



**Establishing a leadership position  
through a world class digital platform.**

A proposal from Asia Pacific Digital.



# Your team.

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# Project Overview.

Aspen Institute New Zealand would like to develop a Phase 1 website for Aspen Institute New Zealand (AINZ), while the AINZ entity is being established in NZ.

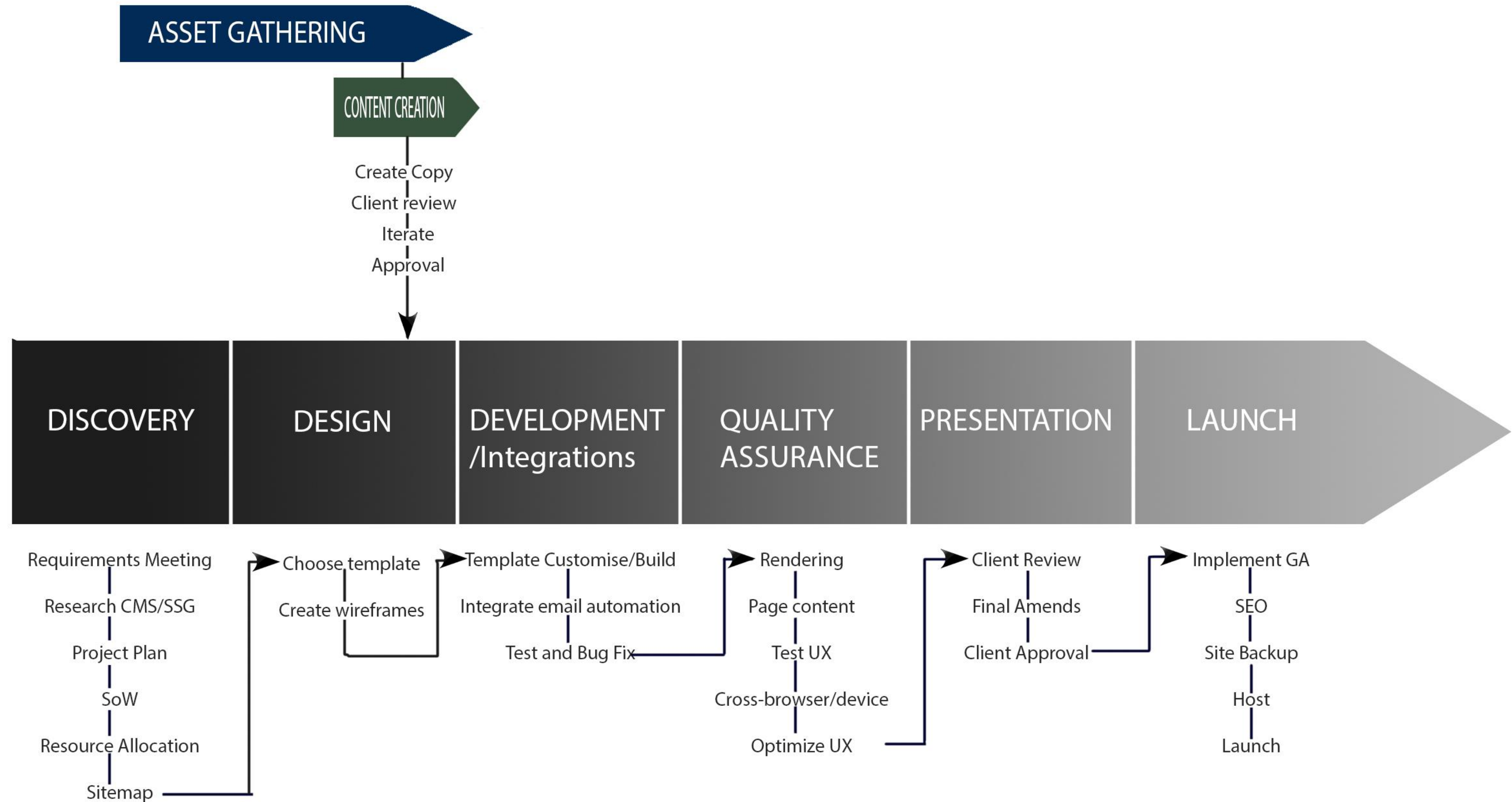
The website need only be a few responsive web pages initially that align with the global Aspen Institute organisation brand experience.

The goal of the new website is to inform and provide contact information.

# **WEB SOLUTION.**

AINZ - WEBSITE DESIGN & DEVELOPMENT

# Our process.



# Deliverables.

**The following items clarify what we're going to be creating and delivering to you.**

Please note that each deliverable follows on from the previous one in a 'waterfall' style stack.

