PROJECT 2: FINAL PROJECT PROPOSAL

By Bruce Mayo

1. CLIENT AND TOPIC:

I will be creating a website for our home-based technology consulting company. The business is a minority owned and managed business, operated by both my wife and me.

2. DEVELOPMENT PROCESS AND ENGAGEMENT

I am developing a website for my information technology consulting company. For background research, I will compare my current company with a known competitor. This evaluation will help me understand my company's expectations and draft a memorandum of agreement (MOA). Additionally, I will assess the current contractor's capabilities to determine if I can match or exceed their performance. This comprehensive analysis will provide a solid foundation for establishing and growing my consulting business.

3. TESTING

To ensure the website functions properly, I will begin by verifying all site links by launching them in a browser. Designated site visitors and business partners will launch the site and navigate through each link to confirm they work on their systems. Additionally, an editor or grammar specialist will review the site for spelling and grammatical errors, making use of spell check.

Furthermore, I will test the website across multiple browsers, including Chrome, Edge, Internet Explorer, and Safari, to guarantee compatibility. I will also check the website's interface on mobile devices, ensuring it works seamlessly on both Android and iPhones. By covering these various platforms and devices, I can be confident that the website will provide a smooth user experience for all visitors. I will also validate the HTML and the CSS code produces no error. If they do, I will remediate them before putting the website into production.

These thorough testing measures will help identify and address any issues, ensuring the website is fully functional and accessible across different systems and devices. This approach will contribute to the professional and reliable image of my IT consulting company, enhancing user satisfaction and trust.

4. COMPANY DESCRIPTION

Mission Statement

Our mission is to leverage our business knowledge and expertise in rapidly changing technology to help partners adapt positively to evolving times. We develop efficient business processes and deliver system-wide benefits in cost, quality, and flexibility. Our consulting firm not only addresses current customer requirements but also anticipates future needs when making recommendations, ensuring sustained success and adaptability.

Business Goals

Our IT consulting firm specializes in government contracts, aiming to bid for services to secure these contracts. The website will serve as a digital business card, showcasing our capabilities and past performances. Our growth strategy focuses on bidding for contracts valued at $1.5 million and below to build our portfolio. Our goal is to secure three contracts within our first year, establishing a strong foundation for future growth.

Target Audience

Our target audience is Federal and State agencies seeking information technology services. We aim to meet their needs by providing expert solutions and reliable support.

Impact of Target Audience on Design

The website will showcase the company's past performance, SAIC codes, and comprehensive capabilities statement, providing an all-encompassing overview. It will serve as a one-stop shop for all information, demonstrating what the company has done, can do, and will achieve in future business partnerships.

Content

I will write all web content, including service descriptions, a short biography, and main page details. Photos of the CEO and management staff will be added, and eventually, a logo will be created for each page.

Updates

Maintaining fresh content will be straightforward and easy to maintain, as the website will primarily remain static. Updates will occur when we secure new contracts or make internal company changes.

5. Growth and Maintenance

I foresee the website evolving as our company expands and grows with new hires and contract acquisitions. It will play a crucial role in our growth strategy. During development, I will ensure I have backups and securely store admin credentials. Regular consultations with internal management and business partners will keep content fresh. Ongoing tasks like updating SSL, changing passwords regularly, and creating an SOP for future administrators will ensure smooth maintenance. Updates will be scheduled monthly or as changes arise, ensuring the website remains secure and up to date.

6. Organization

The website's structure is depicted in the flow chart below, featuring main menu items such as Home, Capabilities, and Contact. Additional pages will include links to relevant content or display necessary information directly. This layout ensures clear navigation and easy access to essential details for visitors.
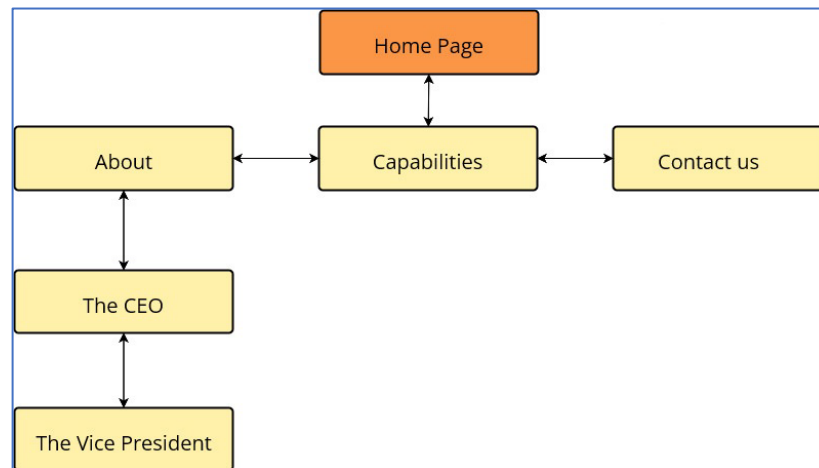
Website flowchart (Visual Paradigm Online, n.d.)

