

Website Proposal

For SNAP Cats Feline Rescue & Shelter
Prepared by: Joshua Barnard, Evalyn Tostado and Nicole Warner

Prepared for: Darryl Roberts
Presentation date: 2/25/18

Introduction

Thank you for the opportunity to work together and develop a proposal for the SNAP Cats web site project. Working together, we can provide digital media content that has a warm, professional and user friendly design. Based on our preliminary discussion, we have identified and listed our approach below and the steps to complete this project.

Client Needs

SNAP Cats has requested a new website as a hub for reaching out to the community, and will be used to serve and support the SNAP Cats sponsors, adopters, donors, volunteers and those who currently care for special needs cats. The requested website will be easy to maintain, and updated by a SNAP Cats once the project is complete.

SRJC Team Solutions

The SRJC Web Projects Class will provide SNAP Cats with a solution that provides useful information to its target audience. The solution will integrate the client's current logo, as to maintain a familiar look with its target audience, while showing them that SNAP Cats is expanding its outreach and presence in order to serve them better.

1. Strategic Brief

The SRJC Web Projects Class have been asked to revamp a static HTML website into a dynamic, responsive Wordpress site for the SNAP Cats organization. We anticipate that the users of the new website will be expecting the following minimum functionality:

- Google Map API with cat origins and current location.
- Responsive Design
- Easily add and modify cats
- Easily add and modify education articles
- Easy to use blog section
- New livestreaming service (which is not flash based, & doesn't require a login)

The technologies we anticipate utilizing will include: WordPress (CMS), Google Maps JavaScript API using geolocation, and a JSON file to contain the cats location data. Central to the new design from The SRJC SNAP Cats Web Team, will be a robust Content Management System (CMS) that will allow SNAP Cats to easily make changes to their website. This will save the SNAP Cats website from future revision costs and ensure that the website stays updated.

The new design will contain the following pages:

1. Home Page
2. Donations and Sponsorships
3. Adoptions Page
4. Photo/Video Gallery
 - a. Livestreams
5. Education
6. Social media / blog page
7. About/Contact

These pages will be "hardwired" into the new design by The SRJC SNAP Cats Web Team, and links to them will appear in the navigation menu(s). On each of these pages, we will include a left-hand column that SNAP Cats can use to create links to as many "subpages" as they wish. Therefore, the CMS allows for as many pages as necessary, without incurring additional time beyond the original design and landing pages.

Once the design is approved, The SRJC SNAP Cats Team will incorporate the Content Management System (CMS) into the design. The SRJC SNAP Cats Team will then provide a training session and materials with SNAP Cats, showing them how to use their new Content Management System (which can be done on site or online).

2. Deliverables and Feature Set

Design

On his client survey, SNAP Cats indicated that they wanted a “friendly, inviting, easy to navigate and a beautiful showcase for our (his) cats/kittens.” We believe this is exactly the type of site he should have. The colors chosen will elicit a fun, yet warm and cozy mood, with a clean and professional style. When speaking with our client, Darryl had strong and appropriate design opinions. He requested a layout with white space, which isn’t a grey monochrome color scheme, expressed interest in warm, blue and pastel colors, and liked dynamic modern sans serif fonts, such as Arial.

To create a few color schemes our designer will use the SNAP Cat’s logo for inspiration (which has a red accent color), similar pet adoption websites, with a warm pastel palette. We will also provide three sets that include two contrasting typefaces.

Based on Darryl’s choice(s) our designer will create a specific style guide which will include: a background color, navigation bar design, hierarchical style for different headers (size, typeface, color), link colors and style, forms, buttons and icon design.

User experience

The biggest user experience issue we anticipate is likely to be loading times on mobile devices. We’ll be using high resolution photos on most pages which will look beautiful on desktop and mobile devices, but mobile devices might be slowed down due to downloading a full image regardless of the size it’ll be presented at. There may be ways to overcome this, but we’ll have to do additional research to see if it is feasible within the timeframe; making this a stretch goal.

The main focus of the site’s aesthetic redesign will be in addressing hierarchical needs via increased contrast and proximity. The primary focus will be to place more emphasis on the most important aspects of the website, with the secondary focus of

designing flexible layouts that organize the diverse and rich content of the website in a accessible and intuitive way.

