Chrome, and IE 8+
- WC3 Compliance Section 508 – Audience accessibility for all pages
- Backup system for WordPress
- Search engine optimization setup and implementation
- Social media integration
- Portal integration for Blackbaud donation acceptance
- WordPress training for Goodwill staff (40 Hours)



Approach to Web Design

To sum up, our approach to web design is progressive and adaptable. Upon project commencement, we will meet with all key stakeholders to determine the visual requirements. Although we do not need the visual and content requirements to begin the wire framing process, it is usually helpful for spatial planning and layout design. Once we have the provided visual requirements, we will incorporate the content, branding, and images from Goodwill's internal team into the website layout designs based on the UX (user experience design) created utilizing our wireframe software ([Omnigraffle](#)). At this point, we will start the actual design for the main landing page as well as the other 19 layouts for the WordPress. Finally, we will begin to code and develop the website.

Example of Omnigraffle wire frame and resulting graphical representation:



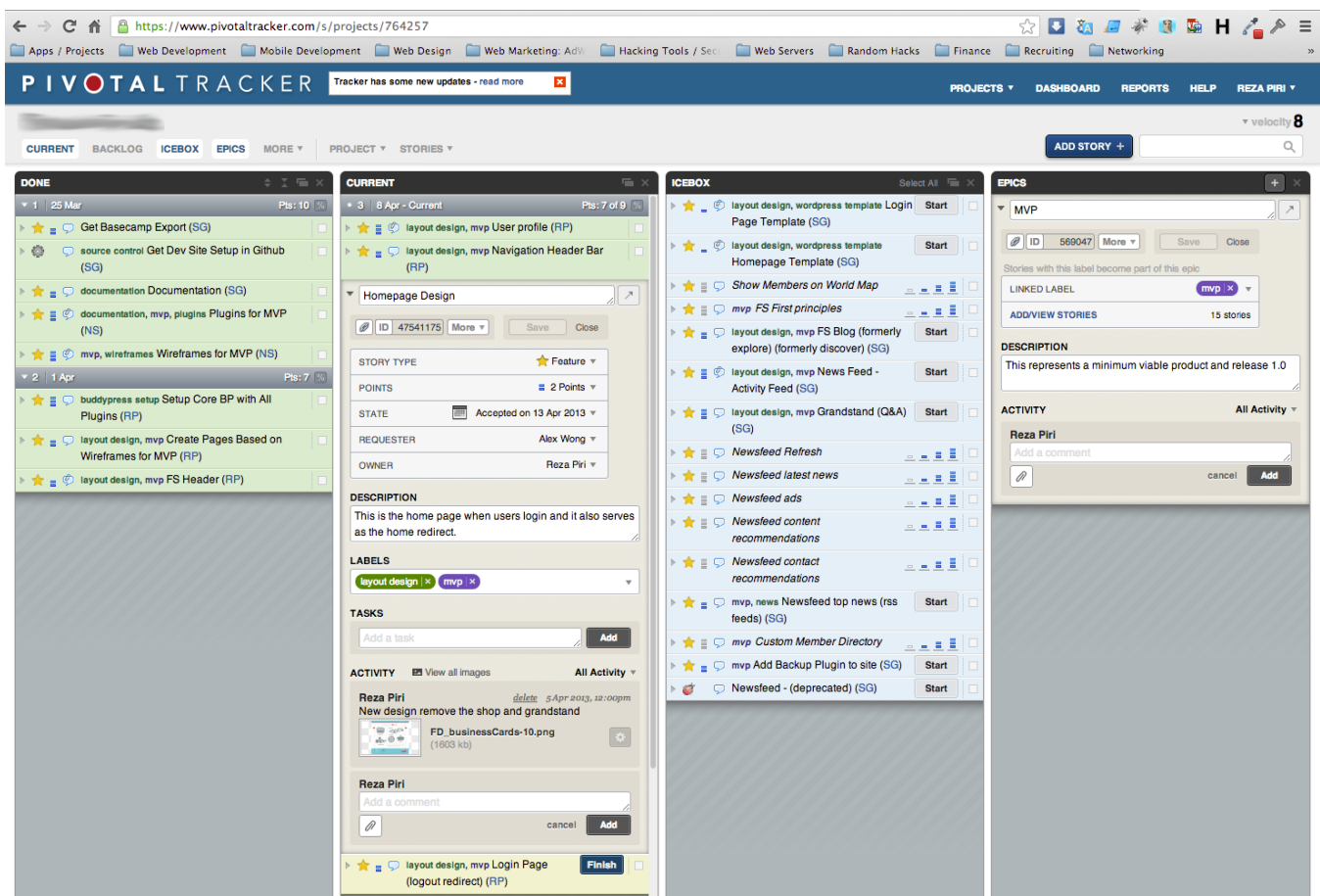


Project Management

We utilize a variety of cloud-based tools to manage each project engagement lasting longer than a month in the design and development life cycle. Typically engage with the client on weekly or bi-weekly sprints for features and updates. In this particular case we have allocated a meeting every 2 weeks. We organize each piece of the project logically and assign features, bugs, chores, and items with appropriate labels in Pivot Tracker. We can add as many users as we need into Pivot Tracker so that both our team and our clients have access to add features and keep up with project requirements and deliverables during the course of the project.

