January 19, 2015

Responsive Website

Proposal Response

Client: American Forest Foundation

American Forest Foundation
We grow stewardship every day.

Team Members:

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Project Overview

The American Forest Foundation is seeking submissions from a professional, highly qualified software development firm to create a fully responsive website. The website design/development will include:

- a landing page layout

- with featured news items and call to action for donation/purchase/ or about video

- a content page/regular page layout

- a blog/news section (with date, author, tags, comments) and a sidebar

- a place for users to login / login screen

- social links (Facebook, Twitter, Instagram) and a donate link

Our team will focus on reorganizing the content, creating a cohesive brand, and enhancing the user experience. These critical elements will modernize the website into a state-of-the-art portal for environmental causes.

After doing an initial analysis of the current website, it is clear that the site delivers too much information at once. There is a lack of hierarchy within the navigation that detracts the user from discovering the main sections. Trimming down the amount of initial links and restructuring the information architecture into a consistent pattern for each of the pages will improve the overall effectiveness of the site by providing a system.

Updating the graphic design will revive the dated appearance of the current site that will appeal to a wider audience. We will increase visibility and revitalize their identity as a prominent force in environmental stewardship by re-branding the American Forest Foundation logo.

The functionality of the current website is rather plain and does not compel the user to explore the site. Layout techniques to display content into manageable segments will make the site more approachable. By following sound communication methods and simplifying the user interface, the message will be more evident throughout the site and offer a more enjoyable experience.

The American Forest Foundation delivers awareness on a threatened national resource. As the Internet becomes our primary source for knowledge, their web presence is a vital means to expand their audience and support a community concerned with the conservation of natural ecosystems. Our goal for this redesign is to present users with a clean, fresh new look that will increase traffic, membership and donations.

Phases / Timeline

Phase I: Research and Concept

January 5th - January 19th

- Competitor analysis and trends
- Inventory of required content
- Sitemap and IA breakdown
- Responsive wireframes (static)
- Budget breakdown

Phase II: Interactive Prototype and Style-tiles

January 20th - January 26th

- Style-tiles (at least 2)
- Detailed design mock-ups (static)
- Interactive prototypes
- Logo concepts (at least 2)
- CLIENT feedback
- Iteration based on feedback

Phase III: Final Website and Usability Testing

January 27th - March 2nd

- Website styling
- Content entry
- Usability testing
- Iteration based on findings
- Final logo design
- Asset compression/optimization

Workflow

The project will be completed in an agile workflow that will have two teams working in tandem to build assets and develop the source code as the project proceeds. Issues and requirements will be fulfilled as the team reaches different phases of the project. By placing milestones into manageable parts, there will be several opportunities for the CLIENT to interject at critical points where their feedback is required so that any outstanding problems may be resolved.

Github will be the primary portal where the team will collaboratively build the website and manage tasks. Semantic Web technologies will maximize multi-platform functionality with an emphasis on accessibility for all users.

We will be integrating liquid code technology for content management capabilities and establish a concise commenting system, making the source code as understandable as possible for future development and growth. This will make the website scalable and flexible to updates after the final hand-off.

Competitive Analysis

5 exemplary sites, all which compete directly with yours:

- Greenpeace Canada: http://www. greenpeace.org/canada/en/

- Environmental Defence: http:// environmentaldefence.ca/

- Alternative Journal: http://www. alternativesjournal.ca/

- Community Forests International: http:// forestsinternational.org/

- LUTW(Light Up The World): http://lutw.org/

These are the top 5 success factors shared by the top sites
(based on reviews):

1. User Friendly and simple to use

4. Modern and clean

2. Donation/Support Button is not too obvious

5. Typography is better than most

3. Site architecture is well thought out

These are the top 5 features shared by these sites:

1. Image Carousel

2. Social Network Sharing

3. Search Functionality

4. Multi-language capability

5. Sign up/in function

These are the top 5 graphic design trends identified:

1. Simple Colour Palette

2. Use of Sans-Serif fonts for professionalism

3. Heavy usage of imagery

4. Clean and simple interface

5. Well defined grid system

Features

Modern web design contains features that separate them from the out-dated model of the typical web page. Elements such as typography, flat design, hover effects/ animations, in-depth videos, responsive images, and reformatting layouts are all current trends that define a dynamic website compared to a static one.