Technical

The overall structure of the mobile website will be developed using WordPress as the content management system, which is a widely used website platform that is easy to use. The Google Maps JavaScript API will be utilized to create a functional map. Google Maps will use geotags that are defined each time a listing is made to display the coordinates of where each cat was rescued from. The data for each rescue cat will contain an id#, latitude, and longitude values formatted in JavaScript Object Notation (JSON). A system which streamlines the creation of the JSON objects as their respective posts are written will be implemented, making it unnecessary for SNAP Cats to learn JavaScript.

Please note that website hosting and domain name registration will not be provided by the web team. It is the client's responsibility to register a domain name, and maintain a hosting service after the final project is delivered.

Content

The content for this project will be completely provided by SNAP Cats, with all of the data from the old site provided to the SRJC web projects team on a USB thumb drive. All photos of the cats have been taken by a professional photographer and have been saved on her own personal server. Login information to this server will be provided to projects team.

There will be a set stylesheet and general layout structure for the site. There will also be several layout design iterations including; homepage, 2nd level pages, and post type pages. Variations of 2nd level pages will be done for each category/topic.

3. Prototypes and Research

2017 research from the Pew Research Center has indicated that 95% of Americans own a cell phone, and of those, 77% own a smartphone, up from 35% in the survey conducted in 2011. Therefore creating a mobile responsive site is very timely and appropriate.

WordPress now accounts for approximately 27% of all websites, making it the preferred choice for the sites new CMS. We will look at and test similar sites with a focus on pet & cat adoption, to get an idea of the best practices to help with the design of the new site

We will need to do research on how to create an automatic JSON data entry with every post (new cat) within our WordPress CMS. Creating this automatic system is technically feasible, but the difficulty will be in making a system which is easy to use without needing support in the future. This system is assign each cat a unique ID#, and allow the user to input the cats latitude and longitude. The system also has to be easy to update.

The web team will initially create the website using a development server. The development server will be used in order to test user experience and performance. The first round of prototyping and testing will be done using desktop browsers with multiple widths, and emulators in order to simulate the mobile browser.

Final prototyping and testing will be conducted using both full sized computers and mobile device, such as a modern Android smartphone or iPhone. The client is responsible for the final user testing and approval.

4. Workflow

Preliminary Design

Working in conjunction with SNAP Cats, The SRJC Web Projects Class will provide SNAP Cats with a preliminary design concept. This design concept will include; layout, color palette, font choices, storyline, moodboard, and theme examples.

SNAP Cats can request one round of design revisions within the preliminary design phase. If SNAP Cats deems more revisions are necessary, the client will check in with the team and class instructors to evaluate its feasibility.

Finished Product

When SNAP Cats has finished incorporating all the content they wish to have in their finished product, both the team and client sign off on the agreement. The SRJC SNAP Cats Team will complete the project by May 2nd, 2018, barring any major unforeseen circumstances.

Terms and Conditions

Upon completion of the project, all media produced for SNAP Cats becomes the property of SNAP Cats.

The SRJC Web Projects class SNAP Cats Team assumes SNAP Cats has permission from all rightful owners to use any images or design elements that are provided by SNAP Cats for inclusion in the project, and will hold harmless, protect, and defend The SRJC Web Projects Class from any claim or suit arising from the use of such elements.

The SRJC Web Projects class SNAP Cats Team retains the right to display these websites as examples of their work in their portfolio, and as content features in other projects. The SRJC SNAP Cats Team also retains the right to place a “created by” identifier anywhere within the media project or website.

Milestones Plan

Feb 15th, 2018	The web team will provide the general idea of what the new website will include and look like: <ul style="list-style-type: none">• Theme mockups based on research and decision about which WP theme to use
April 26th, 2018	The web team will provide a working prototype of the website on a development server: <ul style="list-style-type: none">• May include minimal or placeholder data, but will be functional and usable for testing.• From this prototype, the client will work with the web team in order to create the final version.
May 2nd, 2018	The web team will provide the final website with full functionality.

5. Conclusion

SNAP Cats is doing great work with disabled felines from around the world, and we are honored to be working on this project with them. We are looking forward to completing this site for SNAP Cats, as their cause is undeniably highly beneficial to a global community. We hope that this site redesign will improve SNAP Cat's public reception as well as making their resources more easily accessible to everyone.