- 100% of our project management is conducted in [Pivotal Tracker](#)
- 100% of content, documents, images, and graphics are stored in [Dropbox](#)
- 100% of client notes and project note taking is conducted in [Evernote](#)

Example of Pivotal Tracker project management cloud-based software:





Project Assumptions

- ***The project will require a minimum of 60 pages****
- The project does not include branding
- The client will provide all content and images for use
- The client will provide final edited content for all pages
- There are no requirements to create audio for this project
- There are no requirements to create video for this project
- There are no requirements for custom illustration or animation
- There are no requirements to create flash for this project
- Client assumes responsibility for hosting
- Gennovacap assumes responsibility for maintaining the technology deliverable for 30 days after the launch

**Major assumptions that drive overall total cost*

Sample Plan: 26-27 weeks

1. Initial Meetings: **1 week**
 - a. Project Kickoff Meeting
 - b. Setup and define all items for the project
 - i. Create project in Pivotal Tracker
 - ii. Invite all stakeholders to join project in Pivotal Tracker
2. Requirements Gathering: **1 week**
 - a. Define 5 target audiences
 - b. Create website participation workflows for 5 target audiences
 - c. Analyze all 5 websites for integration to determine “what stays” and “what goes”
 - d. Develop a sitemap for new website
 - e. Scan websites and get XML sitemaps to create a strategic plan for 301 redirects
 - f. Meeting:
 - i. Get approval for participation workflows and UX Design
3. UX Design: **5 weeks**
 - a. Develop 5 different users experiences for the website
 - b. Create wireframes in Omnigraffle for 60 page website design
 - c. Meeting:
 - i. Get approval for UX design
4. WordPress Setup: **2 weeks**
 - a. Setup WordPress
 - b. Install DB
 - c. Take DB export of old blog posts in import them into new posts
 - d. Website structure setup
 - i. Create 60 pages with names
 - ii. Structure menus and sidebars
 - iii. Install required plugins
 - e. Begin SEO setup
 - i. Analytics & webmasters



5. **Create Website Layout Designs Based on UX Design: 5 weeks**
 - a. Create templates in WordPress
 - i. WordPress Page Templates (PHP)
 - b. Take UX designs and begin coding
 - i. HTML, CSS, Javascript, PHP
 - c. Create mobile layout designs
 - d. Meeting:
 - i. Review designs in the WordPress and set content gathering requirements
6. **Upload Content / Images: 2 weeks**
 - a. Upload all content and images onto the WordPress provided to us by the Goodwill team
 - b. Meetings (2):
 - i. Review new content uploads
 - ii. Get approval to finish out
7. **WC3 Section 508 Implementation: 4 weeks**
 - a. Review each page using Fire Eye Tools to create Accessibility
 - b. Create alt and title tags to make the website easily navigable for accessibility users
 - c. Meetings (4):
 - i. Break down website content into 4 sections and conduct 508 Implementation in 4 parts
8. **Quality Assurance Testing: 1 week**
 - a. Test for cross browser compatibility
 - b. Test for mobile device compatibility
9. **Miscellaneous: 1 week**
 - a. Setup total cache for image / page caching / enhanced page speed
 - b. Setup backup plugin to create daily backups for all website and database content
10. **Training on WordPress for GoodWill staff: 3 weeks**
 - a. 40 hours of training includes
 - i. WC3 Section 508 training
 - ii. Content additions
 - iii. Blogging
 - iv. Social media
 - v. Seo per page
 - vi. Event scheduling
11. **Launch Website: 1 week**
 - a. 301 redirects
 - b. Multi-user setup
 - i. Admins
 - ii. Bloggers
 - iii. Events Coordinators
12. **Finish Seo setup: 1 week**
 - a. Finalize submissions to Google Webmasters and Analytics setup
 - b. Finalize transfer of documents, resources, tools, FTP credentials