# Phase 1 - Discovery

**During the discovery phase we would like to explore your brand, the goals of your website and the user journey to gain clarity and define the deliverables in detail.**

## **Activities:**

- Requirements Meeting
- Detailed project planning
- Define of statement of work
- Validation of technical requirements for CMS/SSG
- Assets gathering

## **Deliverables:**

- Project Plan
- Statement of Work
- High-level site map

# Phase 2 - Design

**During the design and UX phase we will test the user journey from the previous phase with wireframes and create detailed designs.**

## **Activities:**

- Utilise the sitemap to create wireframes (based off templates available)
- Presentation of wireframes, collation of feedback for amends
- After the wireframes are signed off, the design will be developed, for both mobile and desktop versions (subject to template limitations)
- Presentation of mid/high fidelity designs, collation of feedback for amends (2 rounds of amends)
- Insert approved copy into designs

## **Deliverables:**

- Approved template
- Approved wireframe
- Design assets ready for development



edupath

Test Prep & College Explorer

Send Your Teen the App

Unlock your teen's potential.

The only full-service test prep your teen can do anywhere, anytime.

Send the app to your student now

your name

student's email

student's mobile #

SAT

Send

Forget classes. Next generation SAT & ACT prep is here.

A powerful app for your teen

We've put test prep and college search on the iPhone. Because she's already texting, tweeting, and thumbing on it.

A real-time dashboard for you

Edupath lets you spy on your teen's training and progress. Because you're the one paying for it.

World-class live help for all

Our instructors tackle everything from math to essay writing. Because even if your teen won't admit it, he appreciates a helping hand.



edupath

Harvard University

Cambridge, MA

2200

Help your teen take control of the college journey.

Edupath is the only test prep that incorporates college search

Students train harder when they have a goal. Our College Explorer lets teens delve into 1200 schools and discover the ones that fit them best.

The personalized training of a tutor for a fraction of the cost

Edupath mimics the effectiveness of 1-to-1 teaching with an adaptive platform that learns your teen's weaknesses and exercises them until they're strengths.



Stay in the loop without the difficult conversation.

Follow your teen's progress with our industry-first dashboard

Parental involvement makes a big difference in college admission success. Our dashboard provides a starting point for positive family conversations.

Edupath is approved by the National Parenting Center

"Edupath has created a system that is deceptively fun."

"Once [students] began, they were hooked."

"Edupath temporarily replaced some of our [students'] normal video game playing time."

Dashboard

SAT

trulia

How much is your home worth?

Enter an Address

Get my Personalized Estimate

pocket

Signup How to Save Blog Support

When you find something you want to view later, put it in Pocket.

Watch video to learn more

SIGN UP NOW

MUCK RACK

For PR Pros For Journalists Case Studies Blog Company Log In Request Demo

Is your public relations collaborative?

Muck Rack is the new standard in public relations software. Easily search for journalists, monitor news, and build reports.

Get Started Request Demo

TRUSTED BY FORWARD-THINKING COMPANIES AROUND THE WORLD

A&E BuzzFeed Pfizer COMCAST Edelman NIKE MailChimp

Smarter PR with powerful, easy-to-use software

Find the right journalists to pitch

Say hello to your one-stop, relationship-building platform and goodbye to outdated media databases: Muck Rack's search engine lets you discover and pitch relevant journalists in a much more targeted way than legacy media databases. Building and sharing media lists has never been easier, and since they're automatically kept up-to-date you can finally stop spending time maintaining old media contact lists.

Monitor the news

Never miss a beat: Get alerts in your inbox whenever journalists are writing and tweeting about your company, campaign, competitors or any keywords. You'll instantly know who to connect with, which stories you need to get out in front of and the trending news that affects your brand.

