

Opioid Settlement Decision Hub Design & Build

PROJECT ESTIMATE/STATEMENT OF WORK (SOW)	low (hrs)	high (hrs)	low (\$)	high (\$)
Phase 1: Brand Identity & Technical Discovery Development of a standalone visual identity (wordmark or simple combination mark) distinct from existing UNC/NC CORE branding. We will also ingest your research-validated Excel formulas to map the JavaScript logic for the "Best-Worst Scaling" and prioritization tools.	18	22	\$2,160	\$2,640
Phase 2: Technical Architecture & Infrastructure Establishment of the secure database and authentication system for Study ID-based access. This phase covers the wireframing of the "choose your own adventure" dashboard and the overarching site structure to ensure a frictionless user flow.	30	35	\$3,600	\$4,200
Phase 3: Pilot App Development (Functional Beta) Development of the core functionality for the March 31, 2026, pilot deadline. The focus is on the functional logic of the 5-step path (including the "Rich Picture" workspace, scoring calculators, and Impact-Gap Canvas)rather than final visual design.	80	90	\$9,600	\$10,800
Phase 4: High-Fidelity Refinement & Reporting Refinement of the UI/UX based on beta user testing from the pilot counties. We will build the dynamic reporting engine for customized PDF exports with integrated data visualizations, implement project "forking" logic to allow scenario-based testing, and provide the "unique link" system to allow users to save and return to their progress.	75	80	\$9,000	\$9,600
Phase 5: Launch & Optimization Period This includes the rollout of the "spot-edit" CMS and admin portal, followed by two weeks of dedicated support for optimizing user flow, bug fixes, calculations, and logic based on live user interaction as the first wave of users interacts with the tool.	38	40	\$4,560	\$4,800
NEW: Phase 6 Visual Asset & Cohesion Kit Development of a standardized visual system to ensure all internally produced research materials—including tutorial videos, webinar slides, and adapted templates—align seamlessly with the Decision Hub’s branding. This phase provides your team with the "building blocks" needed to maintain a cohesive, professional look across all project touchpoints without requiring a designer for every new piece of content.	12	20	\$1,440	\$2,400

PROJECT SPECIFICS:

The goal is to move from static planning to an active, digital decision-support engine. This platform will empower North Carolina county leaders to transform complex opioid settlement data into actionable, research-backed funding strategies. By using a custom JavaScript-driven front end and a secure database stack, we will provide a seamless "choose your own adventure" experience that results in dynamic, easy-to-use reporting.

Here is an overview of all the features included in this estimate:

User Experience & Interaction

- **"Choose Your Own Adventure" Dashboard:** A central hub featuring five interactive cards that allow users to jump directly to specific strategic steps based on their immediate needs.
- **Contextual Homepage:** A landing page providing project history, problem/solution language, and embedded webinar videos to orient users before they begin the process.
- **Progress Persistence:** A "unique link" system that allows teams to save their progress and return to their specific project instance at a later time.
- **Forking Capability:** The ability for users to create a new, separate instance based on an existing project to test different decision-making scenarios.

The Strategic Planning Engine (5-Step Path)

- **Step 1: Digital "Rich Picture" Workspace:** Interactive prompts and text entry fields for defining county-specific problems and assessing the impact on children and youth.
- **Step 2: Values & Priorities Calculator:** A tool that uses "Best-Worst Scaling" and research-validated formulas to convert qualitative values into numerical weights.
- **Step 3: Strategy Selector & Logic Engine:**
 - **Automated Scoring:** A calculator that ranks Exhibit A and B strategies against the county's weighted criteria.
 - **Impact-Gap Canvas:** A digital canvas to identify which strategies most effectively address specific prioritized problems.
 - **Uncertainty Visualizer:** Real-time data visualizations (such as range bars or confidence percentages) to show the impact of scoring uncertainty.
- **Step 4: Implementation Design Guides:** Digital versions of the "Design Parameters" and reflection prompts to help teams modify strategies to better benefit children and families.
- **Step 5: Action Partner Rubric:** An interactive scoring tool to assess potential implementation partners based on project-specific goals and criteria.