The following wireframe is what I would like to have as the final layout of the website.
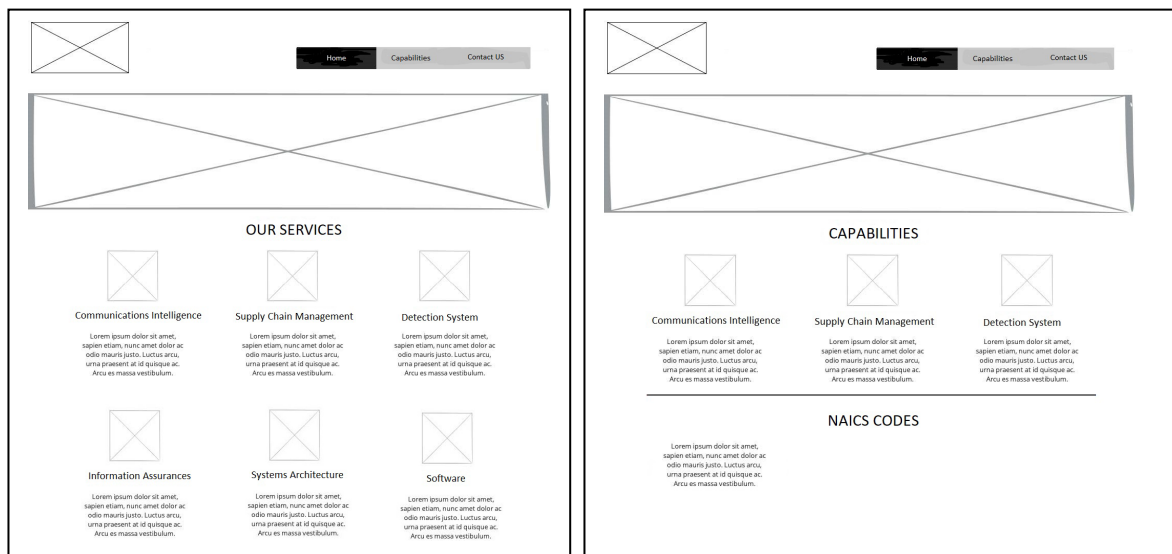
The website will detail the company's offerings. The homepage will highlight our services including Communications Intelligence, Supply Chain Management, Detection Systems, Information Assurance, Systems Architecture, and Software Development. The Capabilities page will feature our NAICS codes and capabilities statement. A Contact Us page will enable visitors to send messages directly to us, facilitating communication and inquiries about our services and capabilities. This structure aims to provide comprehensive information and seamless interaction for potential clients and stakeholders visiting the site.

7. SECURITY

The website will not include e-commerce features. The only password-protected area will be the ADMIN section, specifically for the WordPress site. Users will not need to create accounts on the website itself. However, once the Microsoft 365 email system is integrated, recipients will receive their email passwords.

As the website designer and developer, I will take specific steps to enhance security. This includes regularly updating the admin password for the WP-Press admin portal and installing SSL to encrypt data transmitted through the website. These measures aim to safeguard user information and ensure secure access to sensitive areas like the admin section and email accounts.

8. WEB HOSTING

When selecting a web hosting service, key considerations include site security, customer support, pricing, and management features. As a small, minority-based start-up, our initial website does not need to be extensive, or e-commerce driven. However, it must be scalable to accommodate future contracts or services. The site should allow visitors to download our capabilities statement once it's ready, so the ability to house files is essential.

I currently use GoDaddy for hosting and managing other websites and plan to use it for this site as well. GoDaddy offers the SSL certificates necessary to secure our company's data and improve our SEO positioning. However, inspired by recent classes, I am considering migrating to Amazon Web Services (AWS) and utilizing WordPress for site management.

The domain name www.TaBeConsulting.com, which is available for purchase, will be used for our website.

9. MARKETING

The website will be promoted via social media and word of mouth. Our primary focus is to bid on Federal and State contracts, which will be our main revenue source initially. Search engine optimization (SEO) will be a key online marketing strategy. I will ensure that metadata (title, author, keywords, description) is included in the head of each webpage and that all links, images, and media have appropriate tags.

REFERENCES

Visual Paradigm Online. (n.d.). *Online.visual-Paradigm.com*. Retrieved from Online.visual-Paradigm.com: https://online.visual-paradigm.com/drive/#diagramlist:proj=0&diagram=list