IndigiSpace
Brand & Platform Upgrade

PROPOSAL

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Who We Are

DemingFactor is a dynamic design and technology agency based in Adelaide, South Australia. We have over a decade of experience in software development, community engagement and design. We seek out and explore the application of profound knowledge; deep truths in how complex systems and the world works, and how we can utilise this understanding to empower people and groups of people.

"Don't blame the individual, fix the system."
- W Edwards Deming

At DemingFactor, we provide consulting on web business and deliver custom web software applications. Through our expertise in technology, experience in business and passion for quality, we develop elegant solutions to pressing social problems.

Why choose DemingFactor?

Our approach to crafting software is both pragmatic and disciplined. We strive to write clean well tested code, apply software engineering best practices and consider ourselves software craftsmen. Approaches such as Test Driven Development, Continuous Integration and rigorous use of Distributed Version Control, reflect our pride in the code we write, and our commitment to the craft. The software we create is designed to be simple, effective and elegant.

We utilise innovative modes of thinking and working. Including tools such a teleworking, open space and Agile Development. Having engaged in many new ways of collaborating, we understand the importance of listening and communicating.

Our Development Approach

With traditional software development it is customary to lock in a 12 month block of development work, write up a detailed project scope, provide an arbitrary price and the project is underway. The big problem is, when you finally see progress, it's after months and months, and all too often, it isn't what you really wanted. Changes become difficult, and the process has failed both the client, the stakeholders and the software developers.

"The best way to get there is through iterations. Stop imagining what's going to work. Find out for real."
- Rework by 37 Signals

Our approach to software today is different. It is the result of years of knowledge and experience with project management, product teams, market trends, customers and clients. We know what the important ingredients are in a project to ensure the best possible end result.

Our Approach is Agile
We take an Agile software development approach, and this is considered best practice worldwide. We break the project down. We deliver working software that you can use every step of the way, and then we work closely with you and your users to obtain feedback and ensure the experience is on track. We are user driven in our approach and are flexible to allow for change.

Agile software development is about valuing:
- Individuals & interactions *over* processes & tools
- Working software *over* comprehensive documentation
- Customer collaboration *over* contract negotiation
- Responding to change *over* following a plan

What Does Our Agile Approach Look Like?

- We help you break down desired features into manageable parts we call *stories*
- We develop the most important features first
- We break up the work into time blocks called *iterations*
- We create automated code tests to ensure your software works as expected
- We work in a way which facilitates changing direction
- We are committed to working closely with you and your users

The project

You have created an online marketplace to sell indigenous art.

Your existing wordpress based platform has got you started but you have advised us that you are at the edge of it's performance. You have approached us to refresh your brand and upgrade your marketplace platform towards making it easier to attract and onboard new sellers.

We see a few distinct milestones for this project.

Milestone 1 - Discover Workshop

We will run a 2-3 hour interactive collaborative discovery session aiming to uncover what needs people have for an online platform. With plenty of sticky notes and marker pens we'll ideate potentially useful software features and then collectively sort them down into an order of importance. I have experience in workshop facilitation as well as running open spaces and I intend to run the session in a way whereby the participants generate the outcomes.

As an outcome from the workshop you will have a much clearer idea of the exact software features and functionality and this will be provided to you in an online format whereby you can continue to prioritise and refine your desired feature list.

Milestone 2 - Media Experience & Brand Refresh

Delivered by Fringe Launch Event (Feb 2017)

You are seeking to take advantage of your upcoming Fringe Exhibition towards promoting your brand. We recommend that your brand is revised and enhanced and a brand relaunch is used as the basis for a launch event at the Fringe exhibition in February 2017.

As part of this process we will work with you to:

- Redevelop your Brand Identity based on your Personas
- Redesign your homepage to apply the new designs
- Prepare a launch presentation of the changes for use at your exhibition

Milestone 3 - Platform Upgrade

The feature set you would like for a etsy like marketplace is ambitious and we discussed potential issues with affordability were you to build a custom application from scratch.

At our last meeting we advised that we would seek a potential solution in a base level marketplace framework that could effectively be extended by us as needed.

Your stated budget is admittedly tight for a project of this scale but we are happy to report that we worked out an approach that will fit within your budget and achieve your key objectives.

We will utilise the discover workshop to develop together an initial set of core features to work on and then we will work in iterations to progress the project.

We estimate the switch over to the new system will take us three developer iterations to complete.

In future you are always free to purchase additional iterations and we will schedule new features you want developed at that time.

Provision of Costing

Standard Rates
Development & Consulting Work $95/hour
Design Work $55/hour

Milestones
Milestone 1 - Discovery Workshop $300
Milestone 2 - Brand Relaunch $1,200
Milestone 3 - Platform Upgrade $6,000

We estimate three iterations to complete the basic requirements for your website. Development Iterations are for three weeks each and cost $2,000 per iteration (based on development rate of $95/hour).

The quoted rates are valid for projects initiated within 30 days of this proposal. Additional work is charged at standard rates.

What We Need From You

1. Allocate a *Product Manager (PM)* who has <u>final</u> sign off on stories, their priority and their completion. This is the person we report to with regards to delivery.

   The role of the PM includes the following:
   - Participate in writing of a stories for each feature.
   - Prioritise features by organisational value.
   - Participate in each iteration planning & review meeting.

Next Steps

To go ahead, let me know via email to **valentine@demingfactor.com**
Please do not hesitate to call me if you need anything further.

Look forward to working with you.

Kind regards

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