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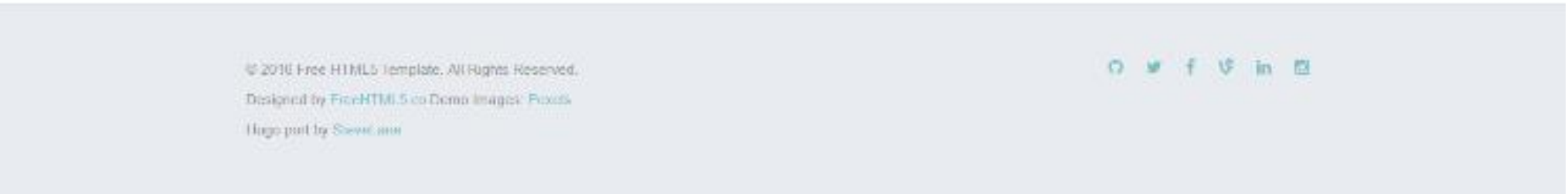
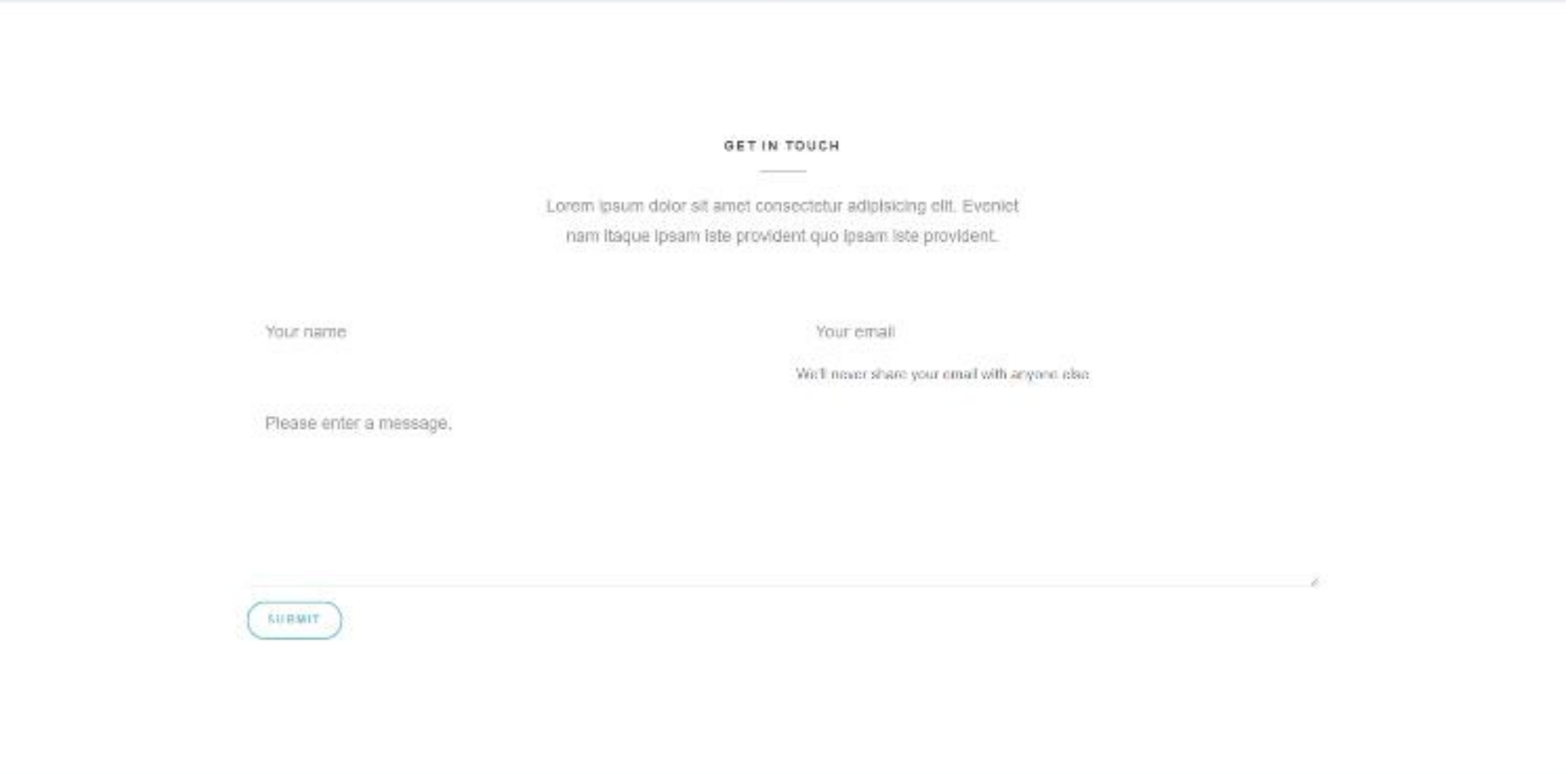