Project Estimates

Hourly Rate	\$120.00
Total Projected Cost for Requested Features	\$56,619.00

Requested Items	Quantity	Time	Cost
Meetings (1 meeting every 2 weeks for 6 months)	13.5	1.5	\$2,430.00
Design UX for all Pages (60 pages)(5 integrated sites roadmap and flow)	1	100	\$12,000.00
Design Layouts (coding 20 layout designs = 5 audience targets with 4 views each)	20	4	\$9,600.00
Design Mobile Layouts (includes UX and coding)	20	2	\$4,800.00
WordPress Setup Headers, Page, Menus, & Sidebar Architecture (60 pages)	60	0.5	\$3,600.00
Content Uploads and Content Implementation	60	1	\$7,200.00
WC3 Section 508 (60 pages)	60	1	\$7,200.00
Project Management (27 weeks – 2 hours per week to update Pivotal Tracker)	27	2	\$6,480.00
Seo Implementation (high level)	20	2	\$4,800.00
Training Goodwill staff to use WordPress and All Features (40 hours)	1	40	\$4,800.00
Sub-Total			\$62,910.00
10% Austin Chamber Member Discount			(\$6,291.00)
REQUESTED ITEMS TOTAL			\$56,619.00

Recommended Plugins and Features			
Events Calendar Plugin	1	1	\$190.00
Filter Maps by Category Custom Plugin (Find Locations)	1	20	\$2,400.00
Job Listings Plugin (Internal Careers for Goodwill Employees)	1	12	\$1,440.00
WooCommerce Ecommerce Plugin For Shopping (Central Texas Area)	1	25	\$3,000.00
Setup a Volunteer Database and Signup Plugin	1	12	\$1,440.00
WordPress Backup Plugin	1	3	\$360.00
Advertisement Placements (Setup Ad Plugin and implement Ads)	10	2	\$2,400.00
Sub-Total			\$11,230.00
10% Austin Chamber Member Discount			(\$1,123.00)
RECOMMENDED ITEMS TOTAL			\$10,107.00

**Major assumptions that drive overall total cost. Should we be chosen for the project, the cost for the project will be based on the breadth of the wireframes. From all the current information available we assume that at least 60 pages will be necessary to implement the new website for all 5 target audiences effectively.*



Recommended Features and 3rd party Plugins*

1. All In One Events Pro Calendar Plugin - <http://time.ly/>
 - a. Allows feature rich event planning and calendar scheduling
 - b. Fully functional with Google Calendar and iCal (iPhone)
 - c. Licensing Cost = \$75
2. Filter Maps by Category Custom Plugin
 - a. Custom Maps Plugin Gennovacap will create for exclusive use for GICT
 - b. Features include user ability to filter through store locations based on desired category of Store. Filter will display differing icons for store types on an embedded Google map.
 - i. Shop, Retail Stores, Outlet Stores, Bookstores, Donations, Drop-offs
 - c. No licensing costs, just time required to develop the plugin
3. Job Manager Listings Plugin
 - a. Create custom job listings for Goodwill Internal hiring
 - b. Licensing Cost = \$0
4. WooCommerce Plugin - <http://www.woothemes.com/>
 - a. Create and upload all items for sale in the Central Texas Area for online selling
 - b. Initial Licensing Cost = \$0
 - c. Extended Features Costs = Variable \$29 - \$99 (214 different extensions)
 - i. <http://www.woothemes.com/product-category/woocommerce-extensions/>
5. Volunteer Database Plugin
 - a. Manage all volunteers across different functions
 - b. Licensing cost = \$0
6. WordPress Backup Plugin - <http://www.backup-technology.com/free-wordpress-backup/>
 - a. Free setup for up to 100MB of storage
7. Advertisement Placements OIO Publisher - <http://www.oiopublisher.com/>
 - a. Create ads to run across the Goodwill Website to generate extra revenue stream for Goodwill programs, etc.
 - b. Licensing Cost = \$5

**Notes for plugins: There are many different plugins free and paid that are widely dispersed in the WordPress Community. The paid plugins are well supported and create a lot of value for the end-user Admin.*

Gennovacap Website Development Experience

Since its inception, Gennovacap has designed and developed many websites, web applications, mobile apps, and created successful search engine rankings for clients. We have developed on all major CMS's and built custom web applications while utilizing third party integrations & APIs, as well as creating our own custom APIs. We are a total solution shop for any client who needs a variety of services done at a high level and with fine precision. For our team at Gennovacap, no task is too big.

In total, we have built over 30 websites including: 3 ecommerce systems, 15 WordPress websites, and 12 custom websites not utilizing a CMS. We have also implemented SEO and mobile website optimization for 90-95% of our web design and web development projects. Finally, we have built 2 mobile apps (1 iPhone + 1 Android).

