



Overview

Oshkosh Defense would like a new website with a similar site map but streamlined design and better functionality including a reorganization of the vehicle information and enhanced exposure for community involvement. Copy, photos and website development will be provided by Oshkosh Defense and JLG. Ultimately, the goal of this site is to educate the public, provide a single-source “feel good” portal to the world, promote employment opportunities and feature what Oshkosh Defense does for our country. In short, it is a reputation management tool.

Oshkosh Defense Website Redesign Deliverables

- Refreshed navigation/sitemap including 130+ pages, 520 blog pages
- Insight to design page layouts with the following design goals in mind:
 - Intuitive navigation and functionality, ease of use
 - Consistent layout and typography treatment throughout
 - Better showcase professional photography throughout site
- Insight to design layouts for the following main pages and their subpages:
 - Homepage, Vehicle Platforms (5 subpages, 13 vehicle pages + variants), Advanced Technologies (5 subpages), Parts and Services (9 subpages), Media (4 subpages), About, Careers, Contact
- Insight to design custom modules that can be reused throughout the site (e.g., “Mission Applications,” “Mobility, Protection, Performance” or “Leadership Bio” sections)
- Insight to communicate/demonstrate how interactive elements (such as buttons and rollover effects) are intended to look/function prior to development
- Insight to work with JLG to ensure open communication and that designs are accurately reflected in the development phase
- Insight to dictate which images/copy fill each template once developed by JLG

Total* **\$24,750-\$31,500**

**Does not include website hosting, copy, photography or travel.*

Signature authorizing the production of projects listed above

Date

Prices are based on specific information supplied to us and are subject to change based on client modifications. Variations resulting in additional time or materials will be reflected in the final billing. Production rights granted upon full payment of invoice. Cancellation or postponement of project in progress may be invoiced for any services and/or materials up to that point. Prices are valid for 30 days.