Reporting & Administrative Tools

- **Dynamic PDF Reporting:** An automated system that generates a "semi-polished" downloadable PDF brief, selectively including only the sections and tools a user actually interacted with.
- **Secure Authentication:** A login system using Study IDs and passwords to ensure data privacy and track specific research cohorts.
- **Admin Engagement Portal:** A password-protected dashboard for the research team to monitor aggregate and individual usage data, including engagement reports.
- **"Spot-Edit" Content Management System:** A light CMS that allows the project team to update tutorial videos and site text without developer intervention, while maintaining research-validated logic and data integrity within the secure database.

Visual Asset & Cohesion Kit includes:

- **Video Asset Pack:** Custom title cards, lower-third graphics for speaker names, and end-screen templates for your short tutorial videos.
- **Document & Template Styling:** Branded layouts for the "adapted templates" mentioned in Step 1-5, ensuring that offline worksheets match the digital tool.
- **Presentation Master:** A foundational slide deck template (PowerPoint/Google Slides) for webinars and board presentations.
- **Project Asset Library:** A centralized folder of approved fonts, color hex codes, and project-specific icons for internal use.


WHAT IS NOT INCLUDED IN THIS ESTIMATE:


- Content creation and copyediting
- Additional features or functionality not included here (can be added later as a separate project)
- Hosting and domain fees: You will be paying me directly for hosting & CMS fees, but you will need to still pay for your annual domain fees to keep your website’s URL current (e.g., “www.opioid-settlement-decision-hub.com”).
- Off-page SEO services. (On-page and technical SEO are included)*


*Clarification: On-page vs. off-page SEO:


- On-page & technical SEO (this is included): Includes keyword optimization, meta titles, descriptions, header tags (H1, H2, H3, etc), image optimization, page speed optimization, internal linking, URL structure, mobile responsiveness, XML sitemaps, indexability, core web vitals, and SSL setup.
- Off-page SEO (this is NOT a service I offer): Includes backlink building, social media marketing, guest blogging, influencer marketing, brand mentions, forum/community participation, and press releases/media coverage.


YOUR WEBSITE DESIGN INCLUDES:


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Custom handcrafted design: Your website won't be based on a template that someone else created (that thousands of others have used). Your website design will be 100% unique to your needs, vision and style. From scratch and fresh baked.
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100% CSS3/HTML5 compliance: I will program the underlying structure of your entire website in the most up-to-date programming languages to keep it running smoothly and rendering great in all browsers.
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Full responsiveness: I will program multiple page layouts so that your website automatically adjust its layout based on the screen size it is being viewed through (desktops, tablets, smart phones). It will also be future proofed for screen sizes yet to be developed.
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Traffic Analytics: With analytics installed, you will be able to see how many visitors are coming to your site, how long they stay, where they click, what device they use (iPhone or desktop?) and so much more.
- INCLUDED IN YOUR MONTHLY HOSTING/CMS FEE:**
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Easy-to-Use CMS (Content Management System): You can easily update any content sitewide and you can add new pages to any structured content template pages (such as articles, team member profiles, etc.). And you don't have to use a complicated backend system like Wordpress; instead, you will be able to edit your website's content directly on the page in a WYSIWYG way.
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Automated site backups & software updates: Versions of your website will automatically be backed up daily/weekly/monthly so you will never lose your site or any changes you've made. And unlike open source alternatives, you won't need to keep up with updating any software or plugins to keep the site safe from hackers; it's done for you automatically.
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Blazing fast hosting: Your website will be hosted on 100+ datacenter servers around the world via Fastly and Amazon Cloudfront with 99.9% uptime so it loads quick anywhere in the world. Best part is you won't have to manage anything at all; it's all done for you!
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SSL (Secure Sockets Layer): Aside from keeping your website secure and safe from hackers and bots, Google also loves SSL and explicitly says it will give you a ranking boost for your SEO.
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Troubleshooting & Fixes: If you see something on your website that is malfunctioning, I will fix it at no extra charge.

NOTE: This website needs to run in this hosting environment in order to function correctly; it cannot be transferred to other hosting platforms.

For more about website design process and features:
<https://www.adrialdesigns.com/services/beautify/website-design>