We are experts at developing requirements and also bringing about new insights and solutions for our clients. We not only deliver, we consult and help our clients to the next level. Altogether, we are experts of customization and we can design and develop on any platform to provide clients with amazing capabilities.



Client References

Company: Texas Monthly

Platform: WordPress

Required Work: Web Design and Seo

Website: Austin Economics Development Guide. *Currently Under Construction*. Plans to launch in the next 2 weeks (temporary URL www.developerbootcampaustin.com)

Owner: Robert Nusbaum

Contact: 512-320-6915

Project Details:

A couple of months ago, Robert asked us to redevelop the Austin Economic Development Guide. The previous website was developed in Drupal and we recommended WordPress instead. After working with Robert to determine layout design and theme for the WordPress, we began to farm content and images into the WordPress. Our next step with the project is to finish out the SEO implementation and setup ads to run on the website so Robert can sell ad space on the website to help generate revenue for the magazine.

Company: October Custom Publishing

Platform: WordPress

Required Work: Web Design and Seo

Website: www.octobercustompublishing.com

Owner: Torquil Scott-Dewar

Contact: 512-797-8869

Project Details:

Torquil needed WordPress design, website customization, a database export of his old WordPress blog, and search engine optimization setup and implementation. We found pre-designed theme for Torquil, implemented the WordPress setup, optimized his website for search engines, instructed him on SEO implementation for each web page, and imported all of his old blog posts into the new blog for the current database. We also created 301 redirects on the old website and after a few weeks he was ranking on the 1st page of Google for the keyword term "Custom Publishing".

Company: Pattern Productions

Platform: WordPress

Required Work: Web Design and Seo

Website: www.patternproductions.com

Owner: Jeff Marrow

Contact: 512-636-2767

Project Details:

Jeff needed WordPress design, website customization, a database export of his old WordPress blog, and search engine optimization setup and implementation. We designed a new layout, implemented the WordPress setup, optimized his website for search engines, instructed him on SEO implementation for each web page, and imported all of his old blog posts into the new blog for the current database. When we launched Jeff's new website, we created 301 redirects on the old website and after a few weeks he was ranking on the 1st page of Google for the keyword term "Video Production Austin".



Project Team

Project Manager / UX Design / WordPress Development / SEO: Reza Piri

Contact: 512-769-3026

Experience:

Reza is responsible for setting the creative strategy, product development, and direction for the project. Prior to founding Gennovacap, Reza's previous work experience included business consulting and project management for SolArc and PFC Energy. His consulting experience spans most industry sectors.

When Reza left business consulting, he taught himself front-end design (HTML / CSS / Javascript) and started developing websites. After becoming proficient in front-end design, Reza taught himself SEO and started helping clients as an SEO consultant. Next, he learned programming languages like PHP and Ruby on Rails and started consulting as a full time web developer.

Graphic Design / UX Design / UI Design / Web Design: Sarah Ruh

Contact: 512-663-2576

Experience:

Sarah is responsible for graphic and user interface (UI) design. She has more than 15 years of experience in graphic design, web design and marketing communications. She previously served as Vice President of Communications for the Greater Austin Chamber of Commerce, championing local businesses and promoting Austin as a premier destination for economic development.

Prior to that, she spent ten years as Director of Communications for the Texas Travel Industry Association, coordinating efforts with multiple state agencies related to the promotion of travel and tourism in Texas. She also has experience with event and conference planning, public relations, email marketing campaigns, social media, and content development.

Current Leadership & Organizational Stability

Reza Piri founded Gennovacap in late 2011 and built the business from a one-man shop into 4 consultants and 1 intern. In late 2012, Reza also founded a networking group and the group is now composed of 50 members who actively participate in events and networking opportunities.

Reza is also involved in 3 community related organizations and holds leadership positions in 2 of them. He is a member of the Austin Technology Council and participates in the CEO forums and other C-Level events. Reza holds a leadership position and is a volunteer Ambassador for the Austin Chamber of Commerce. Reza also serves on the board for Austin Young Real Estate Professionals as the co-technology chair.

As an Ambassador for the Austin Chamber, Reza coordinates group activities for the Ambassadors in conjunction with the Austin Chamber's Non-Profit Partner this year, currently The American Diabetes Association. Reza keeps the group informed about upcoming events, coordinates with the ADA liaison, and brings the Ambassadors to volunteer for ADA events. Other Chamber Ambassador duties include attending ribbon cuttings, mentoring new ambassadors, attending networking events hosted by the Austin Chamber, and developing new chamber membership.