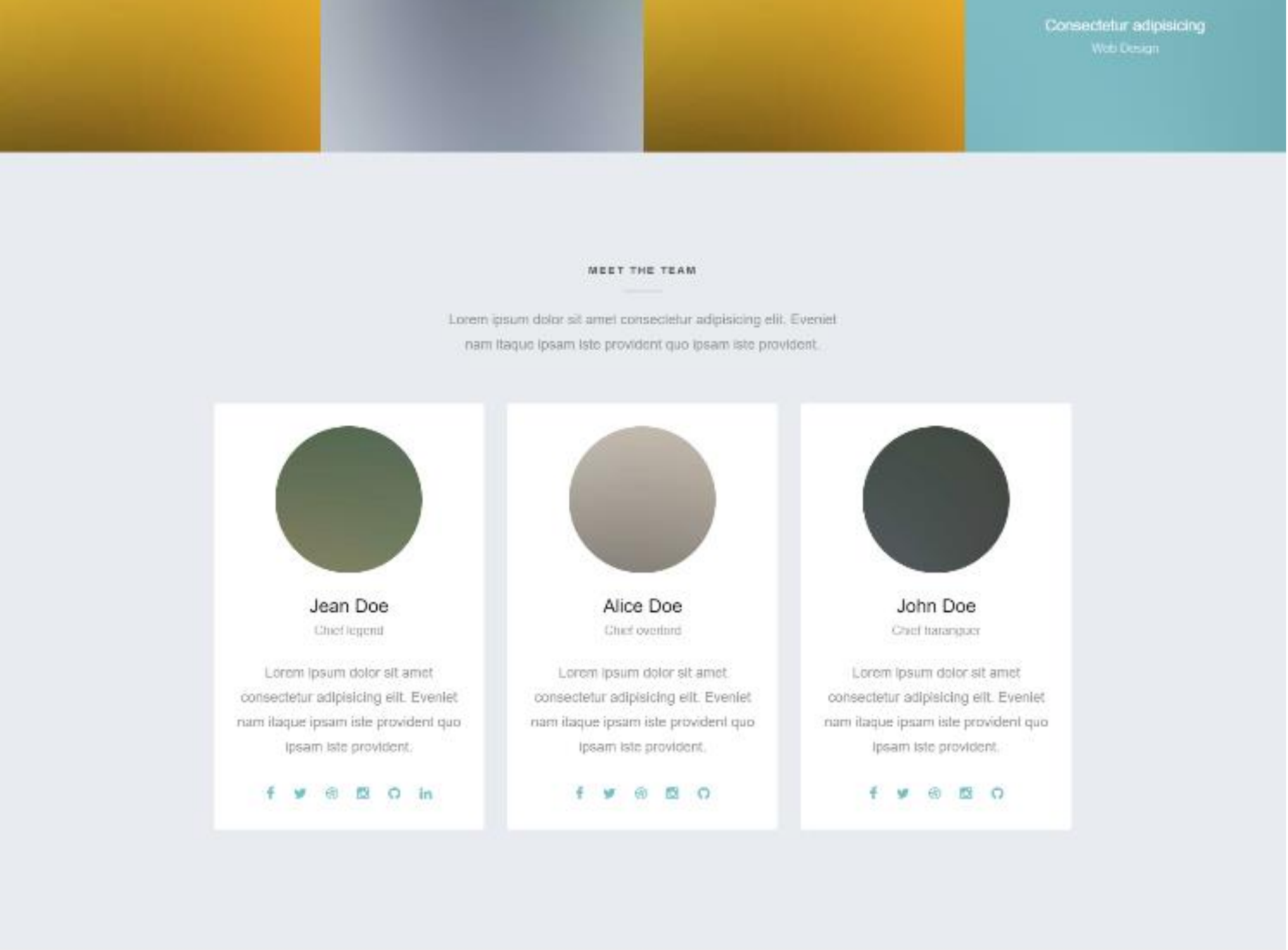
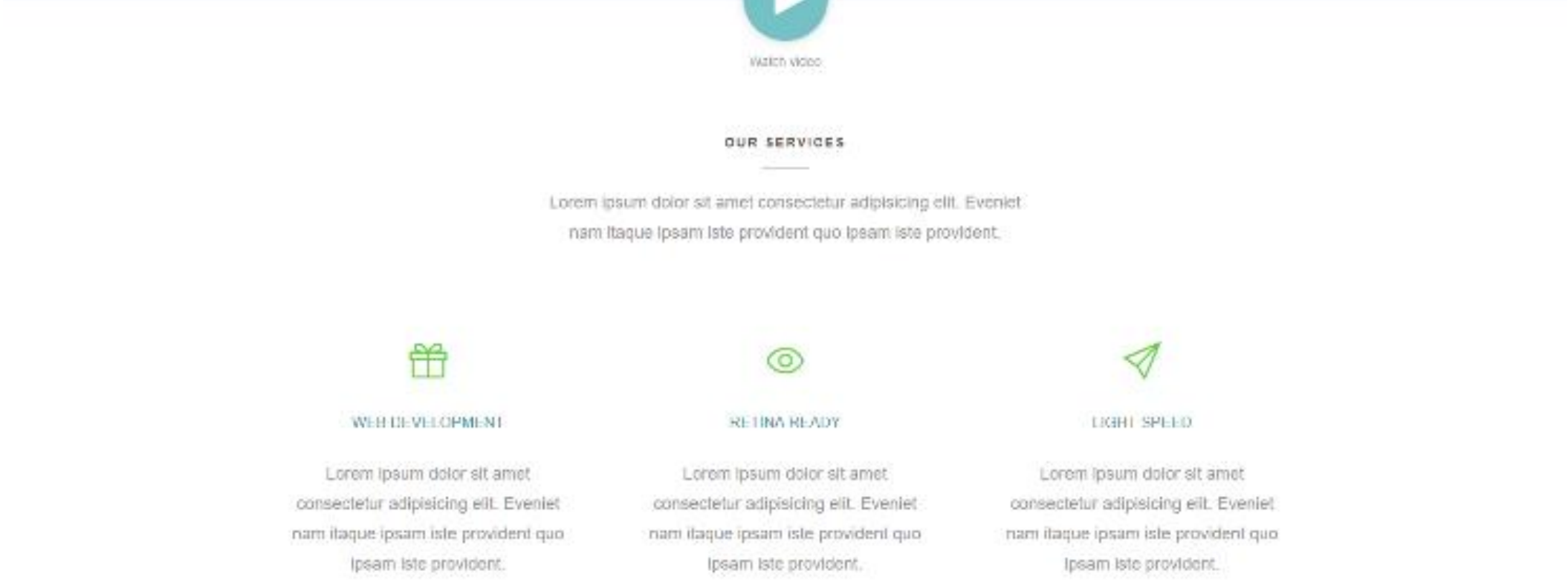
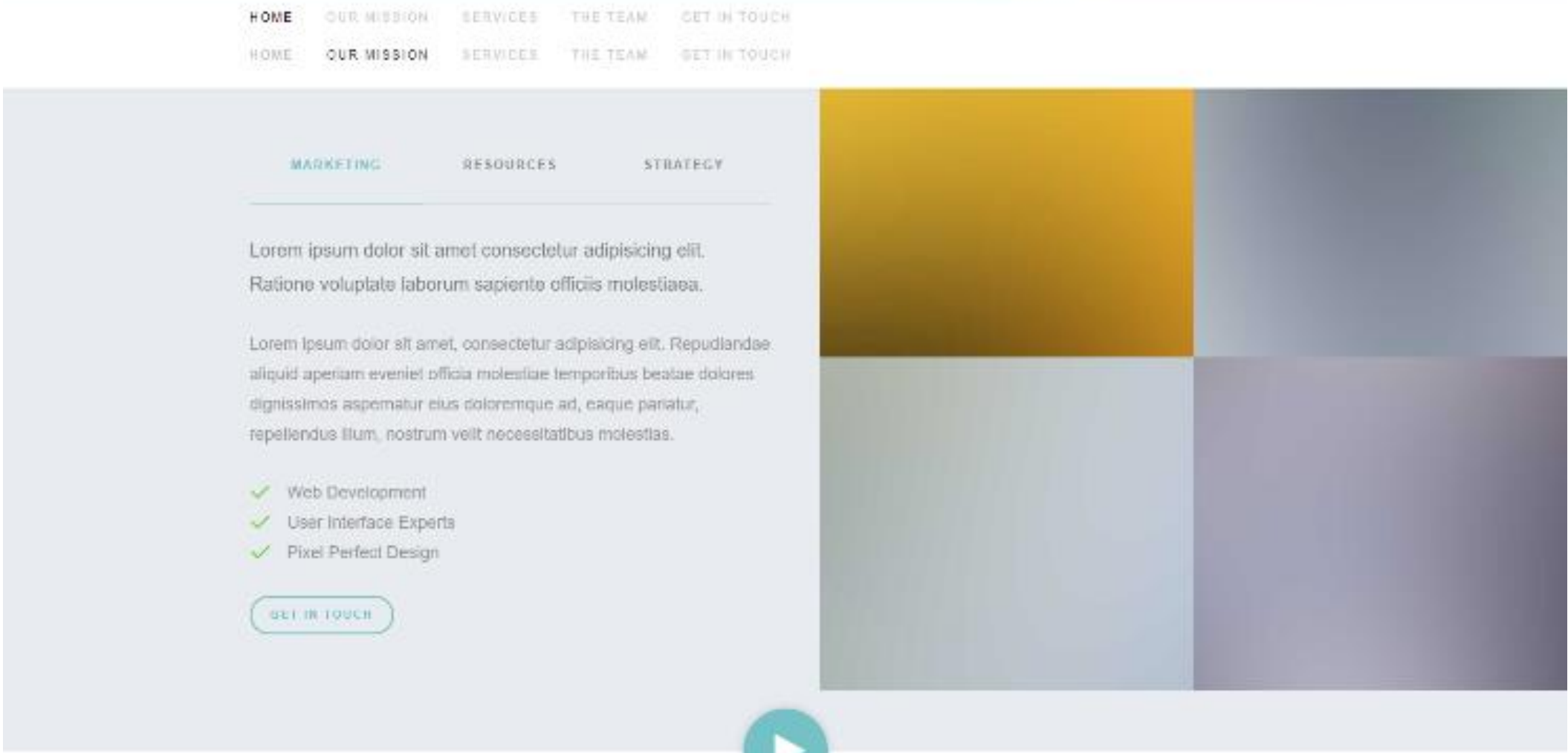
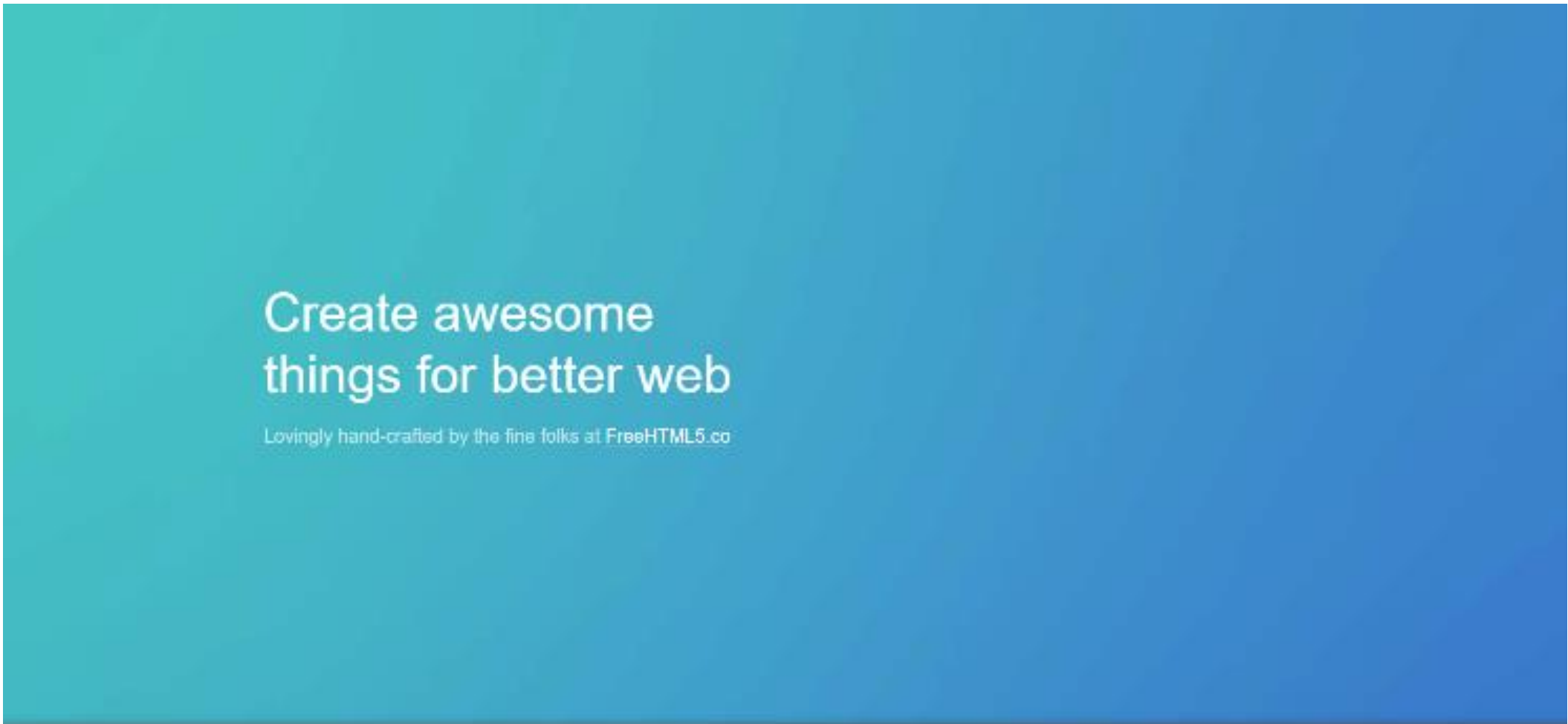
Never miss a beat: Get alerts in your inbox whenever journalists are writing and tweeting about your company, campaign, competitors or any keywords. You'll instantly know who to connect with, which stories you need to get out in front of and the trending news that affects your brand.

