

Current Site

Social Media

- LinkedIn
- Twitter
- Facebook
- Google Plus




Users *[these should be conditional and only shown based on the user's state]*

- Hello
- Login
- Logout

Main Navigation:

- Home
- Recruiting
 - public
- Outplacement
 - public
- Planning
 - public
- Members
 - private/restricted to members
 - membership login form, but no registration form
- About Us
 - public
- Contact Us
 - public
 - has contact form

Members

- Tools
 - framed-in content from 
- Webinars
 - register button directs to  signup
 - on-demand webinar videos available as a download
- Videos
 - premium videos displayed with a plugin and hosted on 
- Knowledge Base
 - q/a with accordion display
- Routine Checklist
 - pdf download
- Survey
 - doesn't link to anything

Proposal

I've reviewed the current structure of [REDACTED].com as a user, and I think using the power of WordPress Custom Post Types and Taxonomies we can easily rebuild this site.

First we need to take a different approach to the memberships. A membership is simply restricting access to content based on the user's role. In WordPress we can create custom user roles and restrict or allow access to content. Usually this functionality is tied to paid memberships, subscriptions and recurring billing, and further, are usually tiered or have levels. Your site requires neither, only that users must be approved for membership.

In my opinion you don't need a plugin for this functionality as WordPress can easily handle it with some custom programming. We should also add an application using a form builder for user's to apply for membership. I prefer [REDACTED] because submissions can be emailed to you and saved on the backend of the site. Upon approval, you can add users to the site and they'll be emailed by the site with a link to create a password. This process can be refined based on the number of users you approve on a weekly or even daily basis.

Next let's discuss the membership area itself. I researched several plugins for elearning functionality and they all have an ecommerce component as elearning websites usually charge a fee. Interestingly, these plugins DO NOT include membership functionality, so that remains separate.

What these plugins do feature is quizzes and certificates of completion. They also allow you to determine the order in which videos, or courses, can be taken and show user progress. Depending on whether or not this is a requirement will determine whether a plugin is appropriate, or if we can build this part of the site out ourselves. If you want to use a plugin, I recommend [REDACTED]. If so, the cost of this plugin is \$129.00 and is not included in my cost. There will also be an annual renewal fee to continue receiving updates.

You mentioned a Lynda.com like experience, and that can be achieved in WordPress using Custom Post Types and Taxonomies. This method also relies on using YouTube to host your videos which you are already doing, and is a very smart way to continue handling this. We should also move the videos you want available as downloads to the video pages in addition to the webinar page.

Process

1. Wireframes & Style Guide
2. Full Color Comps for Desktop & Mobile
3. Custom build-out with HTML5, CSS, CSS3 & jQuery
4. Custom WordPress theme
5. Quality Control, Modifications & Edits

Timeframe & Cost

Time Required: 120 Hours over 4-6 Weeks

My Cost: \$4,200.00, 50% upfront & 50% upon completion

If this proposal, timeframe and cost are acceptable, please let me know as soon as possible so we can schedule this project. I will send you an estimate and invoice for the first payment. I have availability in my calendar beginning November 16, 2015. You can also view my [REDACTED] for more information about my process and how I work.

If you have any questions or concerns, or would like to discuss any of the ideas that have been proposed, please let me know.

Thank you!
Angela Holden