Unique typography helps guide a user through the content without adding unnecessary graphic elements. This increases usability by creating reader paths that guide the viewer through the website. An example of this may be contrasting font size, **weight**, colour and *style* to create a fluid motion for the eye to travel.

Flat design is a timeless trend that works beautifully on the digital medium as it creates a seamless mosaic of colour, photography and negative space. Textures, patterns and gradients have been proven to cause visual noise that distracts the viewer from the primary focus, which in our case is content. Minimal use of design may seem rather bare, but when implemented correctly it can make a website gleam with professionalism.

Hover effects and animation breathe life into a website while functioning as a guide to where the user is on the page. An example of this may be when mousing-over a navigation and it expands to show more links. The current website has this, but the new information architecture would allow for more direct links that have subsidiary links on the page itself rather than in the main navigation.

In-depth videos are more likely to be watched than reading pages of content. As younger generations are known to have shorter attention spans, it would be ideal to gain this demographic as a secondary audience for environmental awareness as the future will literally be in their hands.

Responsive images/ reformatting layouts are essential for user experience because your audience may be using a phone, tablet or desktop. Considering multiple screen sizes and having a fluid and adaptable website means that your site can be enjoyed from the comfort of a living room or on-the-go.

Use Case Examples (Personas)
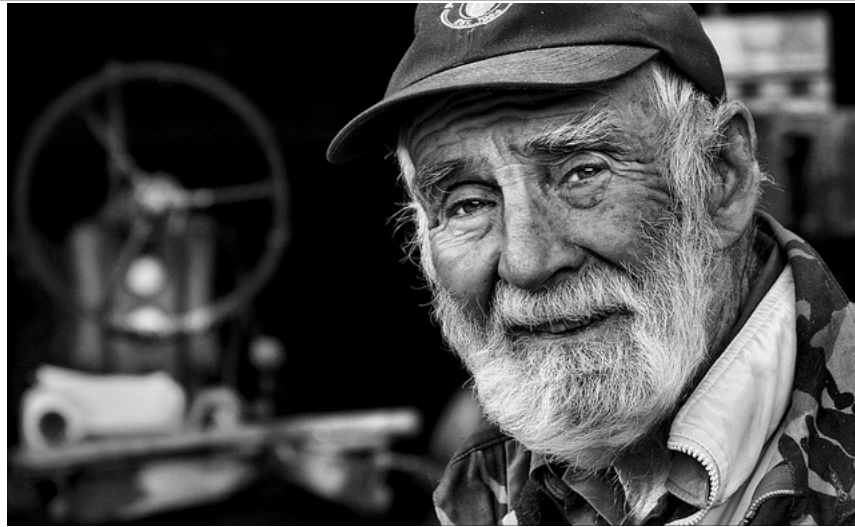
PERSONA 1

Name

Emilio Scalia

Age

67

Background

Emilio is a retired construction-worker, woodsman, ranch-hand, presently a leatherworker as his main hobby-job, and film-photography as his hobby. He is Republican in nature, but believes in the traditional America: where the American version of The Hajj is a family pilgrimage to Yellowstone National Park, buying products Made in America that his father bought, and frequents his grandchildren on camping/hiking treks as well as informing them of the different fauna & flora that flourish in his several hundred acre property, all while rocking a film camera. He believes that the heritage of America should be protected and be a gift to be enjoyed for all.

End Goal

Wants to learn how he can preserve his land so that others may enjoy it for generations to come.

Ideal Features & Content

Easy and fortuitous navigation.

Desired Experience

Would like to see how this company is reputable and the work its done to better America.

Frustrations

"There's too much stuff on here, I'm confused."

Usability Needs

Site needs to be simplistic enough to engage with without getting lost or confused with too many things to click. A text-size adjustment feature would be nice too.