"I use Muck Rack on a daily basis. From the alerts in my inbox to check for stories we're quoted in, to building quality media lists and seeing what stories are being read by the reporters I follow. Muck Rack is a great tool to get my work-life in order. I love this product."

Consumer Izzy Santa

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# A DIGITAL MARKETING & DESIGN AGENCY

We love the Web and the work we do.  
We work closely with our clients to deliver the best possible solutions for their needs






## Stop by for a visit

-  North Main Street, Brooklyn Australia
-  Email: [contact@mail.com](mailto:contact@mail.com)
-  Phone: +88 01672 506 744

## We Also Count in Google Maps



## ABOUT US

*Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics*

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## WE BELIEVE IN GREAT IDEAS

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[View Works](#)

# Phase 3 - Content Production

**In the content production phase, we review the existing content and update it to match the newly created design and tonality.**

## **Activities:**

- Kick Off Meeting
- Content Audit, if no content provided APD can create
- Suggestions for content adaptations to match the new design and tonality
- 1 round of reviews for all the items outlined above
- Edit content based on feedback

## **Deliverables:**

- Copy approved and ready to be loaded into designs



# Phase 4 - Development

**In development we bring the user experience to life and integrate the page into the site generator.**

**Activities:**

- Front end development, customize template, populate with content
- Creative direction to ensure correct application of design
- Functional requirements testing and bug fixing
- Any integrations will be implemented e.g. Email automation

**Deliverables:**

- Fully functional website on staging system ready for internal testing

# Phase 5 – Quality Assurance

**In this phase, we test the website for any bugs and optimise UX.**

**Activities:**

- Quality Assurance testing
- Implement amends based on findings in QA stage

**Deliverables:**

- Fully functional website on staging system ready for client testing

# Phase 6 - Delivery

**The delivery phase includes the client acceptance test as well as the go live of the website.**

**Activities:**

- User Acceptance Test conducted by Client
- Test & Bug fixing
- Deployment to production environment
- Pre-live testing on production environment
- Hosting setup
- Google Analytics set up
- Website Backup

**Deliverables:**

- Fully functional live site

# Questions.

**From our correspondence we've identified some pending items, as below:**

What are the content topics for Phase1?

How many pages?

How many assets are existing i.e. photography?

What information do we want to collect from visitors e.g. ability to sign up for the newsletter?

How frequently will you want to update the content?

What current digital platforms are you running on?

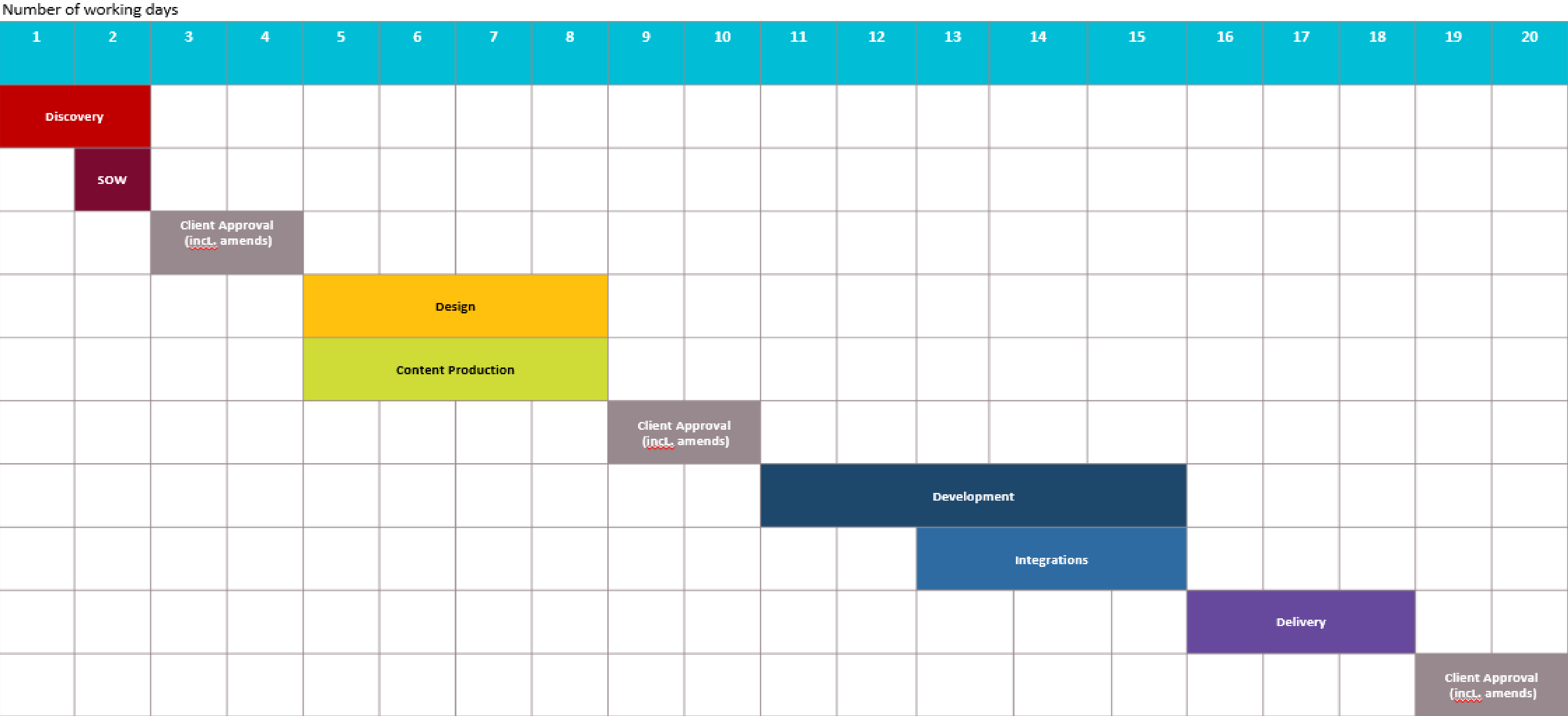
Social sharing, which social platforms e.g. Facebook, Twitter ?