PERSONA 2

Name

Marybeth Greene

Age

45

Background

Marybeth is a 11th grade environmental sciences school teacher. She is fairly current with technology, is only two memes behind and enjoys sharing imagery and popular videos with her students. She uses her iPhone, tablet, and PC Laptop quite frequently and with an equal share for both personal and for work (presentation/sharing/data transitioning).

End Goal

Be able to teach children and show them resources on how they can care for the environment.

Ideal Features & Content

A easy to use area with stories or updates in recent news.

Desired Experience

Site optimized for mobile.

Frustrations

Site had so much content it took too long to find out what she wanted to find.

Usability Needs

Site loads quickly in order to show her students information, resources, or activities.

PERSONA 3

Name

Sven Jónsison

Age

34

Background

Sven is the owner of a large land plot with plenty of trees. He is married with two kids and enjoys spending time with his family. He believes in the green ideals but doesn't really know much about certification, or forest stewardship practices but wants to start somehwere. He's mostly engaged with donations. He is technologically adept.

End Goal

Wants to learn how to be an active part in increasing awareness for the protection of America's forests.

Ideal Features & Content

In addition to easily find out how to become certified, Sven also wants easy-to-track donation feature.

Desired Experience

Site is family friendly and easy to navigate.

Frustrations

Although site was fairly navigable, there was too much content, and content within content, and content with content within content. Donations page was a tad bit overwhelming.

Usability Needs

Wants decent interface.

Target Audience

Target Demographic

Mature Americans, mostly families, who own any sized plots of land that contain a forest biome. They are probably near the upper spectrum of middle class to lower-upper class.

Demographic Age Range

27 to 55 years old. A secondary range also seems to target older retired individuals 55- 70.

Donors demographics will probably range in younger individuals (20-30y/o) as well as from (30-50y/o) who will donate the majority funds.

Socio-Economic Background (Income, Marital, Education, Race)

The AFF seems to engage the most interest in lower-middle-class to upper-class families who cumulatively earn $45k-$120K per year.. Additional attributes include that these families do have children, have blue collar or stable jobs, and have earned enough money to purchase a significant portion of land that has forests on them. The majority of this market will most likely be white males.

Behaviors or Values

These families have a strong relation with nature, whether they frequently hike, bike, travel, or engage in environmentally-conscious activities or events. These individuals have a concern for protecting and preserving the environment, because nature is large part of their lives. They themselves have probably grown in a family that also participated in the protection or exploration of the outdoors. Individuals make an effort to do their part in the preservation of the environment — recycling, trash removal from nature, planting of native flora/trees, etc. These families or individuals may participate in the community, or have a strong knowledge of local news in regards to the environment and will actively engage in events that push forward green ideals or repeal urban development projects that endanger the natural beauty of the land. They frequently enjoy sharing information about environmentalism and preservation, stewardship, and these individuals have a strong familial bond and participate in traditional familial activities. They are disciplined, independent, and have a strong sense of duty or responsibility and maybe have a large fabric Made-in-USA flag hanging somewhere. These individuals do still firmly believe in the ideals of America and its heritage.

Tetris Team
123 Fake St.
Ottawa ON

Algonquin College	Invoice #	0000001
Tiffany Tse	Invoice Date	January 17, 2015
Ottawa ON	**Amount Due**	**$11,554.25 CAD**

Task	Time Entry Notes	Rate	Hours	Line Total
Research	Competitive Analysis/ Target Audience	35.00	10	350.00
Research	Website Inventory	35.00	5	175.00
General	Project Proposal	40.00	10	400.00
Design	Styletiles	50.00	15	750.00
Design	Mockups (2 Revisions incl.)	75.00	20	1,500.00
Design	Branding	75.00	20	1,500.00
Development	Sitemap	35.00	10	350.00
Development	Wireframes	120.00	20	2,400.00
Development	Interactive Prototype (2 Revisions incl.)	120.00	20	2,400.00
General	Usability Testing	40.00	5	200.00
Meetings	Consultation	20.00	10	200.00

Subtotal	**10,225.00**
HST 13%	1,329.25
Total	**11,554.25**
Amount Paid	-0.00
Amount Due	**$11,554.25 CAD**

Terms

Thank you for your business. Please send payment via Paypal or check within 30 days of receiving this
invoice.