Timing, when do you want to launch?

When will Phase 2 be required and what are the pre-conditions?

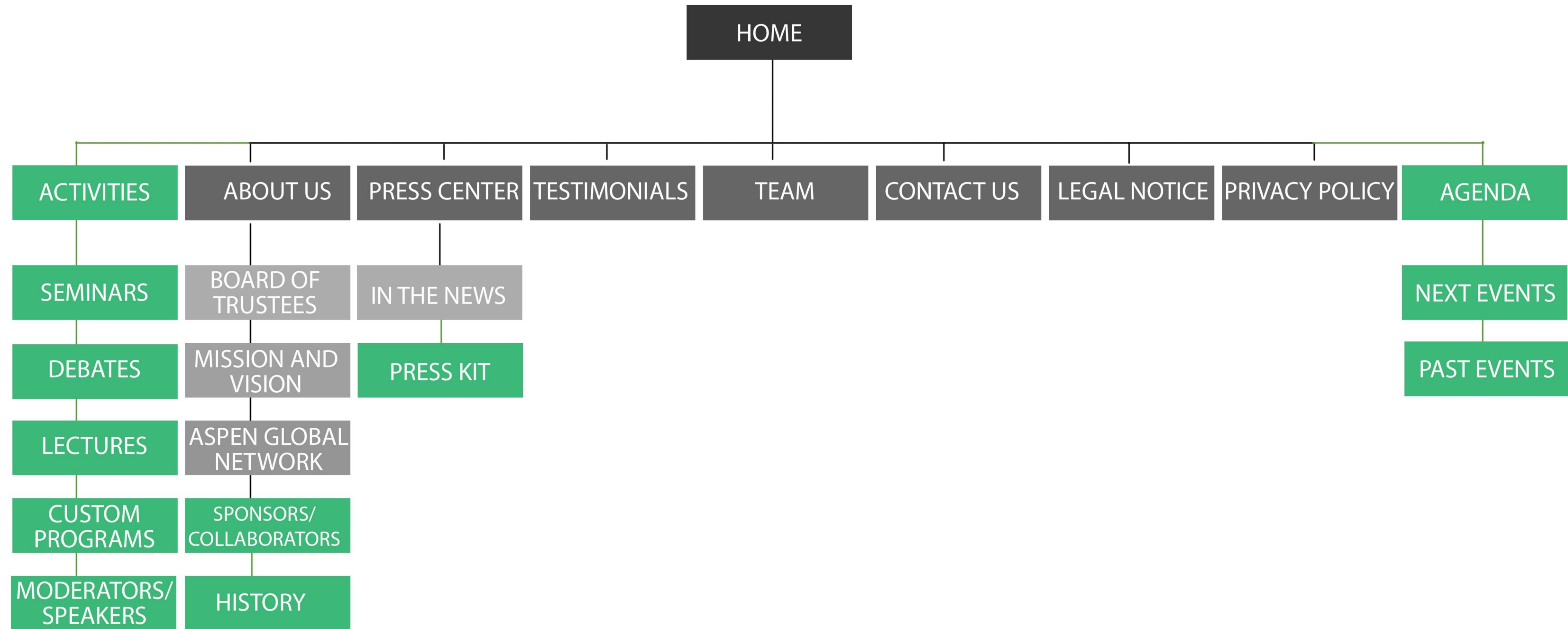


# Indicative Timeline.



The above timeline is based on the following assumptions\*:  
-All copy and images supplied by client  
-Hierarchy of content supplied by client  
-No icons  
-Simple Header/Footer  
\* Timeline is subject to change

# Proposed Sitemap.



 = PHASE 2

# Thank you

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Asia Pacific Digital

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Aspen Institute New Zealand